

Germany & Switzerland

Katharina Dörr & Katja Bockwinkel

Cannon Hill, Kakadu National Park

Different in every sense



Team Germany & Switzerland



Andreas Schunck
Regional Manager



Sabrina Hasenbein
PR Manager



Katja Bockwinkel
Travel Trade Manager



Katharina Doerr
Market Manager

Travel trade distribution landscape

Characteristics

- **Travel trade** is vitally important in Germany and Switzerland for reasons of **safety, comfort, personalized service and financial protection** for unforeseen incidents or cancellations
- As a result of the pandemic, the **share of long-haul holiday bookings via retail travel agents has increased** – at least in the short run
 - **High-volume producing wholesalers** who sell their products through travel agencies (mainly chains, franchise systems, co-operations and independents)
 - **Smaller, yield producing direct sellers** who use their own retail offices and partner agencies
 - **Retail travel agencies** selling through wholesalers

Germany - Travel trade distribution landscape

Key Distribution Partners

- Airlines



- ITO's



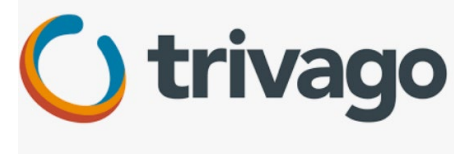
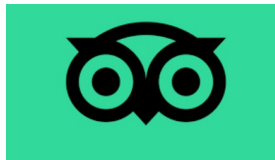
- Wholesale



- Direct Seller / Retail



- OTA'S



2022-23 NT VISITOR NUMBERS

Germany – 11,900

Switzerland – 4,400

Field of Light,
Uluru-Kata Tjuṯa National Park

Different in every sense



Target demographics

- **High Value Traveller (aged 40-59)**
 - High disposable income, experienced travellers without dependent children. Desire to travel long-haul and immerse themselves in natural and culturally different landscapes
- **Young Professionals (aged 18-30)**
 - Travelling for life experience and improvement of language skills



Target goals – Press Office

4
Press
trips



25
pieces of
earned
coverage

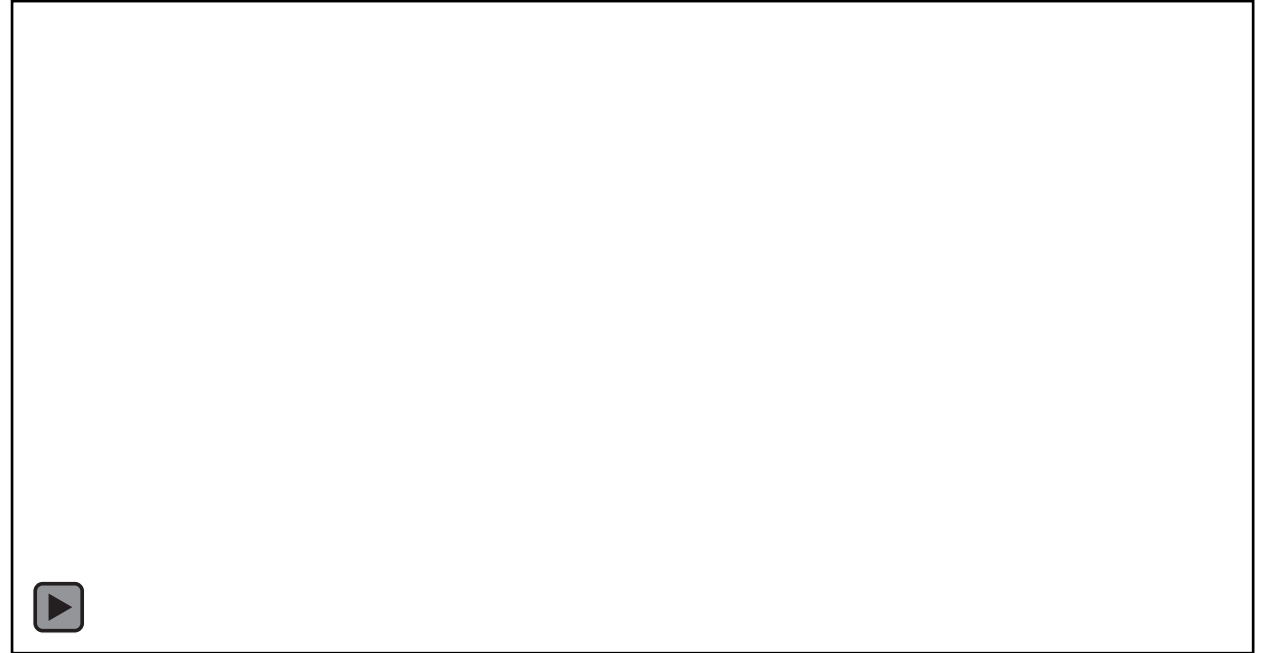


2
influencer
visits



Target goals – Digital Always On

- 20% growth on nt.com to 180,500
- 20% growth deal banner clicks to 1,248
- 15% growth Facebook followers to 72,450
- First-party data strategy with a goal of 10,000 sign ups



Target goals – Trade marketing & engagement

- 1,200 trade trained online and face to face
- Increase sign ups for DE trade newsletter (through Trade Shows, Roadshow, Trainings/Webinars)
- Launch NT trade website (in German)
- 2 trade famils
- 10% increase of NT product in KDP in Australia programs
- ROI of \$1:\$5 for all KDP Cooperative Campaigns (measured by IVS average spend per visitor)

Campaign activity 2023-24

- Working Holiday - Backpacking Academy Campaign Phase 2, Germany
- Singapore Airlines Partnership Campaign, Germany
- KDP Cooperative Campaign in partnership with SATC, Germany
- KDP Cooperative Campaign in partnership with FTI Touristik, Germany
- KDP Cooperative Campaign in partnership with Australia Unlimited, Germany
- KDP Cooperative Campaign, Switzerland
- One Voice KDP Campaign with DER Touristik, Germany

Other activity 2023-24

- Aussie Specialist Program Spotlight of the Month, Germany
- Attendance and trade & media events e.g., ITB 2024, IMM Berlin 2024, BOTG Anniversary
- FTI Touristik Academy Trade Campaign
- Media visits, Germany
- Media Partnership Campaign with Reisen Exclusiv, Germany
- Television Broadcast Activity 'Tim Raue travels and tastes the NT' Production, Germany

DANKESCHÖN

Bitter Springs, Katherine

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