

China

NT Snapshot YE June 2023

Visitors



2,800

(since borders opened in China in March 2023)

Nights



45,100

Expenditure



\$5m

Average length of stay (nights)



16.2

Average spend per trip

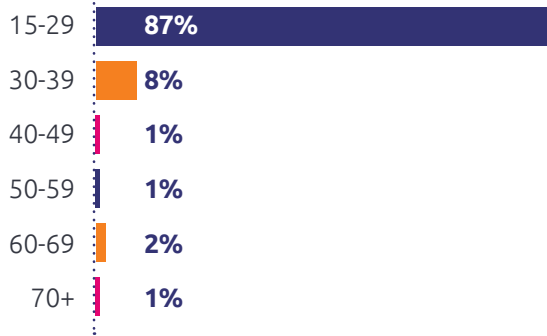


\$1,735

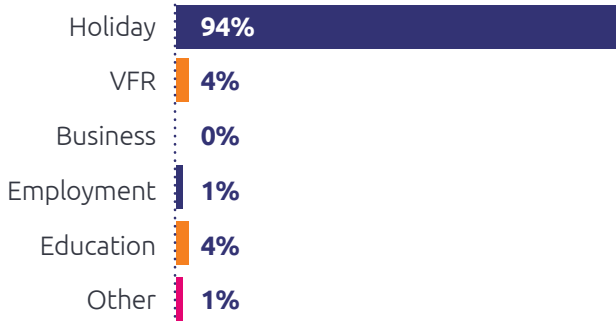
Target market profile

1. High yielding traveller
2. Youth
3. VFR

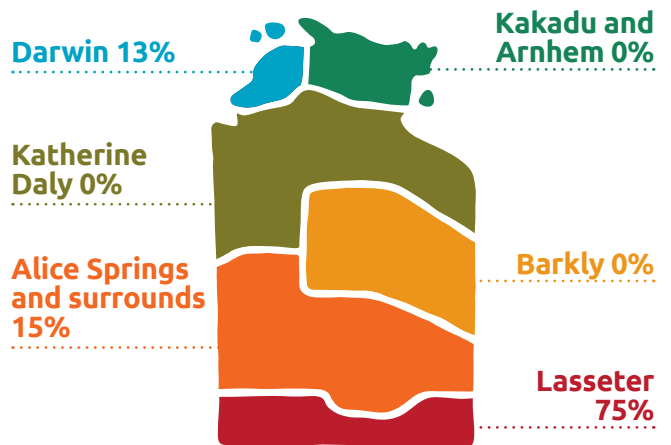
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors

73%

First time visitor to Australia

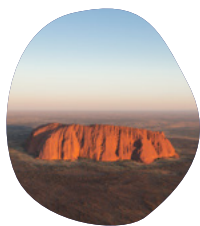
27%

Return visitor to Australia

Top 3 accommodation types

1. Friends or relatives 18%
2. Hotel 14%
3. Short stay rentals 13%

Appealing NT experiences



1. Natural wonders



2. Dining out



3. Aboriginal food experiences

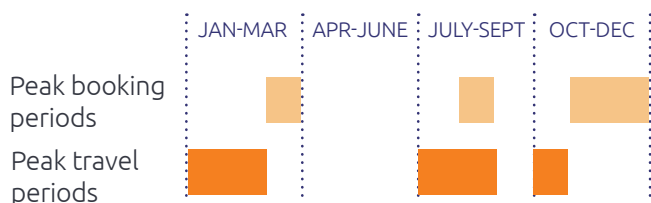


4. Viewing wildlife

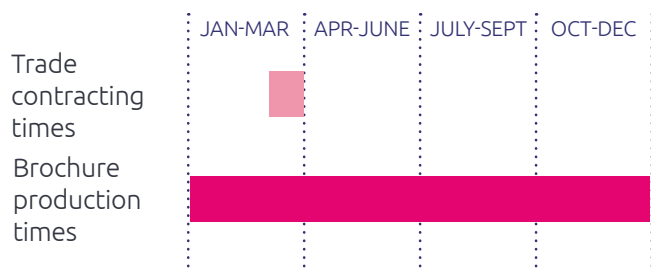


5. Stargazing

Seasonality



Key distribution timings



Specialist partners

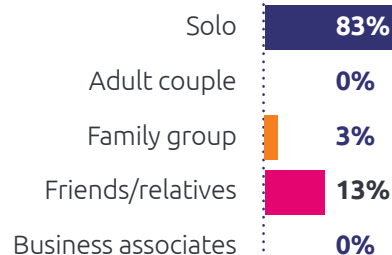
1. HH Travel
2. Beijing CYTS tailor made
3. Ros Elite
4. CITS Beijing
5. Enjoy Royal

Annual leave per year



1 – 2 weeks

Travel party



Volume partners

1. Ctrip
2. Fliggy Travel
3. GZL
4. PTC
5. Beijing Utour

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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