



# Germany & Switzerland

Cannon Hill, Kakadu National Park

*Different in every sense*



# Team Germany & Switzerland



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# Focus for the next 12 months

- Grow product offering available for the German consumer to purchase via traditional and non-traditional distribution channels
- Work with partners offering gateway and access advantages to the NT via air and road.
- Via earned and paid media combat key threats and weaknesses with barrier busting messaging
- Grow awareness of the Northern Territory through traditional and digital media channels showcasing nature and culture.
- Strengthen trade education through online and in-person training, organize fam trips, and boost B2B activities via co-op marketing campaigns.

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# Who we target

- High Value Traveller (aged 40-59)
  - Affluent individuals who are seasoned travelers and do not have dependent children. They are keen on long-haul travel and wish to deeply engage with diverse natural and cultural environments.
- Young Professionals/Working Holiday Makers (aged 18-30)
  - Individuals traveling primarily for enriching life experiences and enhancing their language skills. Tend to stay longer, disperse widely, higher than average length of stay and propensity to combine work and holiday/leisure.

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# Travel Trade Distribution landscape

## Characteristics

- **High-volume producing wholesalers:** sell products through travel agencies (mainly chains, franchise systems, co-operations and independents)
- **Smaller, yield producing direct sellers:** use their own retail offices and partner agencies
- **Retail travel agencies:** sell through wholesalers

## Changes:

- FTI Touristik (Germany's 3<sup>rd</sup> largest tour operator) filed insolvency in June 2024

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# Germany - Travel trade distribution landscape

## Key Distribution Partners

- Airlines



- ITO's



- Wholesale



- Direct Seller / Retail



- OTA'S



# Aviation Access

- Singapore Airlines:
  - Daily connections from Frankfurt, Munich, Zurich via Singapore
  - SQ will reduce SIN-DRW to 4x weekly over a 2-week period across 16-28 March due to aircraft resourcing
- Qatar/ Virgin:
  - added Hamburg to portfolio, connecting Northern Germany more easily to Australia
  - VA introduced new flights from MEL and BNE to AYQ in June 2024
- Emirates/ Qantas:
  - QF launches direct route SIN-DRW March 2025 (5x per week)
  - QF added Rome and Paris to portfolio, opening up even more connections
  - QF & JQ launched direct flight between CNS-DRW in Sept 2024 (4x per week)
  - increased weekly capacity by an additional 6,900 seats (upgraded A380 operations) to BNE and resumption of Emirates' second service to Perth (Dec 2024)
- Airnorth:
  - non-stop service between ASP-PER since March 2024 (3x per week)
- Turkish Airlines:
  - Added capacity through new flights to MEL (3x per week) and SYD (4x per week)

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# 2023-24 NT VISITOR NUMBERS

Germany – 19,000  
Switzerland – 5,000

YE JUNE '24 TOTAL VISITORS	24,000
YE JUNE '24 TOTAL NIGHTS	176,000
YE JUNE '24 TOTAL EXPENDITURE	\$44 MILLION

Field of Light,  
Uluru-Kata Tjuta National Park

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# 2024 - 2025

## PLANNED ACTIVITY & OUTCOMES



Bitter Springs, Katherine

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# Awareness activity

- Always on programmatic display marketing, social and SEM brand awareness
- Media Calls Austria (Vienna) & Switzerland (Zurich)
- Media Content Partnership Campaign potentially Merian The Art of Travel, Germany
- Media visits from German journalists : (1 independent, 1 group, 1 international)
- TA International Media Hosting Program : Elevator Boys (tbc)

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# Consideration activity

- Aussie Specialist Program Spotlight of the Month Campaign, Germany
- Attendance and trade & media events ITB and IMM Berlin 2025, Aus on Tour Roadshow
- Tourism NT/Visit Victoria UK/Europe mission Feb/March 2026 (TBC)
- Trade training events: Australia Tours Event, Diamir Event
- Trade Engagement and Education Campaign with elearnings
- Trade Famil to support PER-ASP Airnorth service in conjunction with Tourism Western Australia
- 1x Product Manager fam with VVIC (TBC)
- Pre- / Post-ATE 25 famil (TBC)

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# Conversion Campaign plans

- One Voice KDP Campaign with Tourlane, Germany
- Backpacking Academy Campaign Phase 3 (Youth), Germany
- Singapore Airlines Campaign - Germany – Darwin
- Cooperative KDP Self-Drive & Aboriginal Campaign, Germany
- Cooperative KDP Explorers Way Campaign with SATC, Germany & Switzerland
- Cooperative KDP Savannah Way Campaign with TEQ & TWA, Germany & Switzerland
- Cooperative KDP Perth – Alice Springs Airnorth Campaign with TWA, Germany



