

## What does a typical drive holiday look like?



**7-14**  
Days



Drive **5-6**  
Hours/Day



**500 km**  
Travelled

## Drive value segments

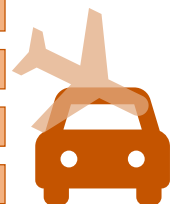
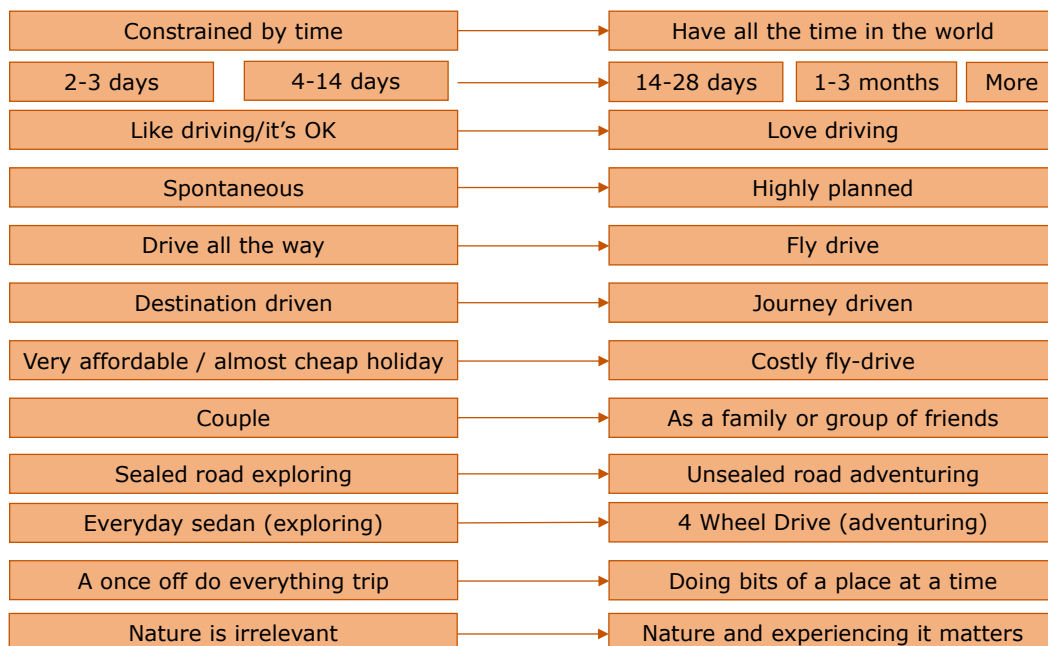
- Families and couples
- Working full time
- Destinations safe for family, with accommodation
- Nature and wildlife experiences

- Married/ with partner
- Mostly female and older
- Know where they want to go and what to do
- Less concerned with comfort



- Males with families
- Looking for new places and unfamiliar things
- Have a passion about nature
- Likely to be influenced by reviews
- Singles and young couples
- University educated
- Frequently spend time in nature
- Likely to be influenced by friends and colleagues

