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 20% of all WHM spend comes from UK, Germany and France.

Almost 34% of WHM arrivals come from UK, Germany and France.

$3.2bn spend for year ending March 2019.

306,400 WHM arrivals for the year ending March 2019.

82% of WHMs work whilst they are in Australia.

21% had friends and family visit.

Where are they coming from?

16% UK

9% Germany

9% Korea

10% France
Top 5 types of WHM employment:

- Waiter
- Farm hand (picker)
- Farm hand (other duties)
- Construction
- Child care

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:

<table>
<thead>
<tr>
<th></th>
<th>WHMs</th>
<th>Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average trip spend</td>
<td>$10,300</td>
<td>$8,300</td>
</tr>
<tr>
<td>Nights on average</td>
<td>151</td>
<td>62</td>
</tr>
<tr>
<td>Visit 3-7 locations</td>
<td>42%</td>
<td>29%</td>
</tr>
<tr>
<td>Visit more than 8 locations</td>
<td>22%</td>
<td>8%</td>
</tr>
</tbody>
</table>

What do WHMs do in their home countries?

- Working full time: 61%
- Single and living at home: 34%
- Studying: 25%

Where do WHMs stay?

- Rented house or apartment: 70%
- Backpacker or hostel: 60%
- Friends or relative’s property: 50%
- Standard hotel/motor inn: 40%

The 5 top locations WHMs work in?

- Sydney: 22%
- Melbourne: 13%
- Brisbane: 10%
- Perth: 4%
- TNQ: 3%