

Trade event aimed at supporting Australian youth travel heads to Sydney in 2018

WYSE Exchange Australia is scheduled to take place in Sydney from May 8-10, 2018. The World Youth Student and Educational (WYSE) Travel Confederation with the support of the Backpacker Operators Association New South Wales (BOA NSW) are once again bringing international buyers to Sydney.

Following the success of the 2016 event, WYSE Travel Confederation and the NSW Government's tourism and major events agency, Destination NSW have re-formed a partnership that will see the delivery of a unique trade event aimed at supporting the Australian youth travel trade to develop vital international trade connections.

The three-day event programme will include pre-scheduled workshop appointments between 30 leading international buyers and 60 Australian suppliers of backpacker, youth, adventure and education products and experiences, a full day educational conference, buyer familiarisations and social networking events. The WYSE Exchange Australia event will also sit alongside BOA New South Wales annual BOA Ball. Registration for the event will open in mid October.

WYSE Travel Confederation Director General David Chapman said, "We are delighted to once again be partnering with Destination NSW to deliver WYSE Exchange Australia. Destination NSW has been a long-time supporter of WYSE Travel Confederation and recognises the value of the inbound youth travel market to New South Wales and Australia."

Minister for Tourism and Major Events Adam Marshall said New South Wales received nearly 1.3 million international youth visitors in the year ending June 2017, an increase of 6.0% on the previous year.

"With our stunning Harbour City attractions, beautiful beaches and world-class calendar of events, it's little wonder Sydney continues to be the most visited destination in Australia by youth travellers from across the globe," Mr Marshall said.

"We are delighted that the WYSE Exchange Australia will be returning to Sydney next year for another outstanding event and look forward to welcoming more youth visitors to our city and beyond to our rural and regional areas as a result of this travel trade event."

During the past week, the global youth, student and educational travel industry came together for the 2017 World Youth and Student Travel Conference (WYSTC). Supported by Tourism Australia, a 39-strong delegation of operators showcased the best of Australia to the global youth travel industry at WYSTC 2017 in Montreal, Canada.

BOA NSW are thrilled that Sydney is the host city for the WYSE Exchange Australia in 2018. BOA continues to support the ongoing commitment that the WYSE Travel Confederation has made to the Australian youth industry by bringing quality buyers from around the world to our doorstep. BOA NSW had once again a strong presence at WYSTC Montreal and looks forward to supporting this event for many years to come.

Inbound youth travel to Australia continues to be a vital market segment for Australia's tourism industry. According to Tourism Australia, for the year ending June 2017 youth arrivals increased by 8.6% to 2.1 million, while youth visitor spend reached \$18.7 billion, up 12.2% for the same period.

The youth leisure segment spends more than any other leisure travel segment in Australia, mainly due to longer than average length of stay and propensity to combine work, visiting friends and family, and holiday/leisure experiences.

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