

**MEDIA RELEASE**

**22 March 2017**



## **Hippie Camper hits the road with #coolestinternroadtrip**

Forget boring data entry and endless coffee orders. French backpacker Martin Barbot may just have the coolest internship in Australia. The lucky lad has embarked on a two-week epic road trip from Cairns to Sydney – courtesy of his employer Apollo Motorhome Holidays.

With Apollo's youth and backpacker brand Hippie Camper being the perfect fit, Barbot has hit the road with a classic '[Hippie Drift](#)' two-berth campervan at his disposal featuring an air-conditioned driver's cabin, built in refrigerator, roof racks and double bed. He'll be more than comfortable as he experiences the very best of Australia's East Coast before he heads back to Europe.

"This is absolutely the dream come true for me," said Barbot, who will be utilising his classic French accent and photography skills at full capacity as he Instagrams, Facebooks and generally hashtags every moment of his journey.

"I think every European wants to backpack Australia when they leave school, we all know this, and I have received the best opportunity of anyone, to work with a company like Hippie," he said.

Apollo Group Marketing Manager, Tara Eller said the brand, which hosts thousands of European and Australian backpackers every year, regularly employs European interns to give them work experience with an International Tourism brand in many departments such as HR, Branch Operations, Reservations and Marketing.

"Martin has been a fantastic asset to our Marketing Team and has really embodied the brand, even taking his family on a self-drive holiday with Apollo while they visited. With his skillset in social media and photography, acquired learnings from the business and his love of our product– we saw potential for him to be a perfect brand ambassador for Hippie Camper", said Eller.

Tourism partners on the road trip include BIG4 Holiday Parks who will host the 'Happy Camper' and his vehicle each night at powered campsites from Cairns down to Sydney.

Experience Oz- are hosting a number of exciting adventure activities for Martin ranging from an adventurous 'Thunderbolt boat' ride to Fitzroy Island near Cairns, to the Story Bridge Climb in Brisbane.

The experiences are sure to create some lifelong memories says Martin. "Many of my friends have come to Australia to do work and be interns to learn new jobs, but nobody has had this kind of opportunity with such a great company, I've learnt a lot about the business throughout my time with Hippie Camper, I thank them a lot," he said.

Oh and by the way – you don't have to score an internship with Hippie Camper to get what Martin has. Hippie Camper is also giving people a chance to win a 7 day Hippie Camper road trip with prizes included from BIG 4 Holiday Parks and Experience Oz!

Follow Martin's #coolestinternroadtrip on Instagram @hippiecamper and Facebook @hippiecamper between 16-30 March and look out for the competition posts or head to [www.hippiecamper.com/coolestinternroadtrip](http://www.hippiecamper.com/coolestinternroadtrip) to enter.



105 likes 5d

hippiecampers Dolly, Miguel and I are more than ready to start our 14 days camper van adventure from Cairns to Sydney. Stay tuned and get your chance to enter to win a Hippie Road Trip #coolestinternroadtrip #explorebig4 #experienceoz #roadtrip #cairns #vanlife #vanlifediaries #adventure yz521 Very nice :)

barbadosportdouglas 😊

Can't resist your own road trip? Visit [www.hippiecamper.com](http://www.hippiecamper.com) or call 1800 777 779

#### Backpacker statistics:

- Backpackers account for 13% of the total tourism spend in Australia, \$3.2 Bn.
- Backpacker numbers are up 4% from the same time last year.
- Backpacker total numbers are 606,000 with average spend of \$5295 per person.
- Sydney continues to lead as the most visited destination by 72.8% of backpackers, also accounting for 24.2% of all visitor nights.
- Melbourne takes silver, visited by 48.4% of backpackers with 15.4% of all visitor nights.
- Brisbane takes bronze, visited by 34.5% of backpackers with 9.9% of all visitor nights.
- Tropical North Queensland (Cairns) is doing well, visited by 33.1% of backpackers with 6.4% of all visitor nights.
- North Coast NSW (Byron) hosts 23.8% of backpackers, with 3.3% of all visitor nights.
- Gold Coast hosts 21.8% of all backpackers, with 3.1% of visitor nights.
- Whitsundays hosts 20.3% of all backpackers with 1.9% of visitor nights.

Source: \*Year ending March 2015, Tourism Research Australia – [www.tra.gov.au](http://www.tra.gov.au)

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