

Germany

NT Snapshot YE June 2023



Visitors



11,900

Nights



154,300

Expenditure



\$16m

Average length of stay (nights)



12.9

Average spend per trip

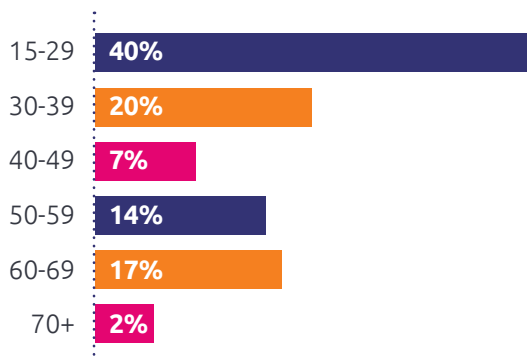


\$1,314

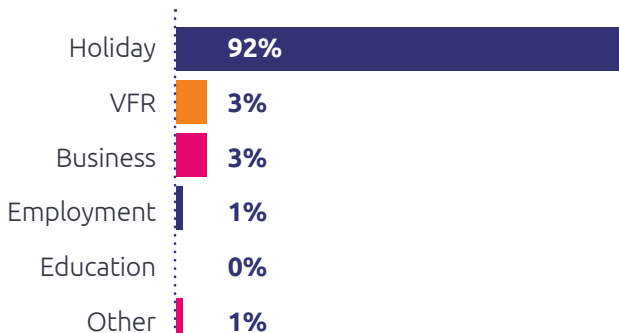
Target market profile

1. High yielding traveller
2. Working holiday maker
3. Youth

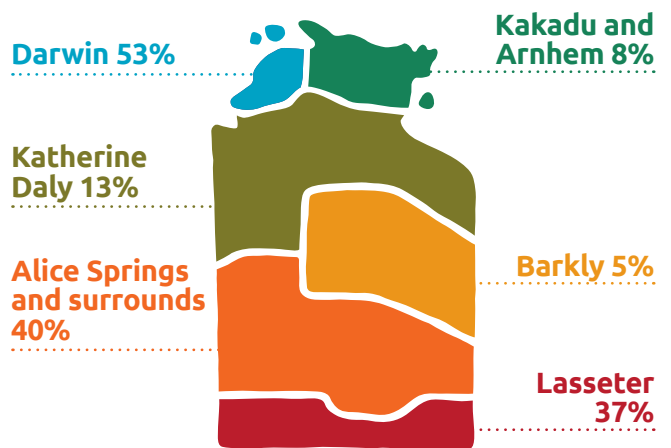
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors



Top 3 accommodation types

1. Other 52%
2. Hotel 16%
3. Backpacker/hostel 9%

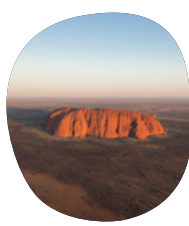
Appealing NT experiences



1. Visiting Aboriginal sites



2. Viewing wildlife



3. Natural wonders

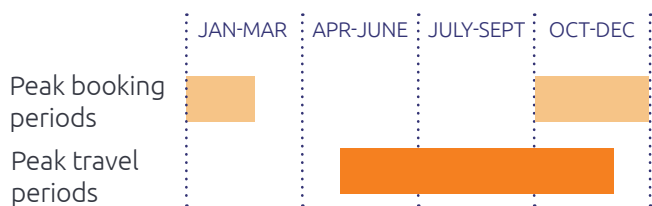


4. Road trips

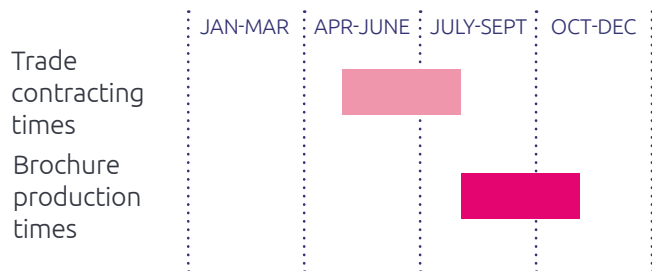


5. Aboriginal food experiences

Seasonality



Key distribution timings



Specialist partners

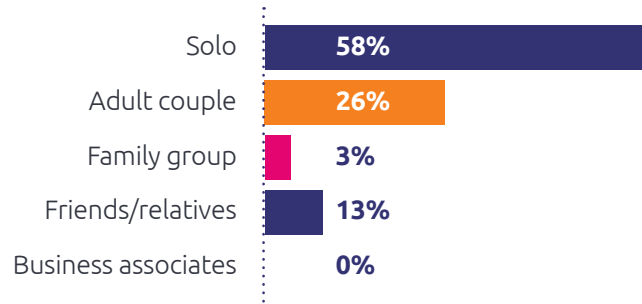
1. Erlebe Fernreisen
2. Best of Travel Group
3. Australia Unlimited

Annual leave per year



5 – 6 weeks

Travel party



Volume partners

1. DER Touristik
2. FTI Touristik
3. Explorer Fernreisen

Online travel agents/aggregators



For more information on international markets please contact Trade.TourismNT@nt.gov.au

Source: Tourism Australia, Future of Demand research

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