

India

NT Snapshot YE June 2023



Visitors



9,100

Nights



131,300

Expenditure



\$7m

Average length of stay (nights)



14.4

Average spend per trip

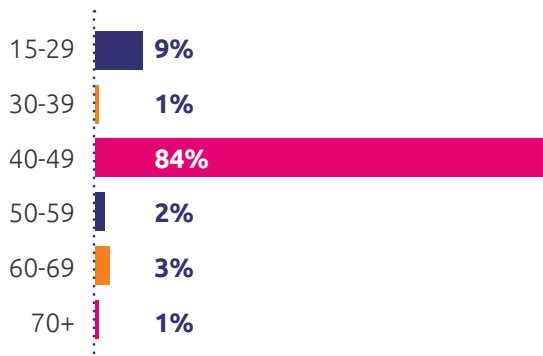


\$815

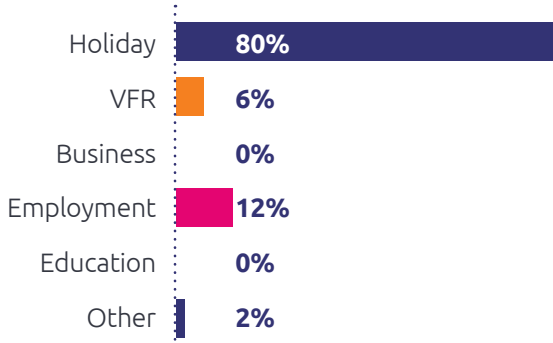
Target market profile

1. High yielding traveller (FITs)
2. Mature travellers (aged 40 – 65)
3. Young professionals (aged 25 – 39)

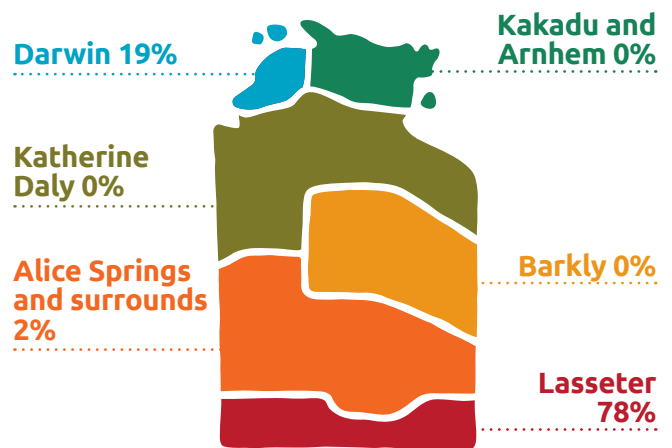
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time versus return visitors

79%

First time visitor to Australia

21%

Return visitor to Australia

Top accommodation types

1. Hotel 26%
2. Rented house/apartment/flat 25%

Appealing NT experiences



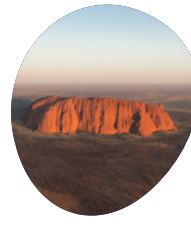
1. Road trips



2. Viewing wildlife



3. Aboriginal food experiences

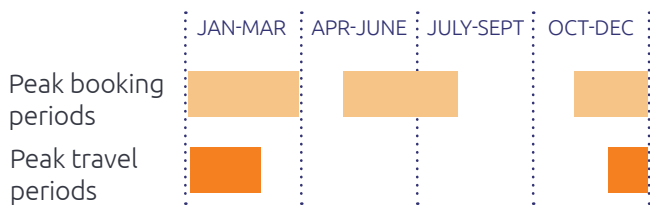


4. Natural wonders

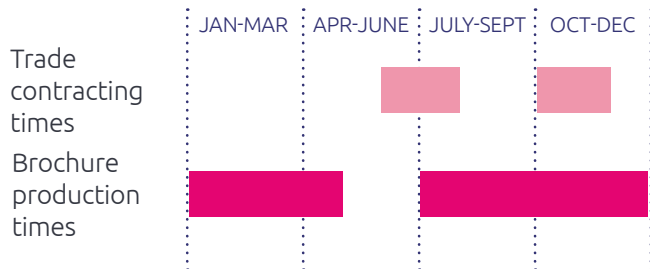


5. Museums and galleries

Seasonality



Key distribution timings



Specialist partners

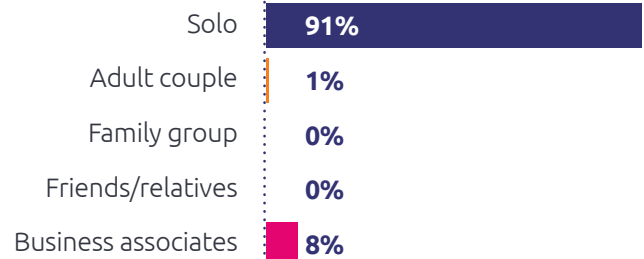
1. Gainwell Sports (Sporting/Events focus)
2. A Travel Duet (High End)
3. Panache World (High End)
4. The Wanderers (MICE & corporate)
5. Ourania (school groups)

Annual leave per year



5 weeks average

Travel party



Volume partners

- | | |
|--------------------------|----------------|
| 1. Thomas Cook India Ltd | 3. Veena World |
| 2. SOTC | 4. Kesari |
| | 5. Flamingo |

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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