

North America



Anzac Hill, Alice Springs

Different in every sense



Your North America Team



Julie Cuesta
Managing Director



Mandi Stefanak
North American Market
Manager



Sienna Newton
PR Executive



Helen Putman
Trade & Marketing Executive

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Focus for the next 12 months

- Increase distribution of new and existing NT tourism products into the North American market
- Shift from heavy awareness (high-funnel) focus towards more mid- and low-funnel conversion-focused activities
- Increased focus on the Canadian market and increase visibility/awareness among Canadian advisors and travelers

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Who we target

- High Yielding Travellers (aged 40-65)
Highly educated with disposable income and no dependent children
- Young professionals (aged 25-39)
Experienced travelers in search of an outdoor/adventure/cultural/nature-based experience with a high propensity for long-haul travel



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Travel trade distribution landscape

Characteristics

- **The Travel Trade** in North America is a vast and complex landscape. It is the key that brings consumers through to their goal destinations through the following avenues:
 - **Inbound Tour Operator / DMCs** are high-volume producing wholesalers who sell their products through travel agencies (mainly chains, franchise systems, co-operations and independents)
 - **Wholesalers / Tour Operators** producing direct sellers who use their own retail offices and partner agencies
 - **Travel Agents, Consortias** and Retail and independent travel agencies selling through wholesalers
 - **OTAs** and online aggregator websites selling direct to consumers

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Distribution Disruption



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Trade Distribution

NORTH AMERICAN MAINSTREAM TOUR OPERATORS



TOURISM AUSTRALIA KDPS



SPECIALTY TOUR OPERATORS + GLOBAL / LARGE SCALE PARTNERS



EDUCATIONAL TRAVEL MARKET OPERATORS



RETAIL TRAVEL ADVISOR NETWORKS



CONCIERGE TRAVEL SERVICES



Key Distribution Partners

AIRLINES

ITO'S

B2B / WHOLESALERS

B2C / RETAILERS

OTA'S



Aviation Access to Aus/NT

Direct Flights into Australia from NAM Cities:

- Los Angeles
- San Francisco
- Dallas/Fort Worth
- Seattle (seasonal non-stops)
- New York City
- Chicago (seasonal non-stops)
- Honolulu
- Vancouver
- Toronto (seasonal)
- Calgary (seasonal)

Connecting on the Coast:

1. SYD
2. MEL
3. BNE

Secondary airports:

4. CNS
5. ADL

Aviation Updates:

- United Airlines decreased air capacity into Australia by 25% YOY
 - Primary decreases come from US; Canada remains strong

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2023-24 NT VISITOR NUMBERS :

United States – 28,000

Canada – 5,000

YE JUNE '24 TOTAL VISITORS
YE JUNE '24 TOTAL NIGHTS
YE JUNE '24 TOTAL EXPENDITURE

33,000
253,000
\$60 MILLION

Field of Light,
Uluru-Kata Tjuta National Park

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2024 - 2025

PLANNED ACTIVITY & OUTCOMES



Bitter Springs, Katherine

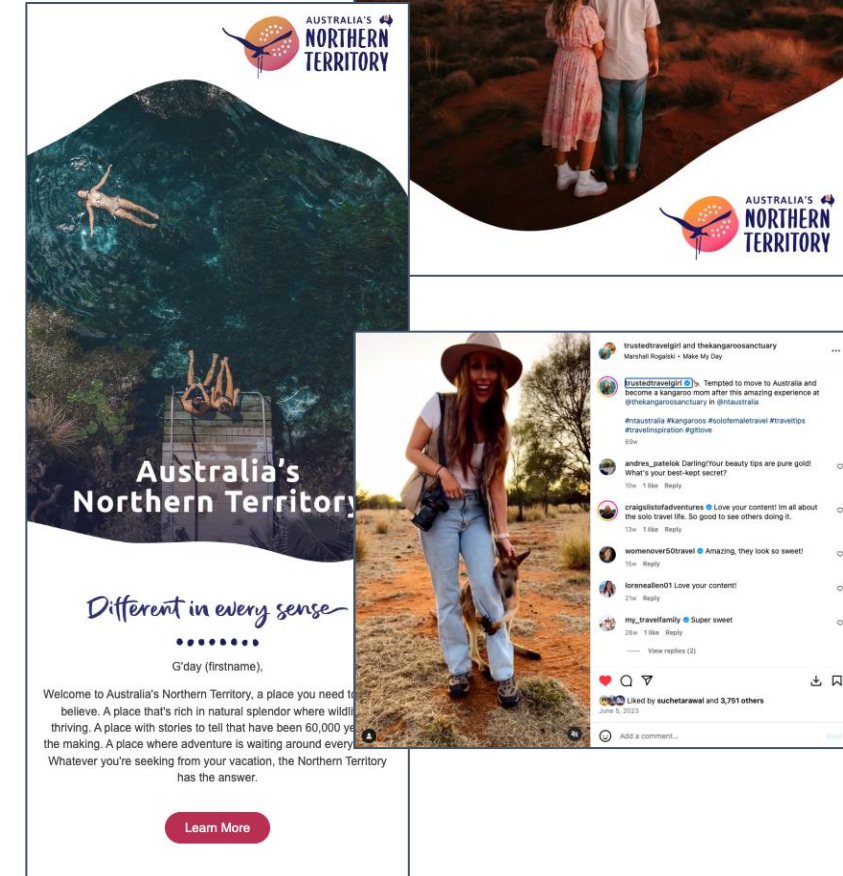
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Awareness activity

