i travel Report

The latest trends and insights in youth travel
At Contiki we love, live and breathe travel, and we pride ourselves on offering precisely the kinds of experiences young globetrotters want. So it’s important we keep up-to-date with what makes them tick.

In October 2006, we commissioned an in-depth survey of young Australian travellers to find out exactly what direction they’re heading in. The answer? Travel experiences that are as authentic and culturally adventurous as possible.

From our results, it is clear that a new generation is emerging in Australia: that of the Intellectual Traveller. Today’s active travellers have developed an enthusiastic appetite for cultural adventure, and for customising their trips so that they can experience the true flavour of their chosen destination.

In analysing our research data, the iTravel Report taps into the new spirit of the Intellectual Traveller, also referred to as an iTraveller. It reveals a genuine movement away from the mainstream perception that youth travel is inherently hedonistic and frivolous to a desire for experiences that allow a person who travels to absorb a country’s culture and customs to their fullest.

In light of the change in demands of young Australian travellers, Contiki continues to evolve its product offerings to include stimulating and fresh travel experiences that meet these expectations. Our trademark mix of fun and social activities is increasingly combined with once-in-a-lifetime cultural experiences.

Whether it’s exploring the ancient pyramids of Egypt or the post-modern skyscrapers of New York, our study shows that the iTravel movement is taking off quicker than a 747. Just ask Andrew, Dana, Anita, Dylan and Krissie; the young adventurers whose travel journals are full of tales of unique experiences (page 71).

We hope you agree that this iTravel Report provides quantifiable evidence of the changing desires of Australian youth and a valuable insight into the reasons behind them. Proof, if ever it were needed, that travel really does broaden the mind. Enjoy the experience….

Tammy Marshall
Managing Director
EXECUTIVE SUMMARY >>

If you don't have time to read it all
In the past 3-4 years, over 1.5 million 18-34 year olds from across Australia packed their bags and journeyed overseas. Where did they go? What were their motivations and what travel adventures lay ahead?

Based on an in-depth study of over 400 young Australians, this iTravel Report reveals the changing travel tastes of a new generation.

The most important revelation from the study is the emergence of the Intellectual Traveller or iTraveller. This movement was first cited in the US and the UK and it is now apparent that young Australian travellers are likewise embracing this notion and evolving their overseas holidays to broaden their horizons and experience the authentic character of a destination. Rather than just dipping a toe into the sea of a generic beach holiday, Contiki is seeing its customers increasingly immerse themselves in the local culture of the communities they visit; the history, the arts, the sports, the cuisine, the festivals and the events.

The iTravel Report also shortlists the most popular destinations among young travellers with respondents ranking the United Kingdom as the most visited destination. In a double victory, the UK also polled as the most popular destination for young Australians to visit in the future followed by the USA, France, Italy and New Zealand.

Other highlights of the study include compelling insights into the future travel plans of this generation. The study reveals that 61% of young travellers (1.3 million) are planning to embark on short overseas holidays, such as a three-week, multi-country trip to Europe in the next 3-4 years. In addition 45% (almost 1 million) are planning to take a number of overseas trips and a sizeable 25% (more than half a million) of respondents are planning on travelling extensively for a number of months. Shorter trips are increasingly becoming a preference due to the rising number of repeat travellers and their desire to embark on two or more overseas trips in a lifetime, as opposed to one trip of a lifetime. Employment status was also found to influence travel duration with full-time workers intending on taking short-term trips, whereas part-timers have long-term holidays in mind.

Among the key trends identified in the iTravel Report is this generation’s growing interest in independent travel, whereby they develop and build their own holidays, whether they are non-planned, semi-planned or fully planned. In particular, the report explores the response of industry players such as Contiki to this growing trend and the subsequent development of touring products that champion even more flexibility and the opportunity to customise with the inclusion of ‘Optional Activities’ and greater ‘Free Time’ on tours.

Continuously at the forefront of youth travel, Contiki marks another milestone with the iTravel Report. From quantifiable research results to industry trends and developments, the report provides readers with a comprehensive overview of the Australian youth tourism market. The iTravel Report is also available on www.contiki.com/itravel
RESEARCH METHODOLOGY >>

how the survey was conducted
RESEARCH METHODOLOGY

The research study was commissioned by Contiki Holidays and conducted by Galaxy Research.

SAMPLE SIZE

The study comprised of 460 respondents aged 18-34 years who have aspirations for overseas travel in the next 3-4 years. Participants were either single or double income adults with no kids.

The survey was conducted online through an opt-in respondent panel. The sample was stratified by age, sex and area and following the completion of fieldwork, the data was weighted by age, sex and area to reflect the latest ABS (Australian Bureau of Statistics) population estimates.
How Many?
Over 1.5 million young Aussies (18-34 year olds) traveled overseas in the past 3-4 years.

What For?
Sightseeing (90%) and experiencing the local culture (73%) ranked as the most important elements when considering an overseas holiday, followed by shopping (63%), adventure (62%) and eating out (57%).

Where To?
The UK (23%) ranked as the most visited country by young travelers, followed by the USA (20%), New Zealand (15%), France (14%), and Italy (12%).

Where Next?
The UK (15%) also polled as the destination of choice for Australians to visit next, followed by the USA (47%), France (43%), New Zealand (42%), and Canada (41%).

For How Long?
61% of young travelers plan to take a short overseas holiday in the next 3-4 years. 45% plan to take number of overseas trips and 25% prefer to travel extensively for a number of months.

Is That It?
When planning an overseas trip, the most popular option is travelling between cities or locations in the same country (65%), followed by traveling across countries on the same continent and on the same trip (57%), such as Europe where travelers visit multiple countries. Less than half (44%) of respondents intend to holiday in a single city or location.
The emergence of a new generation of tourist
Tourism studies from around the world show that Intellectual Travellers are not specific to a particular country or region, but are forming a global phenomenon that is rapidly revolutionising the travel industry.

In recent years, the Travel Industry Association of America (TIA) revealed a new type of tourist had emerged with 93 million Americans including at least one cultural, arts, heritage activity or event whilst travelling.

Meanwhile in the UK, leading journalist Victoria McKee from The Times newspaper cited the emergence of the Intellectual Traveller in her part of the world in an article entitled ‘Life is Not Just a Beach for The Intellectual Tourist’ as part of the Higher Education Supplement.

While the United States and Britain led this movement, our research reveals the trend has hit our shores with the emergence of a generation of culturally adventurous young travellers in Australia.
Victoria McKee highlighted the emergence of the Intellectual Tourist in her article for The Times newspaper entitled “Life is Not Just a Beach for The Intellectual Tourist.”

The Contiki iTravel Report reveals that 87% of young Australian travellers engaged in a cultural activity while travelling abroad.

