

Canada

NT Snapshot YE June 2024



Visitors



5,000

Nights



46,000

Expenditure



\$6m

Average length of stay (nights)



9.7

Average spend per trip

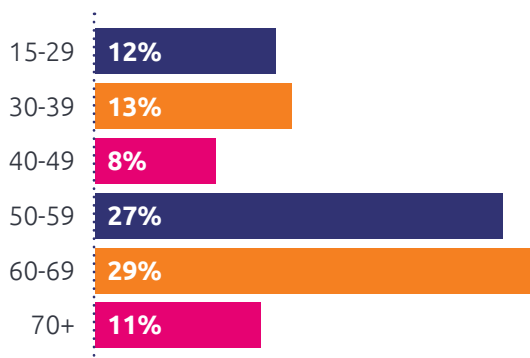


\$1,332

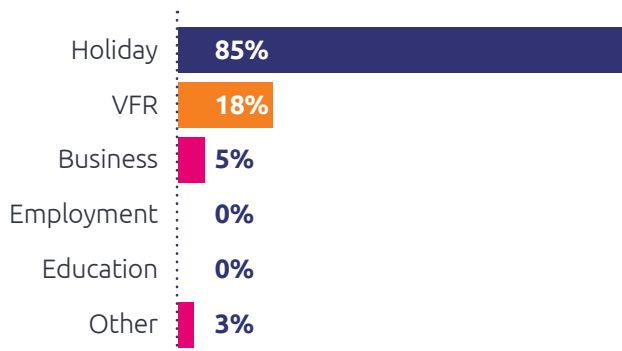
Target market profile

1. High Yielding Traveller
2. Outdoor adventure enthusiasts with a high propensity for international travel
3. Mature Travellers (aged 40 – 65)

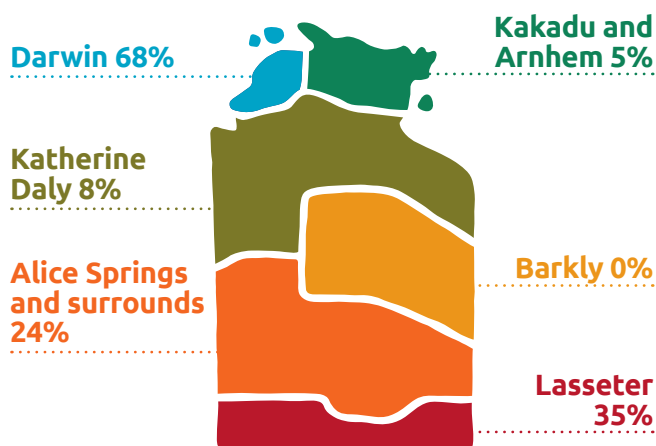
Age groups



Purpose of visit



Visitor dispersal to NT regions



First time vs return visitors

57%

First time visitor to Australia

43%

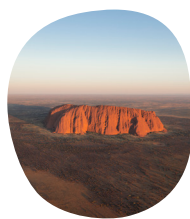
Return visitor to Australia

Top 3 accommodation types

1. Hotel 37%
2. Other 27%
3. Caravan Park or camping 21%

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

Appealing NT Experiences



1. Natural wonders



2. Museums & Galleries



3. Hiking/ Walking

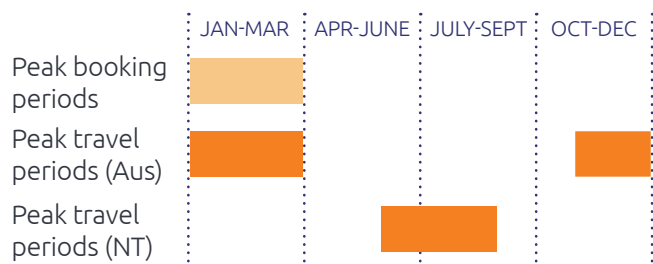


4. Viewing Wildlife

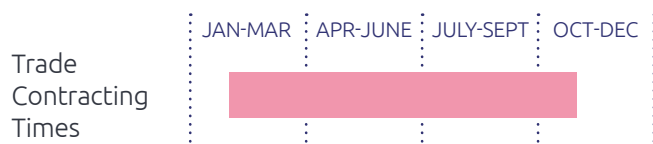


5. Indigenous Food Experiences

Seasonality



Key Distribution timings



Average lead time

4 - 6 months planning to booking

Online travel agents/aggregators

Expedia Booking.com Tripadvisor

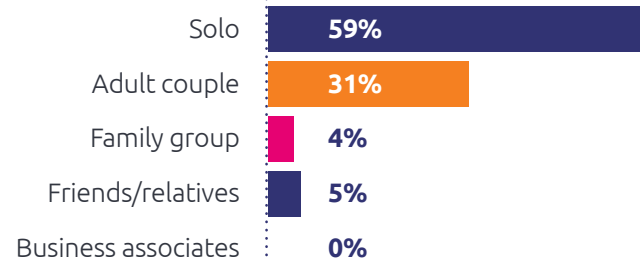
AIR CANADA KAYAK

Annual leave per year



2 weeks

Travel party



Volume Partners (wholesale/consortia)

- | | | |
|------------------|-----------------------|--------------------------------|
| 1. Goway | 2. Anderson Vacations | 3. Kensington Tours |
| 4. Travel Brands | 5. Down Under Travel | 6. Ensemble Travel (consortia) |

Volume Partners (tour operators)

- | | | |
|---------------------|--------------|--------------|
| 1. Collette Canada | 2. Globus | 3. Trafalgar |
| 4. Contiki Holidays | 5. AAT Kings | |

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



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