



PARK METRICS

A STRATEGIC INDUSTRY INITIATIVE

Working collaboratively with other caravanning associations to benefit the caravan and camping industry

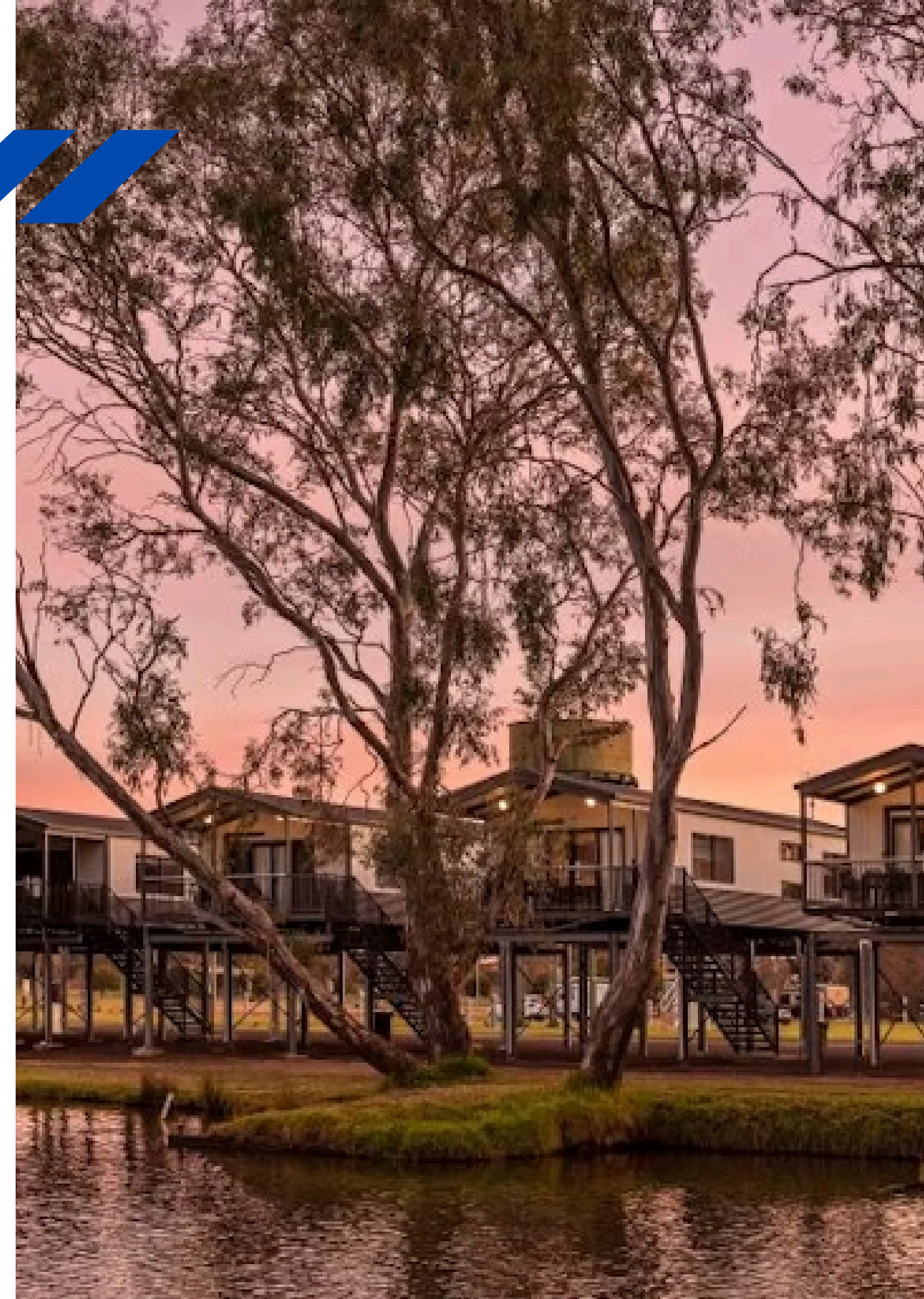


INTRODUCTION

The Australian caravan park sector is positioned for unprecedented growth and innovation opportunities over the coming decades. New investment is leading to enhanced facilities, diversified accommodation offerings and improved guest experiences across the industry. This transformation is being driven by changing consumer preferences, increased domestic tourism and recognition of the sector's potential as a significant contributor to the Australian visitor economy.

Given this expected growth, accommodation insights must keep pace with this expansion to support evidence-based decision making across the sector. Deeper and more timely insights are essential to support the maturation of the industry, enabling operators to make informed strategic decisions, investors to assess opportunities effectively, and government to develop appropriate frameworks to support the industry.

