



PARK METRICS COMPETITIVE SET REPORT GUIDELINES

C A R A V A N P A R K A C C O M M O D A T I O N D A T A P R O J E C T 2 . 0

PURPOSE

This policy defines the rules for creating, modifying and maintaining competitive sets (minimum samples) within Caravan Park Metrics, ensuring accurate benchmarking and strong confidentiality protections.

The purpose of these guidelines is to:

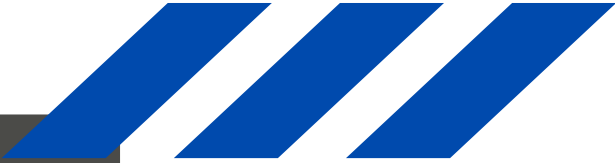
- protect the confidentiality of individual caravan parks.
- ensure that benchmarking outputs cannot be used to isolate or infer a single park's performance.
- maintain fair, meaningful and statistically robust comparative reporting; and
- support industry-wide transparency while safeguarding sensitive commercial information.

These principles align with global best practice for benchmarking frameworks, adapted for the unique accommodation mix of caravan parks.



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DEFINITIONS



Term	
Competitive Set	A group of caravan parks selected for comparative performance benchmarking.
Participating Park	A park that has submitted data in any of the previous three months.
Composite Park	An anonymised aggregate of multiple parks which behaves as a single benchmarking entity.
Consistently Reporting Park	A park that has reported data for at least four of the previous six months.
Accommodation Category	Cabin, powered site, unpowered site and glamping inventory types.



MINIMUM REQUIREMENTS

Property Minimum

A competitive set or trend group must include:

- a minimum of four participating parks in addition to the subject park; and
- at least three of those parks must not be affiliated with the subject operator (including ownership, branding, management or corporate group).

This ensures sufficient diversity to protect individual park confidentiality.

Company Minimum

A competitive set must include:

- a minimum of two park operators (companies) not affiliated with the subject park or requestor.

This prevents any single operator from isolating the performance of another operator's parks by subtracting their known results from aggregate outputs.

COMPOSITION LIMITS

Maximum Supply Share Limits

To prevent dominance by any single contributor:

- No individual park may contribute more than 50% of the total participating supply in the competitive set (excluding the subject operator's parks).
- No single brand (e.g. BIG4, Discovery Parks) may contribute more than 50% of the participating supply (excluding the subject operator's brands).
- No single company (e.g. G'day Group, may contribute more than 70% of the participating supply (excluding the subject operator's companies).

These limits apply across all accommodation types.



ACCOMMODATION CATEGORY ALIGNMENT

Category Eligibility Requirement

Category-specific metrics (cabins, powered sites, unpowered sites, glamping) will only be produced when at least four parks in the competitive set operate that category. Where fewer than four parks operate the category, those metrics will be suppressed.

Mixed Accommodation Portfolios

Competitive sets may include parks with differing accommodation mixes; however:

- Reporting is restricted to categories meeting confidentiality thresholds.
- A park cannot receive category-level benchmarking for a category where fewer than four comparator parks operate that category.

Isolation Prevention

Category-level reporting will not be produced where:

- the subject park is the only provider of a category;
- only two or three parks operate the category;
- or where the composition of the competitive set would enable a subject park to deduce the performance of another park by comparing category-level results.

Suppression Protocol

Where a category does not meet confidentiality thresholds:

- All statistics for that category will be omitted.
- Reports will display the notice: "Category metrics suppressed due to insufficient comparator parks (confidentiality threshold not met)."



DATA CONTINUITY AND PARK ELIGIBILITY

New to Dataset Rule

A park may be added individually to a competitive set if it has no more than five months of submitted data to Park Metrics, regardless of how long it has been established. This prevents isolation risk due to absence of historical reporting within the system.

Non-Reporting Parks

A park that fails to report for three consecutive months may be removed from the competitive set if all other composition rules remain satisfied.

Closed Parks

A park that fails to report for three consecutive months must be removed from the competitive set to prevent its known non-participation enabling the subject park to infer the performance of remaining parks.

Removal is mandatory to maintain confidentiality, provide accurate competitor set composition and avoid inadvertent isolation through comparison of reporting and non-reporting periods.

Where a park is removed due to non-reporting, the competitive set will only remain valid if it continues to meet all required composition, company, accommodation-category and confidentiality criteria. If the removal causes the competitive set to fall below any threshold, the competitive set will be deemed invalid and benchmarking outputs will be suspended until compliance is restored.





COMPETITIVE SET CHANGES

Minimum-of-Two Rule

Any competitive set modification must include:

- at least two consistently reporting parks changing simultaneously (added or removed),
- and both must be from operators not affiliated with the subject park
- and must not be from the same brand.

This prevents park-level isolation when comparing reports before and after the change.

Isolation Checks

Before approving a change, Caravan Industry Association of Australia will run isolation checks across:

- current and historical competitive sets;
- all reports requested for the subject park in the past 18 months;
- competitive sets of comparator parks;
- trend and custom reports.

If a proposed change would allow identification of a single park's performance, the change will not proceed.

MULTIPLE COMPETITIVE SETS

Multiple Competitive Sets

A park may maintain more than one competitive set (e.g., “Cabin Competitors”, “Powered Site Competitors”), provided:

Differentiation Requirement

Each additional competitive set must differ from others by at least two consistently reporting parks.

Operator and Brand Diversity

The parks fulfilling this differentiation requirement must:

- be unaffiliated with the subject park;
- be from different operators and brands;
- ensure no overlap pattern that would allow back-calculation between sets.

