

Backpacker Operators
Alliance of Victoria

▶ **BOAV
UPDATE**

June 2010

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WELCOME TO THE LATEST EDITION OF YOUR BOAV NEWSLETTER

After many months of planning, the Victorian Tourism Conference was held on 19-20 May and was a great success. Thank you again to all members who supported this hallmark event and big thanks to our Chair Brad Holland who presented on Day Two. A new Victorian tourism industry structure has been presented to us for discussion so announcements will follow in upcoming newsletters about how this relates to BOAV and our policy work.

Victoria Tourism Week planning is well underway and we hope you are preparing your teams and costumes for the BOAV hosted *Amazing Race*, taking place on Friday 10 September! In two pieces of great news for our State we look forward to welcoming Tiger Woods back and Victoria has secured the Australian Motorcycle Grand Prix at Phillip Island until at least 2016. Last year's event, won by Australian Casey Stoner, was watched by about 105 000 people and as always, it's nice to have a win over NSW who tried to steal our race.

This month's Member Update is full of opportunities for members to engage, contribute and learn, so until next month enjoy the read...

Anita Donnelly
Executive Officer

VICTORIA TOURISM INDUSTRY COUNCIL – INTEGRATED VISITOR TRANSPORT, THE NEED FOR A COORDINATED APPROACH - 16 June 2010



On Wednesday 16 June, the Melbourne Convention and Exhibition Centre played host to the second VTIC Quarterly Forum for 2010, 'Integrated Visitor Transport – The need for a coordinated approach'.

Our three guest speakers presented views from a regional, Melbourne-centric and an events perspective on this topic, arming delegates with plenty of ideas to start a very creative Q&A session.

From the feedback we've received so far, delegates have said this was the best Forum to date.

So to ensure you don't miss the next VTIC Forum, **SAVE THE DATE, Wednesday 8 September**, where we will have very special guest speakers discussing the topic of Sports Tourism.

We'd like to take this opportunity to thank our latest speakers:

- Paul Matthews – General Manager Stakeholder Relations for V/Line Passenger
- Matt McDonnell – Marketing Manager for Yarra Trams
- Frank Gribi – Manager Special Events, Public Transport for the Department of Transport

Thank you to our sponsors for this event; City of Melbourne, Destination Melbourne, Tourism Victoria, MCEC and Mitchelton Wines.

VICTORIA TOURISM WEEK



The Victoria Tourism Industry Council (VTIC), in conjunction with BOAV and Destination Melbourne, is pleased to announce the inaugural Victoria Tourism Week to be held from 6-11 September 2010. Victoria Tourism Week will help people understand the social and economic contribution the tourism industry brings to the community. This will demonstrate Victoria's tourism industry commitment to providing positive leadership and raise awareness of the industry.

An extensive range of activities are being planned for the week including the Tourism Industry *Amazing Race* across Melbourne and a VTIC/VEIC Forum on Sports Tourism. Victoria Tourism Week is an opportunity to run your own events and participate in industry-wide activities, for example running a BBQ at your Visitor Information Centre, hosting a Tourism Excellence workshop or planning your own local event.

If your organisation is interested in building an event that will support Victoria Tourism Week or supporting planned events, please call or email Anita Donnelly on 03 8662 5170, adonnelly@vecci.org.au.

INTERNATIONAL STUDENT RESEARCH

Destination Melbourne, together with Victoria University, invites you to attend the launch of a far reaching study which examines the relationship between International Educational Visitation and tourism. The research was conducted through the Sustainable Tourism CRC by leading Australian universities. Registration is free, however bookings are essential – see attachment for details.

For further information contact Denise Castro, our BOAV Board member – denise@destinationmelbourne.com.au or on 03 9869 2410.



NOMINATIONS CLOSE WEDNESDAY 28 JUNE

Participating in the Victorian Tourism Awards program is an excellent way to raise the profile of your business and create new industry networks. If you have not thought about entering the awards before, make sure you visit <http://www.victoriantourismawards.com.au> for more information. Not only is it great industry recognition if you do win but many businesses use the process as an annual business development tool and yearly review. Just being awarded with a Silver or Bronze (previously Merit and Finalist awards) is enough to provide your business with a competitive edge.

