



# Caravan Industry Association of Australia

BEGINS--

FOR IMMEDIATE RELEASE

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## **More overseas visitors are caravanning and camping across Australia.**

More than ever visitors from Europe and the USA are exploring Australia travelling beyond our cities to caravanning and camping throughout the country. The latest data from Tourism Research Australia shows that Australia's international caravan and camping visitor economy continues to grow strongly up to the end of the June 2017 financial year.

The latest data from Tourism Research Australia's International Visitor Survey indicates that over 377,000 international visitors chose to take a caravan and camping holiday while here, within the past 12 months. This figure marks a significant increase of 13% from the previous year with growth 4% higher than the national visitor economy recorded at 9%. International caravan and camping nights were also positive for year end June 2017, growing by 2% to reach 5.1 million.

Overall the caravan and camping industry's core international markets continued to grow strongly with increased visitors from most of the sector's traditional markets; countries such as UK (62,705 visitors), Germany (55,844 visitors) and USA (38,069 visitors), thus remaining the most important core markets with solid growth of 4%, 6% and 23% respectively from the previous year.

The sector's emerging Chinese segment, although reporting from a small base rate, continues to emphasise their future importance to Australia's caravan and camping industry with the market doubling in size to reach over 11,000 visitors which is a significant 63% growth from the previous year. This is on the back of growing demand from this market for free independent travel (FIT) as visitors seek new and unique Australian experiences.

Caravan Industry Association of Australia CEO Stuart Lamont said *"The significant and robust growth in Australia's international caravan and camping markets highlights the immense value that this market has for the tourism economy, the industry and the regional communities in which they visit."*

As the caravan and camping industry moves towards 2025 with the stated goal of doubling international visitor's nights within the sector. It is important that the sector continues to build on this success and use it a platform to concentrate on not just increasing visitors but also increasing length of stay and visitor expenditure.

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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 [louisea@caravanindustry.com.au](mailto:louisea@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 360,000 consumers and support this via social media channels with more than 121,000 participants.*