

Germany

NT Snapshot YE December 2024



Visitors



20,000

Nights



168,000

Expenditure



\$29m

Average length of stay (nights)



8.4

Average spend per trip

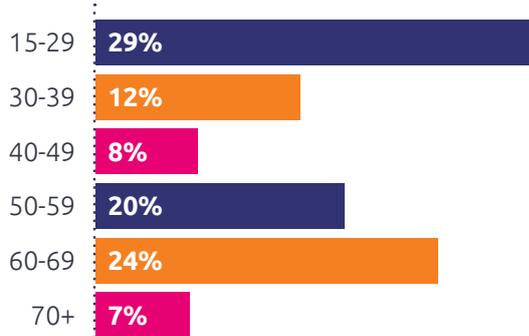


\$1,464

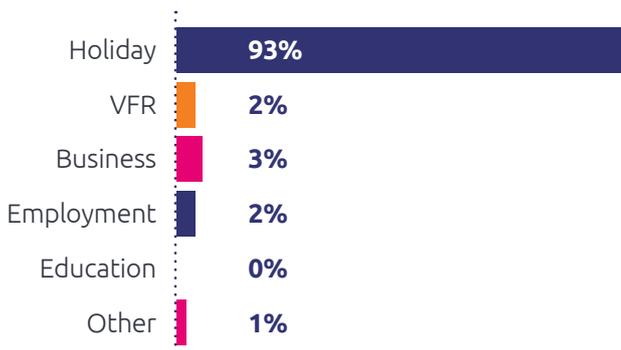
Target market profile

1. High yielding traveller
2. Working holiday maker
3. Youth

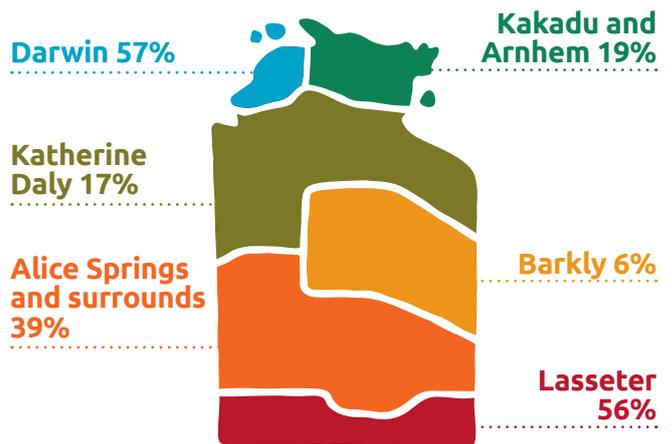
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time vs return visitors



Top 3 accommodation types

1. Hotel 72%
2. Caravan Park or camping 22%
3. Backpacker/hostel 15%

Appealing NT Experiences



1. Visiting indigenous sites



2. Viewing wildlife



3. Natural wonders

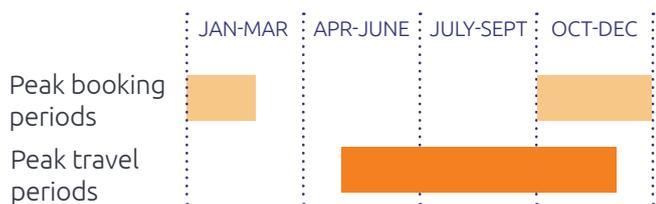


4. Road trips

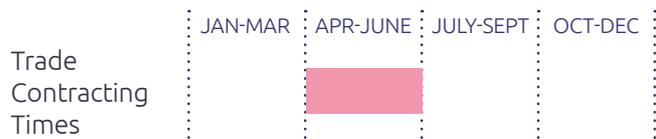


5. Indigenous food experiences

Seasonality



Key Distribution timings



Average lead time

6 - 9 months planning to booking

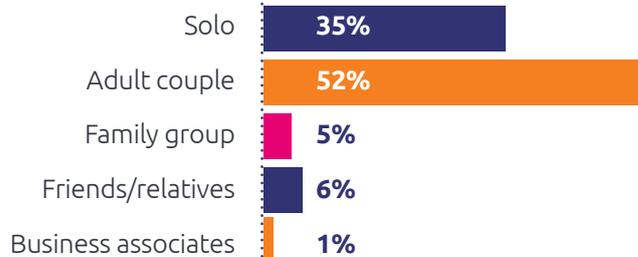
Specialist partners

1. Best of Travel Group
2. Explorer World of Travel
3. Travel Essence
4. Australia Unlimited
5. Erlebe Fernreisen
6. Boomerang Reisen

Annual leave per year

5 – 6 weeks

Travel party



Volume Partners

1. DERTOUR Group
2. TUI
3. Tourlane

Online travel agents/aggregators

- Expedia
 Skyscanner
 eDreams
 ODIGEO
 Booking.com
 Tripadvisor

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

Source: Tourism Australia, Future of Demand research

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