

North America

Mandi Stefanak



Anzac Hill, Alice Springs

Different in every sense



Your North America Team



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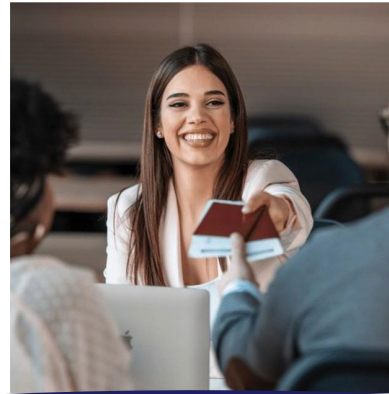
Helen Putman
Trade & Marketing Executive

Travel trade distribution landscape

Characteristics

- **The Travel Trade in North America is a vast and complex landscape. It is the key that brings consumers through to their goal destinations through the following avenues:**
 - **Inbound Tour Operator / DMCs are high-volume producing wholesalers** who sell their products through travel agencies (mainly chains, franchise systems, co-operations and independents)
 - **Wholesalers / Tour Operators producing direct sellers** who use their own retail offices and partner agencies
 - **Travel Agents, Consortias** and Retail travel agencies selling through wholesalers

DISTRIBUTION DISRUPTION



Trade Distribution

NORTH AMERICAN MAINSTREAM
TOUR OPERATORS

TOURISM AUSTRALIA KDPS

SPECIALTY TOUR OPERATORS +
GLOBAL / LARGE SCALE PARTNERS

EDUCATIONAL TRAVEL MARKET
OPERATORS

RETAIL TRAVEL ADVISOR
NETWORKS

CONCIERGE TRAVEL SERVICES



Key Distribution Partners

AIRLINES

ITO'S

B2B / WHOLESALERS

B2C / RETAILERS

OTA'S



2022-23 NT VISITOR NUMBERS :

United States – 26,500

Canada – 3,900

Field of Light,
Uluru-Kata Tjuṯa National Park

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Target demographics

- Mature travelers (aged 40-65)
- Young professionals (aged 25-39)
- Experienced travelers in search of an outdoor/adventure/cultural/nature-based experience with a high propensity for long-haul travel
- Highly educated with disposable income and no dependent children



Target goals – Digital Always On

- 20% growth on nt.com to 149,030
- 20% growth deal banner clicks to 7,700
- 15% growth Facebook followers to 35,000
- First-party data strategy with a goal of 4,000 sign ups



Target goals – Press Office

5
TNT led
press
trips



35
pieces of
earned
coverage



2
influencer
visits



Target goals – Trade marketing & engagement

- 1,400 trade trained online and face to face
- 2 trade famils
- 10% increase of NT product in KDP Australia programs
- ROI of \$1:\$5 for all KDP Cooperative Campaigns (measured by IVS average spend per visitor)

Plans 2023-24

- Always on marketing and SEM – brand awareness
- Consumer awareness and conversion campaigns
- Co-op, KDP and OTA marketing campaigns
- Trade famils – product managers & advisors
- Virtuoso, Signature and Travel Edge partnerships/campaigns
- NT Americas newsletters
- Tourism Australia Aussie Specialist Program support
- North America trade event representation

Plans 2023-24

- Broadcast partnership with Samantha Brown – Places to love
- Focusing on individual & group FAM trips & influencer trips
- Society of American Travel Writers (SATW) and TravMedia IMM annual conference attendance
- One Voice media relations with Tourism Australia
- Americas Facebook management



Thank you

Bitter Springs, Katherine

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