If you have not yet nominated your business for this year's RACV Victorian Tourism Awards make sure you do so prior to Wednesday 28 June. Please note that you will need to nominate your business prior to submitting your entry. This is done via the new online system at: www.eawards.com.au/qata10/vic/intro.php

To date, 100 businesses across the state are participating in the program. Submissions for business categories are due on 25 August with individual category submissions due on 27 September.

2010 initiatives for the program include:

- Awards Alumni launched in February 2010 to reconnect former and existing Mentors, Judges and Hall of Famers and expand the Awards program promotion.
- Simplified the entry process by the introduction of an internet based Awards program (known as E-Awards) which will see automated collection and judging of submissions.
- Placegetters to be highlighted in a consumer marketing campaign with the RACV, RoyalAuto, Herald Sun, 3AW and Postcards.
- Trialing Visitor Appraisals for the winner of the Major Tourist Attractions Award and the winner of the Tourist Attractions Award. The experience is designed to give the two winners a snapshot of how their business is currently performing, from the view of a visitor.

There are 27 individual business categories in the awards. To view the criteria for these awards please go to <http://www.eawards.com.au/qata10/vic/intro.php>.

The awards process will culminate in a presentation and gala ceremony which will this year be held on **Monday 15 November 2010** at Crown Palladium.

BASE BACKPACKERS TURNS 6!

BOAV members enjoyed the terrific Birthday thrown on Friday 28 May. Base Backpackers Melbourne hostel is situated in the very cool St Kilda. Internationally rated as one of the top 10 Hippest Hostels in the world by Lonely Planet's Blue Guide, Base Backpackers St Kilda, Melbourne, offers a unique style of hostel living, combining state of the art facilities with a laid back vibe. The hostel is located only a short tram ride from Melbourne city centre, and in the heart of St Kilda's cafes, restaurants, bars and boutiques. The famous Acland and Fitzroy Streets are only a minutes walk away.



BOAV BLOG

The Backpacker Operators Alliance of Victoria is now represented on the VECCI blog. If you would like to view the blog or make a comment visit <http://blog.vecci.org.au/category/tourism/>. Recent blog posts have included: [Sydney put back in its box as regional Victoria secures MotoGP until 2016](#) by Peter Jones, [Investment in tourism infrastructure must be a priority](#) by Wayne Kayler-Thomson and [Airline experiences following volcanic eruption](#) by Brendan Mullens.

NEW BOAV MEMBERS

TicketMates

TicketMates is now Australia's number 1 on-line tour desk ticketing system, offering over 4000 tourism and leisure products in Sydney, Melbourne, Byron Bay, Gold Coast, Brisbane, Sunshine Coast, Hervey Bay, Cairns and Port Douglas. TicketMates provides an easy to use, advanced web based tour desk solution to sell a vast selection of tourism and leisure products without fuss. The TicketMates system is used by over 800 accommodation properties from Port Douglas to Melbourne and aggregates over 400 tour operators. The system is primarily a B2B system and is FREE to accommodation providers. TicketMates is committed to offering members a strategic alignment between agents and tourism operators for mutual benefit.

To find out more about TicketMates and how you can be involved visit http://www.vecci.org.au/BOAV/Membership/Featured_Members/Pages/Featured_Members.aspx

Experience Oz

Experience Oz is Australia's number one site for travel experiences. Experience Oz utilizes the same back-end to TicketMates but produces the product with a consumer focus in mind. The ExperienceOz platform allows customers to pre purchase travel experiences prior to landing at their holiday destination. Experience Oz is provided to affiliate websites, resorts/hotels and accommodation providers' websites and is also available to tour operators as a live booking engine.

For more information visit

http://www.vecci.org.au/BOAV/Membership/Featured_Members/Pages/Featured_Members.aspx or call Michelle Woodroff on 0447 775 195.

