

Singapore NT Snapshot YE June 2023



Visitors



2,800

Nights



44,900

Expenditure



\$8m

Average length of stay (nights)



16

Average spend per trip

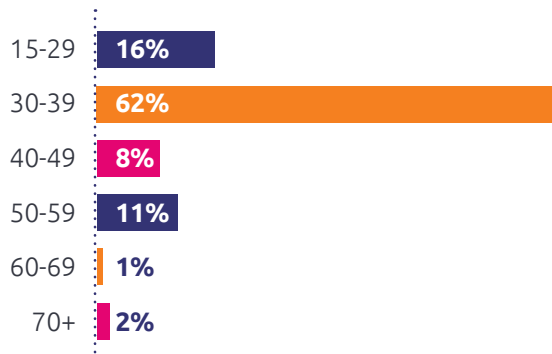


\$2,739

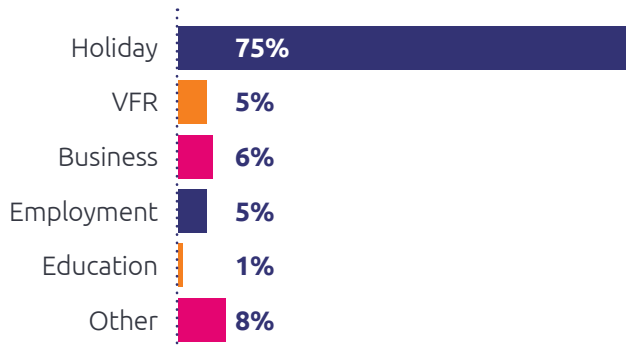
Target market profile

1. High yielding traveller
2. Expats

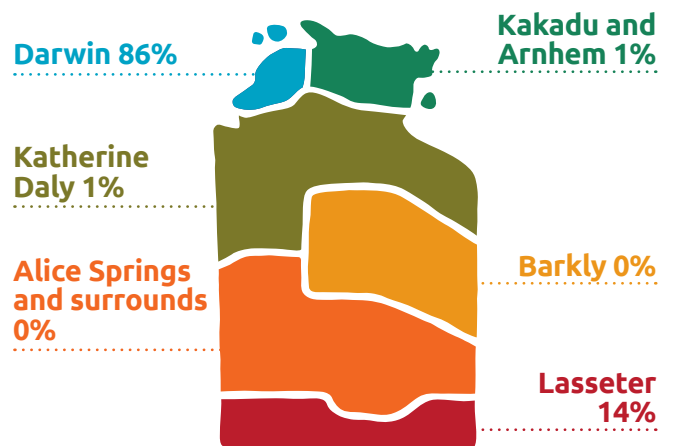
Age groups



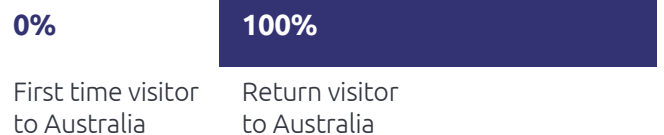
Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors



Top 3 accommodation types

1. Hotel 23%
2. Friends or relatives property 3%
3. Backpacker/hostel 2%

Appealing NT experiences



1. Natural wonders



2. Aboriginal food experiences



3. Walking tours

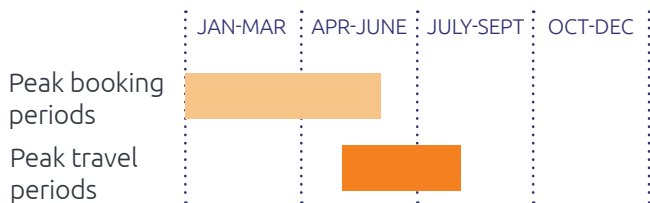


4. Exploring wilderness

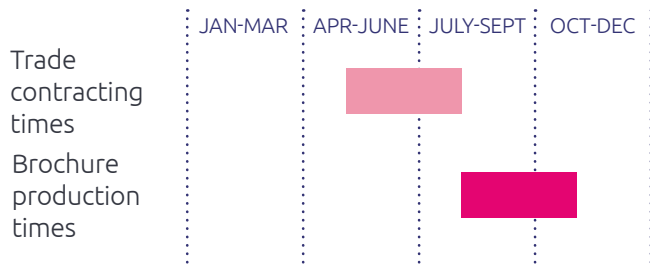


5. Cultural immersions

Seasonality



Key distribution timings



Specialist partners

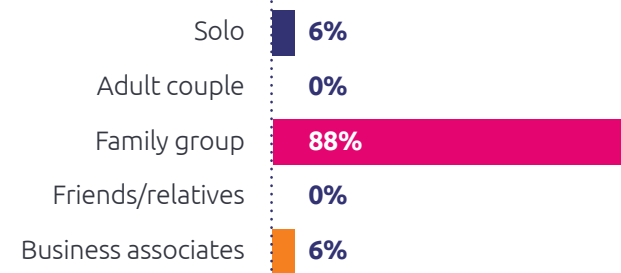
1. Dynasty Travel
2. Blue Sky Escapes
3. Travel Wander

Annual leave per year



10 days (School Holidays + 13 weeks)

Travel party



Volume partners

1. Volume Partners
2. Chan Brothers
3. Pacific Arena

Online travel agents/aggregators



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

Source: Tourism Australia, Future of Demand research

Disclaimer: The Northern Territory of Australia exercised due care and skill to ensure that at the time of publication the information contained in this publication is true and correct. However, it is not intended to be relied on as professional advice or used for commercial purposes. The Territory gives no warranty or assurances as to the accuracy of the information contained in the publication and to the maximum extent permitted by law accepts no direct or indirect liability for reliance on its content.

