

Japan

NT Snapshot YE December 2024



Visitors



12,000

Nights



79,000

Expenditure



\$16m

Average length of stay (nights)



6.7

Average spend per trip

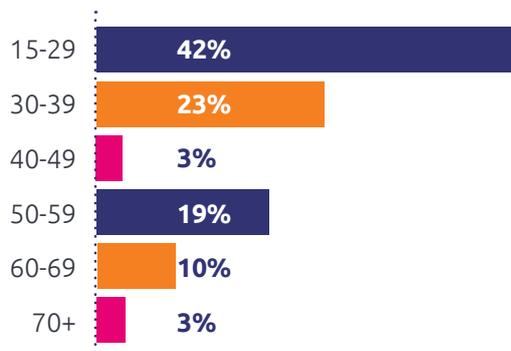


\$1,355

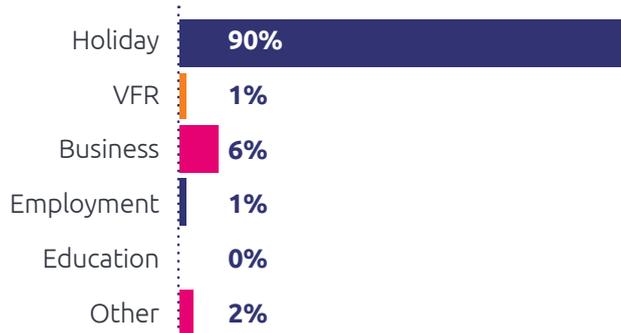
Target Market Profile

1. High Yielding Traveller
2. Honeymooners
3. 30 - 40 Females

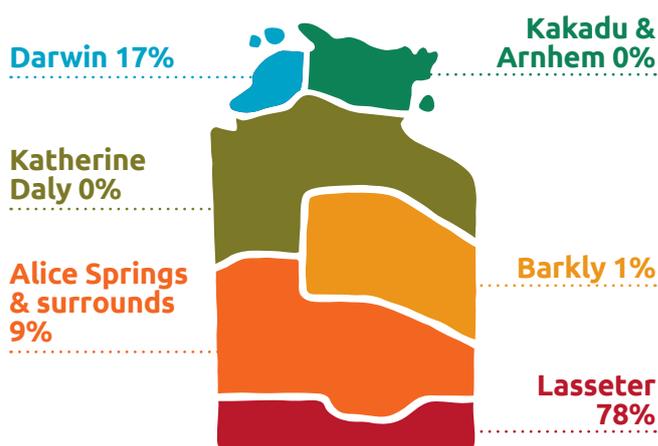
Age groups



Purpose of visit



Visitor dispersal to NT regions



First Time vs Return Visitors

53%

First time visitor to Australia

47%

Return visitor to Australia

Top 3 Accommodation types

1. Hotel 79%
2. Backpacker/hostel 13%
3. Other 6%

Appealing NT Experiences



1. Historical Sites



2. Museums & Galleries



3. Viewing Wildlife

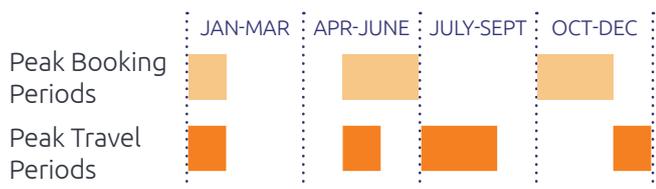


4. Natural Wonders



5. Stargazing

Seasonality



Key Distribution timings



Average lead time

- 2 months before for FIT booking
- 4 months before for a group package tour

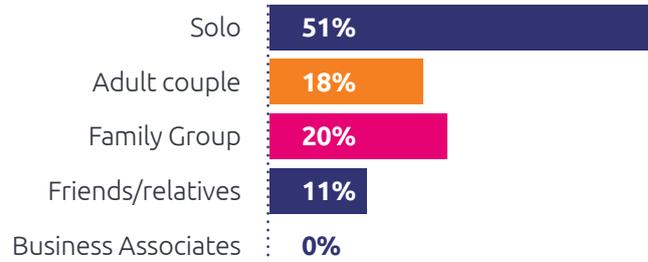
Specialist Partners

1. Global Youth Bureau
2. JTB Royal Road
3. JAL PAK

Annual Leave per year

4 weeks

Travel Party



Volume Partners

1. HIS
2. JTB
3. Hankyu Travel International
4. Club Tourism
5. ST World

Online Travel Agents/Aggregators



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



Disclaimer: The Northern Territory of Australia exercised due care and skill to ensure that at the time of publication the information contained in this publication is true and correct. However, it is not intended to be relied on as professional advice or used for commercial purposes. The Territory gives no warranty or assurances as to the accuracy of the information contained in the publication and to the maximum extent permitted by law accepts no direct or indirect liability for reliance on its content.