



Caravan Industry Association of Australia

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Incredible Growth in International Tourism Markets

Latest international tourism data shows that Australia's international caravanning and camping markets continue to perform strongly with figures for year ending September 2017 from Tourism Research Australia revealing that 373,000 international visitors undertook a caravan and camping holiday in the past 12 months, increasing by 7.5% from the previous year. These travellers also generated over 5.19 million nights around the country, with represents a 5.5% increase from 2016.

Australia's caravan and camping traditional core markets continued to show growth with visitors from the UK (61,723), Germany (55,042) and USA (38,694) increasing by 0.5%, 4% and 18% respectively compared to the previous year.

The significant growth in visitors of 112% from China (total of 103,000 visitors) continues to highlight the future importance of this market to the caravan and camping industry as the segment becomes more confident with travelling independently around Australia.

Stuart Lamont, CEO of Caravan Industry Association of Australia, says, "This robust growth comes at a great time with the imminent announcement of an international marketing strategist to roll out our International Marketing Strategy seeking to double international caravanning and camping nights by 2025."

The data showcases the desire for the travelling public to seek a genuine and authentic experience beyond gateway ports which caravanning and camping can provide by allowing the international tourist to be able to access regional experiences and to experience more of the spectacular natural environment that Australia has to offer.

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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 Louise Avery: Phone 03 9815 2015 or email louisea@caravanindustry.com.au

About Caravan Industry Association of Australia

Caravan Industry Association of Australia is the peak national body for the caravanning and camping industry in Australia, representing over 3,500 businesses across the entire supply chain and 53,000 employees. In addition to this, the association communicates regularly with consumers who have an interest in the caravanning and camping lifestyle, maintaining an active database of over 365,000 consumers and a social media community with more than 145,000 participants.