Australian Essential Services Group

Australian Essential Services Group has been providing building consultancy to the managed property industry since 1994. We specialise in providing Annual Essential Safety Measures Reports (Required in *The Building Regulations, 2006*). As a class 3 Building, backpacker accommodation requires an AESMR.

We audit buildings and provide passive fire inspections for a variety of clients, including: student housing, apartment buildings, aged-care facilities, office, schools, shops and factories.

We also provide managers with OH&S Building Reports and 10 Year Maintenance Plans. If you would like to talk to us about the compliance of you building call AESG on 03 9499 6504.

FLORISTS AND B&BS EXEMPT FROM LIQUOR LICENSE FEES

Florists and bed and breakfasts will be among more than 600 businesses to benefit from a Victorian Government rejig of liquor licensing fees.

The new liquor licensing fee scheme that began in January was designed to hit high-risk venues. But higher fees also hit live music venues and small businesses that provided champagne with gift baskets. There have already been changes to fees for some live music venues. Under a back down to be announced by Consumer Affairs Minister Tony Robinson, more than 600 small businesses will save almost \$400 each from 2011. Mr Robinson said boutique businesses such as florists had been removed from the fee system as "supply of alcohol was incidental to their operations" and "low risk."

BOAV INDUSTRY BUSINESS FACT SHEETS

BOAV has developed a number of handy business resources, designed to help members stay up-to-date with safety regulations, legislation and laws that apply to the backpacker industry. Just one of the many factsheets is highlighted below however more can be [downloaded here](#).

Single Price Advertising

The Trade Practices Amendment (Clarity in Pricing) Act 2008 (Cth) (Clarity in Pricing Act) introduces mandatory price advertising laws which will affect the way your business can advertise the price of its tourism products. Download this factsheet to read more about this Act and what you need to do as a business to comply. [Click here](#) to view this factsheet.

2010 VICTORIAN TOURISM CONFERENCE

The 2010 Victorian Tourism Conference (VTC) was held on Wednesday 19 and Thursday 20 May. Over two fantastic days the line up of speakers provoked thought and discussion amongst the conference delegates about the key issues affecting our industry. As always the conference provided a wonderful opportunity for everyone in the tourism industry to come together and network. We look forward to seeing you next year. Presentations will be made available for a short time at the conference website: www.victoriantourismconference.com.au



REVISED BED BUG CODE NOW AVAILABLE

A recent survey of Australian professional pest managers revealed that bed bug infestations had risen by an extraordinary 4500 per cent since the start of the new millennium. Unfortunately for the hospitality sector, the vast majority of these infestations had occurred within this industry. As bed bugs bite, guests can suffer considerable physical and mental trauma. Hotel reputations can be shattered, while in many parts of the world, litigation has become rife due to this little nasty vampire.

To ensure 'best practice' in bed bug management, the Code of Practice for the Control of Bed Bug Infestations in Australia should be consulted. This is a freely available document from www.bedbug.org.au and aims to promote best practice in the eradication of active bed bug infestations and the management of potential infestations. On this site you will also find pest managers who have received specific training in bed bug control.

To view full article [click here](#).

ACCOMMODATION PROVIDERS URGED TO PREPARE FOR RODENT EXPLOSION

Pest experts are warning accommodation providers to be on the lookout for rats and mice, predicting an increase of up to 30 per cent in rodent numbers throughout parts of Australia this winter.

Rodents are regarded as one of the worst property pests as they are unhygienic and can cause damage to property. Food storage and preparation areas are particularly attractive to rodents and can easily become contaminated by rodent droppings and bacteria. This can be a very serious problem for those staying in these dwellings as rats and mice can transmit diseases such as salmonella, typhus and ring worms.

To view full article [click here](#).

MAKE YOUR CURTAIN AND BLIND CORDS SAFE

HMAA Victoria encourages you to make your curtain and blind cords safe by requesting a free safety kit from Consumer Affairs Victoria.

Tragically, at least 15 Australian children have died in strangling incidents related to blind and curtain cords since the early 1990s, including two Victorian infants late last year.

Children - particularly infants - can become entangled in looped curtain and blind cords. This includes cords they can reach from furniture, beds or cots.

