

DOMESTIC CARAVAN AND CAMPING VISITOR SNAPSHOT

YEAR ENDING MARCH 2017

Tourism Research Australia have released the latest tourism figures for the 2017 March quarter:

- In the year ending March 2017, a total of 11.58 million caravan and camping overnight trips were undertaken by Australians which represents a 1.1% decrease from the previous year. **This decline in numbers is largely attributed to a seasonality issue where Easter fell in March in 2016 and April in 2017. As such, the current annual data does not include an Easter period which is a significantly crucial time for higher consumer demand in the industry.**
- Total domestic caravan and camping nights in Australia was recorded at 49.78 million which a marginal decline of .3% from the previous year.

DOMESTIC TRIPS ▼ 1.1%

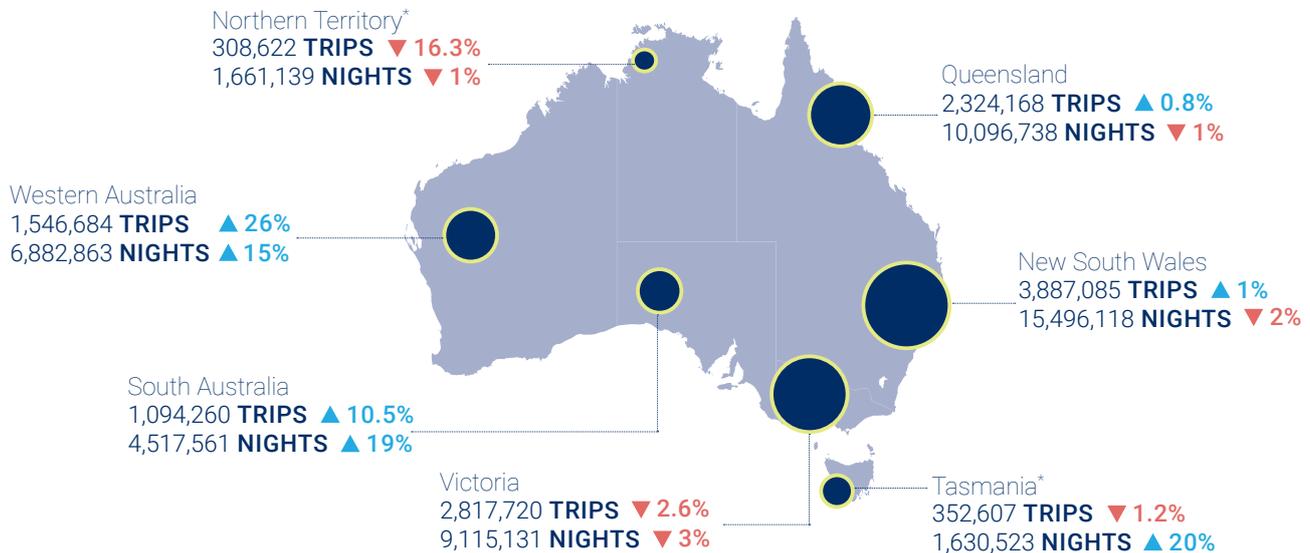
11.58 million

DOMESTIC NIGHTS ▼ 0.3%

49.78 million

CARAVAN AND CAMPING STATE ANALYSIS

- New South Wales (3.8 million), Victoria (2.8 million) and Queensland (2.3 million) retain the market share of all domestic caravan and camping trips in Australia, with 34%, 24% and 20% of the market share associated with these states respectively.
- New South Wales accounts for the largest share of domestic caravan and camping nights generated in the country for y/e March 2017, consisting of 31% of the market (15.5 million). This is followed by Queensland (20% market share) and Victoria (18% market share) with 10.1 million and 9.1 million nights respectively.
- South Australia showed robust growth with an increase in nights and overnight trips (19% and 10.5%) on the previous year.
- Western Australia also continued to grow in the domestic market with trips increasing by 2.4%, which goes against the broader state-wide trends within the state which saw a decline in total visitors to the state.
- Tasmania continued to see growth of nights, up 20% on last year, although there was a 1.2% decline in the number of trips (352,607).