The Travel Industry Association of America revealed that nearly 93 million Americans included at least one cultural, art cultural, heritage, activity or event while travelling.
INTELLECTUAL TRAVELLER PROFILE

NAME: 'Intellectual Traveller' (a.k.a iTraveller)
AGE: 18-34 years
NATIONALITY: Australian
GENDER: Males and females. There are many female iTravellers, with more women (73%) than men (63%) visiting a cultural site or event, while travelling overseas in the past 3-4 years.
REASON FOR TRAVEL:
To discover new destinations and soak up the local culture. Whether it be mountain bike tours in Austria, tasting authentic cuisine in Belgium or enjoying a music festival in the States, young Aussie globetrotters are seeking deep cultural experiences and giving their holidays beyond the postcard icons into the more unique and authentic realms of a region.
PORT OF ORIGIN:
The Intellectual Traveller is not specific to one Australian location, but is equally present in every state.
PORT OF DESTINATION:
The UK, Italy, Ireland and France were among the most popular cultural destinations with respondents interested in their arts and culture. These countries were also elected as the preferred next destinations for iTravellers.
INTELLECTUAL TOURISM IN AUSTRALIA

Young Australians are driving the demand for Intellectual Tourism in this country, with cultural adventure revealed as a prime motivator for travel.

Venturing beyond the habitual tourist icons, young travellers are keen to feast on arts, history, music, theatre, national sports and foreign cuisine. Visits to museums and monuments, admiring the architecture, and activities that allow them to immerse themselves in the authentic spirit of a destination are increasingly making their way into the travel diets of young Aussie globetrotters.

While socialising with fellow travellers and locals remains appealing to this generation, it is in fact a destination’s cultural magnets that attract and engage today’s young travellers.

Among those respondents who have been overseas in the past 3-4 years, 87% of young Australian travellers have engaged in a cultural activity. Of these, 69% have visited a cultural site or event while travelling, a further 68% have visited a site of historical significance such as a castle, while museums (59%) and art galleries/festivals (45%) polled as other popular overseas cultural activities.

The increasing popularity of countries in Europe revealed by the research is testament to these findings. The global Capital of Culture, Europe offers a plethora of culture-rich activities and experiences to its visitors, which continue to attract increasing numbers of iTravellers from all corners of the globe – from the romance of France to the treasures of Greece and the glamour of Italy.

ELEMENTS OF CULTURE

According to the World Tourism Organisation (UNWTO), the definition of ’Culture’ encompasses the core traditional concepts (heritage and arts), and a peripheral component of more diverse cultural attractions (lifestyle and creative industries).
¡TRAVEL Top Ten >>

A countdown of the most popular countries among Australian youth travellers
EGYPT

NOT JUST THE PYRAMIDS, BUT cruising down the Nile on a feluca, shopping for bargains at the Khan El Halili Bazaar, enjoying the remarkable scenery on a hot air balloon ride in Luxor, camel riding through the deserts, diving in the Red Sea, or desert-trekking through the Bahariya Oasis.
Not just the ruins, but sailing to the impressive volcanic island of Santorini, savouring a Greek taverna meal in the famous Plaka area, watching a recreation of ancient Greek theatre at the Epidaurus Festival or joining locals in a celebration of Greek culture and history at the Carnival of Patras.
IRELAND

NOT JUST THE GUINNESS FACTORY, BUT visiting Kilmainham Gaol, visiting the Cliffs of Moher, meeting thousands of film lovers at the Cork Film Festival, kissing the Blarney stone, or surfing off the west coast.
NOT JUST SANGRIA AND TAPAS, BUT flamenco dancing, visiting the 1992 Olympic Games complex, enjoying a sumptuous Castilian dinner, watching a bullfight in Las Ventas, enjoying live music performances at Festival Internacional de Benicàssim, or witnessing football at its best at a Barca vs Real Madrid soccer match.
CANADA

NOT JUST SKIING IN THE MOUNTAINS, BUT CHEERING FOR THE BEST COWBOYS AT CANADA’S BIGGEST RODEO: THE CALGARY STAMPEDE, WATCHING A PYROTECHNICS SPECTACLE AT THE WORLD’S LARGEST FIREWORKS COMPETITION CELEBRATION OF LIGHT IN VANCOUVER, STEPPING INTO THE ORIGINAL ‘CHEERS’ BAR, OR RIDING ABOARD THE SPECIALLY DESIGNED ‘ICE EXPLORER’ VEHICLE ON THE ATHABASCA GLACIER.
More and more young travellers are following the sweet sounds of Italian music and the aromatic smells of Italian cuisine to the red, white and green.

Ancient sites are packed with the ruins of fascinating temples and crumbling monuments: a visit to Pompeii, near Naples, destroyed when Mount Vesuvius erupted and covered the city in ash, is a must-see. There’s also amazing architecture from every age: Rome’s unforgettable Colosseum, Venice’s beautiful St Mark’s Basilica, Florence’s atmospheric Piazza Vecchio bridge and Pisa’s unmissable Leaning Tower, recently reopened to visitors.

Then there’s the art itself. You’ll never forget Michelangelo’s David, the Sistine Chapel in the Vatican, the Giotto frescoes in Assisi or Padua, practically everything in the Uffizi in Florence, let alone the Renaissance masterpieces hidden in churches across the country.

From the birthplace of poets to painters, Intellectual Travellers in Italy are sure to be aptly satisfied no matter where their cultural compass takes them.

For the iTRAVELLER in ITALY:

✔ Embark on an idyllic gondola ride in Venice and glide beneath the Bridge of Sighs
✔ Take a scenic coastal drive through Sorrento* (Contiki Simply Italy tour)
✔ Enter the Vatican in Rome
✔ Discover the flavours of Italy at a local pizzeria
✔ Stand atop Juliet’s balcony in Verona* (Contiki Simply Italy tour)
✔ Test your strength on a mountain bike ride through the Dolomite mountains
✔ Visit the medieval town of San Gimignano* (Contiki Mediterranean Highlights tour)
✔ Witness the ancient art of glass-blowing and traditional lace-making in Venice* (Contiki Italian Expresso tour)

*Activity also available on other Contiki tours.
France is as diverse as it is beautiful. iTravellers will revel in the abundance of cultural activities from cabaret shows to sporting events. And no iTraveller’s French escapade is complete without sampling one of the country’s favourite pastimes – cycling.

Steeped in a rich history of art and culture, France is constantly buzzing with festivals and events in the areas of music, theatre and cinema. A must for any iTraveller in need of a musical fix is The Nice Jazz Festival, one of Europe’s largest jazz concerts held over eight eclectic days.

For the iTraveller in France:
✔ Go behind the doors of a French perfumery* (Contiki Amsterdam to Barcelona tour)
✔ See the incredible countryside of Provence
✔ Enjoy a spectacle of a traditional cabaret at the Moulin Rouge* (Contiki European Contrasts tour)
✔ Take a drive along the Riviera Coast* (Contiki Amsterdam to Barcelona tour)
✔ Tour the Champagne region, home to the world’s best wine houses
✔ Cheer from the grandstands at the Monaco Grand Prix, the most glamorous F1 race in the world
✔ Go celebrity-spotting and marvel in the glitz and glamour at the Cannes Film Festival or St Tropez
✔ Take a cable car to Aiguille du Midi in Chamonix* (Contiki Amsterdam to Barcelona tour)

*Activity also available on other Contiki tours.
New Zealand comes with a reputation as a land packed with magnificent, raw scenery: craggy coastlines, sweeping beaches, ancient forests, snow-capped mountains, bubbling volcanic pools, fast-flowing rivers and glacier-fed lakes, all beneath a brilliant blue sky.

