

China

Anzac Hill, Alice Springs

Different in every sense



Snapshot of Chinese visitation

Visitors



10,000

Nights



411,000

Expenditure



\$40m

Average length of stay (nights)



39.8

Average spend per trip



\$3,841

Appealing NT Experiences



1. Natural Wonders



2. Dining Out



3. Indigenous food experiences



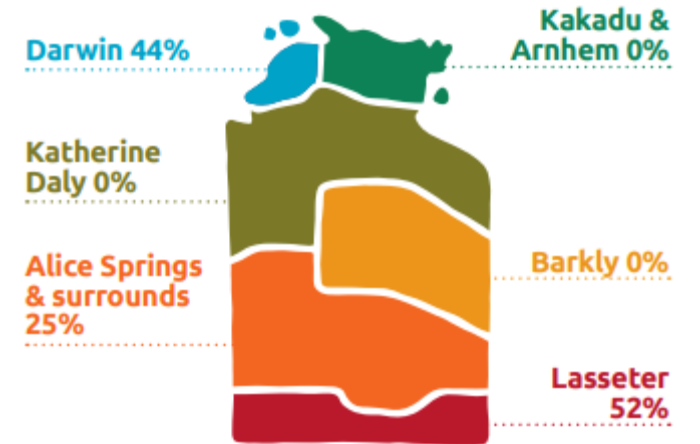
4. Viewing Wildlife



5. Stargazing

Different in every sense

Visitor dispersal to NT regions



Focus for the next 12 months

- Increase NT product in trade programs
- Trade training and engagement
- Lift awareness via “Big Play, Hero Moments” e.g. celebrity
- Grow NT awareness via relevant digital channels

Different in every sense



2024 China Mission wrap up

- Guangzhou - hosted training and networking dinner with 50 trade partners, Tourism Australia and media from Guangzhou and surrounding provinces
- Beijing - hosted training event followed by dinner attended by 60 trade partners, media from Beijing and surrounding provinces with special guests from Austrade and Tourism Australia. Operators participated in a Q&A on stage
- Shanghai - hosted training followed by dinner with 80 trade partners, Tourism Australia and media from Shanghai and surrounding provinces
- Sales visits key distribution partners





Thank you

Bitter Springs, Katherine

Different in every sense

