

# United Kingdom

## NT Snapshot YE December 2024



### Visitors



24,000

### Nights



229,000

### Expenditure



\$35m

### Average length of stay (nights)



9.6

### Average spend per trip

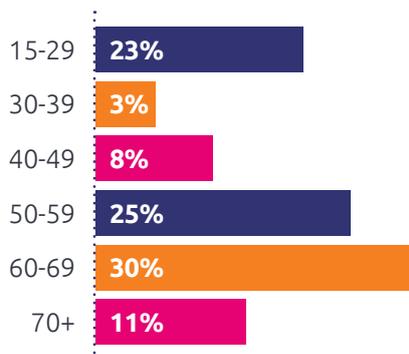


\$1,473

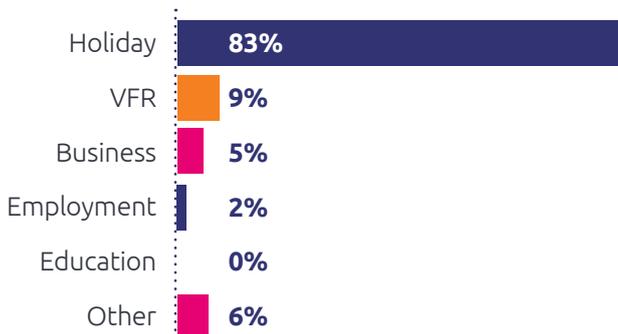
### Target Market Profile

1. High Yielding Traveller
2. Working Holiday Maker
3. Youth

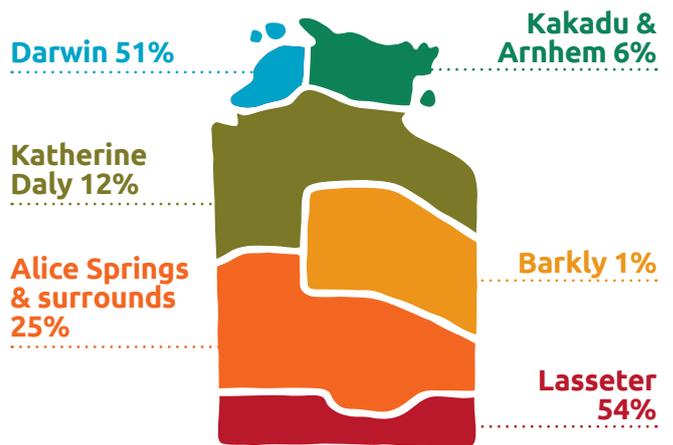
### Age groups



### Purpose of visit



### Visitor dispersal to NT regions



### First Time vs Return Visitors

54%

First time visitor to Australia

46%

Return visitor to Australia

### Top 3 Accommodation types

1. Hotel 71%
2. Other 14%
3. Backpacker/hostel 10%

# Appealing NT Experiences



1. Aboriginal Culture



2. Nature & Culture



3. National Parks

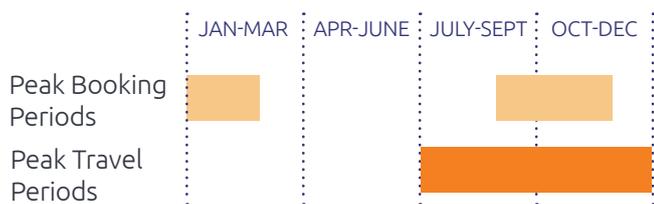


4. Food & Drink experiences

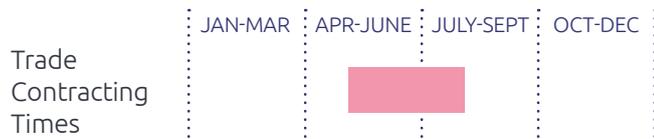


5. Adventure experiences

## Seasonality



## Key Distribution timings



## Average lead time

6 - 8 months planning to booking

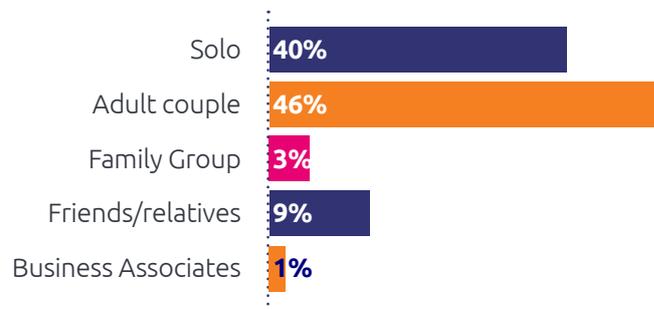
### Specialist Partners

1. Audley Travel
2. Elegant Resorts/If Only
3. First Class Holidays
4. Freedom Destination
5. Discover the World

## Annual Leave per year

4 – 6 weeks

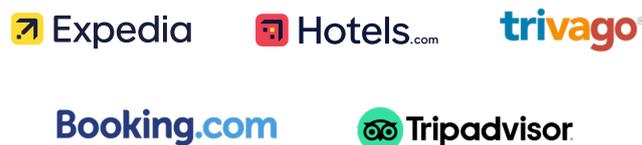
## Travel Party



## Volume Partners

- |                 |                  |
|-----------------|------------------|
| 1. Trailfinders | 2. Flight Centre |
| 3. Travel Bag   | 4. Gold Medal    |

## Online Travel Agents/Aggregators



For more information on international markets please contact [Trade.TourismNT@nt.gov.au](mailto:Trade.TourismNT@nt.gov.au)



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