

# Japan NT Snapshot YE June 2023

## Visitors



4,300

## Nights



22,000

## Expenditure



\$4m

## Average length of stay (nights)



5.1

## Average spend per trip

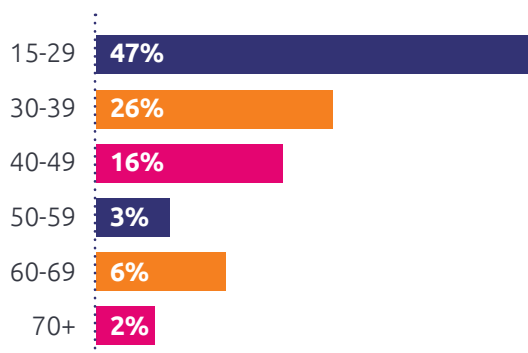


\$835

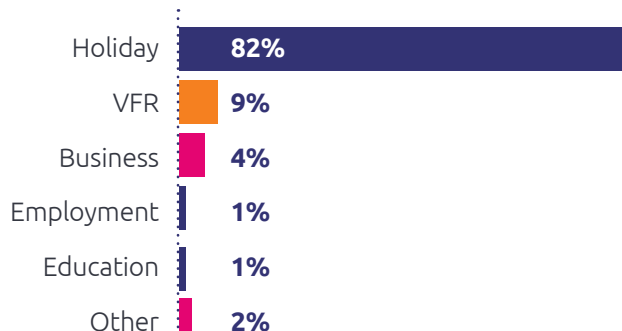
## Target market profile

1. High yielding traveller
2. Honeymooners
3. 30 - 40 females

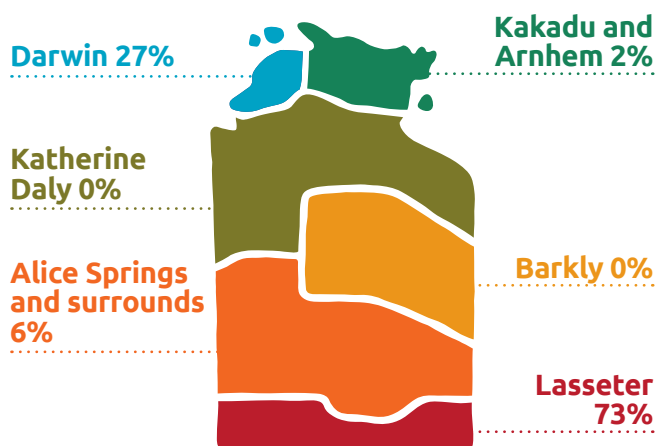
## Age groups



## Purpose of visit



## Visitor dispersal to NT regions



## First time versus return visitors



## Top 3 accommodation types

1. Other 43%
2. Hotel 33%
3. Backpacker/hostel 19%

## Appealing NT experiences



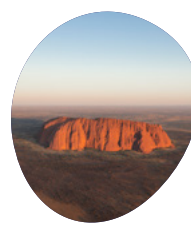
1. Historical sites



2. Museums and galleries



3. Viewing wildlife

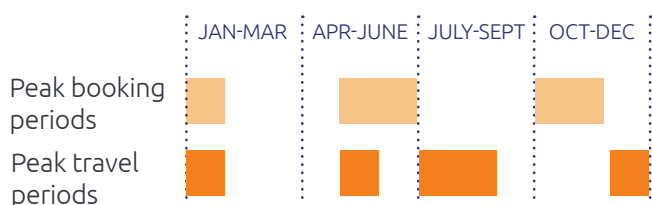


4. Natural wonders

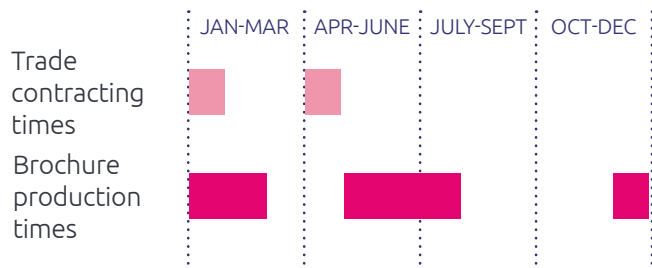


5. Stargazing

## Seasonality



## Key distribution timings



## Specialist partners

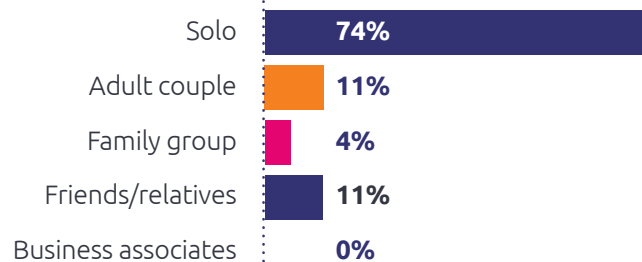
1. Global Youth Bureau
2. World Air Services
3. JTB Royal Road

## Annual leave per year



4 weeks

## Travel party



## Volume partners

1. HIS
2. JTB
3. Hankyu Travel Int.
4. Club Tourism

## Online travel agents/aggregators

VELTRA



Booking.com



For more information on international markets please contact [Trade.TourismNT@nt.gov.au](mailto:Trade.TourismNT@nt.gov.au)

Source: Tourism Australia, Future of Demand research

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