321,000 Working Holiday Makers [WHM] arrive in Australia every year of total youth travellers.

- **72%** Holiday
- **14%** Employment
- **2%** Visiting friends and relatives
- **8%** Other

WHERE ARE THEY COMING FROM?

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>57,000</td>
<td>18%</td>
</tr>
<tr>
<td>Korea</td>
<td>35,200</td>
<td>11%</td>
</tr>
<tr>
<td>Germany</td>
<td>33,600</td>
<td>10%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>30,900</td>
<td>10%</td>
</tr>
<tr>
<td>France</td>
<td>30,000</td>
<td>9%</td>
</tr>
<tr>
<td>Japan</td>
<td>23,900</td>
<td>7%</td>
</tr>
<tr>
<td>USA</td>
<td>21,500</td>
<td>7%</td>
</tr>
<tr>
<td>Scandanavia</td>
<td>14,200</td>
<td>4%</td>
</tr>
<tr>
<td>Italy</td>
<td>13,300</td>
<td>4%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>10,900</td>
<td>3%</td>
</tr>
</tbody>
</table>

*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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>$859 million</td>
<td>~3%</td>
</tr>
<tr>
<td>Food and drink</td>
<td>$798 million</td>
<td>~4%</td>
</tr>
<tr>
<td>International airfares</td>
<td>$471 million</td>
<td>~11%</td>
</tr>
<tr>
<td>Shopping [for items to use in Australia]</td>
<td>$183 million</td>
<td>~2%</td>
</tr>
<tr>
<td>Taxis and public transport</td>
<td>$118 million</td>
<td>~1%</td>
</tr>
</tbody>
</table>
WHERE DO THEY STAY?

- **Rented house or apartment**: 59%
- **Backpacker or hostel**: 50%
- **Friends or relatives property**: 31%
- **Standard hotel/motor inn**: 17%
- **Private accommodation**: 10%

WHEN IN AUSTRALIA

- **Visit 3-7 locations**: 40%
- **Visit more than 8 locations**: 23%
- **Had family & friends visit**: 21%
- **Did not work**: 21%

WHAT TYPE OF JOBS WERE THEY WORKING IN?

- **Farm hand (picker)**: 19%
- **Waiter**: 17%
- **Farm hand [other duties]**: 13%
- **Kitchen hand**: 9%
- **Construction**: 9%

WHICH LOCATIONS WERE THEY WORKING IN?

- **Sydney**: 28%
- **Melbourne**: 14%
- **Perth**: 9%
- **Brisbane**: 9%
- **Gold Coast**: 3%

Sources: Department of Immigration and Border Protection & Tourism Research Australia, International Visitor Survey December 2016