

This fact sheet provides a summary of the latest tourism data for the Backpacker segment. Information includes: domestic and international visitor numbers, and visitor profiles such as origin, purpose of visit, travel party and activities.

DOMESTIC & INTERNATIONAL VISITATION FOR BACKPACKERS

Backpacker tourism visitors are defined as those who stayed at least one night in a backpackers or hostel while on their trip to Australia.

Year Ending December 2009	Victoria	Australia
Domestic		
Overnight Visitors (000s)	142	451
Visitor Nights (000s)	533	1,771
International		
Overnight Visitors (000s)	259	570
Nights (000s)	6,701	43,803

NA: Figure is unreliable and unable to be published.

NB: International backpacker tourism visitors to Victoria as defined above, did not indicate in which state the activities were undertaken while on their trip to Australia. Figure will differ from trend data below.

International Visitation

570,000 international backpacker tourism visitors travelled to Australia in the year ending December 2009, accounting for 43.8 million nights. Of these visitors, 45% visited Victoria during this period.

259,000 backpacker tourism visitors to Australia travelled to Victoria on their trip in the year ending December 2009, accounting for 6.7 million nights. Backpacker tourism visitors represent 17% of all international visitors to the State.

Average length of stay for backpacker tourism visitors to Australia was 76.8 nights, compared to an average length of stay of 25.8 nights for backpacker tourism visitors to Victoria.

Backpacker Accommodation Usage in Victoria

	Year ending December					AAG**	% change
	1999	2006	2007	2008	2009		
International Visitors (000s)							
Victoria	113	169	179	174	178	4.7%	1.8%
Australia	407	545	566	559	570	3.4%	1.9%
Vic's Mkt Share	27.7%	31.1%	31.7%	31.2%	31.2%		
International Visitor Nights (000s)							
Victoria	3,131	6,191	6,393	5,913	6,701	7.9%	13.3%
Australia	26,313	39,284	40,396	40,765	43,803	5.2%	7.5%
Vic's Mkt Share	11.9%	15.8%	15.8%	14.5%	15.3%		
Backpacker Visitor Nights (000s)							
Victoria	1,021	2,024	2,236	2,041	2,130	7.6%	4.4%
Australia	10,612	14,929	14,704	14,215	15,064	3.6%	6.0%
Vic's Mkt Share	9.6%	13.6%	15.2%	14.4%	14.1%		

** Average Annual Growth

In 2009, approximately 178,000 international visitors to Victoria stayed overnight in a backpackers/hostel in Victoria. These visitors accounted for an estimated 6.7 million nights to Victoria in the period (any accommodation type).

More specifically, backpackers account for 2.1 million nights in backpacker/hostel accommodation in Victoria.

Since 1999, the total nights by backpackers (any accommodation type) has increased by 7.9% per annum and nights in backpackers/hostels has increased by 7.6% per annum.

Over time, international backpacker visitors to Australia have grown at an average annual rate of 3.4% since 1999. International visitor nights also increased at 5.2% per annum over this period.

Compared to 2008, international backpacker visitors to Australia have increased by 1.9% for visitors and have increased 7.5% for visitor nights.

Since 1999, international visitors who stayed overnight in backpacker accommodation or a hostel in Victoria have grown at an average annual rate of 4.7% and grew over the last year by 1.8%.

Victoria's market share of International backpacker tourism visitors is estimated to be 31.2% in the year 2009.

Domestic Overnight Visitation

Australia received 451,000 domestic overnight backpackers for the year ending December 2009, accounting for 1.8 million visitor nights. The average length of stay was 3.9 nights.

During the same period Victoria received 142,000 domestic overnight backpackers.