Beyond the metropolitan delights of Auckland, Wellington and Christchurch, the enthusiasm for enjoying the great outdoors is contagious. From spectacular mountain scenery and dramatic volcanic landscape to the adrenalin-charged adventure activities of bungy jumping and white water rafting, New Zealand is attracting iTravellers in droves.

Offering visitors a melting pot of diversity, this is one destination that offers something for everyone. Whether it’s a relaxing soak in a thermal pool or wine tasting at any of the 376 vineyards, this is one destination that packs a fantastic outdoor punch.

For the iTRAVELLER in NEW ZEALAND:

✔ Feed a lamb and milk a cow in Rotorua* (Contiki Sun and Steam tour)
✔ Experience Maori culture and art, and learn the Haka* (Contiki Grand Adventurer tour)
✔ Hike in dramatic volcanic landscape used as the backdrop of many recent movies
✔ Go black water rafting through the gloworm caves* (Contiki Grand Explorer tour)
✔ Dig your own Jacuzzi in the sand at Hot Water Beach
✔ Go whale watching on the Kaikoura Coast* (Contiki Grand Explorer tour)
✔ Toss and turn down the ‘Zorb’ adventure hill in Rotorua* (Contiki Grand Adventure tour)

*Activity also available on other Contiki tours.
Few countries offer as much diversity as the United States. For visitors, the sheer scale of its 50 distinctive states can make deciding which locations to concentrate on an extremely difficult task.

Travellers are most commonly drawn to North America’s major cities, which pulse with energy. Iconic New York, elegant Boston, gritty Chicago, teary San Francisco, rhythmic New Orleans, high-rolling Las Vegas, and sprawling, celebrity riddled Los Angeles, are each as unique in character as they are in history.

But America is a land of contrast and contradiction, and you don’t have to travel far beyond the city limits to find small towns steeped in regional Americana, amid some of the most varied and stunning scenery anywhere in the world.

Gape at the grandeur of the Grand Canyon and the Rocky Mountains, listen to the roar of Niagara Falls and marvel at the beauty of National Parks such as Yosemite and Yellowstone.

Yellow taxis on busy city streets, wooden porches overlooking the cotton fields, tumbleweed skittering across the desert; the first sight of the Grand Canyon, or the Manhattan skyline – just some of the ingredients for some truly iconic holiday snaps.

FOR THE iTRAVELLER IN THE USA:

✔ Play a hand of Black Jack at the world’s biggest playground, Las Vegas
✔ Discover the world of space exploration at the Kennedy Space Centre in Orlando* (Contiki Eastern Discovery tour)
✔ Visit the Rock ’n’ Roll Hall of Fame in Cleveland, Ohio* (Contiki Grand Northern Tour)
✔ Climb the active volcano Kilauea in Hawaii
✔ Spot the iconic ‘Hollywood’ sign as you stroll down the Walk of Fame
✔ Take a helicopter ride over the Grand Canyon* (Contiki LA to the Bay tour)
✔ Drive down the historic Route 66 and visit the ‘Cadillac Ranch’* (Contiki Southern Adventure tour)

*Activity also available on other Contiki tours.
UNITED KINGDOM

Hitting the number one spot, it’s a truly eclectic experience that is enticing travellers to set their sights on a trip to the UK. Many go to check out the colossal metropolis of London, offering an epic array of nightlife, cultural events, museums, galleries, pubs and restaurants. Whether it’s to take in a West End show, take a trip on the London Eye Ferris wheel, indulge immeasurable retail urges on Oxford Street, or rollerblade through Hyde Park, there is without doubt something for everyone.

However for many, it’s what lies beyond London that is proving the cultural draw card for young Australian travellers. Divided into nine distinct regions, each with its own unique offering of things to do and places to see, it’s England that gives travellers the cultural fix they crave today.

From the university town of Cambridge to historic Georgian spa towns and the quaint charms of Shakespeare’s Stratford-upon-Avon, it’s all about the heritage. Benefiting from a rich and fascinating history, travellers are never more than a few miles from a ruined castle, a majestic country house, or an ancient monastery.

Those venturing beyond England usually head first to Edinburgh, the gateway to Scotland, a handsome and ancient city, famous for its magnificent castle, world-acclaimed international arts and comedy festival and the infamous Hogmanay celebrations on New Years Eve.

For the Traveller in the UK:
- Sample haggis and black pudding in the Scottish highlands* (Contiki Great Britain and Southern Ireland tour)
- Visit Britain’s highest mountain, Ben Nevis* (Contiki Great Britain tour)
- See the Beatles site in Liverpool* (Contiki Great Britain Summer tour)
- Climb Arthur’s seat in Edinburgh
- Sample Cornish pasties and Cream Teas in Cornwall
- See a live game of soccer at Old Trafford in Manchester
- If you dare, go on an evening ‘Ghost Walk’ in York* (Contiki Scotland tour)
- Take part in a historic wedding ceremony in Gretna Green* (Contiki Great Britain and Southern Ireland tour)
- Meander through the scenic Whisky Trail in the Scottish Highlands* (Contiki Great Britain tour)

*Activity also available on other Contiki tours.
The results indicate that the future of tourism in the UK and USA is optimistic: a trend no doubt stimulated by concentrated efforts to market and promote these regions as attractive and premium tourist destinations to younger generations.

Central to Australia’s perception of the UK as a cultural mecca are tourism bodies such as VisitBritain and British Council Australia, which continue to actively promote the best of UK art, culture, science and creative industries to young Australians. Not just Big Ben or Buckingham Palaces, but bike rides through the Lake District in the North, the Edinburgh Festival in Scotland and the tradition and pageantry that have inspired musicians, artists and poets for centuries.

America continues to be a must-see destination for young travellers. A possible explanation is the mass dissemination of American popular culture globally that continues to stimulate the interest of young travellers. Through the mediums of music, film, television and fashion, American culture continues to captivate Australian youth, making the US a popular travel destination.

France and Italy will continue to attract young Aussies travellers in the next 3-4 years thanks to their smorgasbord of cultural delights. New Zealand likewise remains a favourite for its neighbours who are keen to hop across the Tasman in search of stylish cities, panoramic landscapes, endless beaches, majestic mountain peaks and icy blue glaciers.

The UK topped the list as the destination the majority of young travellers want to visit next, with 54% of respondents opting to head for ‘Blighty’ in the next 3-4 years. Perennial favourites the USA, France and Italy remain popular choices, while our Kiwi neighbours closed out the top five.
The study shows that the majority of young travellers are planning to embark on short-term trips. 61% (1.3 million) plan to take a short overseas holiday, such as a three-week trip to Europe in the next 3-4 years, while 45% (almost 1 million) are planning to take a number of overseas trips.

