

Opportunities for the Contemporary Backpacker in South East Asia - August 2015

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“Just as the ‘backpacker’ industry adapted and evolved during the past hundred years to follow the progression of travellers from tramps to drifters to backpackers, the industry needs to adapt to the current forces of change that have resulted in the emergence of the flashpacker.”
- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- Who are the modern backpackers in South East Asia?
- What are the macro-economic and tourism industry factors impacting the development of backpacking in South East Asia?
- How is the increasing ubiquity of digital technology changing the culture of backpacking in South East Asia?
- What are the outlook and future predictions for the South East Asian backpacking market?

Backpacking in South East Asia is rooted in young people's post-war desire to venture overseas and to develop a broader understanding of cultures and societies in distant lands. In essence, backpacking as it is known today can be traced to two distinctive sources: the so-called ‘Hippy Movement’ of the 1960s, which saw disaffected young people in Europe and North America reject Western economic and political values and seek to define a more liberal lifestyle that often involved travel to Asia in a quest to experience Eastern religious and cultural philosophies. Following in their footsteps were the first post-war generation of student travellers whose extended journeys of discovery to the East were couched in a combination of genuine adventurism and a desire for self-discovery.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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