	Year ending December					AAG*	% change
	1999	2006	2007	2008	2009		
Domestic Visitors (000s)							
Victoria	62	96	132	89	142	8.6%	59.6%
Australia	346	524	500	426	451	2.7%	5.9%
Vic's Mkt Share	17.9%	18.3%	26.4%	20.9%	31.5%		
Domestic Visitor Nights (000s)							
Australia	2,543	2,512	2,872	1,832	1,771	-3.6%	-3.3%

* Average Annual Growth

**NA - Figures for Victoria are unreliable and are unable to be published.

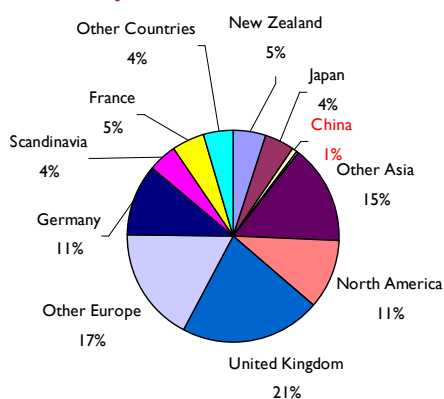
There was a 59.6% increase of domestic backpackers to and within Victoria from 2008 to 2009. Australia also experienced an increase with 5.9% year-on-year. Domestic backpacker nights in Australia decreased by 3.3% over the same period.

Between 1999 and 2009, domestic backpacker visitation to Australia has grown by an average of 2.7% per annum. However, there was an average annual decrease of 3.6% in visitor nights spent in the country by these visitors over the same period.

PROFILE OF INTERNATIONAL BACKPACKERS

The analysis following examines those who are backpacker tourism visitors who stayed at least one night in a backpackers or hostel while visiting Victoria. Due to survey limitations, data for Victoria is based on three years of data to December 2009, unless stated otherwise.

Origin of Backpackers to Victoria



The largest source market of backpacker tourism visitors to Victoria was the United Kingdom with 21% or an estimated 34,200 visitors in 2009. Other important markets include Europe (est. 73,300), Other Asia (est. 26,500) and North America (est. 20,400).

(Note: Visitor estimates based on one year of data – year ending December 2009).

Age Group (% of International Backpackers)

International backpackers to Victoria were most likely to be aged between 15-24 years old (48%) or 25-44 years (46%).

Age Group	Backpacker Travellers to Victoria	Backpacker Travellers to Australia	Total Travellers
15 - 24 years	48%	46%	17%
25 - 44 years	46%	47%	41%
45 - 64 years	5%	6%	34%
65 years or over	1%	1%	8%

TRAVEL BEHAVIOUR OF INTERNATIONAL BACKPACKERS

Purpose of Visit (% of International Backpackers)

77% of backpackers were in Victoria for a holiday and 11% for education purposes.

Purpose of Visit	Backpacker Travellers to Victoria	Backpacker Travellers to Australia	Total Travellers
Holiday	77%	73%	46%
Visiting friends or relatives	6%	8%	25%
Business	2%	2%	15%
Education	11%	11%	8%
Employment	3%	3%	2%
Other	2%	3%	4%

Length of Visit (% of International Backpackers)

64% of international backpackers to Victoria visited for one to nine nights and a further 24% stayed 10 to 39 nights.

Length of Visit	Backpacker Travellers to Victoria	Backpacker Travellers to Australia	Total Travellers
1-9 nights	64%	16%	35%
10-39 nights	24%	38%	40%
40-99 nights	7%	20%	12%
100-199 nights	4%	14%	7%
200+ nights	2%	12%	6%

Travel Party (% of International Backpackers)

The majority of international backpackers to Victoria travelled alone (72%) or with friends or relatives (16%).

Travel Party	Backpacker Visitors to Victoria	Backpacker Visitors to Australia	Total Travellers
Travelling Alone	72%	74%	59%
Adult Couple	10%	10%	22%
Family Group - parents and children	2%	2%	9%
Friends or relatives	16%	13%	8%
Business associates	0%	0%	3%

Sources:

- National and International Visitor Surveys, year ending December 2009, Tourism Research Australia.

Current definition of Backpacker Tourism:

- International & Domestic – Stayed at least one night in a 'Backpackers/Hostel'

Figures might not add up due to rounding.

Figures in red italics are unreliable and should be used with caution.

Updated by Tourism Victoria: June 2010.