This trend looks set to continue as travel becomes increasingly accessible with the amount of repeat travellers embarking on two or more overseas trips in a lifetime rising, as opposed to the one trip of a lifetime, that older generations once sought.

Long-term travel is also popular with a sizeable 25% (more than half a million) of respondents planning to travel extensively for a number of months, and ‘big trips’ such as round-the-world holidays and a trip-of-a-lifetime are also inviting options for many young travellers.
Young Australians are swapping their briefcases for backpacks with full-time workers accounting for the vast majority of people (70%) who aspire to travel. This suggests a keen desire among the Australian workforce in the 18-34 age bracket to learn and broaden their experiences through travelling.

The research also reveals a clear relationship between the travel plans of young Australians and their employment status. Full-time workers tend to plan for short-term holidays due to fixed amounts of job leave, indicating that travel is something they are fitting into their holiday allocations. Another explanation for the popularity of shorter trips is the impact of a time-poor society. With increased time and work pressures, many people are seeking holidays, or ‘breakations’, where possible.

With greater work flexibility, a number of part-time workers (22%) are planning for long-term trips. Inevitably, students comprise a large proportion of part-time workers in this age bracket, indicating that long-term travel is anticipated for the gap between completing their studies and kick-starting a full-time career.

**Employment**
- 70% of people who aspire to travel overseas work full-time.
- The majority of full-time workers (67%) are planning to take a short overseas holiday and almost half of this group are planning to take a number of overseas trips in the next 3-4 years.
- Part-time workers are also keen on a short overseas holiday, however, a substantial number of part-time workers plan to embark on long-term travel. Almost one-third (33%) plan to do a round-the-world trip, while extensive travelling over a number of months was another popular option.
Young travellers are making the most of their overseas trips. Their desire to move around, rather than remain in the one location, indicates a keen appetite to see, do and experience as much as possible on their holidays.

Despite being an inquisitive group, the option of travelling between continents was revealed to be a less popular option. This could be attributed to a number of explanations including insufficient time or financial resources. Contiki has also identified that the vast majority of our European travellers for example, tend to remain on the same continent but visit multiple countries to truly immerse themselves in the culture and spirit of the regions they visit.

In addition, as evidenced by our iTravellers featured in this report, it is apparent that many young people do not feel compelled to visit the whole world in one trip as their parents might have done, but rather engage in repeat travelling and embark on two or more large overseas trips throughout their lifetimes.

The majority of young travellers prefer to move between cities in the same country or travel across countries on the same continent. Less than half of respondents would stay in the same city or location.

**KEY INSIGHTS**

ON THE MOVE - travel tracks of young globetrotters

- Travel between cities or locations in the same country:
  - 65%

- Travel across countries on the same continent:
  - 44%

- Travel across two or more continents on the same trip:
  - 40%

- Stay in the same city or location:
  - 57%

Next >>
INDEPENDENT TRAVEL - the new-fashioned way

The past few years have seen a rapid growth of Independent Travellers. The iTravel Report has unveiled that 62% of respondents actively prefer to develop and build their own holidays and 31% are opting for a tailor-made holiday when considering an overseas trip to a place they have never been before. This forms a substantial slice of the total travel pie.

In fact, Contiki sales reflect that there is an overlap of young travellers who opt both for a combination of non or semi-planned independent travel as well as a touring component.
In response to the ongoing trend towards independent travel, Contiki continues to evolve and enhance their brand of tailor-made holidays, injecting greater flexibility and customisation with Optional Activities, Free Time and City Getaways.

As a result of such efforts, Contiki recently recorded a growth of over 30% within three years indicating that youth travel, particularly in the area of tailor-made holidays, agrees with this generation of young travellers.

Also worth noting, travel companies such as Contiki are not only actively responding to consumer demands for more independence, but are driving more flexibility in their product offerings that continue to attract young jet setters.
TRAVEL of THE SEXES
a comparison between male & female

While the research shows that Intellectual Tourism is pursued by both genders, the findings also reveal interesting similarities and differences in the travel preferences of men and women.

Both men (63%) and women (73%) have visited a cultural site or event in the past 3-4 years during a trip, however the experiences they desire vary. Women for example prefer the arts and shopping, and are attracted to the boutiques of Italy and France, whereas men rank adventure highly in the popularity stakes, meaning New Zealand and its adrenalin-fuelled activities are a favourite. Both men and women cite culture and sightseeing as important to their overall travelling experience.

<table>
<thead>
<tr>
<th>WOMEN</th>
<th>MEN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POPULAR DESTINATION</strong></td>
<td><strong>POPULAR TRAVEL ACTIVITIES</strong></td>
</tr>
<tr>
<td>UK, Italy and France</td>
<td>Experience the arts, local culture, shopping and sightseeing</td>
</tr>
<tr>
<td></td>
<td>Adventurous, local culture, shopping and sightseeing</td>
</tr>
<tr>
<td><strong>TRAVEL PLANS IN NEXT 3-4 YEARS</strong></td>
<td><strong>ON THE TRIP</strong></td>
</tr>
<tr>
<td>A short overseas trip</td>
<td>Travel to 2 or more countries in the same trip</td>
</tr>
<tr>
<td>Numerous overseas trips and exclusive travel for a number of weeks</td>
<td>Travel in between stays/ locations in the same country</td>
</tr>
</tbody>
</table>
OVERVIEW

AIR MALE
Men are seeking a mixture of culture, adventure and socialising activities while travelling abroad.

Today’s guys are dispelling common perceptions of men’s travel as just a whirlwind affair. Instead, the research reveals that Australian men are also keen to have an authentic travel experience that includes activities such as outdoor sports, attending cultural festivals and mingling with the locals.

FEMALE FLYERS
Today’s young female travellers are just as bold as their male counterparts seeking unique travel experiences that allow them to explore new destinations and soak up the diverse cultures.

Whether it be pursuing the local sights, tasting the culinary delights or communicating in a foreign language, women are embracing the challenges of travel highlighting the autonomy and self-determination of young women today.
HOME AND AWAY
household status and travel

KEY INSIGHTS
All young Australians surveyed, ranked sightseeing as the most important consideration when thinking about an overseas holiday. Meanwhile, local culture comes as close second for those that live alone, in a shared household or with a partner.

These findings indicate that Intellectual Travel is dominant among young travel-aspirers, regardless of household status.

Adventure was flagged as a top priority for those living alone and in shared households, whereas shopping is important for young travellers who live with their parents and partners. Interestingly, socialising was also among the important considerations for people living with their parents.

HOME AND AWAY

OF THOSE WHO ASPIRE TO TRAVEL
• 36% live with their partner without kids
• 28% live with parents
• 20% live in shared household without kids
• 14% live alone

HOME AND AWAY

HOME AND AWAY

HOME AND AWAY

HOME AND AWAY

HOME AND AWAY

HOME AND AWAY

HOME AND AWAY
ANDREW WARREN

Age: 20  
Occupation: Musician  
Contiki tour: Europe Winter Wanderer, January 2006

Why did you decide to travel?
I really needed a break from my hectic work schedule. I figured travelling was the perfect opportunity to step out of my normal routine and experience something completely new.