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# Press Office & Social targets

3

Media delegates  
visiting the NT  
(minimum)



30

pieces of  
earned  
coverage



2

Media  
partnerships  
with social  
integration  
with video  
views



20%

Facebook  
posts to  
feature  
Aboriginal  
Content



7%

Increase in  
Facebook  
followers  
YOY

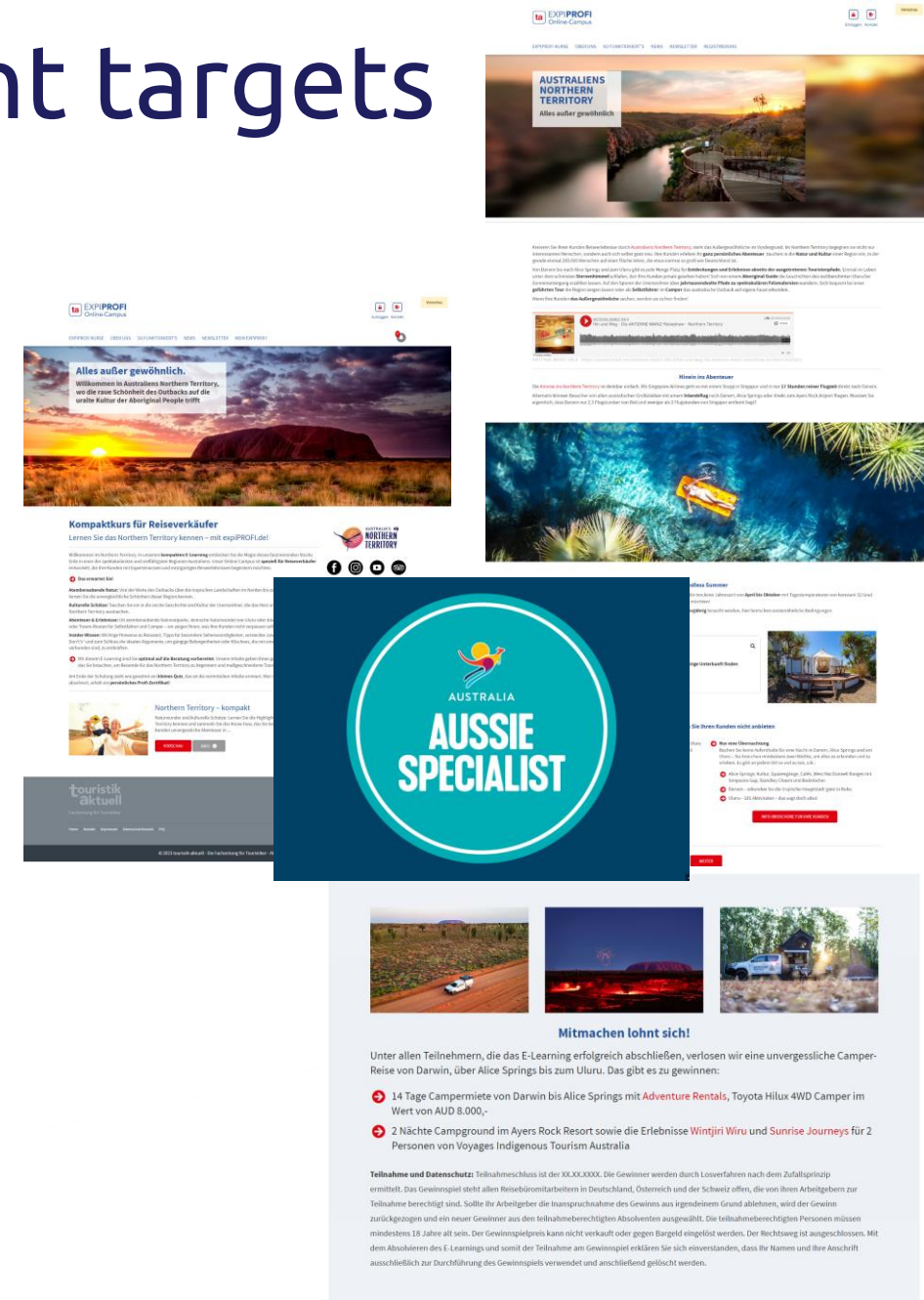


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# Trade marketing & engagement targets

- 1,600 trade trained online and face to face
- 75 new Aussie Specialist NT module completes
- Increase sign-ups for DE trade newsletter (Trade Shows, Roadshow, Trainings/Webinars)
- 18 trade famil delegates
- 6 new NT product distributed in Australia programs
- ROI of \$1:\$5 for all KDP Cooperative Campaigns (measured by IVS average spend per visitor)

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# DANKESCHÖN

Bitter Springs, Katherine

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