

France NT Snapshot YE June 2023



Visitors



9,700

Nights



198,500

Expenditure



\$14,000

Average length of stay (nights)



22.2

Average spend per trip

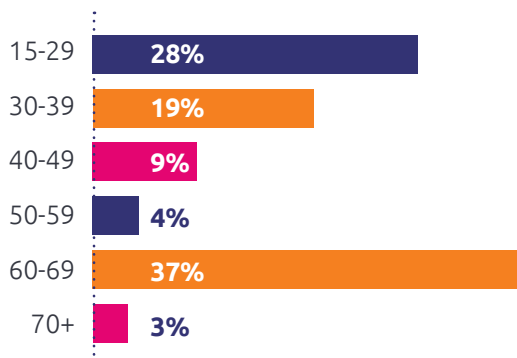


\$1,472

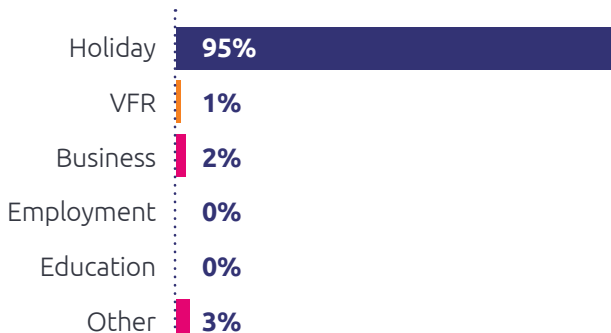
Target market profile

1. High yielding traveller and honeymooners
2. Working holiday makers
3. Youth

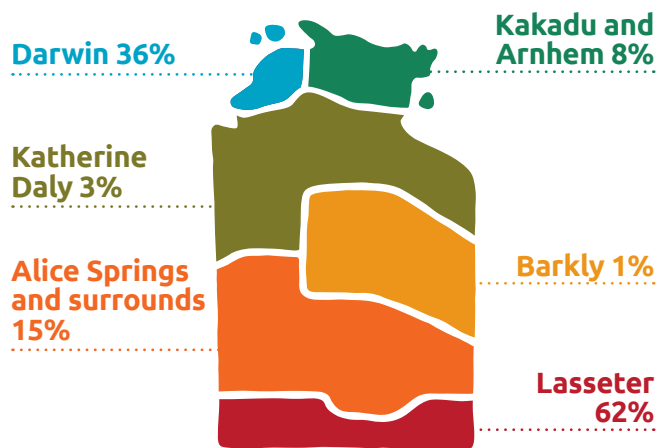
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors



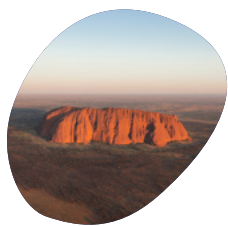
Top 3 accommodation types

1. Backpacker/hostel 45%
2. Caravan park or camping 22%
3. Hotel 4%

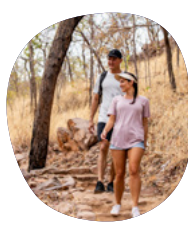
Appealing NT experiences



1. Walking tours



2. Natural wonders



3. Hiking/walking

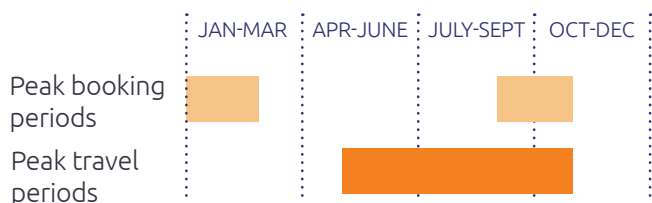


4. Historical sites

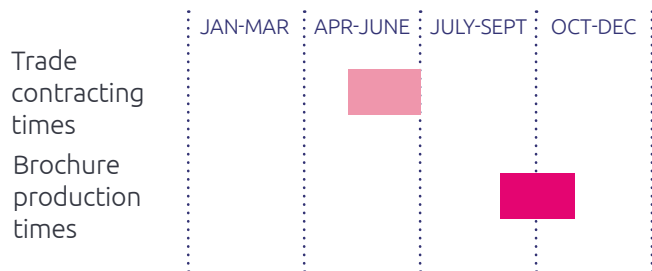


5. Exploring wilderness

Seasonality



Key distribution timings



Specialist partners

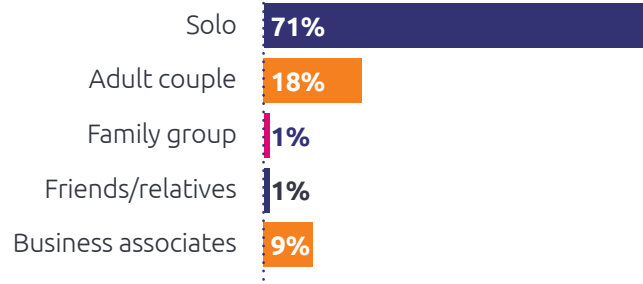
1. Australie a la Carte
2. Australie Tours
3. Voyageurs du Monde
4. Maisons du Voyage
5. Route des Voyages

Annual leave per year



6 weeks

Travel party



Volume partners

- | | |
|-----------------------------|-----------------------------|
| 1. Asia Voyages (B2B & B2C) | 3. Cercle des Voyages (B2C) |
| 2. Marco Vasco (B2C) | 4. Naar (B2B) |

Online travel agents/aggregators

Expedia

eDreams ODIGEO

Booking.com

Tripadvisor

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

Source: Tourism Australia, Future of Demand research

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