What were the highlights?
• Tobogganing down Mt Pilatus  
• Tasting locally made cheese and bread in France  
• Having a beer with the locals at the Munich Hofbrauhaus  
• Attempting to order food in French  
• Admiring the spectacular coastal scenery in Nice  
• Joining fellow music lovers at a Mozart concert in Venice

What did you take out of your travel experience?
Having seen so much of Europe, I have a much greater respect and understanding of different cultures. I learnt so much about the diverse histories, customs and practices in a short timeframe – it was an incredible experience to say the least and one I will never forget! I also made some great friends on the tour! In fact, a couple of people from the Contiki tour live close by so we often catch-up at our local pub for a beer and reminisce about our overseas experiences.

What did you think of the Contiki tour?
Contiki gave a good mix of both cultural activities and adventure. One day we would be tobogganing down a mountain, and the next we would be walking through a concentration camp. It’s got something for everyone no matter what your interests.

What are your future travel plans?
I’ve been to Asia before and I just love the food, culture and the people are so friendly. So my next stop will probably be Vietnam and Beijing, hopefully within the next six months.
ANITA CIPOLLONE

Age: 22
Contiki tour: London to Athens tour and 6-Day Optional trip to Mykonos; July/August 2006

Why did you decide to travel?
My trip to Europe was a present to myself after graduating from uni. I would have loved to go with my girlfriends but I couldn’t wait any longer - so I got up the confidence to go alone. It was the best decision I ever made!

What were the highlights?
• Water sports in the crystal clear waters of Corfu, Greece
• Absorbing the rich history and admiring the architecture of Vatican City
• Tasting snails for the first time in Paris
• Watching the vibrant street performers in Venice
• Indulging in a traditional Greek dinner followed by dancing with the locals

What did you take out of your travel experience?
Before I left, I was terrified because I was essentially heading into the unknown without any friends or family by my side. It pushed me out of my comfort zone and I became so much more confident in myself as a result of my trip.

As a psychology student, I love meeting new people and this trip introduced me to so many amazing travellers. Before I knew it, I had made friends from around the world and was talking to people as though I had known them my whole life.

What did you think of the Contiki tour?
Contiki Holidays was a particularly great option for me as a first time traveller. I had the peace-of-mind knowing that all the necessities such as accommodation and food were covered, and when I became more comfortable, there was plenty of opportunity to do my own exploration in my free time as I went.

What are your future travel plans?
Without a doubt, I’ve caught the travel bug. As soon as I save up enough, I’m heading back to Europe and maybe even the Americas. Working overseas is on the cards as well.

Enjoying the Mykonos sunshine
Posing with street performers in Venice

Next >>
DANA MORRIS

Age: 25
Occupation: National Training Co-ordinator
Contiki tour: • Russia and Scandinavia; July 2005
• European Experience; May 2003
• Mediterranean Highlights; September 2005

Why did you decide to travel?
I have travelled a fair bit as I always want to see more of the world. Travelling gives me the opportunity to meet new people, embark on new adventures and experience a completely different way of life outside of living in the northern beaches of Sydney.

What were the highlights?
The whole tour was a highlight, but if I had to be more specific:
• The Ice Hotel in Sweden
• Grazing an array of great food and wine in France
• Rollerblading in Cannes
• Paragliding in Austria
• Seeing the Trevi Fountain in Rome for the first time
• Learning about the history of Germany and World War II

What did you take out of your travel experience?
I had a phenomenal time on my trip. Travelling puts you face to face with new people and places, and gives you a better understanding of the different cultures in places you discover.

Not to mention, I also made heaps of friends on my trip that I still keep in contact with. I’ve had friends from Los Angeles, Perth and Brisbane come to visit me in Sydney – I would have never met them if it weren’t for touring with Contiki.

What did you think of the Contiki tour?
I went on my first Contiki tour when I was 21. Three years on and many travel adventures later, I’d still join a Contiki tour – I can be certain I won’t miss out on any of the major sites and activities, and most importantly have a ball at the same time.

What are your future travel plans?
I have a travel addiction! I pretty much want to go everywhere - Africa, South America, Malaysia and Thailand are my top picks for the near future.
DYLAN HEARNE

Age: 27
Occupation: Travel Agent
Contiki tour: Wild Western, June 2006

Why did you decide to travel?
Experiencing new cultures is my main motivation for travel. I like to get out of my comfort zone and engross myself in another way of living.

What were the highlights?
• Helicopter flight over the Grand Canyon
• Hot air ballooning in Scottsdale, Arizona
• 4x4 bashing through the rocky areas of Sedona, Arizona
• Experiencing the incredible vibe of Vegas - the hotels, the lights and the amazing attention to detail that goes into the magnificent buildings

What did you take out of your travel experience?
A chance to thoroughly experience an unbelievable destination - from the sights to all its cultural delights.

On a tour, not only do you meet people from around the world, but you also become part of a close-knit family. I still maintain contact with 15 people from my tour and I've travelled to Melbourne and even Canada to catch up with them.

What did you think of the Contiki tour?
The biggest drawcard for me was the value. On a Contiki tour, you see everything you want to see without having to pay anywhere near as much as a trip organised on your own.

You could say Contiki's tour managers were another highlight. We were given a first-hand experience of the US from a Yank who really loves his heritage.

What are your future travel plans?
I foresee a lot of travel in my future. I'm planning a New Zealand Contiki tour next year, possibly Bali in February and I'd love to see Vietnam and New York later down the track.
KRISSIE BREDAN

Age: 21
Occupation: Customer Service / Motivational Speaker
Contiki tour: New Zealand Grand Explorer, August 2006

Why did you decide to travel?
I was initially visiting family in America and decided to do some extra travel before coming home. Being an adrenalin junkie, I figured New Zealand was the place to go – after all it is the adventure capital of the world.

What were the highlights?
• Canyon swinging face first in Queenstown
• Tumbling down a hill in a ‘Zorb’ ball
• Dinner and dancing with a traditional Maori family
• Visiting the location of the Carlton Draught ‘Big Ad’
• Helicopter flights over Fox glacier
• Overnight cruise in the picturesque Milford Sound.

What did you take out of your travel experience?
I went on the tour wanting extreme sports but came out of it with so much more. On top of the amazing array of extreme sports, I ended up learning about Maori culture, eating traditional meals and visiting the most spectacular sites. But best of all, I made amazing friends from all around the globe!

What did you think of the Contiki tour?
The great thing about the Contiki holidays is that you have so much choice and flexibility. They give you the basics and you have the freedom to add Optional Activities to your itinerary.

What are your future travel plans?
Previously I didn’t have a strong desire to travel but now I’m hooked. My next stop would probably be more extensive travel in the United States and a few months touring Europe.
¡TRAVELLER MEETS CONTIKI >>

Contiki tours for a new generation
The SPIRIT of Contiki

**SIMPLE:**
Our philosophy is simple. We deliver great holidays to 18-35 year olds.

**PERSONALISED:**
Independence is important, so there’s flexibility to enable young travellers to see what matters most to them.