- **Custom Content Campaigns**; joining Tourism Australia One Voice campaign with Conde Nast Traveler and our own NT-specific campaign with Hearst
- **Always On** programmatic display marketing, social, and SEM – brand awareness
- **Media Visits** for journalists and content creators
- **Broadcast Integration** for widespread awareness; exploring Good Morning Dallas with Tourism Australia
- **Ongoing Media Relations** via pitching, media meetings, and PR events

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HEARST

Condé Nast
Traveler



Consideration activity

- **USTOA** (United States Tour Operator Association) annual membership and attendance to annual conference
- **ATTA** (Adventure Travel Trade Association) annual membership and access to community
- **Air Canada Roadshow** event attendance and training in five Canadian cities
- **Swain Destinations Annual Training** with the Swain Destinations team in Philadelphia
- **East Coast Trade Meetings** and trainings with operators in key cities including Boston, Toronto and Norfolk, CT
- **Trade Trainings** through the Aussie Specialist program, bimonthly trade newsletters, quarterly webinars and attending trade shows and conferences

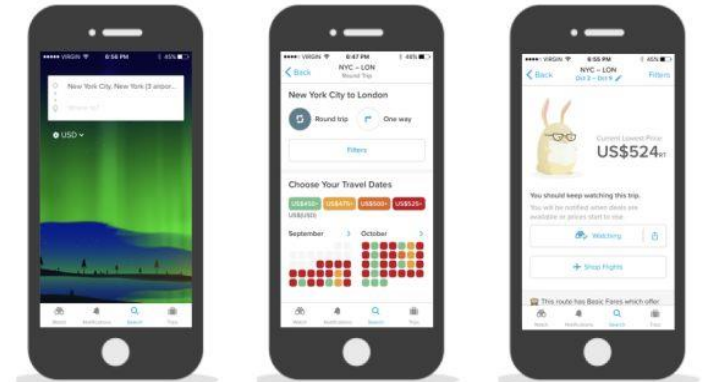
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Conversion Campaign plans

CONVERSION

- **Consortia Marketing Campaigns** with Virtuoso, Signature Travel Network and Travel Leaders via One Voice efforts
- **OTA Campaign**, likely in partnership with Hopper, through One Voice efforts (TBC)
- **KDP Campaigns** with top producing KDPs including Goway, Down Under Answers and Swain Destinations through One Voice Efforts
- **Trade Famils** with travel advisors representing Avanti Destinations, Signature Travel Network and Aussie Specialists



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More flight options to
Uluru from June 2024

[Learn more](#)



Press Office & Social targets

5
TNT led
press
trips



40
pieces of
earned
coverage



2
content
creator
visits



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
- 18 trade famil delegates
- 6 new products distributed in Australia programs
- ROI of \$1:\$5 for all KDP Cooperative Campaigns (measured by IVS average spend per visitor)

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Get Involved

1. **Share news and updates** from your company or organization to be featured within North America communications, like consumer or trade newsletters
2. **Ask About Being a featured speaker** on a Tourism NT North America webinar
3. **Attend Tourism Australia Marketplace North America** in Los Angeles in September 2025
4. **Prioritize Meetings with North American buyers** during ATE 2025 and beyond
5. **Develop relationships with ITOs**, used by many tour operators and travel advisors in North America

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Thank you

Bitter Springs, Katherine

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