

# United Kingdom International Market Factsheet

## Marketing Overview

Despite the decline in visitor numbers in recent years, the United Kingdom (UK) visitor market remains an important market for the Northern Territory (NT) delivering high yielding visitors, with a long length of stay, that disperse well across the regions. In 2019, the NT held a 4.8% market share of all UK holiday visitors to Australia. The downward trend of visitor numbers to the NT over the last seven years is partly due to a decline in direct aviation access, the relative affordability of the destination and as a result of a decrease in youth travellers which has also been reflected in other regional jurisdictions.

## Target Market Profile

1. High Value Traveller (HVT) (aged 50-69 years).
2. Youth segment (aged 15-29 years) and Working Holiday Makers (WHM).

ALL PURPOSE	UNITED KINGDOM	
	2019	YOY CHANGE
VISITORS	32,000	-3.7%
NIGHTS	307,000	-4.9%
EXPENDITURE	\$41.9M	+9.7%
ALOS* (nights)	9.5	-0.1
ASPT (average spend per trip)	\$1,296	+\$158
VISITOR MARKET SHARE	4.8%	-0.1pp

\*average length of stay

## Strategic Opportunities

**Consumer-facing campaigns to generate interest and demand**

**Protecting market share in a steadily growing outbound travel market**

**Growing the number of well dispersing, long staying and high spending visitors**

**Strengthening cooperation with trade partners**

**Training agents to increase their destination and product knowledge**

## Market Profile

### ANNUAL LEAVE



# 4-5 WEEKS



### TARGET REGIONS

- London and South East
- Newcastle
- Glasgow
- Birmingham
- Manchester

### SPECIAL INTERESTS



- Nature and wildlife
- Aboriginal culture
- Adventure and outback experiences
- Experiential luxury
- Icons

### SEASONALITY



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## TRAVEL PARTY

**66%**

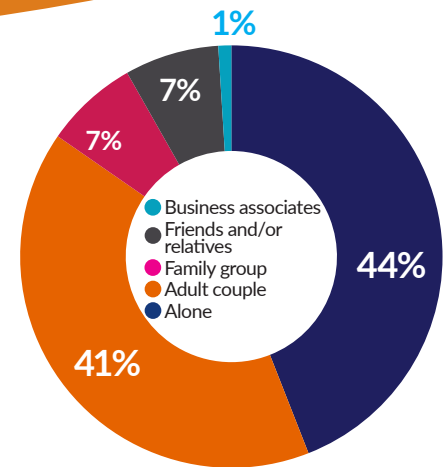
of UK all-purpose visitors were Free Independent Travellers (FIT)

**85%**

of UK visitors were travelling alone or as an adult couple

**26%**

of the visitor nights were in a hotel/ motel style accommodation while **25%** were at a rented house/ apartment/ flat or unit



## AVIATION



## INTERNATIONAL AIRLINE ACCESS



## CHEAPEST RETURN AIRFARES\*

LONDON - DARWIN (2 STOPS)

**\$2,323**

\* Expedia - depart 1/12/19 and return 1/01/20

LONDON - DARWIN (2 STOPS)

**\$1,448**

\* Expedia - depart 1/05/20 and return 1/06/20

## Distribution

Volume partners:

- Flight Centre
- Trailfinders
- DNATA B2B (Gold Medal and Travel 2)
- DNATA B2C (Travelbag and Netflights)
- Austravel

- STA Travel
- Student Universe

Value/Specialist partners:

