

New Zealand NT Snapshot YE June 2023



Visitors



8,000

Nights



108,200

Expenditure



\$14m

Average length
of stay (nights)



13.5

Average spend
per trip

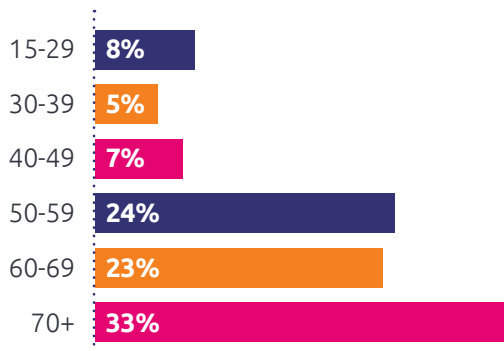


\$1754

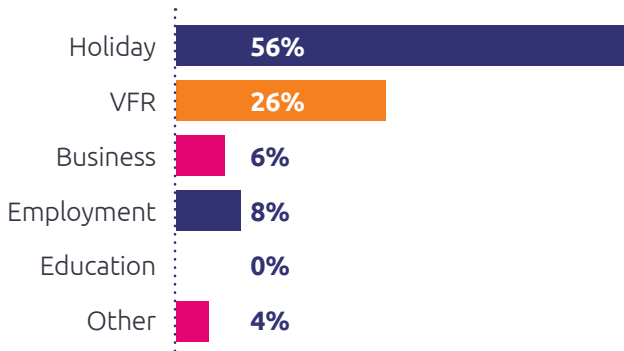
Target market profile

1. High yielding traveller
2. Mature travellers 50+

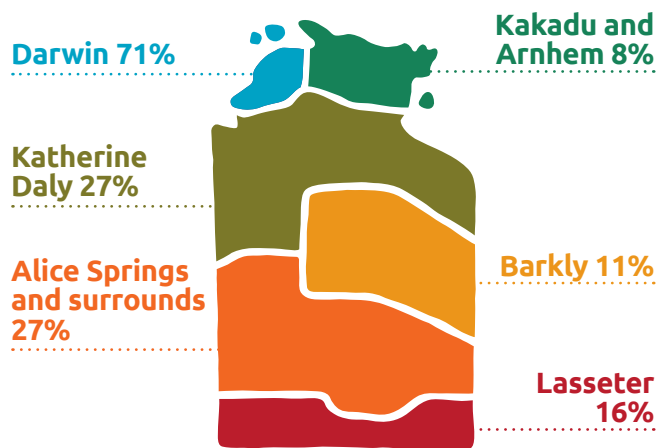
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors



Top 3 accommodation types

1. Hotel 40%
2. Friends or relatives property 14%
3. Caravan park or camping 13%

Appealing NT experiences



1. Road trips



2. Natural wonders



3. Viewing wildlife

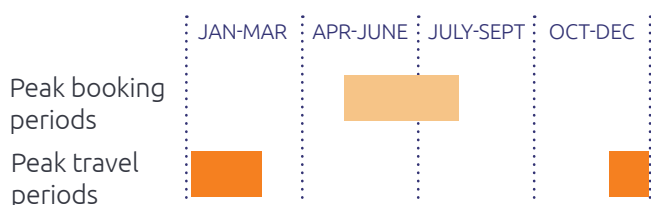


4. Exploring wilderness

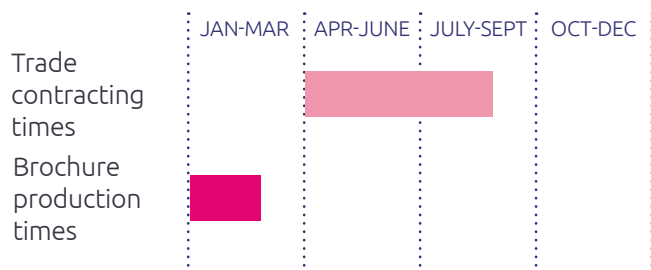


5. Museums and galleries

Seasonality



Key distribution timings



Volume partners

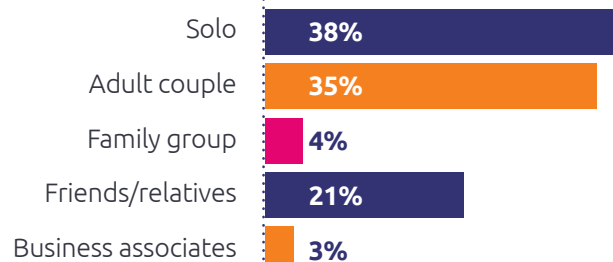
1. House of Travel
2. Flight Centre
3. YOU Travel
4. Helloworld
5. Travel Associates

Annual leave per year



4 weeks

Travel party



Specialist partners

1. GoSee Travel
2. Book Me
3. Fine Touring Group

Online travel agents/aggregators

 Expedia



 Booking.com

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

Source: Tourism Australia, Future of Demand research

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