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Urban Myth Settled: Happy Campers Really are Happier

The phrase “happy campers” is used in everyday conversations, everywhere. But are campers really that happy? Well, the stats are in and it looks like the saying “happy campers” is founded in fact. Campers are happy! Or at least, happier than those who don’t go camping.

Caravan Industry Association of Australia conducted a “Real Richness” study to better understand the emotional and social benefits of camping and the value it provides for current and future generations of travellers. In this study, “camping” included everything from trips in swags, tents, tent trailers, camper trailers, caravans, campervans, motorhomes to cabin accommodation.

The study showed that Australians who go camping are more satisfied, happy, optimistic and energised than those who do not go camping. Campers say that camping makes them more productive, more grounded, more in touch with nature, healthier and gives them the time they need to gather their thoughts. What’s more, they are also less stressed, frustrated, bored and lonely.

When the study’s respondents talked about camping, the most common words they used were love, time and family. This is testament to the value of a camping trip given these days everyone seems to need a good digital detox so they can reconnect to the real world – whether that means reconnecting to yourself, your loved ones or nature! And it doesn’t stop there. The benefits to children are powerful, with study respondents adding that it teaches kids many important life skills and allows them to build strong relationships with their family.

In just the last two years, 7.1 million Australians, in groups of all shapes and sizes, have gone on a caravanning or camping holiday. And 79% of all Australians have a positive purchase intention towards this kind of trip in the next two years. It seems camping adds great richness to our lives, allowing us to reconnect with loved ones in a relaxed environment, free from modern distractions.

The study showed that camping gives people the opportunity to spend quality time with the people who are most important to them. The responses revealed that campers feel closer to their partners, children, friends, grandchildren, parents and even their community when compared to non-campers.

So, it’s true! “Happy campers” really are happier than non-campers. Australian campers are happier and closer to their loved ones than those who do not camp. The value of camping and a good adventure in the great outdoors can’t be underestimated. And lucky for us, Australia has some of the most diverse, unique and picturesque places in the world.

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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.



