

LEISURE DRIVE MARKET TO THE NT

THREE YEAR AVERAGE FOR 2016-2018

DEPARTMENT OF TOURISM, SPORT AND CULTURE

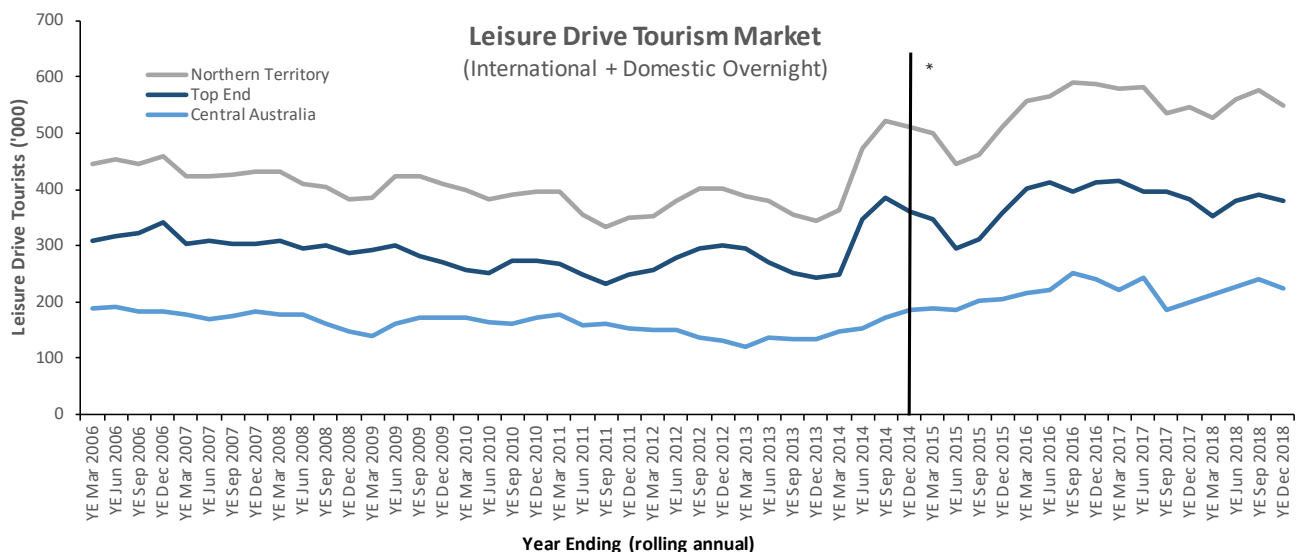
WHAT IS THE LEISURE DRIVE TOURISM MARKET?

A leisure drive tourist is defined as a visitor who stayed for one or more nights in the Northern Territory (NT), used a self-drive vehicle and was on a holiday and/or visiting friends or family.

INSIGHTS

- On average 87% of leisure drive tourists in the NT were from the domestic market representing 69% of visitor nights.
- Almost one third (30%) of all visits to the NT were made up of leisure drive tourists. This means that leisure drive tourists represent an important market for the NT. 57% of all domestic leisure visitors who came to the Territory were self-drive tourists.
- The number of leisure drive visitors in the NT has grown in recent years, following a gradual decline during the last half of the 2000 decade.

THREE YEAR AVERAGE FOR 2016-18: NT DRIVE LEISURE MARKET	Visitors	Visitor Nights	Average Length of Stay (nights)
DOMESTIC LEISURE DRIVE TOURISTS			
Top End	343,000	1,319,000	3.8
Central Australia	180,000	813,000	4.5
Northern Territory	488,000	2,147,000	4.4
INTERNATIONAL LEISURE DRIVE TOURISTS			
Top End	49,000	753,000	15.5
Central Australia	42,000	219,000	5.2
Northern Territory	74,000	973,000	13.2
COMBINED LEISURE DRIVE TOURISTS			
Top End	391,000	2,072,000	5.3
Central Australia	222,000	1,032,000	4.6
Northern Territory	561,000	3,121,000	5.6



* Change in methodology from 2014 - estimates are not directly comparable to previous years

