

# Germany

## NT Snapshot YE June 2024

### Visitors



19,000

### Nights



134,000

### Expenditure



\$32m

### Average length of stay (nights)



7

### Average spend per trip

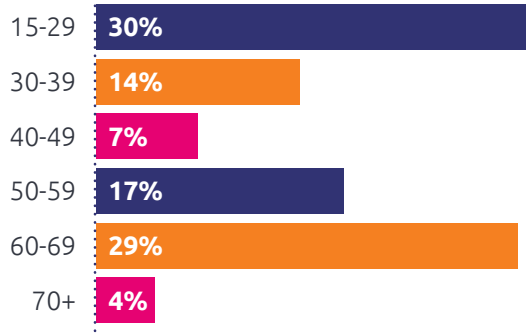


\$1,666

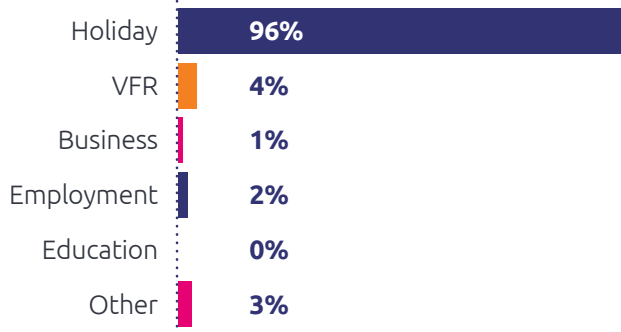
### Target market profile

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

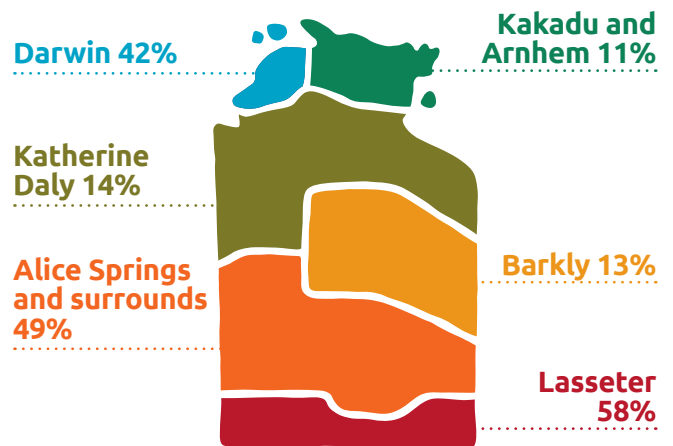
### Age groups



### Purpose of visit



### Visitor dispersal to NT regions



### First time vs return visitors

70%

First time visitor  
to Australia

30%

Return visitor  
to Australia

### Top 3 accommodation types

1. Hotel 67%
2. Caravan Park or camping 34%
3. Backpacker/hostel 9%

## Appealing NT Experiences



1. Visiting indigenous sites



2. Viewing wildlife



3. Natural wonders

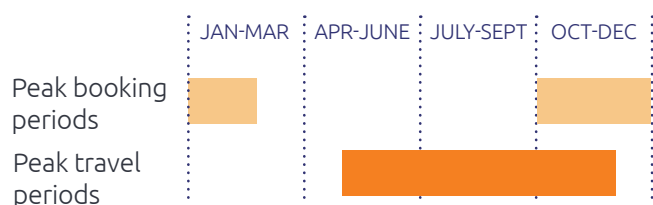


4. Road trips

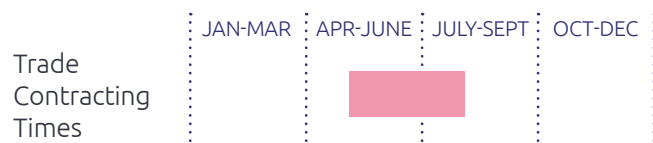


5. Indigenous food experiences

### Seasonality



### Key Distribution timings



### Average lead time

6 - 9 months planning to booking

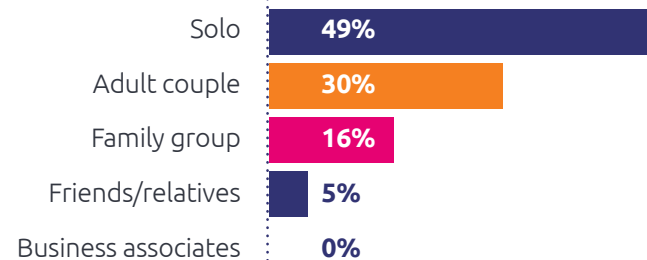
### Specialist partners

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

### Annual leave per year

 5 – 6 weeks

### Travel party



### Volume Partners

1. DER Touristik
2. Meiers Weltreisen
3. Explorer World of Travel

### Online travel agents/aggregators

 Expedia

 Hotels.com

 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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