

Canada NT Snapshot YE June 2023



Visitors



3,900

Nights



31,300

Expenditure



\$3m

Average length of stay (nights)



8.1

Average spend per trip

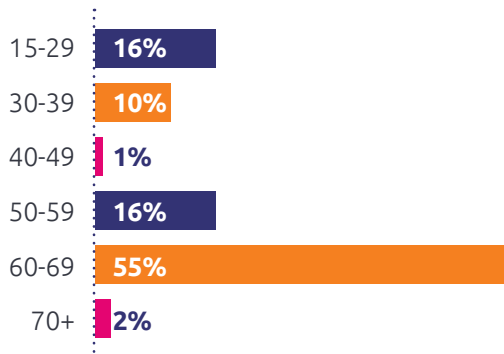


\$866

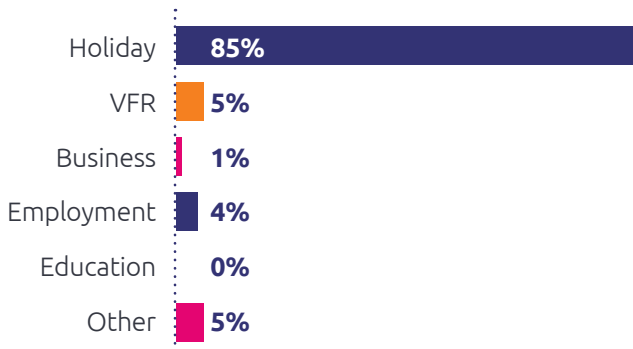
Target market profile

1. High yielding traveller
2. Outdoor adventure enthusiasts with a high propensity for international travel
3. Mature travellers (aged 40 – 65)

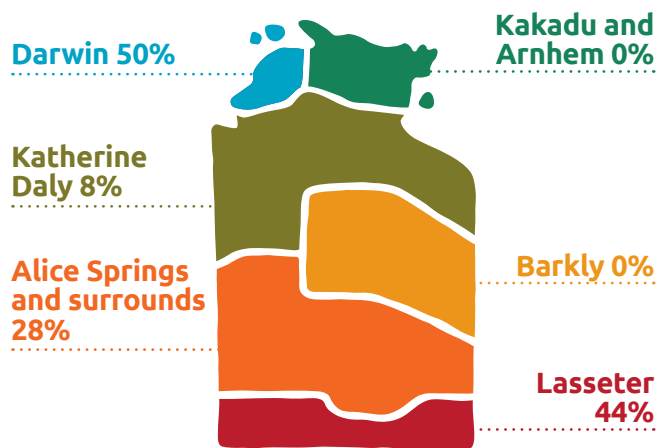
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors

55%

First time visitor to Australia

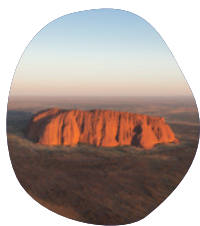
45%

Return visitor to Australia

Top accommodation types

1. Hotel 20%
2. Backpacker/hostel 16%

Appealing NT experiences



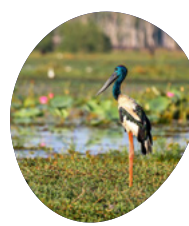
1. Natural wonders



2. Museums and galleries



3. Hiking/walking

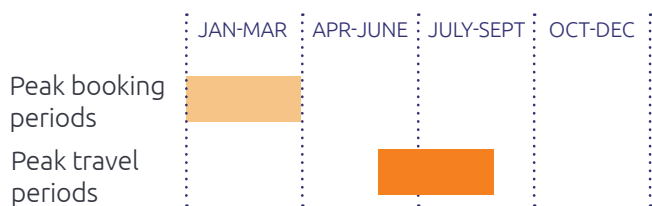


4. Viewing wildlife

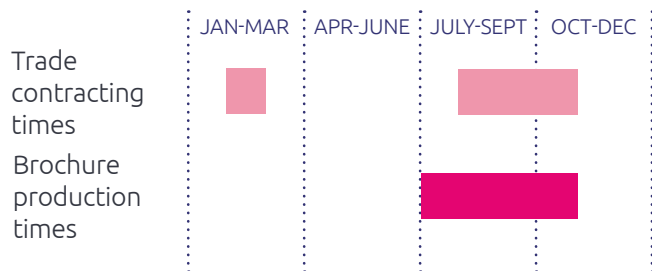


5. Aboriginal food experiences

Seasonality



Key distribution timings



Volume partners (wholesale/consortia)

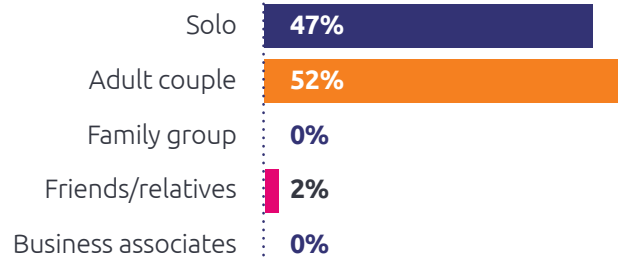
- Goway
- Anderson Vacations
- Kensington Tours
- TravelBrands
- DownUnder Travel
- Ensemble Travel (consortia)

Annual leave per year



2 weeks

Travel party



Volume partners (tour operators)

- Collette Canada
- Globus
- Trafalgar
- Contiki Holidays
- AAT Kings

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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