The Backpacker Market. Edition No. 1

Description: Over the last several decades, backpacking has become a mainstreamed travel phenomenon. The backpacker market is one of the fastest growing segments of tourism. Backpackers often spend more money during their trips than other mass tourists, and can have an even greater local economic impact as they are more likely to consume local tourism products and services. As the backpacker market has grown, it has been commonly examined as a single entity. Previous backpacker studies are often limited to a particular destination or region, and methodologically limited to hostel-based or auto-ethnographical research conducted by researchers who themselves are backpackers. These traditional methodologies can often only provide a glimpse of the overall backpacker market. This book provides a transnational examination of the backpacker market through a lifestyle segmentation. In order to overcome the inherent problems of backpacker mobility and the hostel-based research methodology, backpackers were targeted through their self-identifying membership of backpacker specific online communities. The detailed profile of the segments in this study will be useful for backpacker service providers.

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