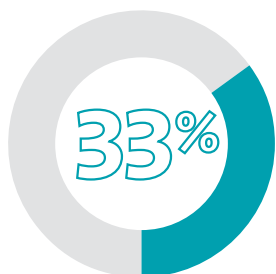




WORKING HOLIDAY MAKERS

The Working Holiday Maker program allows young adults from eligible partner countries to work in Australia while having an extended holiday. Working holiday makers tend to stay longer, spend more and disperse more widely throughout the country than most other target segments. They have a higher than average length of stay and propensity to combine work, visiting friends and family, and holiday/ leisure experiences.

Just over



of all WHM spend comes from **UK, Germany and France**

Almost



of WHM arrivals come from **UK, Germany and France**

\$3.1bn

spend for year ending September 2018

21%

had friends and family visit

302,000

WHM arrivals for the year ending December 2018

82%

of WHMs work whilst they are in Australia

Where are they coming from?



Top 5 types of WHM employment:



Waiter



Farm hand (picker)



Farm hand (other duties)

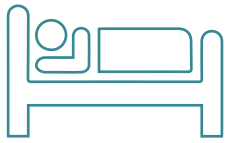


Child care



Construction

Top 5 things they spend their money on:



Accommodation



Food and drink



International airfares



Shopping in Australia



Motor vehicle

THE YOUTH SECTOR

Youth is a vital segment of Australia tourism. Tourism Australia defines the youth segment as people aged between 15 and 29 years. The youth market contributes 25 per cent of all visitor arrivals to Australia and 45 per cent of all visitor spend. There were 2.3 million youth visitors to Australia for the year ending December 2018 and they spent \$19.5 billion.

How WHMs compare to youth:

	WHMs	Youth
Average trip spend	\$10,300	\$8,300
Nights on average	151	62
Visit 3-7 locations	42%	29%
Visit more than 8 locations	22%	8%

What do WHMs do in their home countries?

Working full time

60%

Single and living at home

34%

Studying

26%

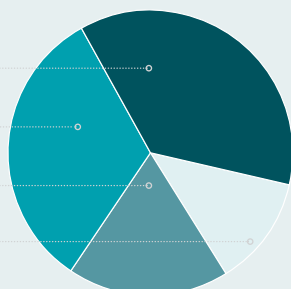
Where do WHMs stay?

Rented house or apartment, **59%**

Backpacker or hostel, **52%**

Friends or relative's property, **29%**

Standard hotel/motor inn, **20%**



The 5 top locations WHMs work in?

Sydney, **27%**

Melbourne, **14%**

Brisbane, **11%**

Perth, **5%**

TNQ, **4%**