Although safety standards now apply to new curtain or blind cords, you should check all cords in your home to make sure they are safe.

Request a free and easy-to-install safety kit from Consumer Affairs Victoria on 1300 55 81 81 or visit www.consumer.vic.gov.au.

\$36 MILLION PACKAGE TO DRIVE TOURISM GROWTH IN REGIONAL AND RURAL VICTORIA

BOAV welcomes the announcement on Sunday 13 June by Premier John Brumby of a \$36 million package and a new multi-million campaign featuring Victoria's iconic villages aimed at driving interstate and international visitors to rural and regional Victoria. The package includes:

- \$25 million for new tourism assets and redevelopment of existing tourism assets with a focus on nature-based tourism infrastructure to develop key regional areas as world-class tourist destinations;
- \$6 million 'Villages of Victoria' campaign to build on Tourism Victoria's recent highly successful Daylesford campaign to generate awareness of Victoria's distinctive villages;
- \$2 million to be invested in the development of locally run Regional Tourism Boards to enable local operators and leaders to set the region's overarching strategic direction;
- \$1 million program for regions to improve their online marketing and online booking services;
- \$1 million for new training and resources to boost customer service capacity in tourist destinations across regional Victoria; and
- \$1 million for a Regional Business Events program to attract more conferences and conference delegates to regional Victoria.

The funding announcement comes on the heels of the latest International Visitor Survey which showed that whilst some regions had experienced growth in international visitation, others had suffered significant declines.

GET TO KNOW YOUR BOAV TEAM

Name: Anita Donnelly

Role at BOAV: Executive Officer

Place of birth: Hobart, Tasmania

Zodiac sign: Scorpio

Favourite holiday destinations: San Francisco and Bruny Island

Dream holiday destination you've not yet travelled to: Antarctica

A location you'd never go back to: Bangkok

Favourite movie: a few...*In the name of the Father*, *The Castle* and the *Shrek* series

Most prized personal possession: my WEG posters and tiny piece of the 2009 Geelong Grand Final banner

When I was a child I wanted to be... everything for a little while... doctor, librarian, policeman, journalist, cheerleader, lawyer, architect, fashion designer

If you could have 3 people to dinner who would they be and what would you cook? I definitely wouldn't cook but I'd happily do take-away with Rafael Nadal, Bill Clinton and Cameron Mooney.



LATEST IN RESEARCH

BACKPACKER MARKET PROFILE

This factsheet provides a summary of the latest tourism data for the Backpacker segment for Year Ending December 2009. This Factsheet includes: domestic and international visitor numbers, and visitor profiles such as origin, purpose of visit, travel party and activities.

To view Factsheet [click here](#).

GLOBAL MARKET MONITOR

Tourism Australia has recently released its latest Global Market Monitor, providing an update on the current state of Australian tourism for the quarter to March 2010. The report includes an assessment of current challenges, as well as the outlook of individual sectors and markets.

For more information [click here](#).

ASH CLOUD BLAMED FOR DROP IN ARRIVALS DOWN UNDER

The Eyjafjallajokull eruption has contributed to a drop of 25,400 international arrivals to Australia in April, according to peak industry group Tourism & Transport Forum (TTF).

The latest Overseas Arrivals and Departures data from the ABS show that arrivals fell by 5.6 percent compared to April last year, with double digit declines from our biggest European markets accounting for more than half the drop. TTF Executive Director Brett Gale said the volcano's effect is significant. "The disruptions to aviation in Europe mean Australia welcomed 10,900 fewer visitors from the UK in April compared to last year," Mr Gale said, "with arrivals from Germany down 1,400 and France 700."

