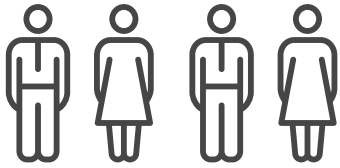


WORKING HOLIDAY MAKERS



TOURISM AUSTRALIA

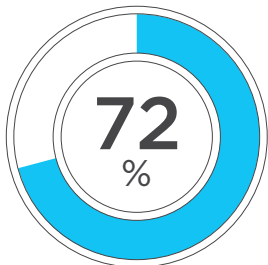


321,000

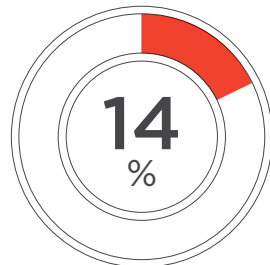
Working Holiday Makers [WHM] arrive in Australia every year

➔ 14%

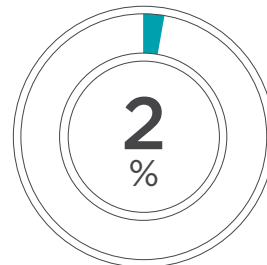
of total youth travellers



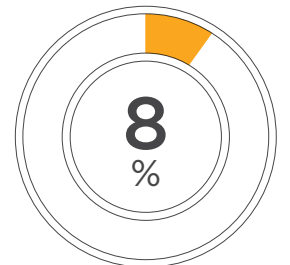
Holiday



Employment



Visiting friends and relatives



Other

WHERE ARE THEY COMING FROM?

UK	57,000	18%*
Korea	35,200	11%
Germany	33,600	10%
Taiwan	30,900	10%
France	30,000	9%
Japan	23,900	7%
USA	21,500	7%
Scandinavia	14,200	4%
Italy	13,300	4%
Hong Kong	10,900	3%

*Percentage refers to share of total WHM

IN THEIR HOME COUNTRIES

59% Are working full-time in their home country

33% Are single and living at home

26% Studying in their home country

HOW DO THEY PLAN AND BOOK?

28% 

Planned their trips within 3 months

31% 

Booked their trip within 3 months

33% 

booked their flight online with the airline

42% 

Planned their trips within 6 months or longer

24% 

Booked their trip within 6 months or longer

33% 

Booked their flight with an online travel agent

Only 10% booked their flight & accommodation together in the same transaction (*compared to 21% of general youth*)

HOW MUCH DO THEY SPEND?

\$10,000



spend per trip

\$66



per night

153

average days stayed

140

days median stay

COMPARED TO GENERAL YOUTH TRAVELLERS:

\$7,700



spend per trip

\$125



per night

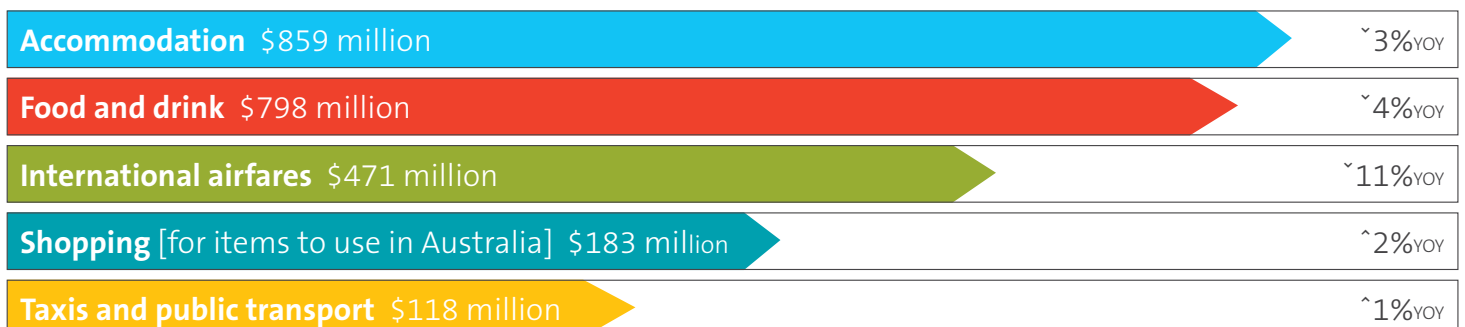
61

average days stayed

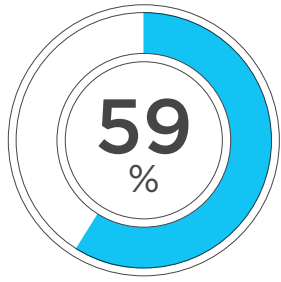
16

days median stay

WHAT ARE WHM'S SPENDING IT ON?



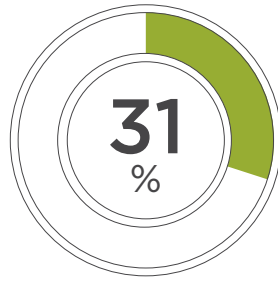
WHERE DO THEY STAY?



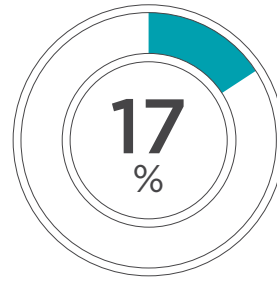
Rented house or apartment



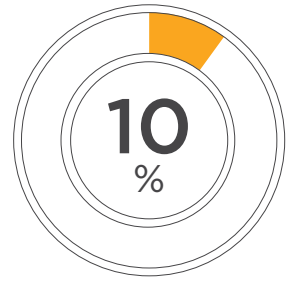
Backpacker or hostel



Friends or relatives property



Standard hotel/motor inn



Private accommodation

WHEN IN AUSTRALIA

40%



23%



21%



21%



55%



WHAT TYPE OF JOBS WERE THEY WORKING IN?

19%
Farm hand
[picker]

17%
Waiter

13%
Farm hand
[other duties]

9%
Kitchen hand

9%
Construction

WHICH LOCATIONS WERE THEY WORKING IN?

28%
Sydney

14%
Melbourne

9%
Perth

9%
Brisbane

3%
Gold Coast