



# Caravan Industry Association of Australia

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FOR IMMEDIATE RELEASE

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## **Further growth in international caravanners and campers – there’s more of them and they’re staying longer**

Tourism Research Australia data released today shows a total of 334,184 international caravanning and camping visitors for the year ending June 2016, growing yet again by 12% on the previous year. This year these visitors accounted for just over 5 million visitor nights in the sector, also showing an increase of 6% on the previous year.

The top three international markets are the UK, Germany and the US, representing 18%, 16% and 9% of international caravanners and campers respectively, once again highlighting the strong affinity these countries have with the caravanning and camping lifestyle and the access it provides to unique Australian landscapes and experiences. Interestingly, Germany accounted for the largest number visitor nights, topping just over 1.1 million for this period, becoming the first single international market to exceed 1 million nights in the sector this year.

Caravan Industry Association of Australia researcher Peter Clay says, “These figures continue to indicate that caravanning and camping is perfectly aligned with Tourism Australia’s marketing initiatives and core target markets. Furthermore, the ongoing campaign “There’s nothing like Australia” and its focus on aquatic and coastal experiences promotes the regions where international caravanners and campers are most likely to travel”.

The data shows significantly greater growth in visitor nights as compared to visitor numbers in several core markets, indicating international caravanners and campers are not only increasing in number but are choosing to stay for longer periods of time. Added to this, they are a high yield market. This is a positive for local communities in regional Australia, where the bulk of caravanning and camping holidays take place and where many rely on tourist dollars and the jobs the industry creates. In the coming weeks, the industry expects detailed visitor expenditure research to show the increasing value of international caravanning and camping visitors to the Australian economy.

Peter Clay says, “The robust increase in international visitors choosing a caravan and camping holiday, which represents the second continuous quarter of positive growth, highlights that the sector is still well positioned within Australia’s longstanding international markets”.

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Media contact:  
Rachael Morris  
03 9815 2015

[rachaelm@caravanindustry.com.au](mailto: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: Ph 03 9815 2015 or email [rachaelm@caravanindustry.com.au](mailto: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 in Australia", 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 313,000 consumers and support this via social media channels with more than 115,000 participants.*

#### Caravan and Camping International Core Markets to Australia Y/E June 2016

| Market         | International |          |           |          |
|----------------|---------------|----------|-----------|----------|
|                | Visitors      | +/- 2015 | Nights    | +/- 2015 |
| United Kingdom | 60,304        | 17%      | 710,980   | -4%      |
| Germany        | 52,769        | 6%       | 1,140,550 | 23%      |
| United States  | 30,950        | 41%      | 295,952   | 29%      |
| New Zealand    | 28,785        | 12%      | 350,260   | -17%     |
| France         | 28,410        | 6%       | 688,974   | 6%       |

Data Source: TRA, 2016

[www.caravanindustry.com.au](http://www.caravanindustry.com.au)



