

Italy

NT Snapshot YE June 2024

Visitors



3,000

Nights



31,000

Expenditure



\$5m

Average length of stay (nights)



9.1

Average spend per trip

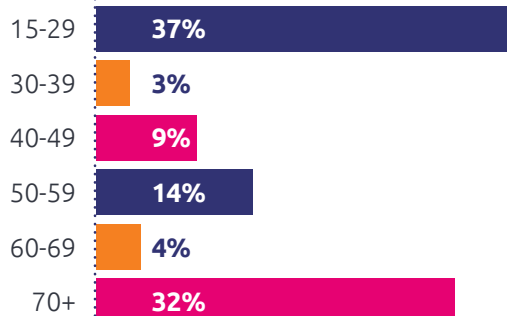


\$1,319

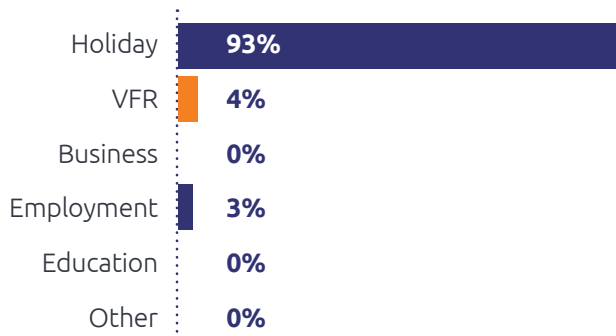
Target Market Profile

1. High Yielding Traveller
2. Honeymooners (30 – 70)

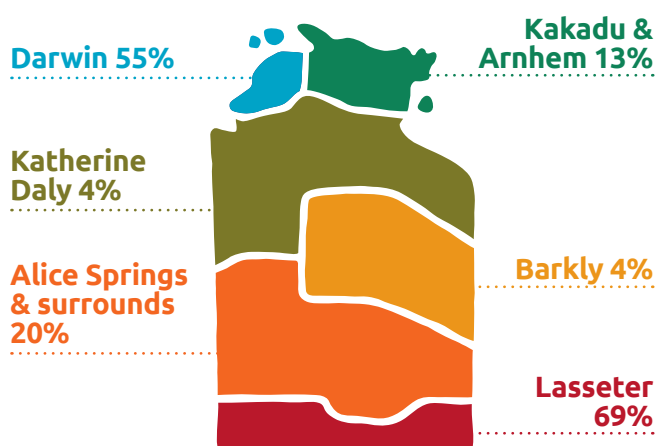
Age groups



Purpose of visit



Visitor dispersal to NT regions



First Time vs Return Visitors

64%

First time visitor
to Australia

36%

Return visitor
to Australia

Top 3 Accommodation types

1. Hotel 75%
2. Caravan Park or camping 30%
3. Backpacker/hostel 19%

Appealing NT Experiences



1. Walking Tours



2. Natural Wonders



3. Hiking/Walking

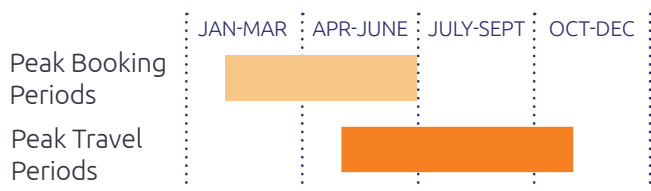


4. Historical Sites



5. Exploring Wilderness

Seasonality



Key Distribution timings



Average lead time

4 - 6 months planning to booking

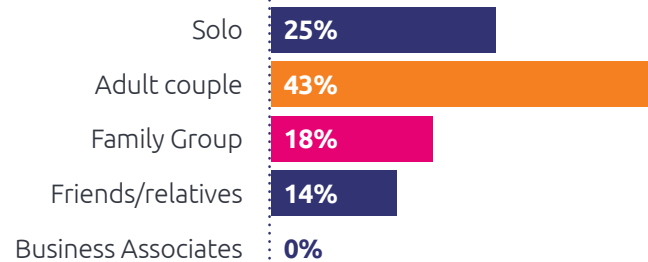
Specialist Partners

1. Go Australia

Annual Leave per year

5 – 6 weeks

Travel Party



Volume Partners

1. Turisanda 2. Naar 3. Quality Group

Online Travel Agents/Aggregators

eDreams ODIGEO Booking.com

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



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