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## **GLOBAL TRAVELLER REPORT: Australia is OFFICIALLY the country global travelers most want to see**

- Australia is the number one on the to-see list for Brits, Germans and Americans, putting it top of a new international survey
- Australians are the nationality Australians most want to meet while abroad
- Two thirds of countries have been visited by only 1% of Australian adults — the average Aussie is yet to see 97% of the world<sup>1</sup>
- Travelling increasingly favoured over typical holidays — numbers travelling more than double since 2010

People around the world have declared Australia to be the country they most want to see, according to a new international study from hostel booking site [Hostelworld](#).

The *Hostelworld Global Traveller Report*, uncovering travel trends among Australians and people from six other countries, saw Australia put at the top of the to-see list by 23% of people across the UK, France, Germany, the US, Brazil and South Korea — more than the US (22%) and Canada (16%).

It was also discovered that other Australians are in fact the people that Australians most want to meet while they're abroad, according to a quarter (24%) of Aussies, followed by the English (19%) and Americans (17%).

Aussies' popularity isn't just among their own kind either, as three of the six travelling nations polled named Australians as the people they most want to meet while abroad, getting the nod from 26% of Brits, 23% of Americans and 18% of Germans<sup>2</sup>.

The extensive report also revealed that there is a great big world out there that the average Australian is yet to conquer, with Aussie adults having visited nearly six countries each — leaving 97% of the world to go<sup>3</sup>.

Amazingly, there are 122 countries around the world that have been visited by 1% or fewer of Australians — with nations in all corners of the globe, including Greenland, Peru, Kenya, Samoa and Bangladesh, among those in this 'least-seen' category.

However, this is likely to change with the numbers of people travelling, as opposed to going on a typical holiday to one location, more than doubling over the past five years — 13% of people having ‘travelled’ in 2010, compared to a massive 27% in 2014.

England was found to be the country most visited by Australians, with 25% of people having made the long-distance trip. Almost as many have been to the US and neighbouring New Zealand (both 24%), while 23% have been to France.

Top 10 Countries Most Visited by Australian Adults		
Rank	Country	Proportion of Australian adults who have been there
1	England	25%
2	US	24%
=2	New Zealand	24%
4	France	23%
5	Singapore	20%
6	Germany	18%
=6	Italy	18%
=6	Thailand	18%
9	Malaysia	15%
10	Indonesia	14%

Yet despite having 97% of the world left to visit, Australians are air miles ahead of some of the other global travellers surveyed. The French, who are right at the heart of Europe, have seen slightly less of the world having visited an average of five countries each (less than 3% of the world), while residents of the US have only seen around 1.5% of countries – three each.

However, Australians are behind residents of some European nations who appear to be taking advantage of their geographic positions; UK adults have seen just under 10 countries each on average (5% of the world), while Germans have seen 4.5% of the world (just over 8 countries each).

Well over half of Australians who have been travelling went expressly with the goals of seeing the world (56%) and having new experiences (55%), while 44% cited adventure as a major factor. Learning

more about the world was a big push for 41% of travellers and over a quarter (30%) went to visit friends and family.

Hostelworld's Chief Marketing Officer Otto Rosenberger comments:

*"When people travel they don't just get to see the world but 'meet the world' too, sharing incredible experiences with other travellers they meet along the way."*

Among reasons cited by those who have not been travelling were having children (19%) and pets (18%), but by far the biggest was cost, with 69% of people thinking they can't afford it.

Hostelworld's Otto adds:

*"People think that going travelling can be expensive but it can be done at low cost. Budget travel is better and easier than ever before, with hostels becoming more stylish, comfortable and better equipped, while still being affordable and social. There's never been a better time for Australians to get out there and meet the world."*

*"People living in Europe may have dozens of countries on their geographic doorstep but Australians have a real appetite for travel. Taking extended trips to see Europe, the Americas and elsewhere are a great way to see the world."*

Hostelworld is the global leader in online hostel reservations, with over 30,000 properties in 180 countries, and offices in Sydney as well as Dublin, London and Shanghai.

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<sup>1</sup> 'Countries' defined as the 193 UN member states.

<sup>2</sup> Source: ICM research. 24% of Australians said they specifically wanted to meet other Australians while abroad, more than any other nationality. Respondents from three countries named people from Australia as those they most want to meet while abroad; 26% of UK respondents said they wanted to meet Australians, as did 23% of US respondents and 18% of German respondents.

<sup>3</sup> Source: ICM research. The average Australian was found to have been to 5.73 foreign countries, which is 2.97% of UN member states.