



## Media release - for immediate release

Amsterdam, 30 November 2016

### WYSE TRAVEL CONFEDERATION TO DELIVER WYSE EXCHANGE AUSTRALIA YOUTH TOURISM CONFERENCE

The World Youth Student and Educational (WYSE) Travel Confederation has announced the second edition of WYSE Exchange Australia Youth Tourism Conference will be held in Sydney on **Thursday 30 March 2017**.

With the support of the Backpacker Operators Association of New South Wales (BOA NSW) and Adventure QLD (AQ), this national educational conference will once again bring together operators from across Australia who are focussed on the international inbound youth travel sector.

According to Tourism Research Australia, the youth market (15-29 year olds) contributes 25 per cent of all visitor arrivals to Australia and 44 per cent of visitor spend. With Tourism Australia preparing to revitalise and strengthen Australia's position in the global market-place, this full-day educational conference will provide a timely educational dimension to help the advancement of the industry.

WYSE Travel Confederation Director General David Chapman says, *"Following the success of the 2016 WYSE Exchange held in April this year, I am delighted WYSE is delivering another tailored trade event in Australia. This conference is part of our on-going commitment to help support the growth and development of the Australian youth tourism industry, with the 2017 conference providing a valuable platform for our Australian colleagues to share insights and ideas and discuss opportunities that will help support the continued success of the destination."*

WYSE Travel Confederation is currently in close consultation with BOA NSW and AQ, along with key industry figure-heads to ensure a high calibre programme is delivered. Featuring expert industry speakers and government representatives, the conference will incorporate informative plenary sessions and engaging and practical break-outs. The Australia Youth Tourism Conference will sit alongside the industry's social event of the year – the annual BOA Ball held at Luna Park on Friday 31 March.

BOA NSW President, Alanna Stevens said *"BOA NSW are thrilled to collaborate in 2017 with the WYSE Travel Confederation and Adventure Queensland to host the Australian Youth Tourism Week in Sydney. After the success of the WYSE Exchange and subsequent events held during the week in 2016 including the annual BOA Ball held at Taronga Zoo, there was no doubt that the 3 industry associations would team up again. We are looking forward to welcoming our industry friends from all over Australia to join us for another successful week ending in the 2017 BOA Ball which will be held at the iconic Luna Park."*

David Chapman added *"WYSE Travel Confederation has developed a close relationship with BOA NSW and Adventure QLD over the last couple of years and I commend the cohesive work both of these membership associations have undertaken to champion the interests of their industry and help drive youth visitation to Australia."*

AQ President Juanita Bloomfield says *"Adventure Queensland is excited to be a part of the WYSE / BOA Industry Week and Youth Tourism Conference in Sydney at the end of March 2017. Our youth, adventure and backpacking market is extremely strong in Australia and by all associated industry groups working together assists in making these events a great success."*

Organisations interested in attending the 2017 WYSE Exchange Australia Youth Tourism Conference will have the opportunity to register for this event at the beginning of December via [www.wysetc.org](http://www.wysetc.org). This event will be open to the Australian industry with discounts provided to WYSE Travel Confederation, BOA NSW and AQ members - visit [www.wysetc.org/membership](http://www.wysetc.org/membership) for more information on membership benefits and to apply. - Ends -



## Notes to the editor

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### About WYSE Travel Confederation

- The World Youth Student and Educational (WYSE) Travel Confederation is a global not-for-profit membership organisation dedicated to promoting and developing opportunities for the youth, student and educational travel industry.
- WYSE Travel Confederation is the world's most powerful network of youth and student travel professionals, connecting key industry players with decision-makers and government officials.
- Providing international travel experiences to over 30 million youth and student travellers each year, WYSE Travel Confederation's global community of over 600 members spans more than 120 countries and a diverse range of sectors.
- WYSE Travel Confederation is endorsed by UNESCO and is a strategic partner and long-standing affiliate member of the United Nations World Tourism Organization (UNWTO).