

New Zealand: Not Your Garden Variety Backpacking Industry

The Hostel

- New Zealand has produced some of the worlds best budget accommodation providers.
- Will see a large shift toward sustainability in the coming years.
- Generates >\$200m in annual revenue.
- Largely small and medium owner-operated businesses.
- Local hostels have been innovative introducing USB charges and offering free-WiFi long before high-end hotels
- Creates great community with shared facilities.
- Promote local environmental initiatives to guests.

The Backpacker

- Youth tourism is worth 1.5bn to the industry.
- Spreads more money into regional New Zealand.
- Working holiday makers will undertake jobs in regions where there as great worker shortages.
- Injects more spend into more industries than any other age groups.
- More socially conscious and looking for cultural experiences.
- Is the “crisis resilient traveller” ready to travel under any conditions.
- More likely to make return visits.
- Adaptable to working full time while travelling.
- Sustainability is a hugely important factor.
- Certainly nor the dirty hippy stereotype of the past.