

America

NT Snapshot YE December 2024



Visitors



31,000

Nights



222,000

Expenditure



\$61m

Average length of stay (nights)



7.1

Average spend per trip

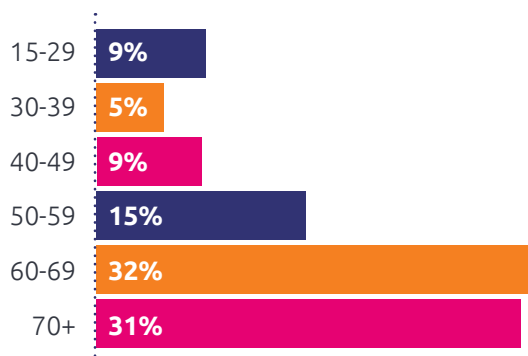


\$1,937

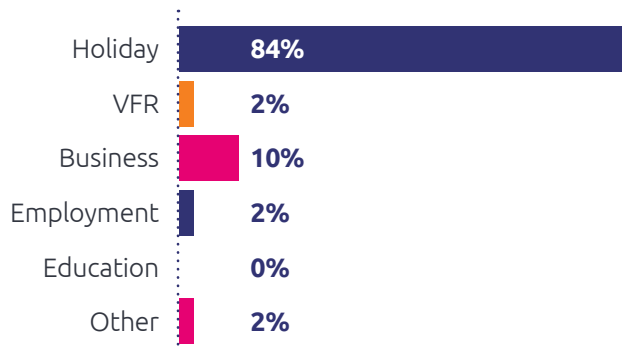
Target market profile

1. High Yielding Traveller
2. Mature Travellers (aged 40 – 65)
3. Young Professionals (aged 25 – 39)

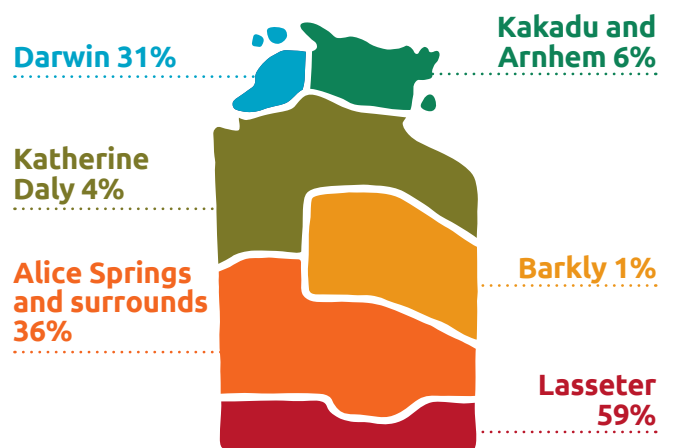
Age groups



Purpose of visit



Visitor dispersal to NT regions



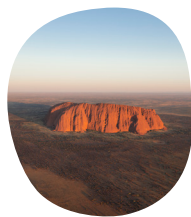
First time vs return visitors



Top 3 accommodation types

1. Hotel 69%
2. Other 21%
3. Caravan park/camping 13%

Appealing NT Experiences



1. Natural wonders



2. Visiting indigenous sites



3. Hiking/Walking

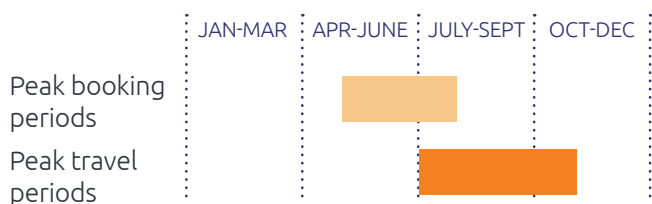


4. Viewing Wildlife

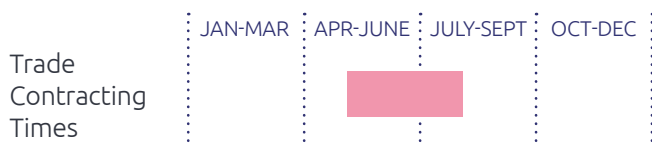


5. Culinary / Food & Beverage Experiences

Seasonality



Key Distribution timings



Average lead time

4 - 6 months planning to booking

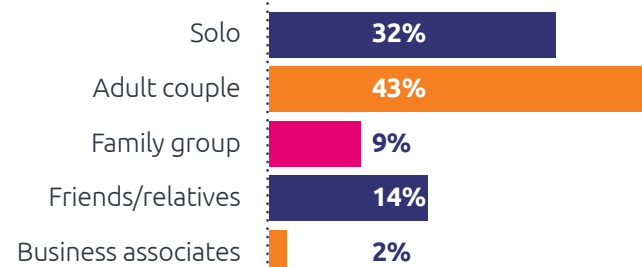
Online travel agents/aggregators



Annual leave per year

2 weeks

Travel party



Volume Partners (wholesale/consortia)

- Goway
- Down Under Answers
- Swain
- Avanti Destinations
- Virtuoso

Volume Partners (tour operators)

- Collette
- Globus
- Trafalgar
- Tauck
- AAT Kings

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

Source: Tourism Australia, Future of Demand research

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