

Leisure Drive Market to the NT Three Year Average 2017-2019



WHAT IS THE LEISURE DRIVE MARKET?

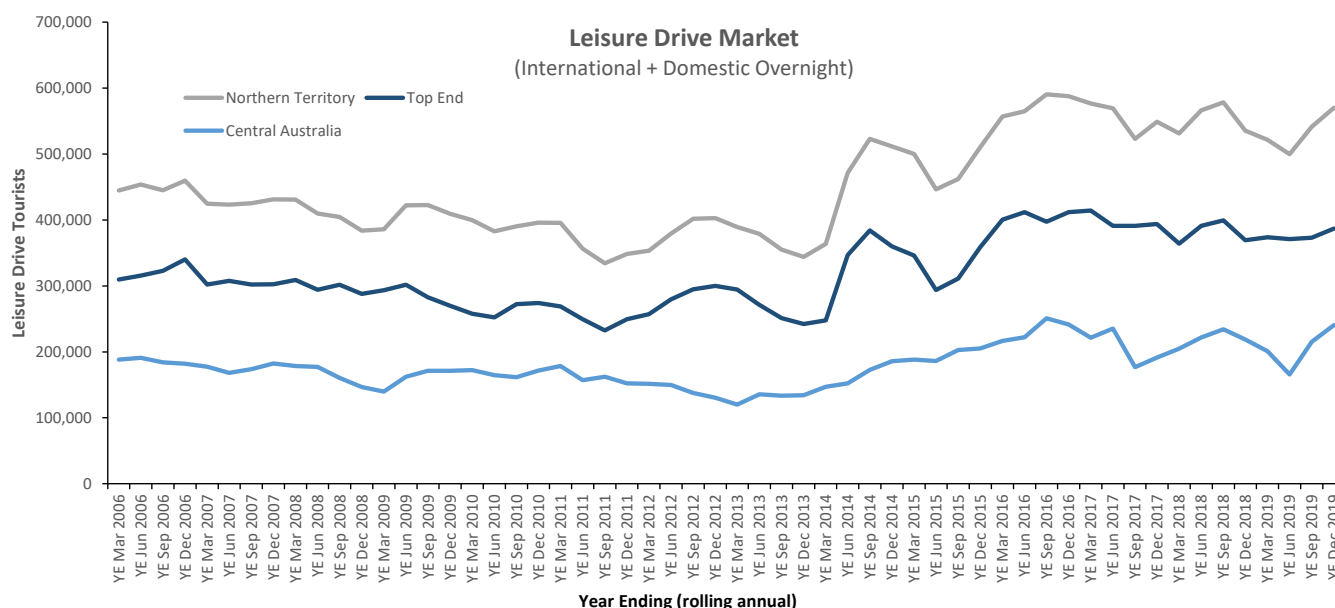
A leisure drive traveller is defined as a visitor who stayed for one or more nights in the Northern Territory (NT), used a self-drive vehicle and was on a holiday and/or visiting friends or family.

INSIGHTS

- On average 87% of leisure drive visitors in the NT were from the domestic market, representing 68% of visitor nights.
- Almost one third (32%) of all visits to the NT were by leisure drive visitors. This means that leisure drive visitors represent an important market for the NT. 57% of all domestic leisure visitors who came to the Territory were self-drive visitors.
- 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.

| NORTHERN TERRITORY LEISURE DRIVE VISITORS THREE YEAR AVERAGE 2017-19 | Visitors | Visitor Nights | Average Length of Stay (Nights) |
|--|----------|----------------|------------------------------------|
| Domestic | | | |
| Top End | 336,000 | 1,260,000 | 3.7 |
| Central Australia | 175,000 | 838,000 | 4.8 |
| Northern Territory | 478,000 | 2,114,000 | 4.4 |
| International | | | |
| Top End | 47,000 | 774,000 | 16.4 |
| Central Australia | 42,000 | 218,000 | 5.2 |
| Northern Territory | 73,000 | 993,000 | 13.6 |
| Combined | | | |
| Top End | 383,000 | 2,034,000 | 5.3 |
| Central Australia | 217,000 | 1,056,000 | 4.9 |
| Northern Territory | 551,000 | 3,107,000 | 5.6 |

