

Japan



Uluru-Kata Tjuta National Park

Different in every sense



Snapshot of Japanese visitation

Visitors



12,000

Nights



79,000

Expenditure



\$17m

Average length
of stay (nights)



6.4

Average spend
per trip



\$1,346

Appealing NT Experiences



1. Historical Sites



2. Museums & Galleries



3. Viewing Wildlife

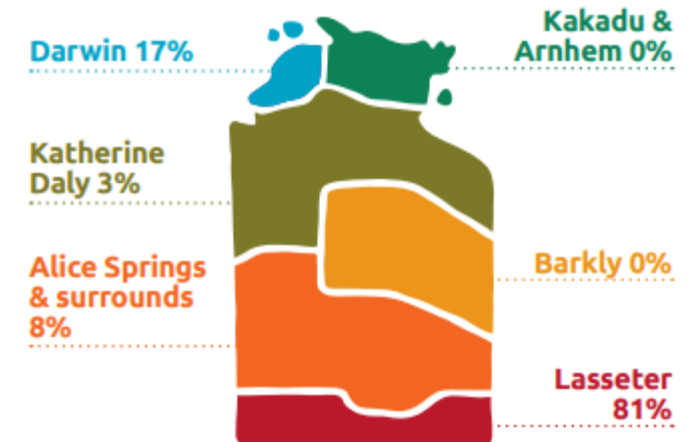


4. Natural Wonders



5. Stargazing

Visitor dispersal to NT regions



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Focus for the next 12 months

- Increase NT product in trade programs
- Increase awareness of NT through digital and OOH marketing
- Conduct joint promotions with OTAs to target FIT segment
- Continue to increase the number of trained

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Thank you

Bitter Springs, Katherine

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