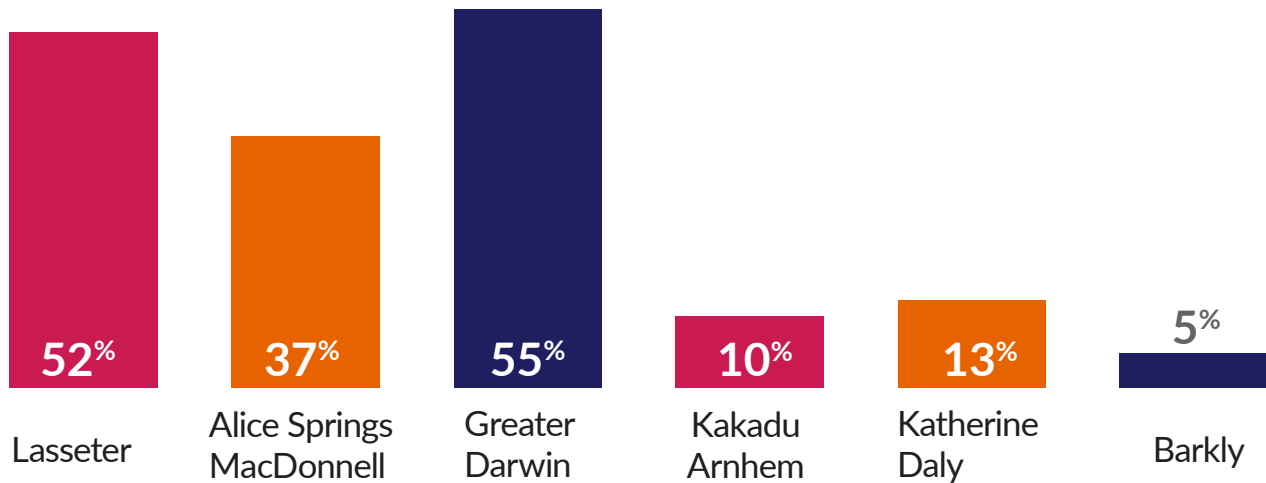
- Audley Travel
- Abercrombie and Kent
- Freedom Australia
- Discover the World
- Wexas
- Prestige Holidays
- If Only

## Major Online Travel Agents

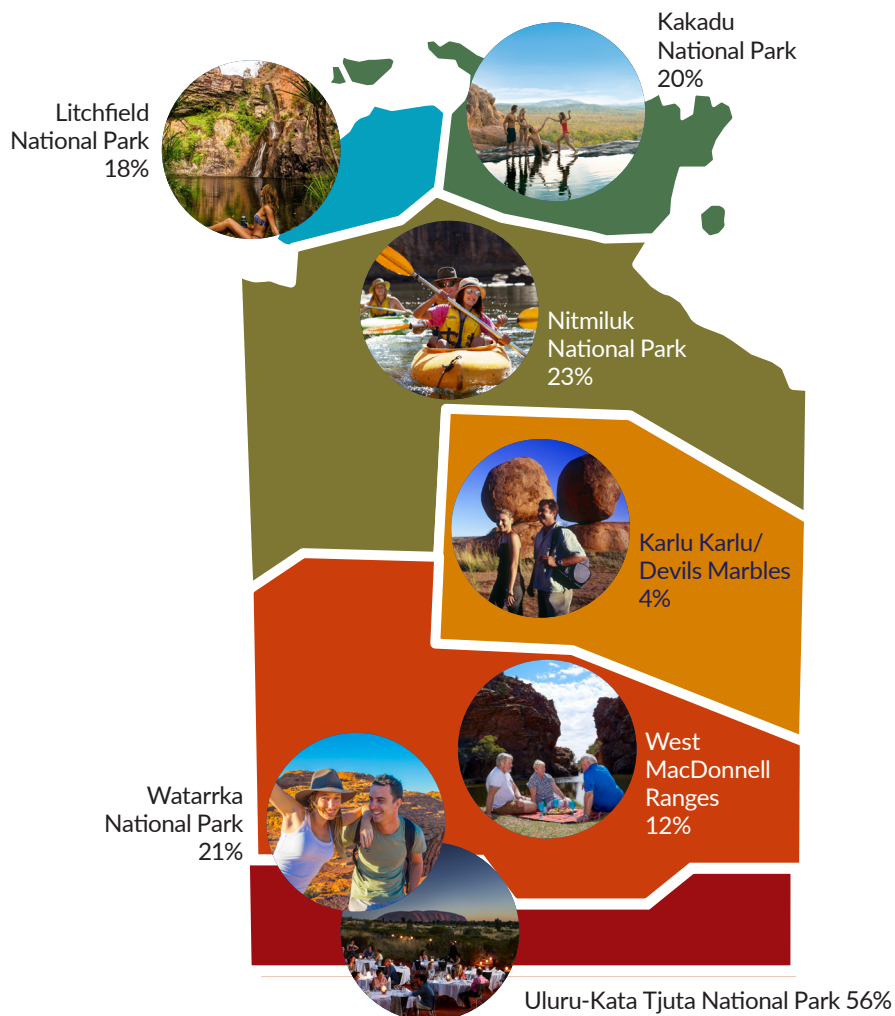


# United Kingdom International Market Factsheet

## Overnight visitors to NT regions



## Visitors to NT destinations - overnight and day trips



**Publication Date: November 2020**  
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