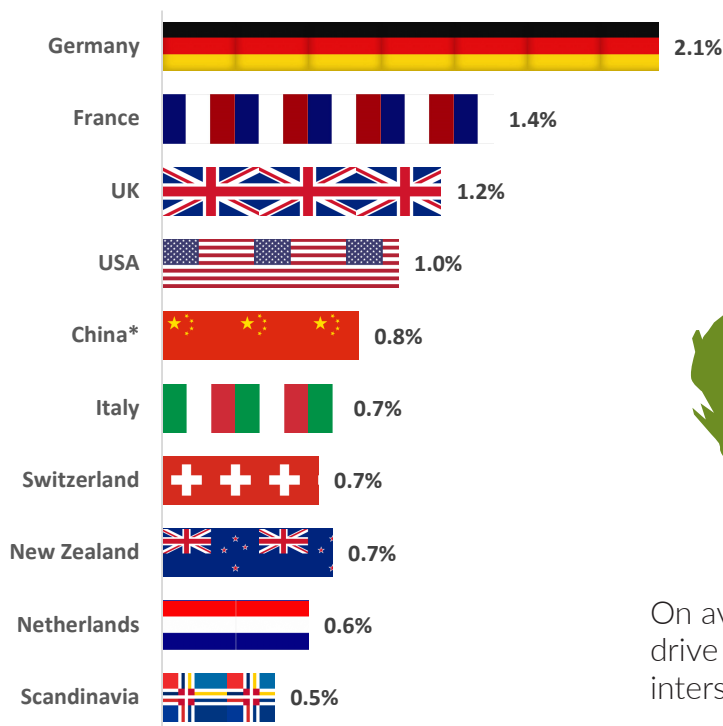
Note: Figures for Top End and Central Australia will not sum up to the NT total as visitors may travel to more than one region on their trip



Leisure Drive Market to the NT Three Year Average 2017-2019

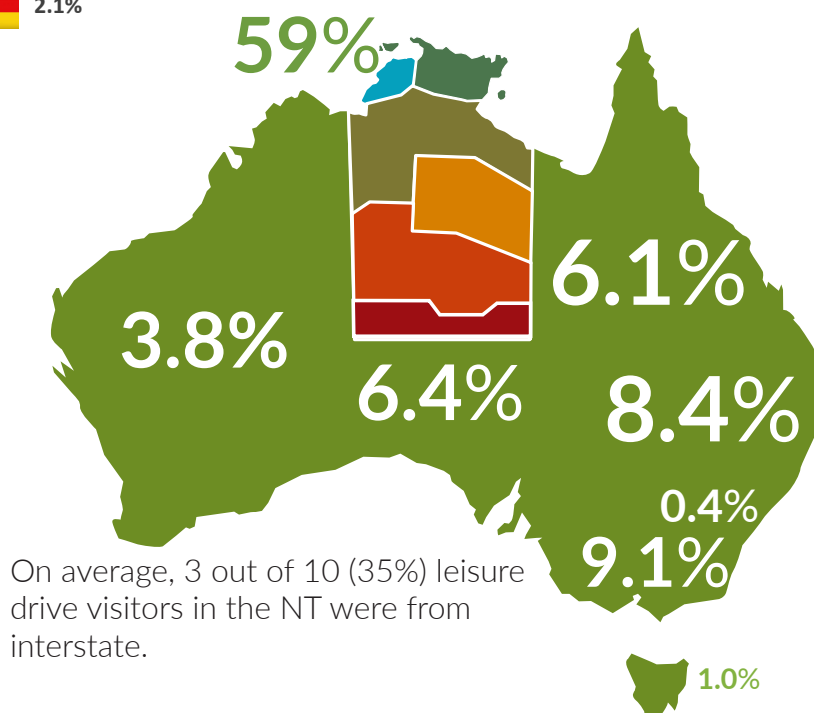
WHERE ARE THEY FROM AND WHERE DID THEY GO?