**INTELLECTUAL:**
Tours bursting with cultural adventures allowing travellers to meet new people, see new places and learn about new cultures.

**REPUTATION:**
With over 40 years experience, we are always on hand to provide information, suggestions and directions to ensure holidays are hassle-free.

**INNOVATION:**
We are constantly developing and delivering fresh packages with new destinations and activities.

**TRAVEL:**
After all, at Contiki we love, live and breathe travel!
CONTIKI'S UNITED KINGDOM

BRITAIN & SOUTHERN IRELAND

A step back in time to Britain’s most iconic landmarks. Lochs, abbeys, castles and palaces that need no introduction. **Countries:** England, Scotland, Wales and Ireland **Duration:** 15 days

**iTraveller highlights:**
- **London:** See Buckingham Palace, Tower of London, Westminster Abbey
- **Northumberland National Park:** See Hadrian’s Wall
- **Edinburgh:** See Edinburgh Castle
- **Liverpool:** See the famous sights of The Beatles on a Magical Mystery Tour
- **Dublin:** Visit Kilmainham Gaol
- **Cobh:** Last port of call for the ill-fated Titanic
- **Midleton:** Guided tour of Jameson’s Whisky distillery

CHECK OUT LONDON

An epic array of nightlife, cultural events, museums, galleries, pubs and restaurants. **Countries:** England (London) **Duration:** 2 and 4 days

**iTraveller highlights:**
- Open-top bus sightseeing tour including Buckingham Palace, Tower of London and St Paul’s Cathedral
- Theatre tickets (stalls or dress circle) to a London show
- Discounts on many popular attractions including Madame Tussaud’s Wax Museum, the London Dungeon, the Tower of London and the London Eye.

GREAT BRITAIN

A whirlwind of sightseeing, medieval history and culture. **Countries:** England, Scotland and Wales **Duration:** 8 days

**iTraveller highlights:**
- **London:** See Buckingham Palace, Tower of London, Westminster Abbey
- **Edinburgh:** See Edinburgh Castle, Holyrood Palace and Royal Mile
- **Scottish Highlands:** Scenic drives including the Whisky Trail and Loch Ness
- **Gretna Green:** Take part in an historic wedding ceremony
- **Wales:** Drive through Snowdonia National Park

SCOTLAND

A spectacular journey back in time to the days of majestic castles, lush natural landscapes and the sound of bagpipes. **Countries:** Scotland **Duration:** 5 days

**iTraveller highlights:**
- Edinburgh: See Edinburgh Castle, Holyrood Palace and Royal Mile
- **Scottish Highlands:** Scenic drives including the Whisky Trail and Royal Deeside
- **Gretna Green:** Take part in an historic wedding ceremony
- **Wales:** Drive through Snowdonia National Park

Next >>
**GRAND SOUTHERN**

A diverse tour of contrast and contradiction, missing cutting-edge architecture, sophisticated shopping and cool nightlife with some of the most spectacular scenery in the world. **States:** California, Nevada, Arizona, Utah, Colorado, New Mexico, Texas, Arkansas, Tennessee, Mississippi, Louisiana, Alabama, Florida, Georgia, South Carolina, North Carolina, Virginia, Kentucky, Delaware, Pennsylvania, New Jersey, New York. **Duration:** 24 days

**iTraveller highlights:**
- Monument Valley: See the Painted Desert
- Cortez: Drive through the Rocky Mountains
- Amanita: Experience New American culture
- Dallas: Taste ‘real’ Texan culture
- Little Rock: Drive through the Mississippi River
- Memphis: Tour Graceland Mansion
- Elvis’ home
- Orlando: Visit Disney World or Universal Studios
- Savannah: See the city made famous by Forrest Gump

**WILD WESTERN**

A truly wild adventure of sightseeing, beach action, red rocks, canyons and high-rolling in Sin City! **States:** California, Arizona **Duration:** 13 days

**iTraveller highlights:**
- San Diego: Drive through the O.C
- Sedona: Drive through Red Rock Country and see unusual sandstone cliffs and rugged spires
- Yoshi Res Veterans Park: See the famous rock formations of El Capital and Half Dome

**BIG APPLE EXPLORER**

Hello Big Apple! Immerse into the culture of one of the world’s most iconic cities. **States:** New York **Duration:** 4 days

**iTraveller highlights:**
- Wall Street
- Ground Zero
- Harlem’s Apollo Theatre
- Empire State Building
- Fifth Avenue
- Rockefeller Center
- Soho
- Greenwich Village
- TruCa
GRAND EXPLORER
A brilliant mix of sophisticated cities and panoramic landscapes.
New Zealand is the way the world was meant to be.

**Countries:** New Zealand, North & South Islands
**Duration:** 15 days

**iTraveller highlights:**
- Auckland: Cross Harbour Bridge and see the 'City of Sails' harbour
- Bay of Islands: Paihia and Waitangi sightseeing tour
- Rotorua: Visit Whakarewarewa Thermal Reserve and see the geysers
- Taupo: Walk through the Wairakei 'Craters of the Moon' geothermal area
- Wellington: See sights made famous by the 'Lord of the Rings'
- Queenstown: View the Remarkable Mountains
- Milford Sound: See awe-inspiring Mitre Peak

SCENIC SOUTHERN
Gleaming coastlines, and magnificent national parks and breathtaking alpine scenery, which rise to icy blue glaciers and ancient fjords.

**Countries:** New Zealand, South Island
**Duration:** 7 days

**iTraveller highlights:**
- Lake Tekapo: See the beautiful turquoise glacial lake
- Lake Ohau: See Mt Cook
- Milford Sound: Cruise past towering cliffs and spectacular waterfalls

NORTHERN HIGHLIGHTS
From the capital city Wellington, to Rotorua, the home of Maori culture.

**Countries:** New Zealand, North Island
**Duration:** 6 days

**iTraveller highlights:**
- Parry Kauri Park: Walk through native Kauri Forests
- Waitomo: Visit Waitomo and a traditional New Zealand country pub
- Huka Falls: Visit the mighty falls
- Tongariro National Park: Dramatic drive through the volcanic landscape made famous by 'Lord of the Rings'
- Cook Strait: Cruise the scenic Marlborough and Queen Charlotte Sounds
- Kaikoura: See traditional Maori Greenstone carving

GRAND ADVENTURER
A unique blend of underground cave rafting, traversing along thermal, absorbing Maori culture, island-hopping in Wellington and gawking at the Fox Glacier, a beautiful natural wonder.

**Countries:** New Zealand, North & South Islands
**Duration:** 12 days

**iTraveller highlights:**
- Taupo: View Lake Taupo, New Zealand's largest lake
- Wellington: Visit Mt Victoria and enjoy panoramic views of the city
- Picton: Drive through New Zealand's largest wine region
- Arthur's Pass: Scenic drive through Arthur's Pass National Park
- Franz Josef & Fox Glacier: Coastal drive through Westland National Park with views of the glaciers and rainforests

CONTIKI’S NEW ZEALAND
OVERVIEW

CONTIKI

iTRAVELLER TALES

GEN iTRAVEL

RESEARCH

EUROPEAN DISCOVERY
Experience local traditions and customs in every country like a gondola ride in Venice or stopping along the Champs Elysées.

