

# United Kingdom France, Italy & Northern Europe



Field of Light,  
Uluru-Kata Tjuta National Park

*Different in every sense*





# Team UK, France, Italy & Northern Europe



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Italy & Northern Europe



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UK PR Manager



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Regional Manager



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France Trade



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Italy Trade

# Focus for the next 12 months

- Support new & existing airline routes to and within the NT
- Increase NT product in Australian programs and NT product knowledge within trade
- Grow repeat visitation, especially for Italy & France
- Continue to grow WHV and youth travel/backpacking

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# Who we target

- High Yield Travellers / HYT (aged 40 - 69)

Traditionally take multiple trips a year and book via the trade. They seek enriching experiences, including culture, nature & wildlife and quality or luxury accommodation.

- Youth and WHV Travellers (aged 18-35)

Growing numbers of travellers are young professionals taking a career break as well as the more usual university leavers. These slightly older travellers have higher expectations of quality and authentic experiences

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# Travel Trade Distribution Landscape

## Characteristics

- The Travel Trade is very important to consumers in the majority of our markets, particularly in the context of our High Yield Traveller segment.
- Italy, The Nordics and the UK are markets where the travel trade is particularly strong with booking values and length of stays increasing. France is seeing a growth in online and direct bookings.
- The Youth segment is increasingly booking direct and bypassing the trade, so maintaining awareness of the NT is key here

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# United Kingdom - Travel trade distribution landscape

## Airlines



## ITO's



## B2B/Wholesale



## B2C/Retail



## OTA'S





# France - Travel trade distribution landscape

## Airlines



## ITO's



## B2B/Wholesale



## B2C/Retail



## OTA'S



# Italy - Travel trade distribution landscape

## Airlines



## ITO's



## B2B/Wholesale



## B2C/Retail



## OTA'S





# Northern Europe - Travel trade distribution landscape

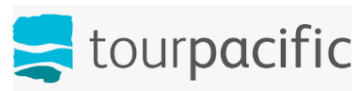
## Airlines



## ITO's



## B2C/B2B



## OTA'S



# Aviation access

- + Singapore Airlines now daily to Darwin with connections from London/Manchester
- + Qantas commence SIN-DRW 5 x week from March
- + Air North (QF code share) ASP-PER now 3 x week
- + Virgin access into AYQ improved with BNE & MEL services
- Still no flight ASP-AYQ
- Virgin Air Pass & Qatar connectivity not yet live

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# 2023-24 NT VISITOR NUMBERS

United Kingdom - 23,000

France & Italy - 9,000

Netherlands & Nordic region - 11,000

YE JUNE '24 TOTAL VISITORS

43,000

YE JUNE '24 TOTAL NIGHTS

803,000

YE JUNE '24 TOTAL EXPENDITURE

\$93 MILLION

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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 partnership with Hearst Magazines, UK
- Broadcast TV shoot – “Gary Barlow’s Food & Wine Tour Australia”
- Media visits from UK journalists and content creators
- Media famil program for Italy & France, partnering with TA

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**HEARST**  
MAGAZINES



# Consideration activity

- UK & Europe Marketplace November 2024
- Aussie Specialist Program Spotlight Month, UK, France and Italy
- Aus on Tour in UK, Northern Europe, France and Italy
- Attendance at trade & media events e.g. Vakantiebeurs (Netherlands), PATA (Denmark), International Media Marketplace (UK), ASIA roadshow (France), etc.
- Attendance at Tourism Australia run trade events e.g. Intro to Aus, Travel Bulletin Australia Takeover, Travel Gossip Australia event, Travel Counsellors Takeover day, UK, ASP Convention (Italy),
- Trade Famils in partnership with Southern World, Prestige Holidays, Gold Medal Travel, Singapore Airlines (Northern Europe), ASP France

