



Enhancing the News

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Travel Bug

The opportunity to experience different cultures, lifestyles and foods has never been more alluring as more Australian residents choose overseas destinations over domestic travel.

According to a Tourism Australia report, "the number of domestic overnight trips declined at an average annual rate of two per cent between 2000/01 and 2005/06, whereas the number of international trips grew by five per cent..." It seems this is unlikely to change as outbound tourism is predicted to continue growing at a stronger rate than domestic tourism.

An increasing number of young people also appear to be following the trend as they choose to travel overseas rather than settle down in jobs following completion of tertiary studies. As published in the Sydney Morning Herald, "A study conducted...by STA Travel found that 70 per cent of Generation Y Australians (roughly, those born between 1978 and 2000) have already spent considerable time overseas, with 65 per cent planning a future gap year".

EnhanceTV has a range of resources on Australian tourism and overseas travel. Download the free feature article, [How have major events impacted on the tourism industry in Australia in recent years?](#), that discovers how major events have impacted on the tourism industry and asks what benefits are associated with hosting these events. The [Dolphin Mania study guide](#) accompanies the program that examines the need for an ecologically sustainable tourism industry.

For a look behind the scenes of the multi-billion dollar tourist industry, check out the [Selling Australia series](#) and the free [Selling Australia study guide](#). [Business Success](#) examines the burgeoning business of tourism and [A Loo With a View](#) looks at a declining country town as it struggles valiantly to resuscitate itself by attracting tourists. Episodes from the Reef Dreams series; [Blue Thunder](#), [Working the Reef](#) and [The Dugong Trail](#), investigate some of the complex issues surrounding one of Australia's most lucrative tourist destinations, The Great Barrier Reef. ([Study guide](#) available) [Destination New Zealand: Rotorua 2](#) discovers why so many Australians rate New Zealand their number one tourist destination and the [Bluelist Australia](#) series reveals Australian's favourite travel

experiences. Episodes in the series include: [Tastiest Food Safaris & Top Urban Adventures](#), [Best Places to get a Culture Fix & Top Spots to Take the Plunge](#), [Five Reasons to go Tripping Outback & Most Excellent Adventures](#), and [Top Natural Highs & Most Amazing Journeys](#).

