

United Kingdom NT Snapshot YE June 2023



Visitors



18,200

Nights



318,400

Expenditure



\$31m

Average length of stay (nights)



17.5

Average spend per trip

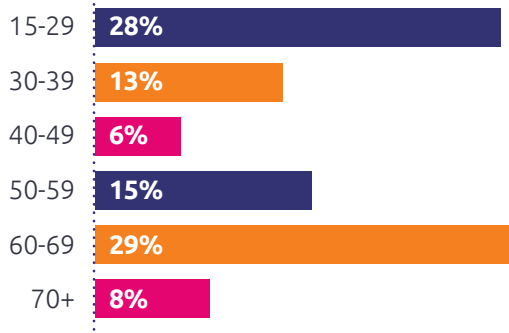


\$1,695

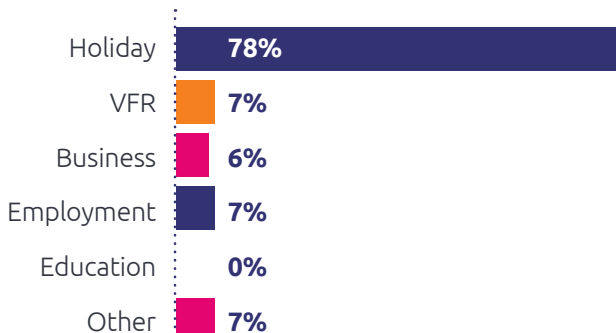
Target market profile

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

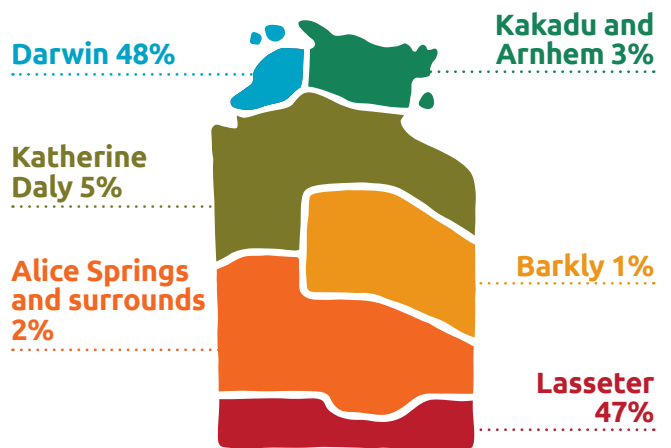
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors

43%

First time visitor to Australia

57%

Return visitor to Australia

Top 3 accommodation types

1. Backpacker/hostel 15%
2. Hotel 13%
3. Short stay rentals 13%

Appealing NT experiences



1. Aboriginal culture



2. Nature and wildlife



3. National parks

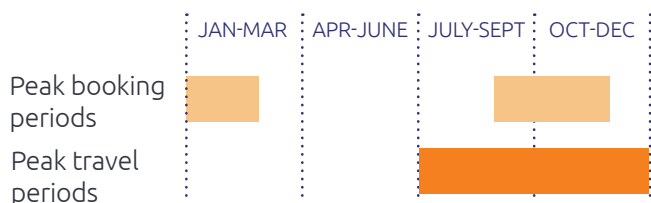


4. Food and drink experiences

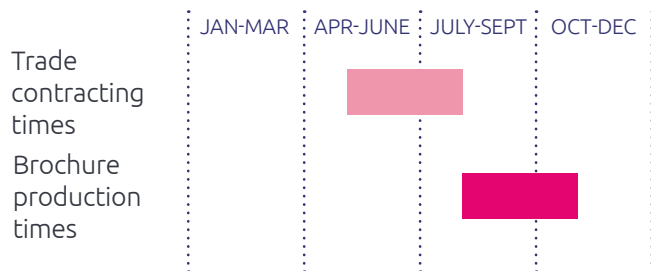


5. Adventure

Seasonality



Key distribution timings



Specialist partners

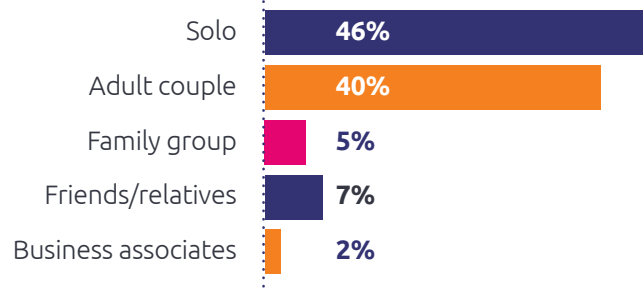
1. Audley Travel
2. Elegant Resorts/If Only
3. First Class Holidays
4. Freedom Destination
5. Discover the World

Annual leave per year



4 – 6 weeks

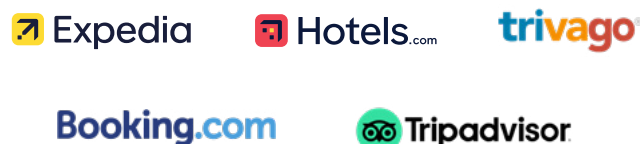
Travel party



Volume partners

1. Trailfinders
2. Flight Centre
3. Travel Bag
4. Gold Medal

Online travel agents/aggregators



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

Source: Tourism Australia, Future of Demand research

Disclaimer: The Northern Territory of Australia exercised due care and skill to ensure that at the time of publication the information contained in this publication is true and correct. However, it is not intended to be relied on as professional advice or used for commercial purposes. The Territory gives no warranty or assurances as to the accuracy of the information contained in the publication and to the maximum extent permitted by law accepts no direct or indirect liability for reliance on its content.