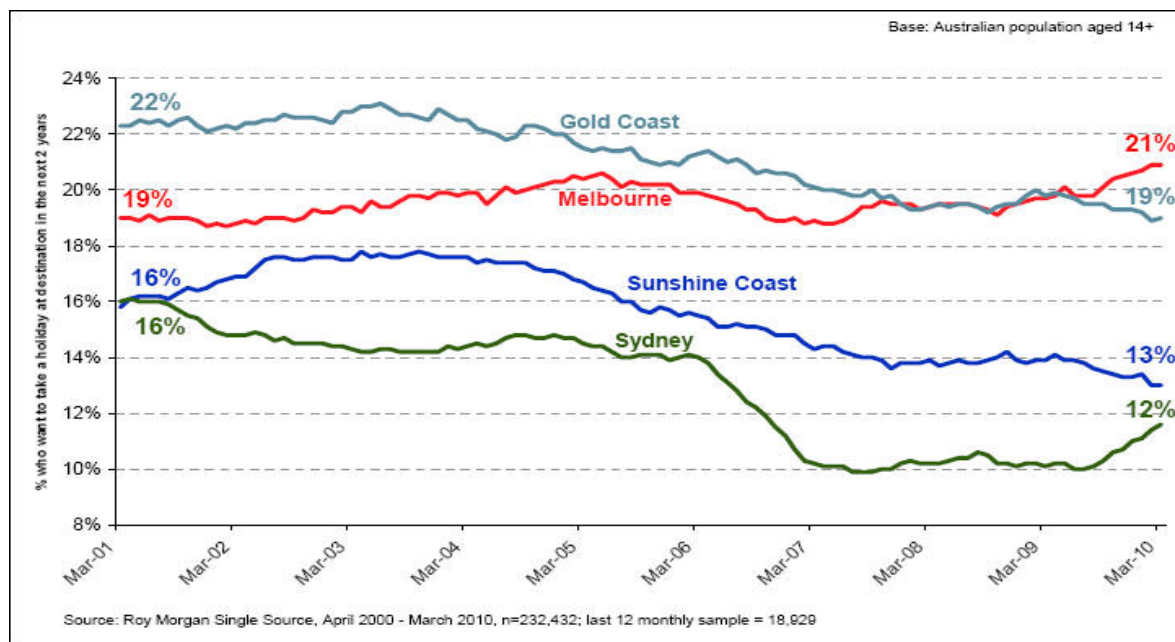
MELBOURNE MORE APPEALING THAN THE GOLD COAST FOR DOMESTIC HOLIDAYS

Melbourne now clearly leads the Gold Coast as the most preferred domestic holiday destination according to a recent study by Roy Morgan Research. A year ago the two cities were equally popular, but Melbourne's popularity has been increasing over the past 12 months, whilst the Gold Coast's has been decreasing.

In March 2010, 21 percent of Australians said they would like to take a holiday in Melbourne in the next 2 years, up from 19 percent in March 2001. 19 percent nominated the Gold Coast, down from 22 percent in March 2001.

Sunshine Coast has also been losing popularity. In March 2010, 13 percent said they would like to take a holiday at the Sunshine Coast, down from 16 percent in March 2001.

Domestic holiday destinations at which would like to take a holiday in next 2 years



Jane Ianniello, International Director — Tourism, Travel and Leisure says:

“Australians increasingly want to holiday overseas and as a result most domestic destinations have lost appeal for Australians. Melbourne is the exception, having lifted its preference level over the past decade. Melbourne is renowned for its events; cultural attractions; shopping; café society; and fine dining. Sydney by contrast has lost popularity, especially after the negative media surrounding the Cronulla riots in December 2005. However the recent lift in preference indicates that Sydney’s latest marketing campaign has been successful.”

Full Details: <http://www.roymorgan.com/news/press-releases/2010/1082>

TOURISM GDP REMAINS STEADY AT \$32.8 BILLION

The Minister for Tourism, the Hon Martin Ferguson MP has welcomed the latest data from the Australian Bureau of Statistics Tourism Satellite Account, which shows that tourism gross domestic product (GDP) remained steady at \$32.8 billion for 2008-09.

Global Financial Crisis and the impacts of H1N1 influenza (swine flu) combined to reduce global travel by four per cent throughout 2008-09. Short-term visitor arrivals to Australia in 2008-09 were down by 1.6 per cent on 2007-08, while the number of domestic overnight trips fell by 7.2 per cent. However, over the period 1997-98 to 2008-09, tourism GDP has grown on average by 5.4 per cent.

