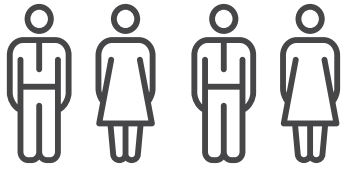


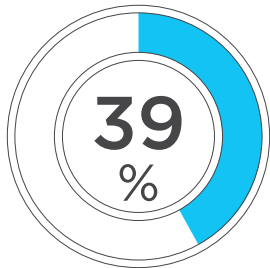
GENERAL YOUTH TRAVELLERS 15-29YRS



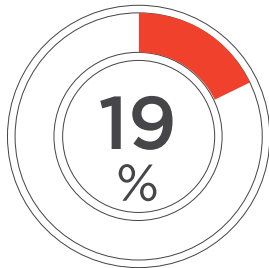
2,100,000

Youth travellers arrive in Australia every year

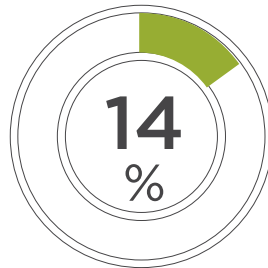
↑%
up 9% YOY



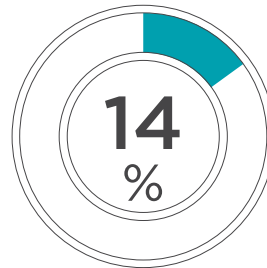
Holiday



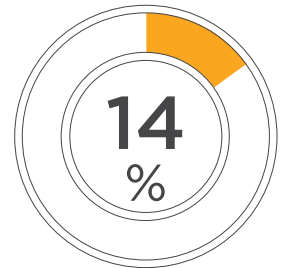
Education



Visiting friends and relatives



Working holiday visa



Other

WHERE ARE THEY COMING FROM?

China	342,000	16%*
NZ	238,000	11%
UK	172,000	8%
USA	167,000	8%
Japan	159,000	7%
Malaysia	106,000	5%
Singapore	94,000	4%
Germany	87,000	4%
Korea	74,000	3%
India	58,000	3%

*Percentage refers to share of total youth

IN THEIR HOME COUNTRIES

49% Are working full-time in their home country

37% Are single and living at home

41% Studying in their home country

HOW DO THEY PLAN AND BOOK?



Planned their trips within 3 months



Booked their trip within 3 months



Booked their flight online with the airline



Planned their trips within 6 months or longer



Booked their trip within 6 months or longer



Booked their flight with an online travel agent

HOW MUCH DO THEY SPEND?

\$7,900



spend per trip

\$126



per night

63

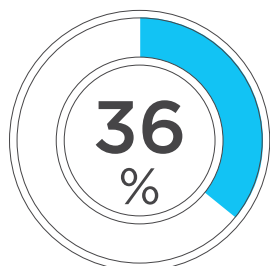
average days stayed

18

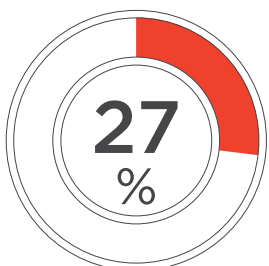
days median stay



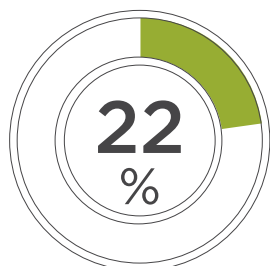
WHERE DO THEY STAY?



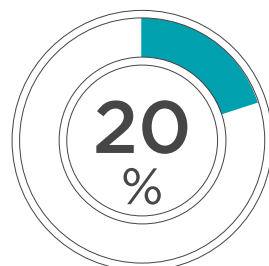
Friends or relatives



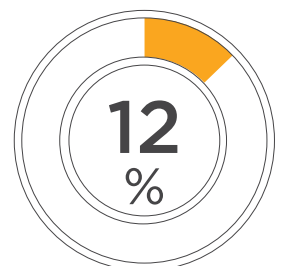
Rented house or apartment



Standard hotel or motor inn



Backpacker or hostel



Luxury hotel

