

MEDIA RELEASE - 6 April 2016

**WYSE Exchange Australia: International buyers arrive in Sydney to trade with Australia's top youth and backpacker travel operators**

Representatives from STA Travel, StudentUniverse, Kilroy, GoXplore, Topdeck, TourRadar, BUNAC and many more flew into Sydney last night to join WYSE Exchange Australia - the premier international youth and backpacker travel trade event.

"The working holiday visa market into Australia continues to grow for STA Travel. With the WYSE Exchange event covering this, and all other sectors of the youth / adventure travel industry, we see our attendance at this year's WYSE Exchange Australia in Sydney as an essential part of our contracting calendar" said Thea Wilson, STA Travel Contracting Manager, Australasia.

The Conference kicked-off early with B2B workshop appointments, pairing international buyers with leading Australian operators involved in the inbound youth and backpacker travel market, a collective effort to showcase the unique and diverse experiences Australia has to offer young people from around the world.

This evening, delegates will enjoy a welcome dinner hosted by the NSW Government's tourism and major events agency, Destination NSW, at the Grounds of Alexandria, providing an extended opportunity to socialise and build new business relationships.

Tomorrow's round of appointments will see a new set of operators meeting with the buyers, ensuring everyone is represented to their best possible advantage. To round off the day, YHA Australia will host a networking event on the rooftop terrace at Sydney Harbour YHA, with breathtaking views of the iconic Sydney Harbour.

A series of familiarisation trips have been organised courtesy of Destination NSW post conference, highlighting all that Sydney and Regional NSW has to offer. From the heart of the city, to the coastal regions of NSW with lush river valleys and stunning beaches, to the World Heritage listed Blue Mountains - international buyers will be given VIP treatment to discover both the popular and undiscovered locations that appeal to international youth travellers.

Following the WYSE Exchange Australia Youth Travel Conference on Friday, the highly anticipated annual BOA Ball will be held at Sydney's iconic Taronga Zoo, exclusively hosted and delivered by BOA NSW.

- Ends -