

DRIVE TOURISM

up the wall and around the bend

centre for
REGIONAL TOURISM
research

Executive Summary for:

Carson, D., Waller, I. & Scott, N. (2002) (Eds) *Drive Tourism: up the wall and around the bend* Melbourne: Common Ground (AVAILABLE from the Sustainable Tourism Cooperative Research Centre at www.crctourism.com.au)

This book provides some perspectives and case studies on self-drive tourism in regional Australia. The self-drive market is extremely important to tourism in Australia, and has characteristics which influence how tourism product is managed and distributed. In particular, the book is concerned with the nature of activities undertaken by self-drive tourists, and their trip planning behaviour. This book is intended for use by researchers, as it provides an overview of existing research and highlights gaps and potential new research approaches.

Tourism managers will be able to use this book as a source of case studies and to provide a better understanding of the variety of tourism markets which use self-drive transport. The book will serve as a reference tool for tourism planners who wish to access drive tourists in their product development and marketing campaigns. Contributions to the book have come from both industry and academia. Contributors come from five States, and the topics discussed reflect the diversity of tourism in regional Australia generally, along with the diversity of drive tourist experiences.

This book reports on a variety of research which can contribute to increased understanding of drive tourism, and consequently assist in improving marketing and management practices.

Chapter One (The Nature of Drive Tourism in Australia) describes the current state of knowledge about the self-drive market in regional destinations, and identifies gaps in that knowledge. Chapter Two (Keeping Track of the Drive Market) examines drive tourism in Queensland as a case study. It is based on a series of extensive research projects conducted by Tourism Queensland. It highlights a number of drive tourism segments as well as the information needs and holiday preference for drive travellers. A number of research and policy implications are highlighted.

Chapter Three (Drive Tourism and Special Interest Tourism) considers the kinds of activities and interests which are engaged in by drive tourists. Drive tourism is linked to the concept of special interest tourism, where tourists have specific purposes (usually

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activity based) for visiting destinations. This chapter describes how understanding special interest characteristics of drive tourists could improve marketing and management approaches.

Chapter Four (Senior Drive Tourism in Australia) focuses on both the characteristics of the seniors drive tourism market and problems that seniors encounter when undertaking this form of tourism travel, while Chapter Five (Regular Revisitation in Caravan Parks) presents a case study of regular repeat visitation during the summer holidays to caravan parks in Queensland, New South Wales and Victoria. Together, these chapters identify some of the demographic and behavioural markets within drive tourism.

Characteristics of the spread of drive tourism can be seen in the case studies presented in Chapters Six (Relationships Between Sites and Routes) and Seven (Cooperative Marketing of Drive Tourism) which report on research into marketing interventions aimed at self drive tourists in Tasmania and Far North Queensland respectively.

Chapter Eight (The Problem of Bypassed Townships) also provides some case study research, focusing on how marketing and management approaches can facilitate drive tourism development in towns that are no longer situated on major road routes.

Chapter Nine (A Product-Market Perspective of Drive Tourism Research) provides a synthesis of the concepts developed throughout the book. In particular, the complexity of drive tourism, and the diversity of markets who may be said to engage in drive tourism, is explored and a model for identifying markets and increasing understanding of those markets is proposed.

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