



# Caravan Industry Association of Australia

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## **RV Production figures soar as families hit the road**

Australian RV production statistics for January and February released by Caravan Industry Association of Australia show a 16 percent increase year on year.

These new figures for 2015 are on the back of yearly production in 2014 that was the second-highest in two decades.

Caravan Industry Association of Australia estimates that we are up for another record year of production.

"Our research shows that more and more, families are turning to caravanning and camping for leisure in Australia," said Caravan Industry Association of Australia CEO Stuart Lamont.

"The largest domestic user group in the sector is 30-54 year olds, making up 50 percent of the market (followed by 55-70 year olds who make up 25 percent), and an independent a KPMG Research Report into caravanning and camping demographics completed in July 2013 found the family demographic was the one most likely to grow into the future."

Over the Easter long weekend, parks across Australia were packed with families getting together – rain, hail or shine.

Dennis Werthenbach from Crystal Brook Tourist Park in Victoria said that his park was fully booked – with a great turnout mixing golden oldies with young families making for a very lively Easter Sunday in the park.

"All of us at Crystal Brook Tourist Park are aware that Easter affords a great opportunity for family and friends to get together and enjoy some quality time. Our venue was again full of caravans and motor homes parked up on sites, and interaction with family and friends was clear to be seen."

"Many of our regional and interstate families took advantage of the Easter Sunday Pancake breakfast. The pancakes, the 'hot' cross buns and the subsequent Easter egg hunt proved a true hit for grandparents, parents and kids alike."

"It is a great time of the year – we love being full, putting on breakfast and Easter egg hunts and just watching families have a great time. We have a great industry and it is very rewarding."

At BIG4 Beacon Resort, also in Victoria, they had hosted a total of 523 guests over the Easter weekend (312 adults, 193 kids & 18 infants) for a total of 325 booked nights. Nearly 40 percent of these guests were regulars or referred by family or friends.

"Many of our guests are regular visitors, who return year after year to share the long weekend with extended family and friends. The park comes alive at times like these, with everyone making the most of the gorgeous weather, enjoying the park facilities and Easter activities. Quite a few groups have already pre-booked for Easter 2016, which is testament to the variety of family friendly activities our region offers," said Lisa Shapter, General Manager, Beacon Resort Queenscliff.

In NSW, all of the state's 80 bookable camping destinations were full - accounting for a whopping 40,000 bookings and 128,000 campers - according to the NSW National Parks and Wildlife Service.

Adam Spencer from Gold Coast Council Tourist Parks had a bumper long weekend, despite very rainy conditions.

"Gold Coast Tourist Parks had a great Easter with strong occupancy across all categories. Each of our parks were very busy with plenty of families having an enjoyable holiday with us," said Spencer.

"As more and more Australians hit the roads around Australia in search of that great Aussie holiday, local RV production will increase to supply demand. This is great news both for Australian manufacturing, and for the industry," said Lamont.

"We love knowing that caravanning and camping provides a very special experience to Australian families of all shapes and sizes, and is continuing to reach more and more Australians every season."

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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 [callieh@caravanindustry.com.au](mailto:callieh@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.*