Last year, Tourism exports grew by 5.3 per cent to \$23.5 billion to become Australia’s leading services export earner and sixth largest export sector.

Copies of the Tourism Satellite Account are available at: <http://www.abs.gov.au>.

RESEARCH REVEALS OPPORTUNITIES FOR AUSTRALIAN TOURISM TO TAP INTO THE INTERNATIONAL STUDENT MARKET



The first ever comprehensive study aimed at identifying how Australia’s tourism destinations and businesses can tap into the lucrative international student market has just been released. The research, *International Education Visitation – Tourism Opportunities*, set out to identify the tourism products and services that attract the half a million international students that study in Australia each year.

The research, from Sustainable Tourism Cooperative Research Centre (STCRC), has conducted a comprehensive survey of almost 6,000 international students studying in Australia. The results provide a significant wealth of information on preferred holiday destinations and experiences, how much money students spend on a trip, the varying travel behaviors of different nationality groups and the travel trends of friends and family who come to Australia to visit these students.

Of the students surveyed, 85 per cent had undertaken holiday travel while studying in Australia. Most of these trips were over shorter timeframes being 1 to 3 days (38 per cent) and day trips (24 per cent). It was identified that international students are opportunistic travelers, who tend to travel in friendship groups (62 per cent), with family (15 per cent) or with their partner (15 per cent).

Other important information:

- For the majority of students (84 per cent), the average Australian holiday spend was less than \$1,000 per trip, however with most students (64.5 per cent) traveling in groups, this represents a significant tourism contribution to Australian destinations.
- The survey asked international students about their preferred accommodation type. The majority of respondents prefer to stay in hotels/motels (44 per cent) followed by holiday apartments (23.5 per cent) and backpacker hostels (22 per cent).
- These students generate a very large visiting family and friends market with over 70 per cent expecting at least two or more friends and two or more family members to visit them in Australia during their studying periods. The majority of these visitors (40 per cent) stay for one to two weeks. Only 36 per cent of these international visitors however will stay in commercial accommodation with just less than half staying with the international students.
- According to Access Economics, in 2007-08 the estimated family and friend visitor market associated with international students contributed \$315 million to the Australian economy.

The research report is available for free download by clicking [HERE](#) or visiting the online bookshop at www.crctourism.com.au

GEN Y MORE LIKELY THAN OTHER GENERATIONS TO HOLIDAY OVERSEAS

Gen Y is more likely than other generations to have taken at least one overseas holiday or leisure trip in the last 12 months, according to the latest Roy Morgan Single Source data. In the year ended March 2010, 25.4 per cent of Gen Y had taken at least one overseas holiday or leisure trip in the last 12 months, ahead of Baby Boomers (22.6 per cent), Gen X (17.7 per cent), Pre-Boomers (15.4 per cent) and Gen Z (14.8 per cent).

[Read More](#) [View Gen Y Holiday & Leisure Trends Report](#)

UPCOMING EVENTS

5TH ANNUAL FRIENDS OF TOURISM BREAKFAST - SAVE THE DATE!

Tourism Alliance will again host the annual State Government 'Friends of Tourism Breakfast' in Melbourne on **Wednesday 11 August 2010**. The Breakfast provides TAV's members and industry with an excellent opportunity to talk and network with the Government Friends of Tourism group, as well as industry colleagues. More information will be sent shortly.

TOURISM VICTORIA ONLINE ROADSHOWS – Tuesday 22 June

Tourism Victoria are conducting a series of free information roadshows in Melbourne and regional Victoria throughout May and June. The day-long roadshows consist of a morning information session followed by a workshop after lunch, and are designed to provide comprehensive information about online bookings.

If you are interested in attending, please RSVP by 17 June to emily.greig@tourism.vic.gov.au or 03 9653 3762.

Other important dates:

- 8 September – VTIC/VEIC Sports Forum, MCG
- 10 September –BOAV's hosted Tourism Industry Amazing Race