

China

NT Snapshot YE June 2024

Visitors



10,000

Nights



411,000

Expenditure



\$40m

Average length of stay (nights)



39.8

Average spend per trip

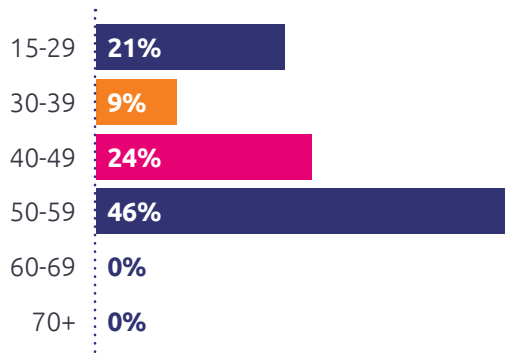


\$3,841

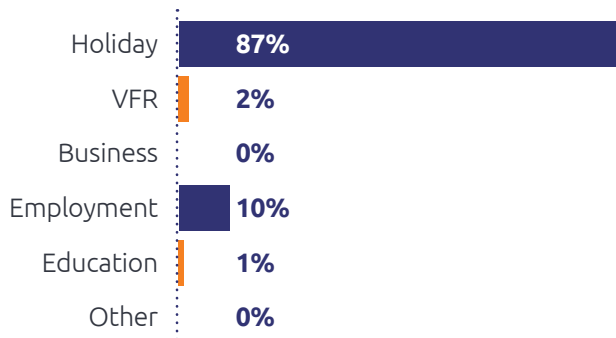
Target Market Profile

1. High Yielding Traveller
2. Youth
3. VFR

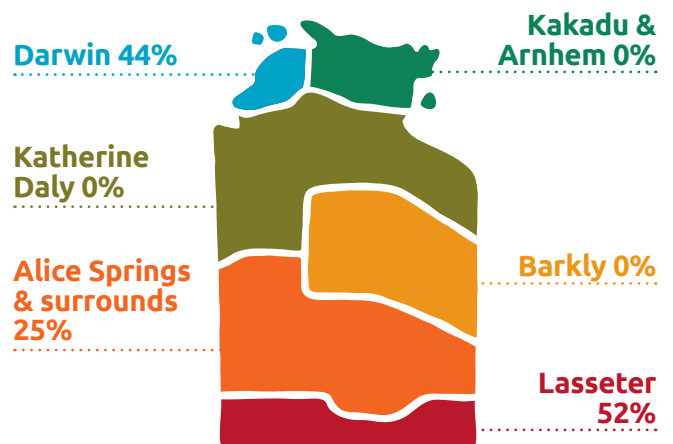
Age groups



Purpose of visit



Visitor dispersal to NT regions



First Time vs Return Visitors

47%

First time visitor
to Australia

53%

Return visitor
to Australia

Top 3 Accommodation types

1. Hotel 77%
2. Backpacker/hostel 12%
3. Rented house/Apartment/flat 12%

Appealing NT Experiences



1. Natural Wonders



2. Dining Out



3. Indigenous food experiences

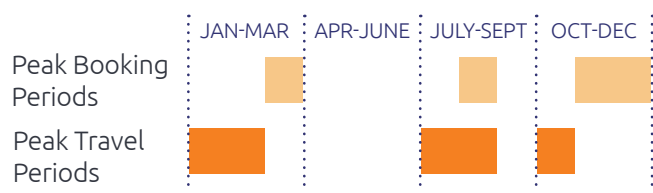


4. Viewing Wildlife

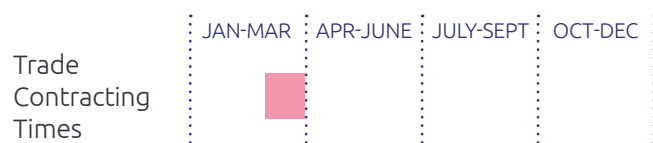


5. Stargazing

Seasonality



Key Distribution timings



Average lead time

2 - 6 weeks planning to booking

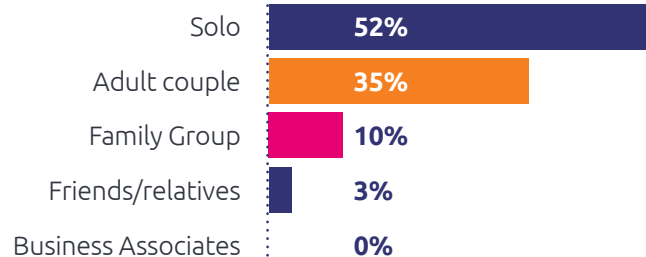
Specialist Partners

1. HH Travel
2. Beijing CYTS tailor made
3. Ros Elite
4. CITS Beijing
5. Enjoy Royal

Annual Leave per year

1 – 2 weeks

Travel Party



Volume Partners

1. Ctrip
2. Atrip
3. Elsewhere
4. PTC
5. Moker Trip

Online Travel Agents/Aggregators



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



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