## Factors that determine type of drive holiday





## Australian drive market



**14 Days**  
in Australia for  
drive holiday



**\$2,853**  
anticipated  
spend for  
drive holiday



QLD, VIC  
and NSW are  
favoured for a  
drive holiday



**12 Days**  
in the NT for  
drive holiday

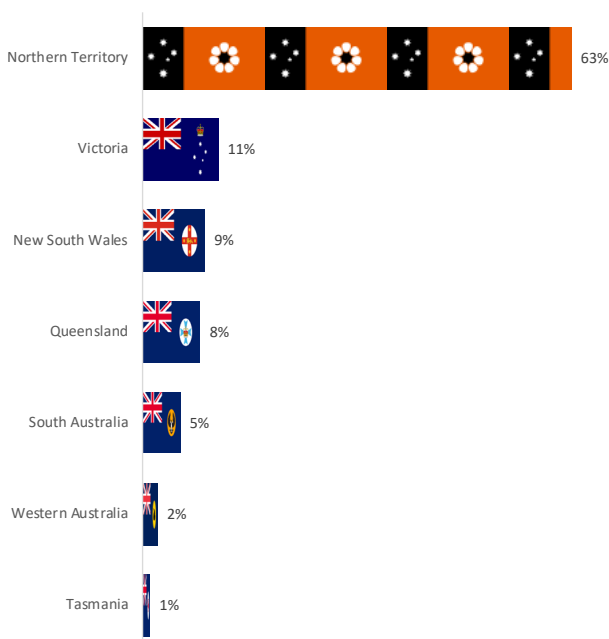


**67%**  
would consider  
drive holiday in  
the NT

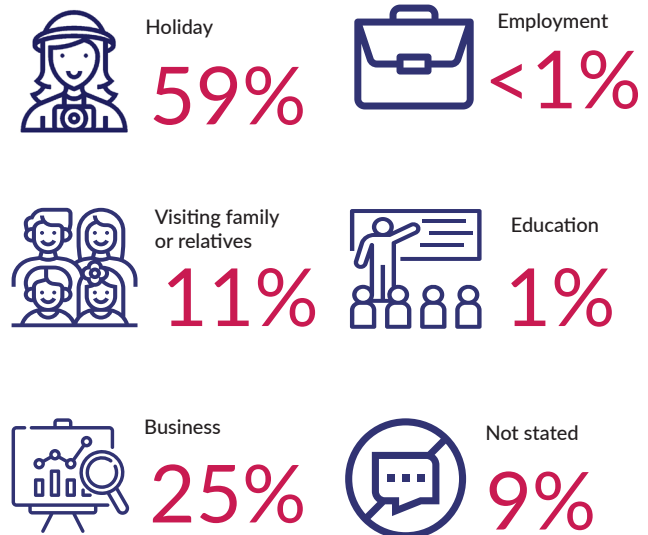


**1 in 5**  
have heard  
about NT  
drive holidays

### State of home residence\*



### Stopover purpose of trip\*



\*Data for this is taken from Tourism Research Australia's National Visitor Survey Year Ending December 2019

## What inspires domestic travellers to take a drive holiday?

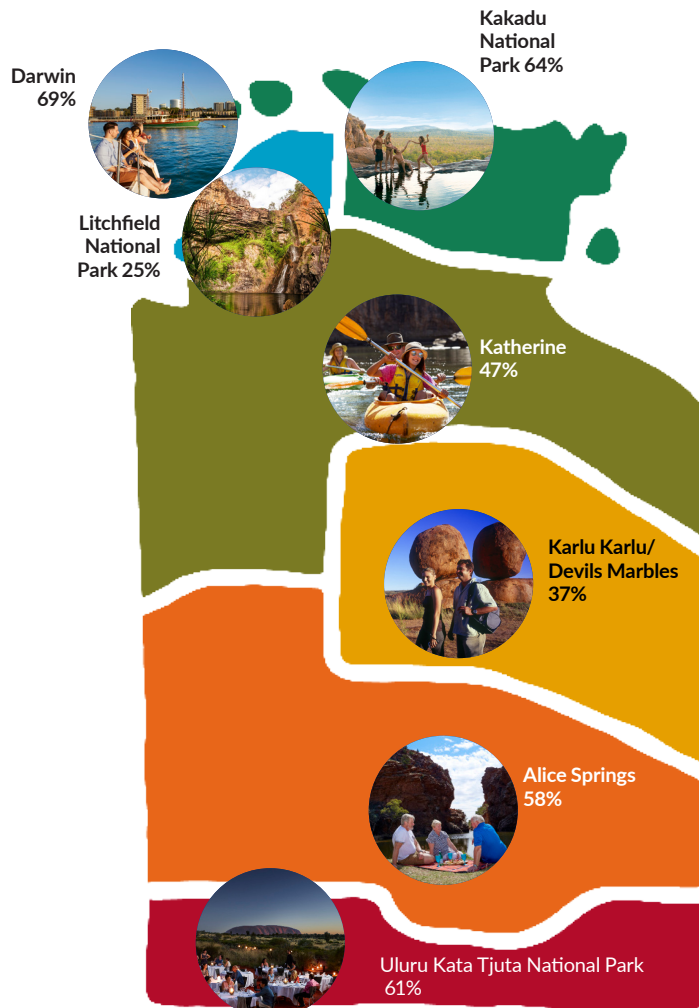
Domestic visitors like to take a drive holiday for the freedom it offers, in allowing them to have an experience that lets them explore and go on an adventure. They like the flexibility of being able to do what they want, when they want, and return to comfort at the end of the day.

