



Time to hit the 'Great Ocean Road'

New data has revealed that international travellers looking for an alternative Australian adventure are discovering a lesser known yet stunningly beautiful part of the country – The Great Ocean Road.

The weaving 243 kilometre stretch connects the coastal towns of Apollo Bay, Port Campbell, Geelong and Torquay, and according to [Hostelworld](#) data, bookings between 2011 and 2015 into these four coastal gems have increased by an impressive 75 per cent.

The towns of Apollo Bay and Port Campbell - with population sizes of 1,095 and 618 respectively, according to the 2011 census - experience a significant summer swell. Annual bookings made by Hostelworld travellers alone into these hotspots make up more than 50 percent of the populace.

The top five nationalities lured by the astonishing landscapes and unique character of these seaside utopias are English, German, American, French and even Australians who are attracted to the off the beaten track delights their own country has to offer.

Interestingly, a significant number of those travelling to Australia have rarely heard of the Great Ocean Road until arriving in the country. Despite this, exit surveys consistently reveal that this stretch is considered the most memorable part of a young traveller's Australian adventure.

Kristy Carstairs, AU Spokesperson, commented: *"The Great Ocean Road is the ultimate road trip for travellers craving an authentic adventure, and the social experiences found in hostels along the way serve to turbo charge this. The diversity of the landscape from the lush rainforest to breathtaking coastline is simply magical – step aside Sydney!"*

Young travellers who are looking for social experiences needn't look further than hostels, which are at the heart of this trend. The Great Ocean Road is home to a number of great places to stay including:

1. [Bells Beach Backpackers](#) which is located in Torquay, the beginning of the Great Ocean Road and home to the world class surf at Bells Beach;
2. [Surfside Backpacker](#) in Apollo Bay is a prime location for exploring Otway National Park and
3. [Port Campbell Hostel](#) is only a short drive from the iconic Twelve Apostles.



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About Hostelworld

Hostelworld Group is the leading global hostel-booking platform with Hostelworld, Hostelbookers and Hostels.com in its portfolio operating in 19 different languages. Connecting young travellers with hostels around the world, Hostelworld has over 8 million reviews across 33,000 properties in more than 170 countries.

Hostelworld's customers aren't your average tourists; they crave experiences not souvenirs and want to be in the heart of the action. They want to Meet The World, and it's the social nature of hostels that facilitates their travel adventures.

The Hostelworld Group went public in November 2015, listing on the main London and Dublin stock exchanges. Headquartered in Dublin, Hostelworld has offices around the world in London, Shanghai, Sydney and Seoul, and was recently recognised as a Best Workplace for 2016 by the Great Place To Work Institute.