

China

NT Snapshot December 2024



Visitors



11,000

Nights



444,000

Expenditure



\$39m

Average length of stay (nights)



42.2

Average spend per trip

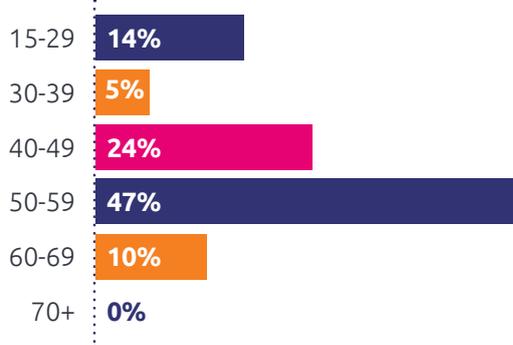


\$3,714

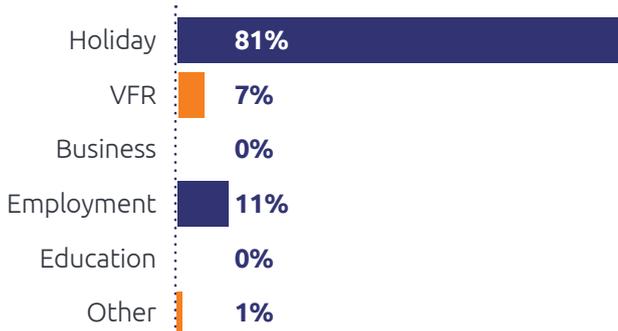
Target Market Profile

1. High Yielding Traveller
2. Youth
3. VFR

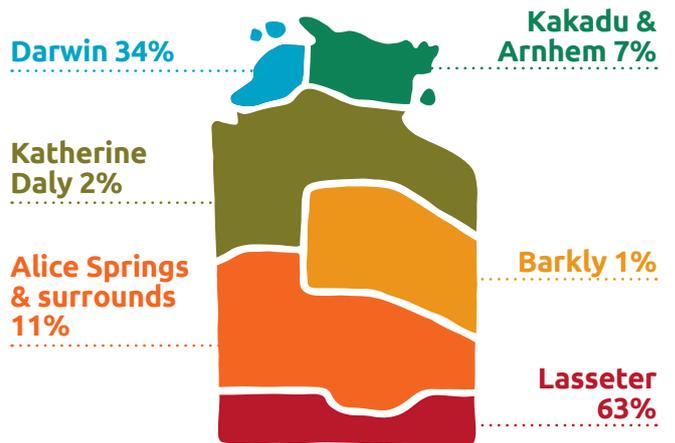
Age groups



Purpose of visit



Visitor dispersal to NT regions



First Time vs Return Visitors



Top 3 Accommodation types

1. Hotel 82%
2. Others 13%
3. Friends/relatives property 8%

*This market had a low data sample size and should be considered when interpreting the data

Appealing NT Experiences



1. Natural Wonders



2. Dining Out



3. Indigenous food experiences

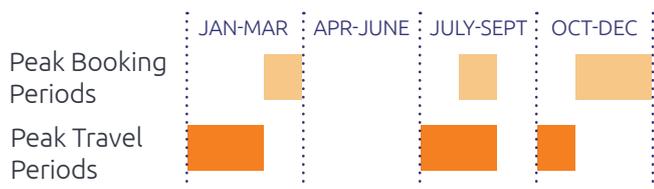


4. Viewing Wildlife



5. Stargazing

Seasonality



Key Distribution timings



Average lead time

2 - 6 weeks planning to booking

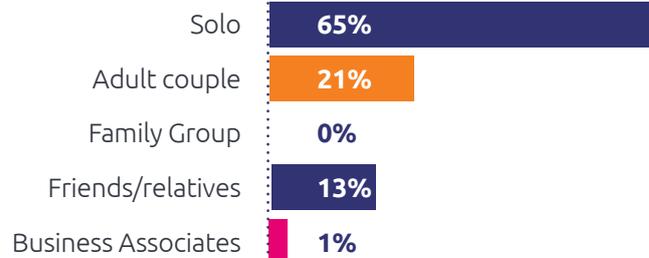
Specialist Partners

1. HH Travel
2. Beijing CYTS tailor made
3. Ros Elite
4. CITS Beijing
5. Enjoy Royal

Annual Leave per year

1 - 2 weeks

Travel Party



Volume Partners

1. Ctrip
2. Atrip
3. Elsewhere
4. PTC
5. Moker Trip

Online Travel Agents/Aggregators



For more information, please contact the Research team on research.tourismnt@nt.gov.au



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