

Monday 30 March 2015

NEW STA TRAVEL PARTNERSHIP TO ATTRACT YOUNG TRAVELLERS TO NSW

The NSW Government has entered into a new partnership with STA Travel, the world's largest youth travel network, to encourage young international travellers to visit our Harbour City and breathtaking regional areas.

Through Destination NSW, the Government's tourism and major events agency, a two year Memorandum of Understanding (MoU) will see STA Travel promote Sydney and Regional NSW to customers across their international markets. Destination NSW Chief Executive Officer Sandra Chipchase said the partnership promised to boost youth visitor numbers across the State.

"Youth tourism is a rapidly growing market and one we have targeted for visitor growth in NSW. Last year we achieved a new record, with over a million young people travelling to NSW in the year end June 2014, the first time any state has reached this figure over a 12 month period, and an increase of 4.2 per cent on the previous year's figures," Ms Chipchase said.

"This new agreement will enhance the popularity of NSW destinations for young travellers by directly promoting our State both in-store and online. It will focus on key markets such as the UK, Germany, USA, Singapore, Japan and New Zealand," she said.

Chief Executive Office of STA Travel Group John Constable said: "We are delighted to be working so closely with the NSW Government, and this new two year MoU cements and builds on the work we have been doing together over the past two years. NSW is one of our top global destinations for young travellers who flock to work, travel and experience this corner of the world. NSW offers everything including a fantastic range of youth products, transportation, infrastructure as well as off-the-beaten track adventures."

This announcement follows a raft of youth campaigns undertaken in 2014 by Destination NSW to attract young working holidaymakers and backpackers to the State. Youth market promotional strategies were employed throughout the year as well as publicity and marketing activity run through youth-centred travel companies such as Hostelworld, STA Travel and MTV.

One of the most prominent campaigns was the appointment of the 'Chief Funster' as part of Tourism Australia's 'Best Jobs in the World' campaign. The Funster captured his six-month journey in NSW using social media to promote opportunities for working holidays for young visitors to NSW as he uncovered 802,000 moments of fun, one for each square kilometre of the State. He also generated 220 media articles with a total audience of over 21 million people.

"Our partnership with STA Travel is just one example of the many ways Destination NSW is targeting the youth sector. We will also partner with StudyNSW to promote Sydney and

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Regional NSW as destinations for student visitors, with many other initiatives to be announced in coming months,” Ms Chipchase said.

“NSW is an extremely attractive destination for young people, be it for work, study or travel. These young travellers make an important contribution to the NSW visitor economy, and we hope to further grow this vital sector in 2015.”

Media Contact: Hugh Cavill 0467 728 181