



Caravan Industry Association of Australia

BEGINS--

FOR IMMEDIATE RELEASE

FEBRUARY 2017

Caravanning and Camping Outperforms Other Accommodation Types

Australian tourism is a behemoth of an industry, recording \$116.7 billion in visitor spend for the year 2015-16, and the caravanning and camping sector – the little Aussie battler if you will – is holding its own, and more. Caravanning and Camping is ingrained in the fabric of the Australian tourism industry since the earliest days and now outperforms other commercial accommodation types today.

Tourism Research Australia has released its annual State of the Industry report for 2015-16 and the numbers are showing growth all round, for both international and domestic visitors.

The 2015-16 period recorded 7.2 million international visitors, of which 37% ventured out of the capital cities and into regional areas, where caravanning and camping has a stronghold. This represents an increase of 300,000 visitors when compared to the previous year.

Caravan Parks had the second highest length of stay within commercial accommodation types for international visitors, recorded at 15.1 nights with hostels in front at 21.2 nights. Although hotels, motels, guest houses and serviced apartments continued to be the most commonly chosen form of accommodation for visitors, it was mostly short stay and business visitors making up the numbers meaning the length of stay for this type was well behind caravan parks.

In terms of domestic travel, more Aussies continue to choose a holiday at home with 88.9 million domestic overnight visitors in this period, representing growth of 7%. Caravan parks and commercial camping grounds saw the largest increase in domestic nights out of all commercial accommodation types, up 8.9% to 31.8 million.

Overnight domestic travellers increased their trips to all states and territories. Interestingly, most domestic travellers' trips were intrastate, accounting for 69% of trips overall. So, our holidays at home are getting even closer to home! However, interstate travel is growing faster than that of same-state travel, indicating discovering more of our own big island is on more and more bucket lists.

Stuart Lamont of Caravan Industry Association of Australia said, "Caravanning and camping is foundational to regional tourism economies as the numbers show. Government commitment to regional tourism infrastructure is needed more than ever to ensure the many local communities of Australia's regions can continue to benefit from our strong tourism industry".

--ENDS

Media contact:

Rachael Morris

03 9815 2015

rachaelm@caravanindustry.com.au

Please use the full name when referring to Caravan Industry Association of Australia, not the acronym CIAA, as several unconnected organisations use this acronym. For further information including requests for comment or imagery, please contact Rachael Morris: Phone 03 9815 2015 or email rachaelm@caravanindustry.com.au

Caravan Industry Association of Australia is the peak national body for the caravanning and camping industry in Australia. Our organisation's vision is, "To lead and champion a robust, compliant and sustainable caravanning and camping industry", with all operation pillars – marketing; research; lobbying and advocacy; compliance, accreditation and training – working towards this vision.

As the peak national body for the Australian caravanning and camping industry, Caravan Industry Association of Australia represents over 3,500 businesses across the entire supply chain. Many of these industry businesses financially support the organisation by making a voluntary contribution towards a cooperative fund that aims to support the sustainability of the greater industry.

In addition, we communicate regularly with consumers who have an interest in the caravanning and camping lifestyle. We maintain an active database of over 340,000 consumers and support this via social media channels with more than 121,000 participants.



