

France

NT Snapshot YE December 2024



Visitors



10,000

Nights



231,000

Expenditure



\$23m

Average length of stay (nights)



24.1

Average spend per trip

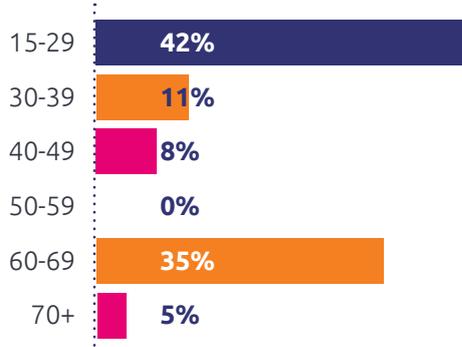


\$2,452

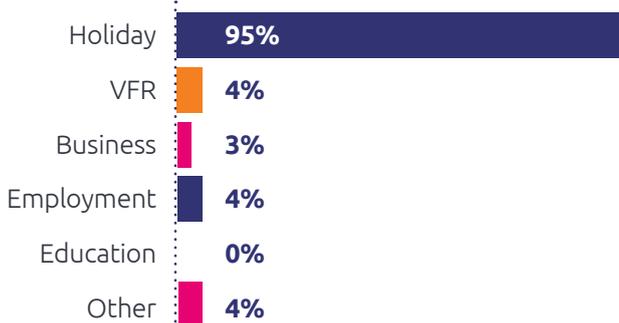
Target Market Profile

1. High Yielding Traveller & Honeymooners (30 – 70)
2. Working Holiday Markers
3. Youth (18-30)

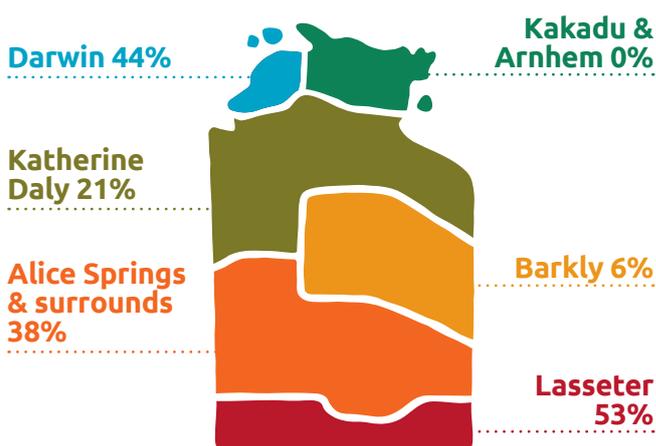
Age groups



Purpose of visit



Visitor dispersal to NT regions



First Time vs Return Visitors

67%

First time visitor to Australia

33%

Return visitor to Australia

Top 3 Accommodation types

1. Hotel 46%
2. Caravan park/camping 41%
3. Others 10%

*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

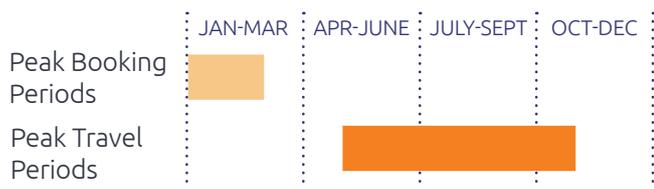


4. Viewing Wildlife

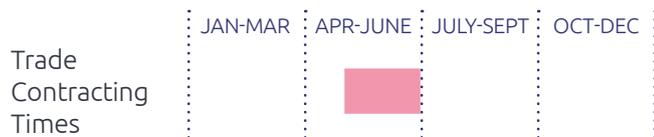


5. Stargazing

Seasonality



Key Distribution timings



Average lead time

5 - 6 months planning to booking

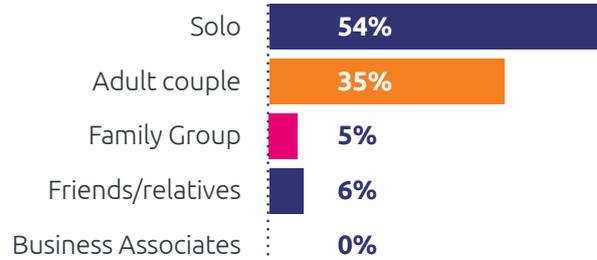
Specialist Partners

1. Australie a la Carte
2. Voyageurs du Monde
3. Maisons du Voyage
4. Route des Voyages

Annual Leave per year

5 – 6 weeks

Travel Party



Volume Partners

1. Asia Voyages (B2B & B2C)
2. Marco Vasco (B2C)
3. Cercle des Voyages (B2C)
4. Naar (B2B)
5. Australie Tours (B2B)

Online Travel Agents/Aggregators

- Expedia Booking.com Tripadvisor
 eDreams ODIGEO opodo

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



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