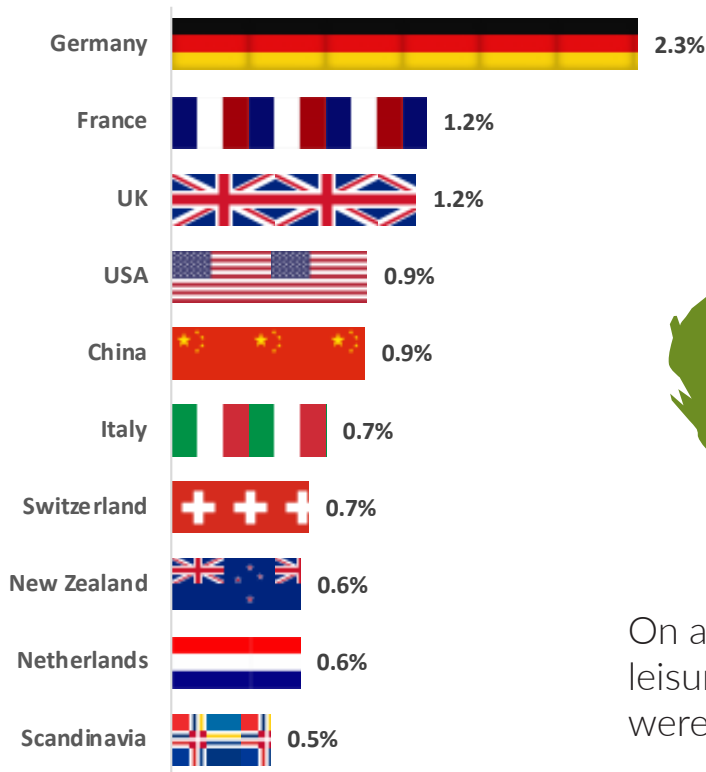
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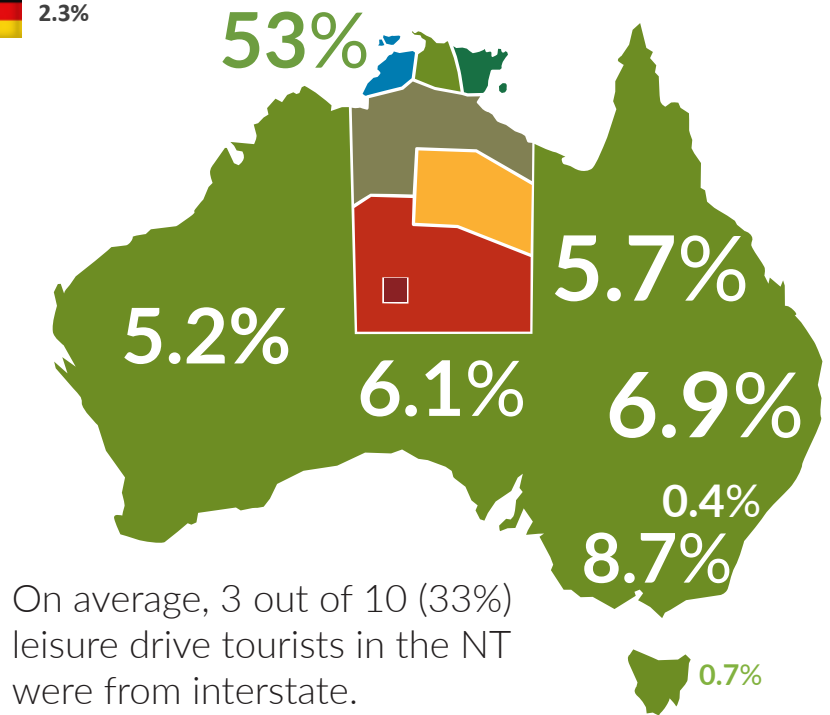
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WHERE ARE THEY FROM AND WHERE DID THEY GO?