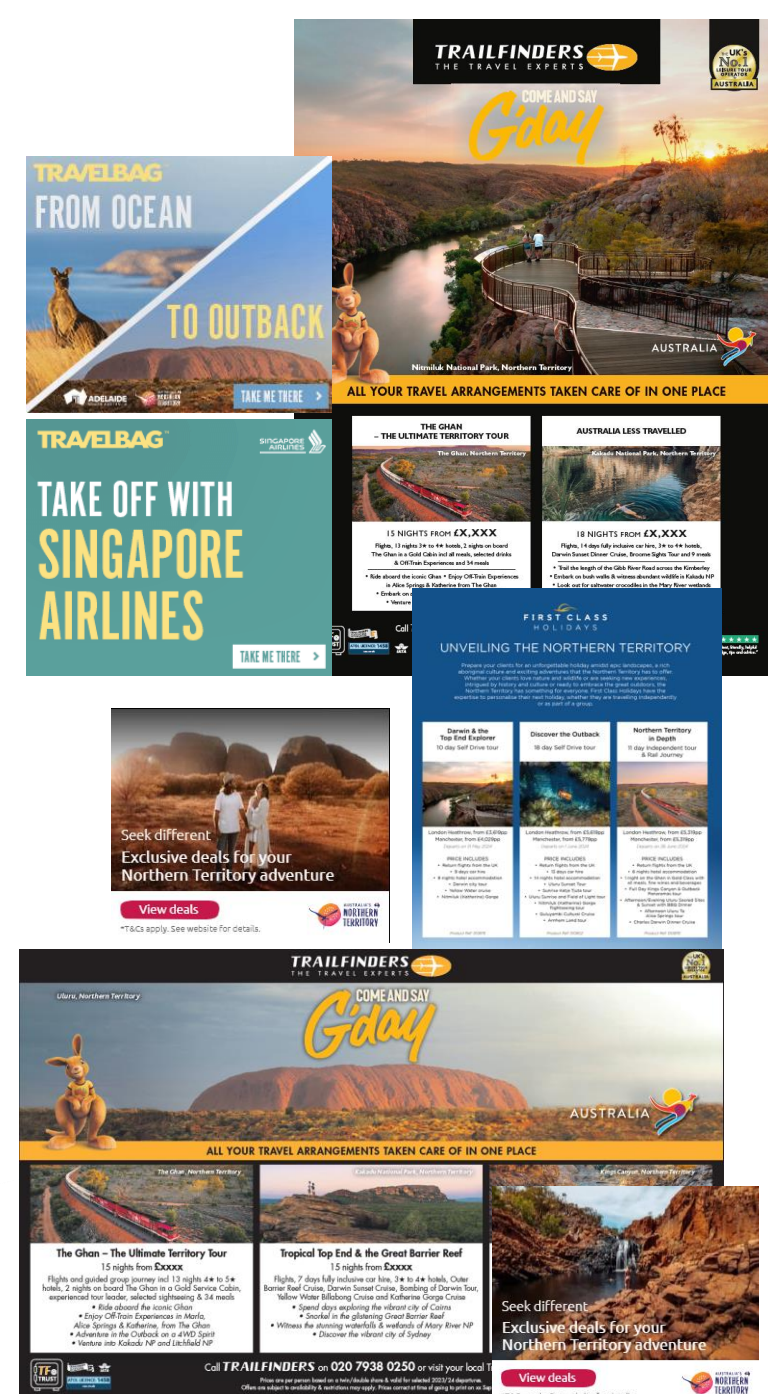
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# Conversion Campaign plans

- Backpacking Academy Campaign Phase 3, UK
- Singapore Airlines Campaign - UK - Darwin
- Qantas launch campaign – UK - Darwin
- Air North campaign with TWA and Audley Travel
- Solus NT campaigns with Travelbag and Wexas
- Bali – Darwin campaign with Real Aussie Adventures
- Ocean to Outback campaign with SATC and First Class Holidays, UK
- Explorers Way campaign in partnership with SATC, France and Italy
- One Voice KDP Campaign with Trailfinders, UK
- TA One Voice Campaign Italy

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# Press Office & Social targets

5  
Press  
trips



40  
pieces of  
earned  
coverage



1  
influencer  
visit



20%  
Facebook  
posts to  
feature  
Aboriginal  
Content



7%  
Increase in  
Facebook  
followers  
YOY



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# Trade marketing & engagement targets

- 2,000 trade trained online and face to face
- 170 new Aussie Specialist NT module completions
- 56 trade famil delegates experiencing the NT
- 10 new NT 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!

- Put your hand up to be a part of Trade Famils and Media Famils
- Send relevant product news to Lucy for trade newsletters, comms and trade training – [lucy@etm-g.com](mailto:lucy@etm-g.com)
- Attend international trade shows and events such as ATE, Marketplace and Sales Missions
- Provide discounts and offers on TA's Aussie Specialist program

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An aerial photograph of a natural swimming hole. The water is a deep, vibrant turquoise color, contrasting with the dark, rocky surroundings. A person is floating on their back in the upper right portion of the frame. In the lower center, two people are sitting on a wooden platform or bridge that extends into the water. The surrounding landscape is rugged and covered in sparse vegetation.

# Thank you

Bitter Springs, Katherine

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