This prevents operators from comparing two sets and isolating individual competitors.



COMPOSITE PARKS

Use of Composite Parks

A composite park may be added to a competitive set to improve confidentiality where park density is low or market composition is thin.

Only one composite park may exist per competitive set.

Adding a Composite Park

A composite park may be added individually at any time because its aggregated nature prevents isolation.

Removing a Composite Park

A composite park may be removed only if isolation checks confirm that:

- no individual park will be exposed through the removal;
- no previously added named park becomes isolatable.

Where a composite was added together with a named park, it may not be removed alone for 18 months.



VICINITY AND MARKET RELEVANCE

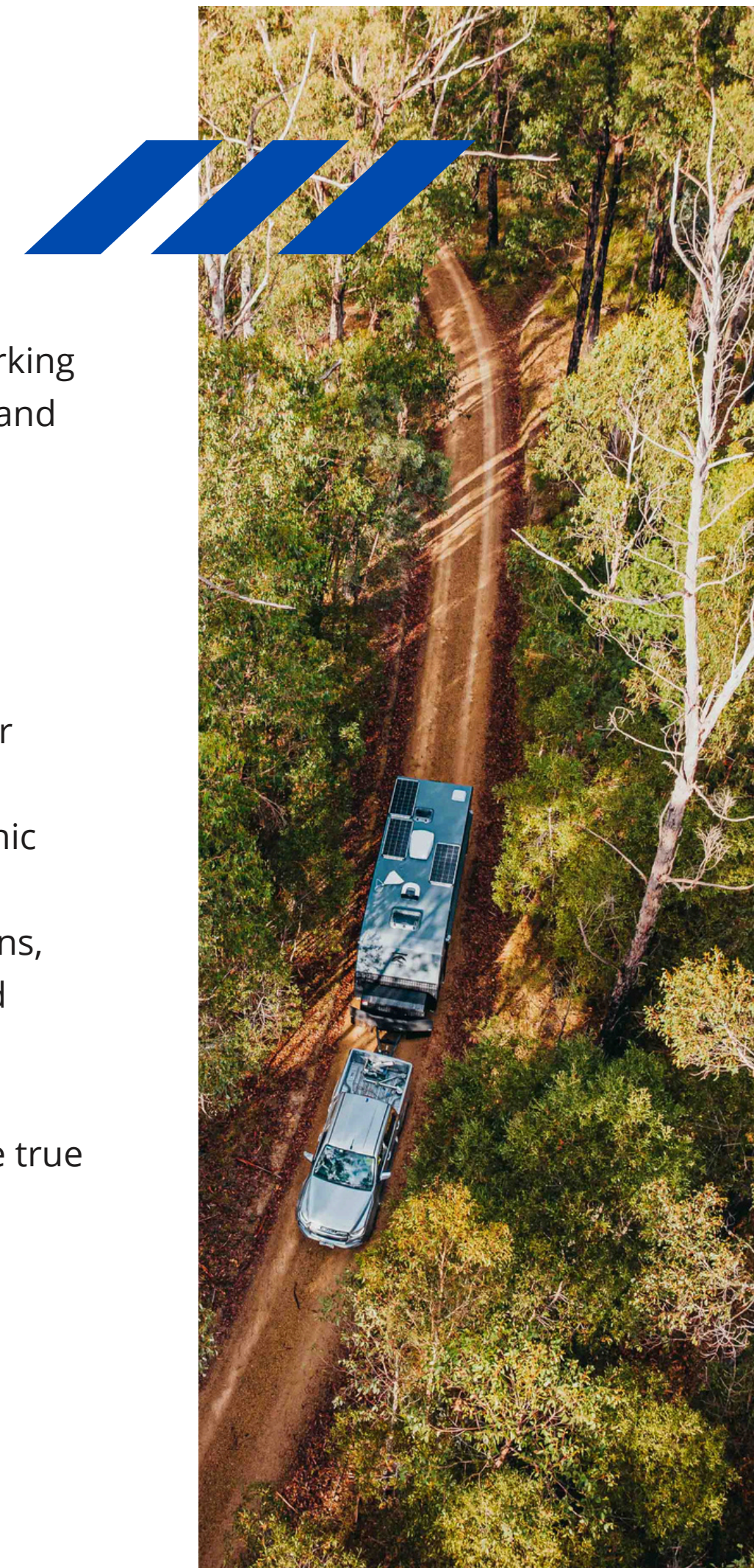
Competitive sets must reflect parks operating within the same practical market environment. This ensures that benchmarking results accurately represent true competitive conditions and prevent confidentiality risks arising from incomparable demand patterns.

Accordingly:

- Parks must be located within a reasonable regional, tourism-region, or local market radius, where guests realistically consider them as alternative options.
- Cross-state competitive sets may only be formed where market conditions clearly justify comparability, such as border towns or shared tourism corridors.
- Exceptions may be granted for remote or sparsely populated regions where limited supply requires broader geographic inclusion while still maintaining confidentiality protections.
- Regional alignment also prevents isolation by ensuring parks share similar seasonal, demand and event-driven patterns, avoiding the risk that differing seasonal cycles could expose individual park performance when comparing aggregated results.

This approach ensures that both market relevance and confidentiality are maintained, with competitive sets reflecting the true dynamics of local demand and seasonal behaviour.

General regional (tourism, government) samples are not exempt from competitive-set rules; they must follow the same minimum sample, operator diversity and category-alignment requirements.





FURTHER QUESTIONS?

If you have any further questions or require guidance, please contact the Caravan Industry Association's Research Team at research@caravanindustry.com.au

