

Switzerland NT Snapshot YE June 2023



Visitors



4,400

Nights



60,600

Expenditure



\$13m

Average length
of stay (nights)



13.8

Average spend
per trip

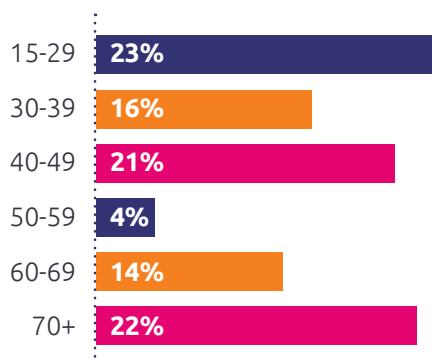


\$2,889

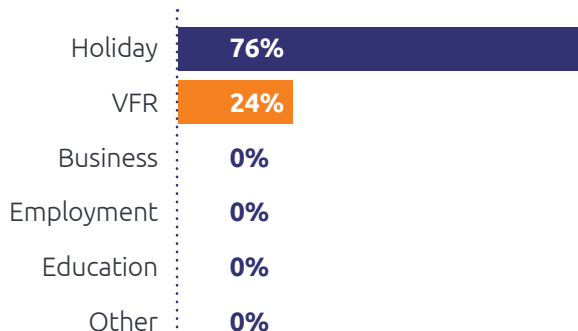
Target market profile

1. High yielding traveller
2. Youth traveller

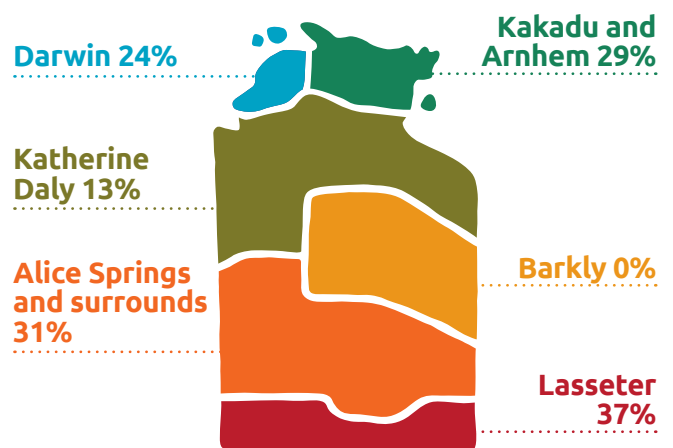
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors



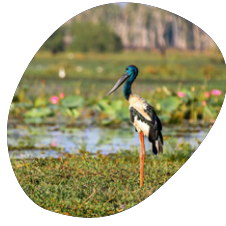
Top 3 accommodation types

1. Friends or relatives property 37%
2. Caravan park/camping 23%
3. Other 22%

Appealing NT experiences



1. Visiting Aboriginal sites



2. Viewing wildlife



3. Natural wonders

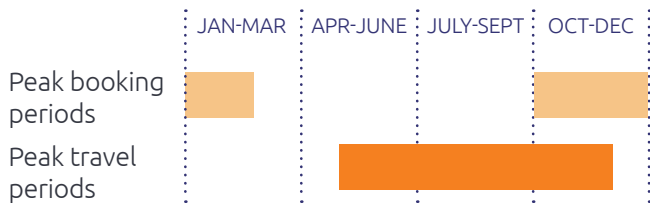


4. Road trips

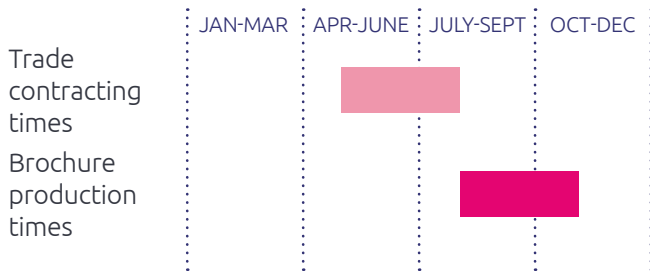


5. Aboriginal food experiences

Seasonality



Key distribution timings



Specialist partners

1. Globetrotter
2. Dreamtime Travel
3. Ozeania Reisen

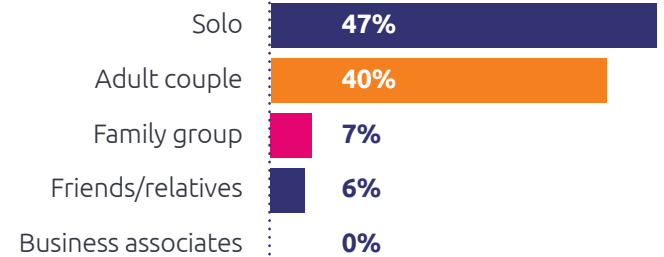
Annual leave per year



4 – 5 weeks

(2 – 3 months sabbaticals common)

Travel party



Volume partners

1. Hotelplan / Travelhouse
2. Knecht Reisen
3. DER & FTI Touristik Suisse

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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