Tour Type: Timeout
Countries: Belgium, Netherlands, Germany, Austria, Italy, Vatican City, Switzerland
Duration: 12 days

iTraveller highlights:
- Amsterdam: See the canals, gable houses and city by night.
- Munich: See the Glockenspiel and Marienplatz.
- Bordeaux: Scenic drive past vineyards, orchards and castles.
- Paris: Visit a French perfumery.

EUROPEAN EXPERIENCE
Fall in love with the romance in Paris, chill at a beach on the French Riviera, explore the ancient city of Rome and see what it feels like to be a beer bottle while in Amsterdam.

Tour Type: Timeout
Countries: England, France, Monaco, Italy, Austria, Switzerland, Germany, Holland, Liechtenstein and Belgium
Duration: 7 days

iTraveller highlights:
- Venice: Private motorboat to the historic islands.
- Vatican City: See St Peter’s Basilica.
- Avignon: See the Papal Palace.
- Lyon: Visit France’s gastronomic centre.
- Burgundy: See the Chablis and Burgundy vineyards.

SIMPLY ITALY
A laid back adventure where travellers can roam in Rome, Florence, Venice and appreciate smaller pockets of pleasure.

Tour Type: Timeout
Countries: Italy, Vatican City
Duration: 12 days

iTraveller highlights:
- Naples: See the Bay of Naples.
- Sorrento: Scenic coastal drive.
- Capri: Visit the Isle of Capri.
- Florence: See the Duomo, Basilica Santa Croce, Giotto’s Bell Tower.
- Roma: See the Colosseum and Piazza della Signoria.
- Venice: See the Canale Grande and the Rialto Bridge.

EUROPEAN ENCOUNTER
Take a bicycle tour of the Dutch countryside, take in a Parisian cabaret show and enjoy a relaxing gondola ride in Venice.

Tour Type: Timeout
Countries: Belgium, Netherlands, Germany, Switzerland, Liechtenstein, Austria, Italy, Vatican City, France and Monaco
Duration: 16 days

iTraveller highlights:
- Amsterdam: Visit a cheese farm and clog maker’s house.
- Rhine Valley: See the Lorelei Rock.
- Lucerne: See the Wooden Chapel Bridge.
- Innsbruck: See the Golden Roof.
- Venice: Private motorboat to the historic islands.
- Vatican City: See St Peter’s Basilica.
- Avignon: See the Papal Palace.
- Lyon: Visit France’s gastronomic centre.
- Burgundy: See the Chablis and Burgundy vineyards.

EUROPEAN DISCOVERY
Experience local traditions and customs in every country like a gondola ride in Venice or stopping along the Champs Elysées.

Tour Type: Timeout
Countries: Belgium, Netherlands, Germany, Austria, Italy, Vatican City, Switzerland
Duration: 12 days

iTraveller highlights:
- Amsterdam: See the canals, gable houses and city by night.
- Munich: See the Glockenspiel and Marienplatz.
- Bordeaux: Scenic drive past vineyards, orchards and castles.
- Paris: Visit a French perfumery.

EUROPEAN EXPERIENCE
Fall in love with the romance in Paris, chill at a beach on the French Riviera, explore the ancient city of Rome and see what it feels like to be a beer bottle while in Amsterdam.

Tour Type: Timeout
Countries: England, France, Monaco, Italy, Austria, Switzerland, Germany, Holland, Liechtenstein and Belgium
Duration: 7 days

iTraveller highlights:
- Venice: Private motorboat to the historic islands.
- Vatican City: See St Peter’s Basilica.
- Avignon: See the Papal Palace.
- Lyon: Visit France’s gastronomic centre.
- Burgundy: See the Chablis and Burgundy vineyards.

SIMPLY ITALY
A laid back adventure where travellers can roam in Rome, Florence, Venice and appreciate smaller pockets of pleasure.

Tour Type: Timeout
Countries: Italy, Vatican City
Duration: 12 days

iTraveller highlights:
- Naples: See the Bay of Naples.
- Sorrento: Scenic coastal drive.
- Capri: Visit the Isle of Capri.
- Florence: See the Duomo, Basilica Santa Croce, Giotto’s Bell Tower.
- Roma: See the Colosseum and Piazza della Signoria.
- Venice: See the Canale Grande and the Rialto Bridge.

EUROPEAN ENCOUNTER
Take a bicycle tour of the Dutch countryside, take in a Parisian cabaret show and enjoy a relaxing gondola ride in Venice.

Tour Type: Timeout
Countries: Belgium, Netherlands, Germany, Switzerland, Liechtenstein, Austria, Italy, Vatican City, France and Monaco
Duration: 16 days

iTraveller highlights:
- Amsterdam: Visit a cheese farm and clog maker’s house.
- Rhine Valley: See the Lorelei Rock.
- Lucerne: See the Wooden Chapel Bridge.
- Innsbruck: See the Golden Roof.
- Venice: Private motorboat to the historic islands.
- Vatican City: See St Peter’s Basilica.
- Avignon: See the Papal Palace.
- Lyon: Visit France’s gastronomic centre.
- Burgundy: See the Chablis and Burgundy vineyards.
ABOUT CONTIKI >>

past, present and the road ahead
Contiki started small in 1962 with one man, John Anderson. A financially challenged New Zealander with big travel ideas and no savings, John pinned a small sheet to a noticeboard in the Overseas Visitors Club in Earl’s Court, London. He hadn’t actually sold a single seat when he pinned up that notice, but he figured if he could get 12 people in a minibus and divide the costs by 11, he’d be travelling for free.

But selling those seats wasn’t the end of it. “I had 11 total strangers expecting me to take them around Europe. I hadn’t even driven in Europe, let alone on the right side of the road”, explained John. He then returned to London and found more names on the noticeboard, so decided to do another trip. These first tours were all booked by 19 to 29 year olds so right from the start Contiki was all about youth travel – and it was from these humble beginnings that Contiki Holidays was born.

The company has grown enormously since then. Today, it’s a global success story and an internationally recognised brand with Contiki Resorts on the Greek Island of Mykonos as well as in Bali, Indonesia. Over the years the nature of touring and the youth market has changed…and just as importantly so has Contiki. The company stands for people who are open to new experiences, open to change and ready for unforgettable adventures.

Whatever holiday its customers are looking for, Contiki has got it covered. Whether it’s an adventure packed road trip across America, a chilled mini-break at one of its resorts or cultural overload in some of Europe’s finest cities, thousands of Travellers experience more than they ever expected.

Contiki is more global than some might think. The company is not just about the USA and Europe. They also go to Russia, Egypt, Hawaii, Turkey, Orlando, Canada and Scandinavia, to name just a few of their other global destinations.

