

America NT Snapshot YE June 2023

Visitors



26,500

Nights



371,000

Expenditure



\$45m

Average length of stay (nights)



14

Average spend per trip

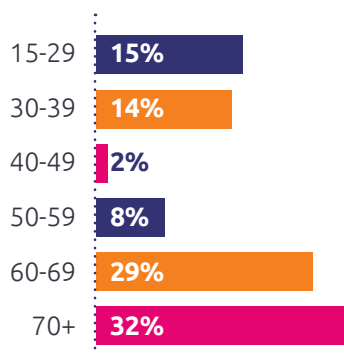


\$1,704

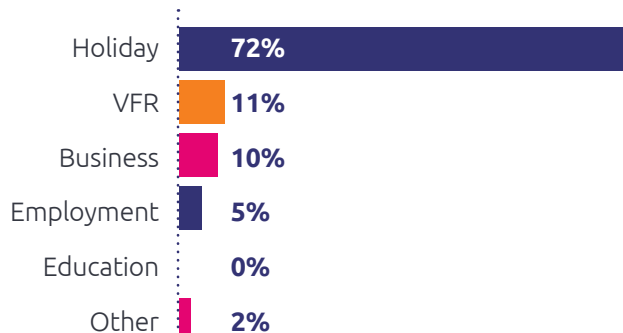
Target market profile

1. High yielding traveller
2. Mature travellers (aged 40 – 65)
3. Young professionals (aged 25 – 39)

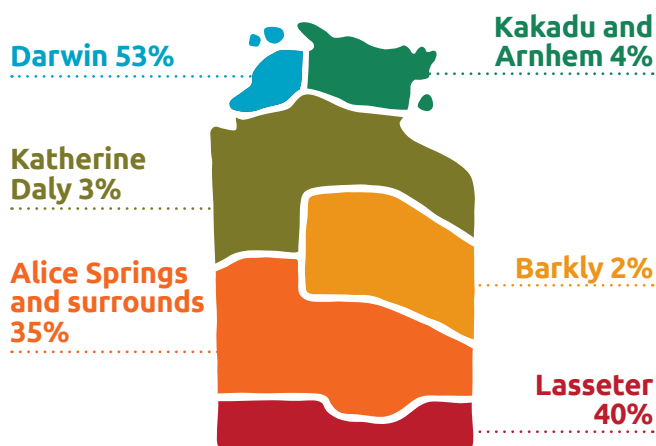
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors

61%

First time visitor
to Australia

39%

Return visitor
to Australia

Top 3 accommodation types

1. Other 52%
2. Hotel 23%
3. Short stay rentals 12%

Appealing NT experiences



1. Natural wonders



2. Museums and galleries



3. Hiking/walking

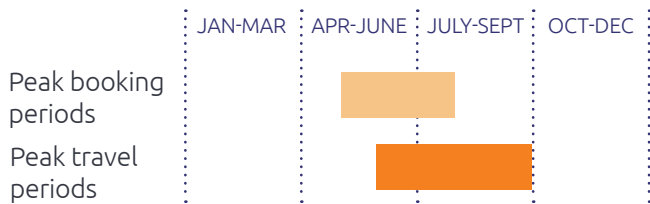


4. Viewing wildlife

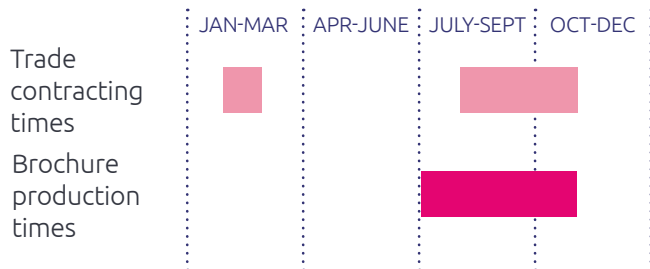


5. Aboriginal food experiences

Seasonality



Key distribution timings



Volume partners (wholesale/consortia)

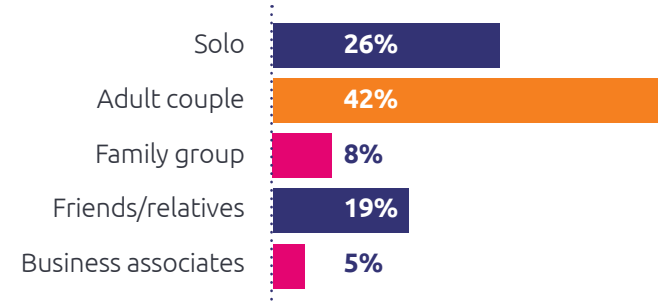
- Goway
- Down Under Answers
- Swain
- Avanti Destinations

Annual leave per year



2 weeks

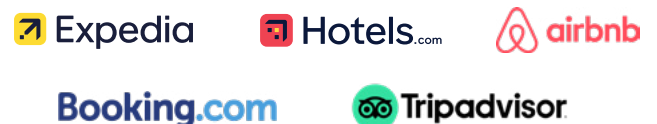
Travel party



Volume partners (tour operators)

- Collette
- Globus
- Trafalgar

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.

