

United Kingdom France, Italy & Northern Europe

Fleur Sainsbury and Lucy Pares



Field of Light,
Uluru-Kata Tjuṯa National Park

Different in every sense



Team UK, France, Italy & Northern Europe



Fleur Sainsbury
Regional Manager



Lucy Pares
UK Manager



Joanna Cooke
PR Manager



Pierre Vives
France Trade



Giancarlo Truffa
Italy Trade

Travel Trade Distribution Landscape

Characteristics

- The Travel Trade is very important to consumers in the majority of our markets, particularly in the context of our High Yield Traveller segment. This has become more so since Covid as travellers look for financial protection from unexpected events as well as expert assistance and advice
- Italy, The Nordics and the UK are markets where the travel trade is particularly strong with booking values and length of stays increasing since the pandemic. France is seeing a softening of consumers booking via the trade.
- The Youth segment is generally increasingly booking direct and bypassing the trade in all markets, so maintaining awareness of the NT is key here

United Kingdom - Travel trade distribution landscape

Airlines



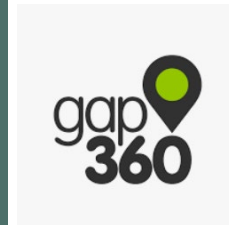
ITO's



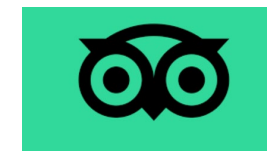
B2B/Wholesale



B2C/Retail



OTA'S



France - Travel trade distribution landscape

Airlines



ITO's



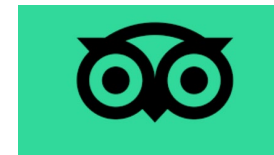
B2B/Wholesale



B2C/Retail



OTA'S



Italy - Travel trade distribution landscape

Airlines



ITO's



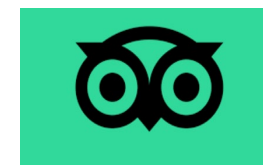
B2B/Wholesale



B2C/Retail



OTA'S



Northern Europe - Travel trade distribution landscape

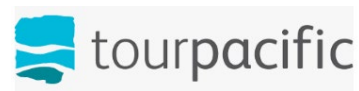
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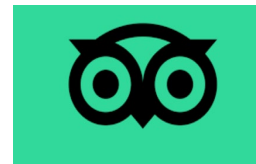
ITO's



B2C/B2B



OTA'S



2022-23 NT VISITOR NUMBERS

United Kingdom - 18,200

France & Italy - 12,600

Netherlands & Nordic region - 8,300

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Target demographics

- High Yield Travellers / HYT (aged 40-69)

Traditionally take multiple trips a year and book via the trade. They seek enriching experiences, including culture, nature & wildlife and barefoot luxury

- Youth and WHV travellers (aged 18-35)

Recent changes around the FTA have extended the age range for this segment, making it even broader from school and uni leavers to young professionals

Target goals – Press Office

7
Press
trips



40
pieces of
earned
coverage

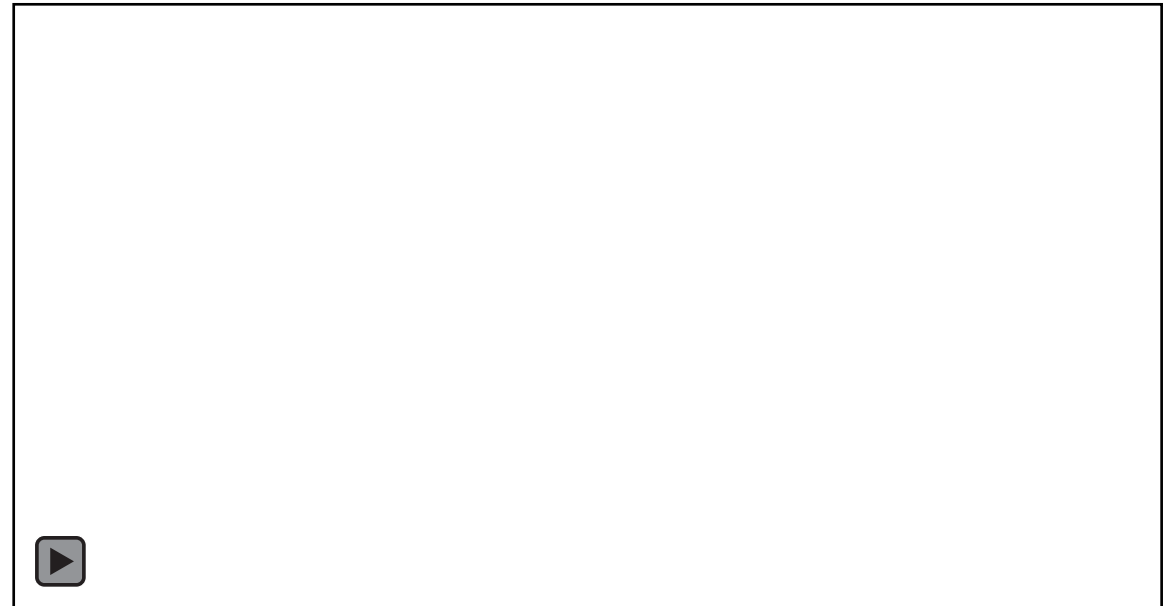


2
influencer
visits



Target goals – Digital Always On

- 20% growth on nt.com to 88,720
- 20% growth deal banner clicks to 5,796
- 15% growth Facebook followers to 84,000
- 2x FB collaborations / handshake partnerships with content media partners
- First-party data strategy with a goal of 10,000 sign ups



Target goals – Trade marketing & engagement

- 1,100 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)

Campaign activity 2023-24

- Backpacking Academy Campaign Phase 2, UK
- Singapore Airlines Partnership Campaign in partnership with SATC & Travelbag, UK
- Trade campaign with First Class Holidays, UK
- Explorers Way campaign in partnership with SATC, France and Italy
- One Voice KDP Campaign with Trailfinders, UK
- One Voice partnerships with Tourism Australia in UK, France and Italy
- Media partnership with Hearst Magazines, UK
- Always on activity, UK

Other activity 2023-24

- UK & Europe Roadshow
- Aussie Specialist Program Spotlight Month, UK, France, Italy and Northern Europe
- Aussie Specialist Famil with Tourism & Events Queensland, UK
- Aus on Tour in UK, Northern Europe, France and Italy
- Attendance at trade & media events e.g. Vakantiebeurs, International Media Marketplace, Go Australia Roadshow, ASIA roadshow etc.
- Attendance at Tourism Australia run trade events e.g. Intro to Aus, Travel Bulletin Australia Takeover, Travel Counsellors Takeover day, UK

An aerial photograph of a natural swimming hole. The water is a deep, clear blue-green color. In the upper right, a person is floating on their back. In the lower center, two people are sitting on a wooden platform that extends into the water. The surrounding area is lush with green vegetation and trees.

Thank you

Bitter Springs, Katherine

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