Contiki offers something for everyone with a wealth of holiday styles to choose from. There is the great ‘Multi-Country’ itineraries - perfect for first timers to Europe or for those short on time and want to fit a lot in. To get up close and personal with just one or two countries, the ‘Regional’ itineraries hone in on a particular destination so visitors can really immerse in its culture. There are also ‘Independent Getaways’, which offer the flexibility of an independent stay with all the advantages of travelling with a group. From summer fun to winter thrills, city hopping, country escapes, poolside drinks, beach fun, mountain chalets, by plane, metro, cruise boat, kayak, cable cars or bike, Contiki takes you on a global adventure.
CONTIKI TIMELINE

1961 > 1964
Contiki Travel was founded, realising the 19-29 year old market

John Anderson ran the first tour of Europe in a 12-seater minibus

1965 > 1966
Tours to Egypt launched

1967 > 1968
First European brochure published. First Ski program to Australia

Tours to Russia & Scandinavia, Spain, Portugal and Morocco introduced

1967 > 1968
There were 50 Contiki minibuses on the roads of Europe

1968 > 1969
Contiki started using Mercedes Benz coaches in Europe

‘Concept’ and ‘Year-round hotel’ tours were launched. Up until 1977, all Contiki tours were camping tours with clients pitching tents and cooking for themselves. Market research showed clients wanted more

1969 > 1970
Contiki’s New Zealand tours commenced

The American touring program was launched

1970 > 1971
The Australian and Fiji touring program was introduced

The American program was extended to include other parts of North America including New York. Europe introduced an alternate Eastern Europe tour called ‘Eastern Roads’

1971 > 1972
Additional ‘Regional’ tours in Europe were launched including the Road to Morocco

Contiki European programs were rebranded for North American markets with ‘Time Out’ tours being rebranded as ‘Superior’ tours and ‘Concept’ tours being rebranded as ‘Budget’ tours. Contiki started their ‘Regional’ tours, introducing the ‘Italian program’

1972 > 1973
Tours to Spain/Portugal program was launched. The North American program was broadened to include Hawaii. A Western Australia series was launched

Contiki’s first resort was launched in Australia

Contiki launched a new product called ‘Getaway’ in Europe aimed at the more independent traveller

Contiki’s Mykonos resort opened

Contiki opened a new resort in Bali

1973 > 1974
Israel program was launched

Egypt program launched, North American program was broadened to include Eastern Europe and Central Europe, Contiki opened a new resort in Tahiti

1974 > 1975
An enhanced ‘Mediterranean Cruise’ program was introduced

The American program extended to include other parts of North America including Alaska and British Columbia. ‘Time Out’ tours were launched in Asia

1975 > 1976
Contiki opened a new resort in Bali

An enhanced ‘African Safari’ program was introduced

1976 > 1977
The American program extended to include Central America and the Caribbean

1977 > 1978
An enhanced ‘Mediterranean Cruise’ program was introduced

1978 > 1979
An enhanced ‘Australian Outback’ program was introduced

1979 > 1980
South and East African programs were launched

1980 > 1981
An enhanced ‘South Pacific’ program was introduced

1981 > 1982
An enhanced ‘Cape Town’ program was introduced

1982 > 1983
North American program extended to include Eastern United States

An enhanced ‘American Southwest’ program was introduced

1983 > 1984
An enhanced ‘Canadian Rockies’ program was introduced

1984 > 1985
An enhanced ‘Eastern Canada’ program was introduced

1985 > 1986
An enhanced ‘New England’ program was introduced

1986 > 1987
An enhanced ‘Florida’ program was introduced

1987 > 1988
An enhanced ‘New England’ program was re-launched

1988 > 1989
An enhanced ‘Florida’ program was re-launched

1989 > 1990
An enhanced ‘New Zealand’ program was launched

1990 > 1991
An enhanced ‘Australia’ program was launched

1991 > 1992
An enhanced ‘New Zealand’ program was re-launched

1992 > 1993
An enhanced ‘Australia’ program was re-launched

1993 > 1994
An enhanced ‘New Zealand’ program was re-launched

1994 > 1995
An enhanced ‘Australia’ program was re-launched

1995 > 1996
An enhanced ‘New Zealand’ program was re-launched

1996 > 1997
An enhanced ‘Australia’ program was re-launched

1997 > 1998
An enhanced ‘New Zealand’ program was re-launched

1998 > 1999
An enhanced ‘Australia’ program was re-launched

1999 > 2000
An enhanced ‘New Zealand’ program was re-launched

2000 > 2001
An enhanced ‘Australia’ program was re-launched

2001 > 2002
An enhanced ‘New Zealand’ program was re-launched

2002 > 2003
An enhanced ‘Australia’ program was re-launched

2003 > 2004
An enhanced ‘New Zealand’ program was re-launched

2004 > 2005
An enhanced ‘Australia’ program was re-launched

2005 > 2006
An enhanced ‘New Zealand’ program was re-launched

TODAY
Contiki reveals the emergence of the intellectual Traveller in Australia. Contiki continues to stay at the forefront of youth travel by listening to its customers and responding with unforgettable travel experiences that last forever...

Next >>
<< Back
QUESTIONNAIRE

1. Household Status:
   - Live alone
   - Live with parents
   - Live in shared household
   - Live with partner without kids
   - Live with partner with kids
   - Live without partner with kids
   - None of the above

2. Which of these best fit your aspirations for the next 3-4 years:
   - Buy a car
   - Buy a property – unit, townhouse, house, etc.
   - Travel overseas
   - Buy a big ticket item – a large TV, home cinema, etc.
   - None of the above

3. Which of the following country or countries, if any, have you visited in the past 3-4 years:
   - Canada
   - Egypt
   - France
   - Greece
   - Ireland
   - Italy
   - New Zealand
   - Russia
   - Spain
   - United Kingdom
   - United States
   - Other
   - None

4. Which of these, if any, have you been to while travelling overseas in the past 3-4 years:
   - A cultural site or event
   - An arts festival or art gallery
   - A museum
   - A site of historical significance, such as a castle
   - Some other site, activity or event with cultural or historical significance
   - None of the above

5. Thinking of the ideal overseas destination, which of the following country or countries would you like to visit in the next 3-4 years:
   - Canada
   - Egypt
   - France
   - Greece
   - Ireland
   - Italy
   - New Zealand
   - Russia
   - Spain
   - United Kingdom
   - United States

6. Which of these are you planning to do in the next 12 months:
   - Take a short overseas holiday
   - Take the trip of a lifetime, a once-only experience
   - Travel extensively for a number of months
   - Travel around the world
   - Take a number of overseas trips

7. And which of these are you planning to visit in the next 12 months:
   - A single city or location destination
   - Multiple cities or locations in the same country
   - Multi-country destinations on the same continent
   - Multi-country destinations on more than one continent

8. Which of these are important to you when considering an overseas holiday:
   - Sightseeing
   - Local culture
   - Socialising
   - Arts
   - Adventure
   - Shopping
   - Other

9. When considering an overseas holiday to a place you have never been before, would you prefer:
   - A tailor-made holiday that has been designed to incorporate a mix of sightseeing, culture and adventure, or;
   - An independent holiday where you are responsible for organising everything.

Next >>