

Summary of findings – Caravan Industry Benchmarking Research

Background

In December last year the Caravan Industry Association of WA engaged Haeberlin Consulting to undertake some research into caravan industry cost benchmarks. The research took place from December 2013 to February 2014, and involved in-depth interviews with 14 park owners representing 25 parks, and cost and revenue data collected via self-completion survey from 30 parks.

Haeberlin was asked specifically to look at three areas:

- Cost, margin and revenue benchmarks for FY2008 and FY2013
- Occupancy rates
- The impact of compliance on the creation of extra capacity

As with any research, the findings below should be read in full understanding of the limitations of the approach. The findings are based solely on reported figures, no independent audit of the data was undertaken. The sample size of 30 represents a margin of error of $\pm 14\%$ at the 90% confidence level when extrapolating across a population of 240 parks in WA.

Key Findings

Some key findings relating to the areas above include¹:

- The minimum average cost for a single average site, even if not occupied, is \$24 per night.²
- The average occupancy across peak, shoulder and off-peak for all parks surveyed is 52%.³
- When taking into account this occupancy rate, the total average cost for a single occupied site is \$45 per night.²
- 72% of the sites represented by in-depth interview respondents would have space available for overflow sites during peak season if they were not required to comply with existing regulations.

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¹ All data relates to FY2013

² Due to incomplete surveys, n=19 for responses used in this analysis

³ Taken as a simple average across all sites and all periods