



YHA Australia

DISCOUNT PROVIDER PROGRAM

→ Backpackers spend 1.5 million overnights in YHA hostels each year

→ BECOME A YHA DISCOUNT PROVIDER AND REACH A MARKET THAT TRAVELS FURTHER, STAYS LONGER AND SPENDS MORE THAN THE AVERAGE TOURIST



CAIRNS CENTRAL YHA

WHAT'S IN IT FOR YOU?

HOW WE PROMOTE YOUR DISCOUNT

- ALL DISCOUNTS WILL BE LISTED **FREE** ON **YHA.COM.AU**
 - Over 260,000 user sessions per month*
 - Over 1.4 million page views per month*
 - Bookings by nationality: 43% Australian / 57% international*
- A SELECTION OF **HIGH-VALUE DISCOUNTS** WITH GREAT BENEFITS TO YHA MEMBERS WILL BE LISTED IN THE **2012 ACCOMMODATION GUIDE** FROM OCTOBER 2011 TO OCTOBER 2012.
 - 140,000 copies printed every year
 - Domestic distribution through:
 - All new YHA members • YHA Travel Centres and hostels
 - Independent tour operators • Greyhound bus terminals
 - Australian universities • Backpacker trade shows
 - Visitor information centres
- EACH HOSTEL IN YOUR LOCAL AREA DISPLAYS YHA DISCOUNTS. TO INCREASE EXPOSURE, WE HAVE **WINDOW STICKERS** AND **POSTERS** FOR YOU TO DISPLAY. YOU SHOULD ALSO PROMOTE YOUR YHA DISCOUNT ON ANY MATERIAL YOU PRODUCE.
- THE YHA MAGAZINE **BACKPACKER ESSENTIALS** AND WEBSITE **BACKPACKER ESSENTIALS.COM.AU** PROMOTE DISCOUNTS AND BENEFITS TO MEMBERS.
 - Over 80,000 subscribers receive bi-monthly electronic newsletters which feature articles and promotions.

* Based on average figures for 2010

HOW YOU CAN BENEFIT

- YOUR **FREE** DISCOUNT LISTING WITH YHA AUSTRALIA WILL SEND **MORE CUSTOMERS** YOUR WAY.
- **WORD OF MOUTH** IS REGARDED AS THE MOST POWERFUL FORM OF ADVERTISING - BACKPACKERS WILL **TALK ABOUT** YOUR DISCOUNT!
- YHA MEMBERS ARE **INDEPENDENT TRAVELLERS** LOOKING FOR AN EXCITING TIME.

Get direct access to visitors who will spend money on outdoor activities, entertainment and food, travel equipment, tourist attractions, souvenirs, sightseeing and tours whilst they are in Australia.





SANDBOARDING PORT STEPHENS, NSW – COURTESY PORT STEPHENS YHA

Become a YHA Discount Provider and reach a market that spends double that of the average tourist

WHO ARE WE?

YHA is the world's largest budget travel organisation, with more than 120 hostels across Australia and over 4,000 around the world. We're also a member association and not-for-profit. Any revenue made goes back into improving existing facilities and improving the network.

WHO ARE OUR MEMBERS?

YHA members are independent travellers who look for great accommodation and terrific travel discounts. There are almost 80,000 members around the country.

International members visiting Australia also benefit from local discounts. At YHA, we've negotiated discounts with over 700 businesses across Australia.

By offering a discount, you can tap into a market that travels further, stays longer, does more and spends more than the average tourist.

HOW IT WORKS

- BECOMING A DISCOUNT PROVIDER IS SIMPLE AND FREE FOR AN ONLINE LISTING.
- A SELECTION OF GREAT DISCOUNTS WILL BE INCLUDED FOR FREE IN THE 2012 YHA AUSTRALIA ACCOMMODATION GUIDE.
- JUST COMPLETE THE APPLICATION FORM, SEND IT TO US AND WE'LL TAKE CARE OF THE REST.



YHA DISCOUNT PROVIDER PROGRAM

For information about the Discount Provider Program, contact the YHA representative in your state

NEW SOUTH WALES, AUSTRALIAN CAPITAL TERRITORY & NORTHERN TERRITORY

YHA NSW – Elinor Sheargold
GPO Box 5276, Sydney NSW 2001
P 02 9261 1111 F 02 9261 1969 E elinor.sheargold@yha.com.au

QUEENSLAND

YHA QLD – Leigh Reading
GPO Box 1128, Brisbane QLD 4001
P 07 3236 4999 F 07 3236 1702 E leigh.reading@yha.com.au

SOUTH AUSTRALIA

YHA SA – Tanya Heuke
135 Waymouth Street, Adelaide SA 5000
P 08 8414 3001 F 08 8414 3014 E tanyah@yhasa.org.au

TASMANIA

YHA TAS – Mike Callinan
GPO Box 174, Hobart TAS 7001
P 03 6234 9617 F 03 6234 7422 E yhatas@yhatas.org.au

VICTORIA

YHA VIC – Attention Marketing Administrator
PO Box 4793, Melbourne VIC 3001
P 03 9670 3802 F 03 9670 9840 E yha@yhavic.org.au

WESTERN AUSTRALIA

YHA WA – Angela Castro
300 Wellington Street, Perth WA 6000
P 08 9366 3005 F 08 9366 3001 E angelac@yhawa.org.au

NATIONAL DISCOUNT PROVIDERS

YHA AUSTRALIA – Emma Rodwell
PO Box A2462, Sydney South NSW 1235
P 02 9283 7195 F 02 9262 9800 E emma.rodwell@yha.com.au

ADVERTISING

2012

→ FOR DETAILS ABOUT ADVERTISING IN THE 2012 YHA AUSTRALIA ACCOMMODATION GUIDE, CONTACT:

KAREN COOPER

P 02 8565 7305

E karen.cooper@yha.com.au

W www.yha.com.au/advertising



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DISCOUNT AGREEMENT

→ Please return this form to your state contact

Please refer to the panel on the left for details

COMPANY _____

ADDRESS _____

STATE _____

POSTCODE _____

TEL () _____

FAX () _____

WEBSITE _____

EMAIL _____

YES! I WILL OFFER YHA MEMBERS THE FOLLOWING DISCOUNT*

(If your discount offer is unchanged from last year, enter 'AS FOR 2011')

Unless you tell us otherwise, your discount will be offered to YHA members until 30 September 2012.

AUTHORISED BY _____

POSITION HELD _____

SIGNATURE _____

DATE / /

*YHA will include all discount listings online at yha.com.au. A selection of high value national and state discounts will be selected for the 2012 Accommodation Guide.

PLEASE RETURN THIS FORM BY **3 JUNE 2011** FOR YOUR DISCOUNT TO BE CONSIDERED FOR THE 2012 ACCOMMODATION GUIDE.

PLEASE TICK THE MOST APPROPRIATE CATEGORY FOR YOUR DISCOUNT:

TOURS & TRANSPORT THINGS TO DO EATING OUT

RETAIL ENTERTAINMENT

I WOULD LIKE TO LINK TO YHA.COM.AU / MEMBERSHIP / DISCOUNTS / ON MY WEBSITE

I WILL DISPLAY THE YHA DISCOUNT STICKER. PLEASE SEND ME _____ STICKERS

YES! I AM INTERESTED IN ADVERTISING WITH YHA AUSTRALIA

→ Contact **KAREN COOPER** on **02 8565 7305**

Email karen.cooper@yha.com.au or visit www.yha.com.au/advertising