

MEDIA PACK

OVERVIEW

Backpacker Trade News is the only bi-weekly online newsletter for the independent travel sector, delivered direct to the inbox of more than 3,500 industry professionals every fortnight.

Our journalists have the best contacts in the business, meaning they get the big stories first. Not only that, but our backpacker focus means we offer in-depth analysis of stories affecting the sector which other trade-facing newsletters fail to grasp.

Free to subscribers, Backpacker Trade News is a unique opportunity to place your product under the noses of the people who make the industry tick.


ADVERTISING

Simple and cost effective, Backpacker Trade News distributes to more than 3,500 subscribers every fortnight. Our database is made up of hostel owners and managers, backpacker operators, transport companies and travel agents – the key decision makers you need to reach to build your business.


With Backpacker Trade News, you can reach independent travel industry professionals in a product-focused, direct-response environment. Subscribers can click through to your landing page and/or email, bringing business straight to you. It's measurable, it's transparent – and it works!

EDITORIAL/SALES

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PREMIUM BANNER **\$240**

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NEWS

Industry escapes worst of bushfires

The backpacking industry has escaped the worst of the Victorian bushfires with no reports of damaged hostels or drastic interruptions to tours and harvest work. [Read more >](#)

Thomas unveils plans for BWT

Backpackers World Travel faces an overhaul as new Recreational Tourism Group Chief Executive Officer Nick Thomas seeks to grow the retail chain and improve its position in the market. [Read more >](#)

Adventure Tours sold to Euro giant

European travel giant TUI has acquired Adventure Tours Australia (ATA), based in Adelaide, for an undisclosed sum. [Read more >](#)

BANNER **\$180**

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OPINION

Sorry this bed's taken

The scenario - a booking is made, several weeks in advance, for a particularly busy time of the year, when the hostel is likely to be full. The backpacker arrives at 7pm that evening, and presents your e-mail which confirms the booking. [Read more >](#)

WHMs no threat to Aussie jobs

Does the WHV scheme represent a threat to Australian jobs? I would think not in most cases. Generally, Australian employers are seeking Australians to fill roles in their business, as it can be costly to retrain people for the same position on an ongoing basis. *Comments from Patrick Rowland* [Read more >](#)

EVENTS

ATEC: Everyone's welcome in Darwin

Organisers of the ATEC Backpacker Conference in Darwin are telling potential delegates "you don't have to be a member to register." [Read more >](#)

Get ready to Mingle

Base is holding a national event sponsored by Bacardi this Friday May 8 at Base locations around Australia. [Read more >](#)

FULL VERTICAL TOWER

\$340

(120px x 360px)

VERTICAL TOWER

\$180

(120px x 240px)

BUTTON

\$60

(120px x 120px)



BACKPACKER

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“Finally a good communication piece for the backpacker industry - well done. It’s really good and I’m sure will have a wide readership. A good way to keep my toe in the water.”

“I’m a big fan of Backpacker Trade News, I even save all the issues in my research file.”

“Well done on a great initiative, I’m sure it will become compulsory reading for the industry.”

“I read Backpacker Trade News to get a snapshot of happenings, people and trends in the Australasian youth and backpacker sector. It’s the most trusted source of information for our industry.”

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