International Source Markets



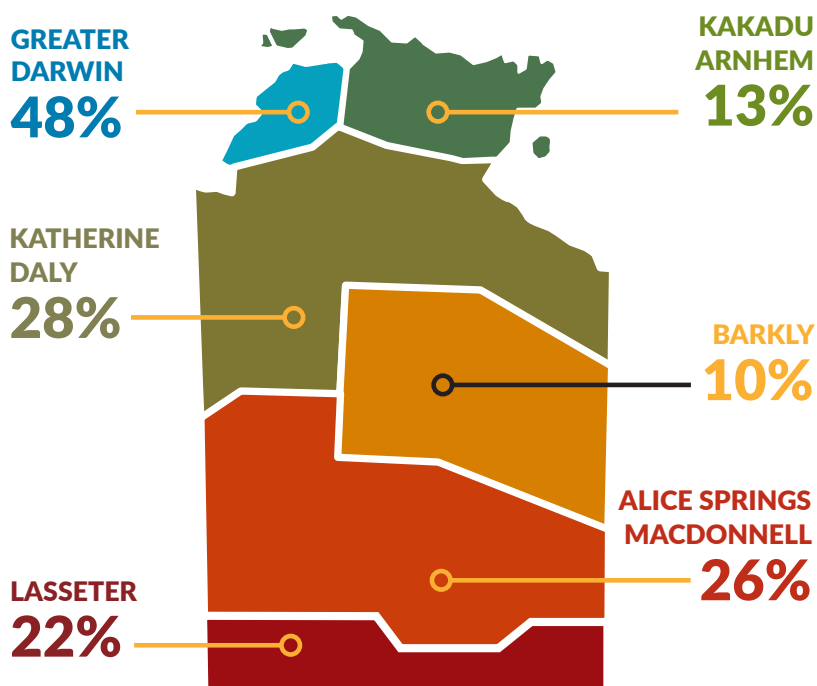
* China includes Mainland China, Hong Kong and Taiwan

Domestic Source Markets



On average, 3 out of 10 (35%) leisure drive visitors in the NT were from interstate.

PLACES VISITED



PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



62%
International Visitors



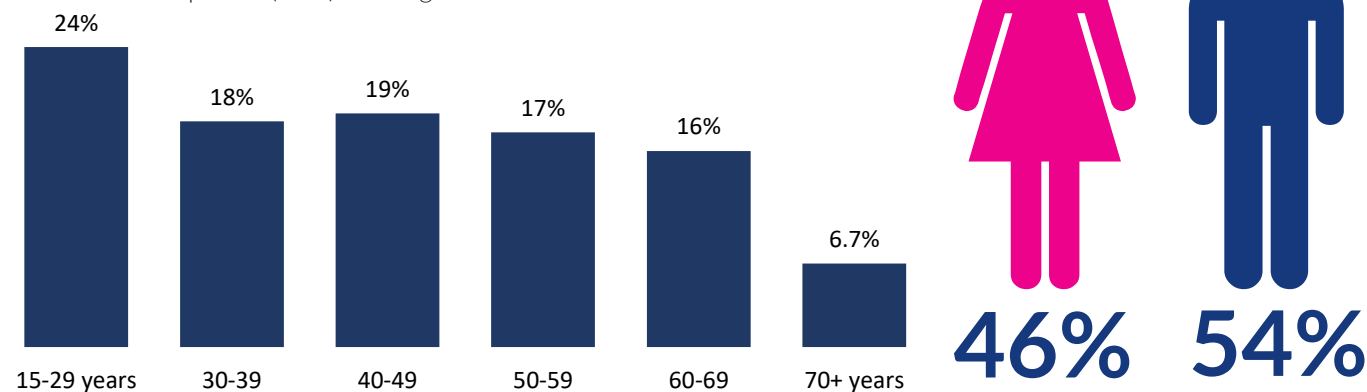
23%
Domestic Visitors

Of the international visitors who participated in an Aboriginal cultural experience, 85% visited an Aboriginal site/community, with a smaller number attending Aboriginal performances. The experiences of domestic visitors was more evenly spread with 59% visiting an Aboriginal site/community and 49% experiencing Aboriginal art/craft and cultural displays.

