

BACKPACKERS MARKET

1. DEFINITION

A backpacker is defined as an international visitor aged 15 years or above who spent one or more nights in backpacker/hostel accommodation in the ACT.

2. VISITOR NUMBERS

In the year ending December 2006, the ACT welcomed 37,242 backpackers who stayed a total of 360,332 nights. This represents 24% of total international visitors to the ACT for the year ending December 2006.

Total backpackers and backpacker nights to the ACT						
	2001	2002	2003	2004	2005	2006
Backpackers	43,512	47,066	50,172	39,486	32,113	37,242
Backpacker nights	178,137	363,280	207,124	528,673	309,125	360,332

Source: International Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

3. DEMOGRAPHICS

3.1. Country of Origin

In the year ending December 2006, the largest proportion of backpackers to the ACT were from the United Kingdom (21%), followed by Asia (21%), Germany (14%) and Other Europe (13%).

Country of Origin	Proportion of backpackers to the ACT Year Ending Dec 2006
United Kingdom	21%
Asia	21%
Germany	14%
Other Europe	13%
USA & Canada	12%
Netherlands & Switzerland	8%
Other Countries	6%
Scandinavia	5%
Total	100%

3.2. Gender

In the year ending December 2006, 51% of backpackers to the ACT were male and 49% were female.

Compared to other visitors to the ACT, backpackers were more likely to be female (49% vs. 46%).

3.3. Age

In the year ending December 2006, 15-24 year olds accounted for 51% of total backpackers to the ACT, followed by 25-44 year olds (41%) and 45-64 year olds (7%).

Compared to other visitors to the ACT, backpackers were more likely to be aged 15-24 years (51% vs. 12%), and less likely to be aged 45-64 years (7% vs. 40%).

4. TRAVEL BEHAVIOUR

4.1. First or return visit to Australia

In the year ending December 2006, 81% of backpackers to the ACT were first time visitors to Australia and 19% were return visitors.

Compared to other visitors to the ACT, backpackers were more likely to be first time visitors to Australia (81% vs. 45%).

4.2. City of Arrival

In the year ending December 2006, the most common city of arrival for backpackers to the ACT was Sydney (56%), followed by Melbourne (18%) and Brisbane (14%).

Compared to other visitors to the ACT, backpackers were less likely to have arrived in Sydney (56% vs. 72%) and more likely to have arrived in Melbourne (18% vs. 12%).

4.3. Purpose of Visit

In the year ending December 2006, 81% of backpackers came to the ACT for holiday or leisure purposes, followed by 10% who came for the purpose of visiting friends and relatives, 8% who came for other purposes and 3% who came for business purposes.

Compared to other visitors to the ACT, backpackers were more likely to visit the ACT for holiday purposes (81% vs. 47%) and less likely to be visiting friends and relatives (10% vs. 24%).

4.4. Length of Stay

In the year ending December 2006, 73% of backpackers to the ACT stayed 1 to 3 nights, 14% stayed 4 to 9 nights and 13% stayed over 10 nights.

4.5. Travel party

In the year ending December 2006, 69% of backpackers to the ACT were travelling alone, followed by 15% who travelled with friends and/or relatives, 14% who travelled as a couple, 1% who travelled as a family group and 1% who travelled with business associates.

Compared to other visitors to the ACT, backpackers were more likely to be travelling alone (69% vs. 54%) and with friends and/or relatives (15% vs. 8%) and less likely to be travelling as a couple (14% vs. 26%).

*Source: International Visitor Survey, Tourism Research Australia, Year ending December 2006.
Percentages may not sum to 100 due to rounding.*