Domestic visitors are highly driven for practical reasons such as value for money, affordability, the experiences on offer, availability of time to travel and having comfortable places to stay. Their experiences tend to be more passive in nature.

Domestic drivers align to Belonging, Escape and Discovery value segments.



## Regional destinations domestic drivers intend to visit





## International drive market



**49 days**  
in Australia for  
drive holiday



**11 days**  
in the NT for  
drive holiday



QLD, NSW  
and SA are  
destinations  
favoured for a  
drive holiday



**\$5,804**  
anticipated spend  
for drive holiday



**74%**  
would consider  
drive holiday in  
the NT

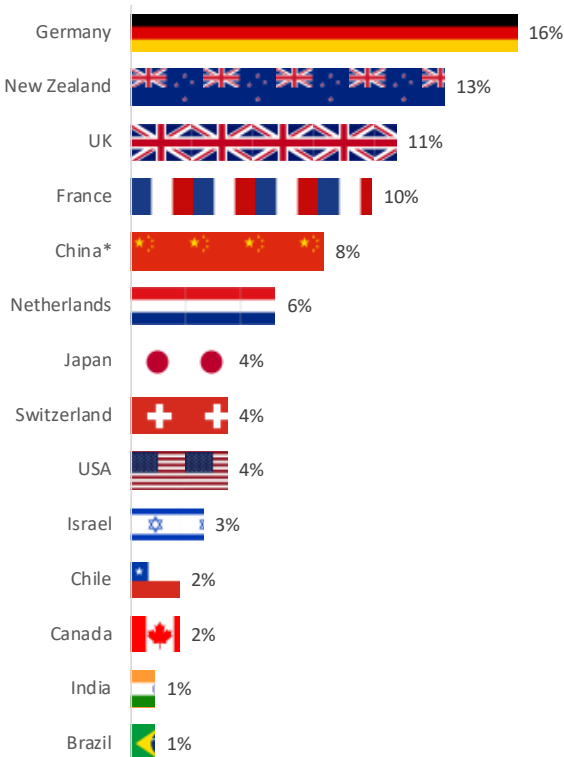


**2 in 5**  
have heard  
about NT drive  
holidays



**45%**  
were backpacking

## Country of origin



\*Includes Hong Kong and Taiwan

## Main purpose of trip\*\*



Holiday  
**23%**



Employment  
**23%**



Visiting family  
or relatives  
**8%**



Education  
**5%**



Business  
**1%**



Not stated  
**3%**

\*\*Data for this is taken from Tourism Research Australia's International Visitor Survey Year Ending December 2019

## What inspires international travellers to take a drive holiday?

International visitors are more likely to be attracted to drive holidays for the freedom, flexibility and adventure experience offered. A drive holiday also presents them with a chance to be independent and an opportunity to explore.

International drive travellers are less likely to place as much importance in stability and having a plan when looking at a drive holiday.

International drives align to Independence, Escape and Discovery value segments.



## Regional destinations international drivers intend to visit



Note: Tourism NT engaged Instinct and Reason to conduct a study on drive tourism in the NT, which represents the basis for the findings presented in this summary.

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 or suitable for the purpose for which it is intended to be used. The Department disclaims all liability associated with the use of this information.

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