



Caravan Industry Association of Australia

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New Research Highlights Changing Attitudes in the Caravan Industry

New research released by Caravan Industry Association of Australia sheds light on the motivations and opinions of caravan owners when holidaying in Australia.

The research, conducted over four years, found 85 percent of respondents' opinion of the caravan industry has improved in recent times, with 32 percent attributing their more positive opinion with "better products and facilities" in the marketplace.

"It is great to see that the industry has responded to the market - making improvements both to accommodation facilities, and the range of product available – and that the marketplace has noticed," said Stuart Lamont, CEO, Caravan Industry Association of Australia.

But products and services are not the biggest motivator for new caravanners and campers, for 47 percent "a desire to see more of Australia" was the biggest factor leading them to camping and caravanning. A further 19 percent saw it as an opportunity for "a change in overall lifestyle."

"Caravanning and camping in Australia is a lifestyle, as well as a holiday," said Lamont.

"We are fortunate we live in a country with such vast and varying territories to explore, from rainforests to deserts – and there's no better way to see it than by driving through."

"Caravanning and camping is a flexible, but also very affordable option for Australians, and we see that when we look into results about what factors affect where they choose to stay."

Value for money still rates highest for people deciding where to stay, with 65 percent of respondents choosing it as a factor. However, good park atmosphere, modern amenities, and friendly management make a close second (56 percent), third (52 percent) and fourth (51 percent) priority respectively.

"Again we're seeing that while its accessibility (in terms of product and services range) and affordability are important factors, for most users, caravanning and camping is about connecting with a community. Staying in a caravan park is an opportunity to make new memories with new friends – all while experiencing some of the best Australia has to offer," said Lamont.

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ENDS: 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 Callie Henderson, Ph 07 3262 6566, email callie@caravanindustry.com.au

Caravan Industry Association of Australia is the national peak body for the Australian caravanning and holiday parks sector (caravan holiday parks, caravans, motorhomes, camper trailers, tent trailers, camping, cabins, plus other RVs and industry suppliers). Caravan Industry Association of Australia is a member of the National Tourism Alliance, a category sponsor in the National Tourism Awards, runs an industry accreditation program, and coordinates committees in areas of marketing, research, and industry training.

Caravan Industry Association of Australia is a membership based organisation with the individual State Caravanning (Parks and Trade) Associations as members, has over 1,200 industry businesses which make a financial contribution towards industry promotion and development through a cooperative Fund, and communicates to over 256,000 caravanning and camping consumers through a consumer VIP Club.