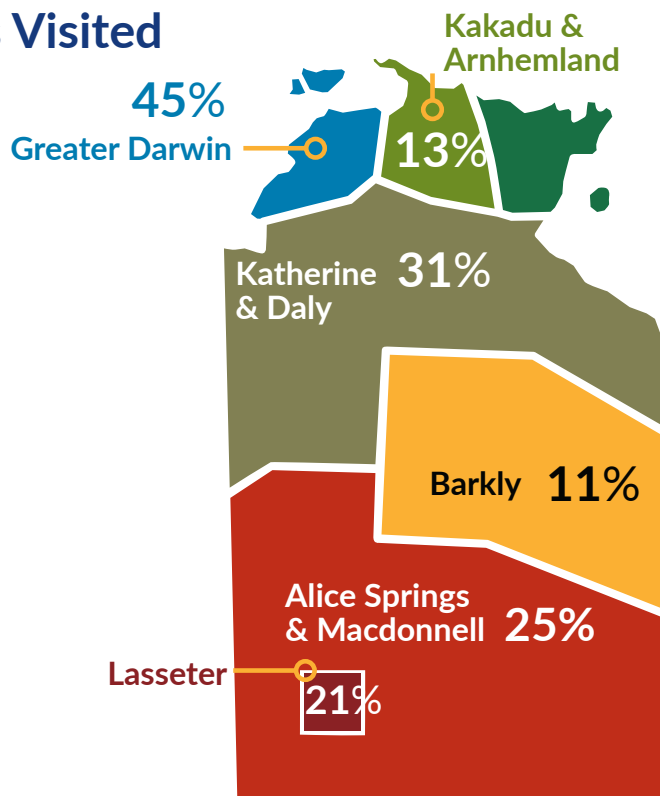
International Source Markets



Domestic Source Markets



Places Visited



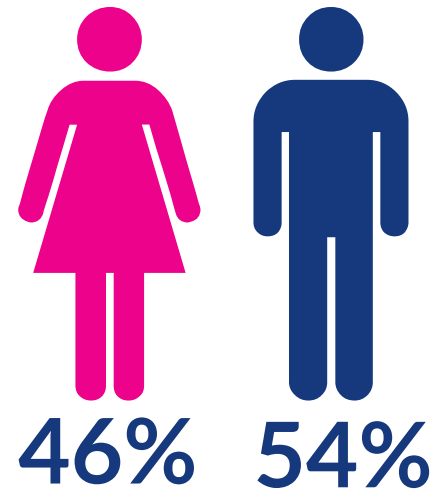
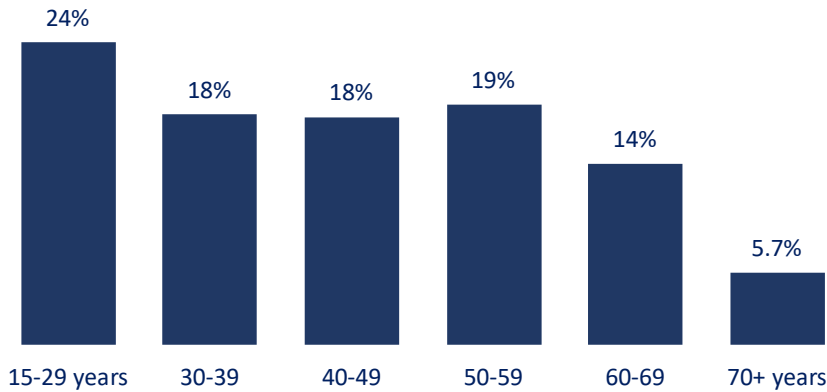
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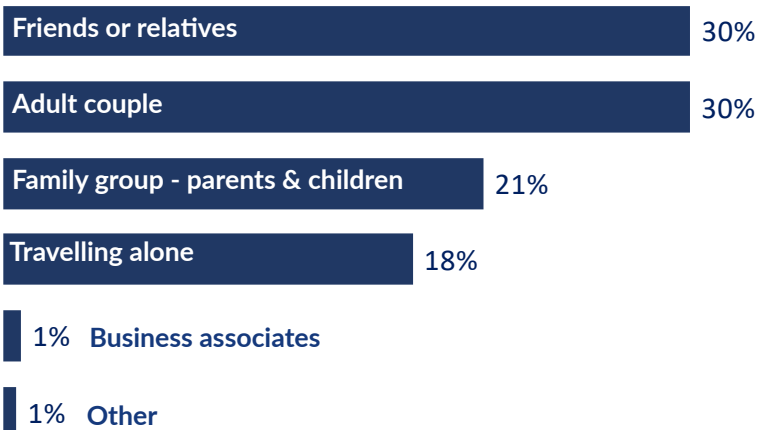
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Demographic Profile