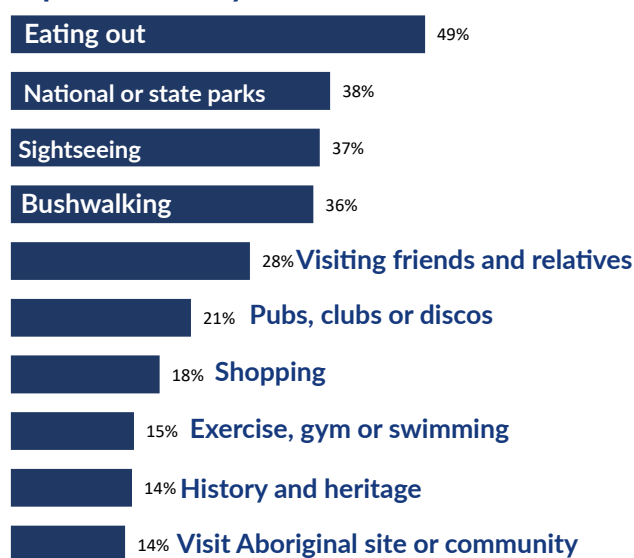
Leisure Drive Market to the NT Three Year Average 2017-2019

Demographic Profile

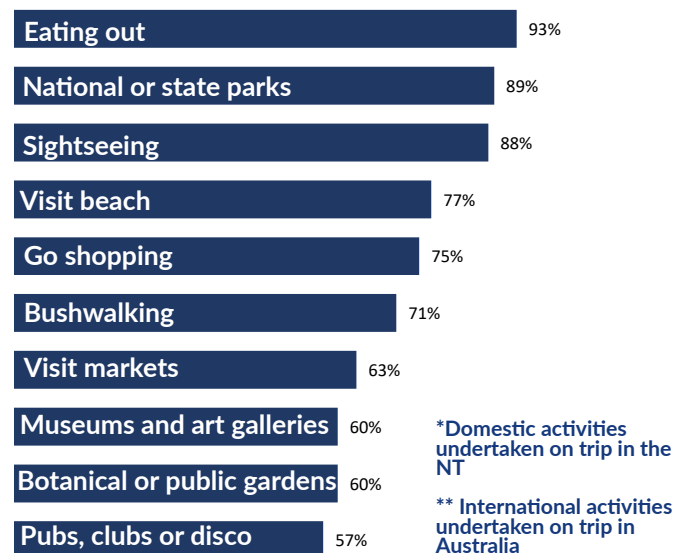
Approximately two fifths (39%) of leisure drive visitors were aged 50 or over, while almost a quarter (24%) were aged 29 or under.



Top Activities by Domestic Drive*



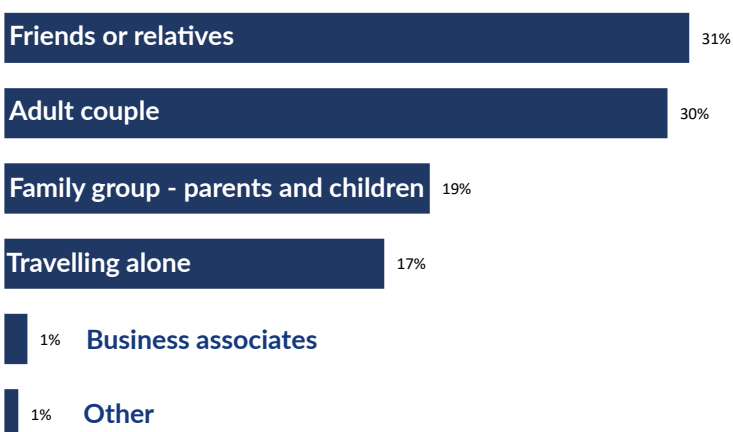
Top Activities by International Drive**



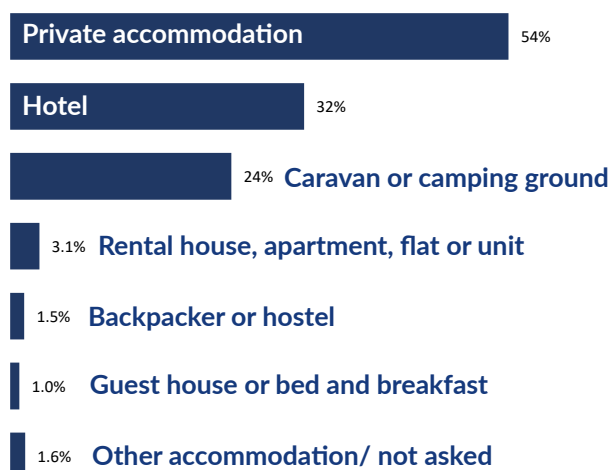
*Domestic activities undertaken on trip in the NT

** International activities undertaken on trip in Australia

Travel Party



Accommodation



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 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