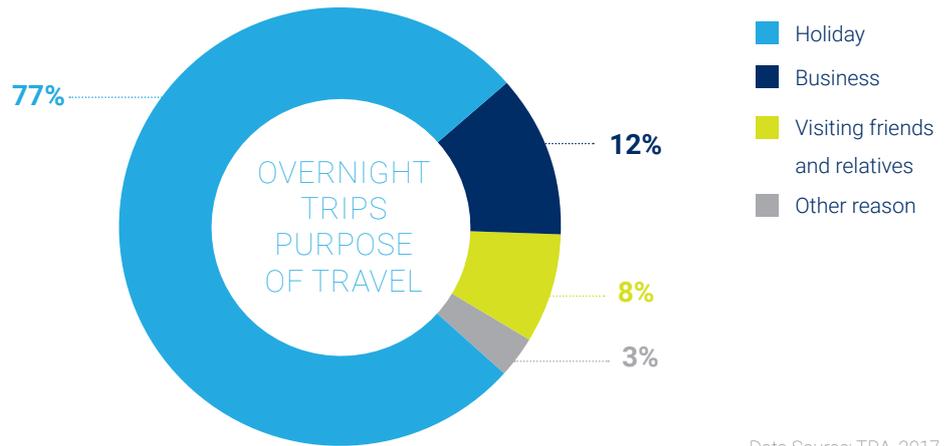
Data Source: TRA, NVS, 2017

*Denotes growth off a small base rate

ACT is not recorded due to low sample size

PURPOSE FOR TRAVEL

Travelling for a Holiday remains the most popular reason to undertake a caravan and camping trip, representing 77% of the market. Travelling for the purposes of Business (12%) and for Visiting Friends and Relatives (8%) are the second and third most popular reasons for undertaking a caravan and camping trip for year ending March 2017.

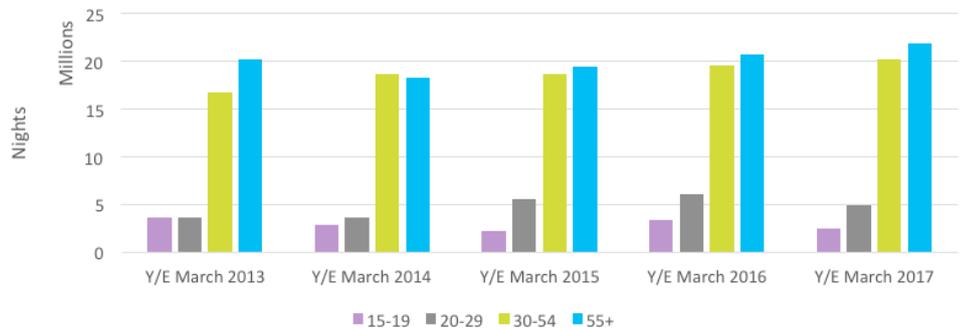


Data Source: TRA, 2017

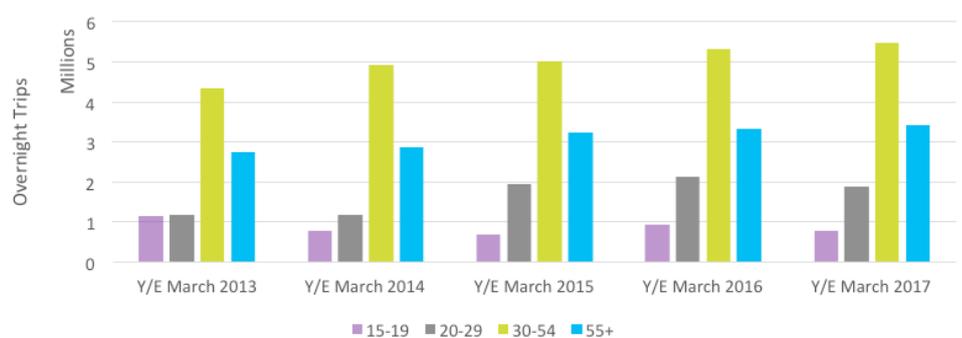
DEMOGRAPHIC ANALYSIS

- The 30 to 54-year segment retains 47% of the market, reaching 5.5 million trips for year ending March 2017. This is followed by visitors aged 55 years and over (30%) and 20 to 29 years (16%).
- Visitors aged 55 years and over retained the largest market share in terms of nights, accounting for 44% of all nights (21.9 million). The 30 to 54-year market segment represents 41% of all nights created (20.3 million).

NIGHTS BY AGE GROUP



TRIPS BY AGE GROUP



Data Source: TRA, 2017

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Working collaboratively with State Associations on research that benefits the Caravan and Camping Industry



The information in this fact sheet should be used as a guide only.

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