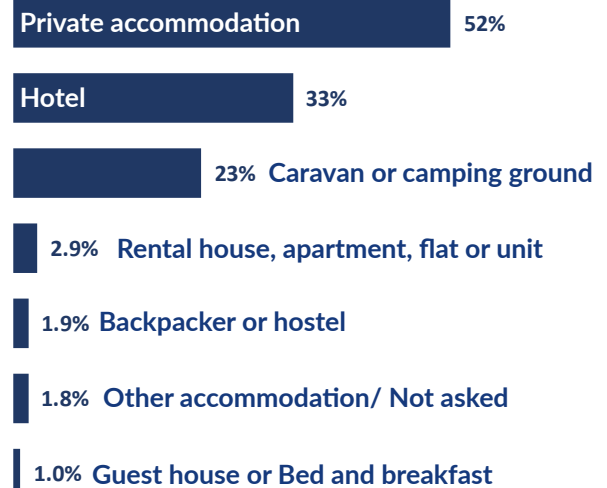
Approximately two fifths (39%) of leisure drive tourists were aged 50 or over, while almost a quarter (25%) were aged 29 or under.



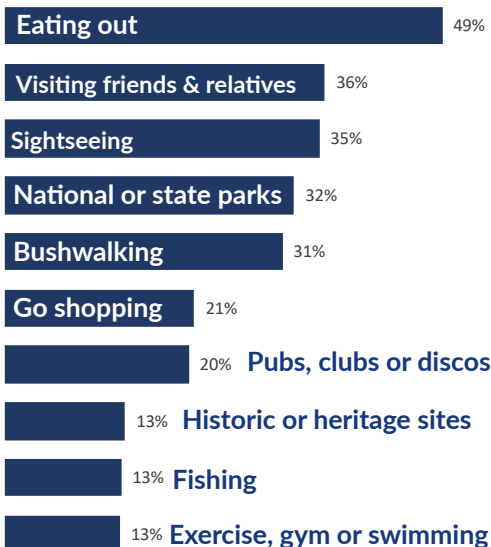
Travel Party



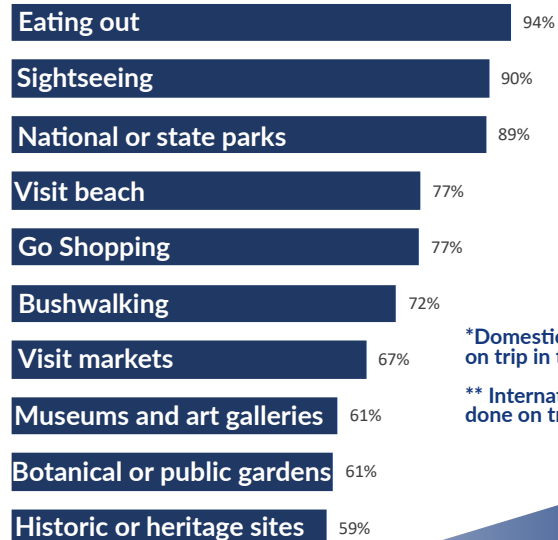
Accommodation



Top Activities by Domestic Drive*



Top Activities by International Drive**



*Domestic activities were done on trip in the NT

** International activities were done on trip in Australia

Publication Date: May 2019

Disclaimer: The Department of Tourism, Sport and Culture has taken due care and skill in preparing this information, however does not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used. This factsheet contains a summary of information relevant to the Northern Territory (NT) tourism industry including domestic overnight and day visitation results from Tourism Research Australia's International and National Visitor Survey. The Department disclaims all liability associated with the use of this information. For more information, please contact the Research team on: research.tourismnt@nt.gov.au