The Caravan Park Metrics project aims to advance the current data collection to provide deeper analysis into daily performance, property and site categorisation, forecasting and pipelines. This will lead to improved industry benchmarking and government advocacy to support the needs of the sector in the evolving tourism landscape, enabling more targeted policy development and strategic investment decisions that reflect the diverse requirements of different park types and regional markets.



BACKGROUND

In 2009, the Australian Bureau of Statistics discontinued reporting on caravan park accommodation data. Without this data, the industry struggled to undertake advocacy work across all government levels with adequate insights and was unable to measure industry performance to support development and business growth.

In response, Caravan Industry Association of Australia supported by State Industry Associations, partnered with BDO, Newbook and RMS in 2013 to commence a project capturing monthly insights from caravan parks. By 2025, the sample had grown to over 400 caravan parks providing monthly and weekly insights to support industry benchmarking and advocacy.

When this project commenced, the data and privacy landscape was markedly different. Data was captured and de-identified at a property management system level, meaning individual parks could not be identified. This limited the ability to categorise by park type, size and location, leading to challenges in developing benchmarks relevant to businesses and refining advocacy for the diverse needs of different operators.

Additionally, legal requirements have changed significantly since inception, necessitating firmer contracts regarding data usage and agreements. There is also growing demand for aggregated forecasting, booking pipelines and daily insights which the current data can not provide.

Caravan Park Metrics aims to address these evolving needs by implementing a more sophisticated data collection and analysis framework that enables granular categorisation whilst maintaining privacy compliance, supports targeted benchmarking for different business types, and provides the advanced analytics capabilities required by the industry over the coming decades.

DATA COLLECTION

In partnership with BDO, RMS and Newbook, Caravan Industry Association of Australia has developed an API mechanism that directly connects a caravan park's property management system provider to extract the relevant property and reservation data. This mechanism **does not examine or collect any consumer identification data** and is guided by contractual agreements that ensure privacy compliance and data security throughout the collection process.

Property Data Collected:

- Property Id
- Property Name
- Cabin Count
- Powered Site Count
- Unpowered Site Count
- Property Location
- Property Type
- Occupancy
- Seasonal Display Rates
- Availability (Non-Available Dates)
- Minimum Nights
- Street Address
- Street Address 2
- City
- Postal Code
- Country
- Longitude
- Latitude

Reservation Data Collected:

- Postal Code
- Country
- Reservation Number
- Date Booked
- Date Changed
- Date Cancelled
- Accommodation Type Booked (example: cabin, powered, unpowered site)
- Reservation Stay Type (example: Guest, Owner, Guest of Owner, Maintenance, and Hold)
- Reservation Guest Type: (example: first time, repeat, group, wholesale, etc.)
- Check-In Date
- Check-Out Date
- Nights In Stay
- Adult Count
- Children Count
- Pet Count

HOW WILL WE USE YOUR DATA

Industry Reporting

Aggregated data enables comprehensive sector performance analysis, providing stakeholders with insights into occupancy trends, seasonal patterns, and market dynamics across different accommodation types and geographical regions.

CaravanStats

Regular statistical reporting provides industry participants with benchmarking tools and performance indicators, enabling operators to assess their business performance against sector averages and identify improvement opportunities.

01



02

Government Advocacy

Evidence-based submissions to government utilise industry data to support policy development, infrastructure investment decisions, and regulatory frameworks that benefit the sector's sustainable growth and competitiveness.

03



04

Industry Forecasting

Predictive analytics support strategic planning through forward-looking insights into demand patterns, booking pipelines and market trends, supporting proactive business and investment decisions across the sector.

Park Metrics

HOW TO PROVIDE DATA

Joining the Park Metrics project is straightforward and designed to minimise administrative burden whilst maximising the value you receive from industry insights. The process has been streamlined to ensure quick implementation with full privacy protection.

01.

Expression of Interest

Email research@caravanindustry.com.au to express your interest in participating in the Park Metrics project.

02.

Data Agreement

We will send you a comprehensive Data Participant Agreement to review and sign, outlining all terms and conditions for data sharing and usage.

03.

PMS Provide Approval

Provide approval to your property management system provider (RMS or Newbook) to supply the required data. We will provide you with a template to facilitate this process.

04.

Receive Reports

Once the sample size reaches sufficient levels, you will begin receiving personalised industry reports and benchmarking insights.



PRIVACY & SECURITY

All data collected through the Park Metrics project is stored in a encrypted data warehouse utilising AWS security infrastructure, ensuring the highest levels of data protection and access control. The mechanism is GDPR compliant and adheres to Australian privacy legislation requirements.

Data will never be reported at an individual business level, maintaining complete confidentiality for participating operators. However, a business may be identified in terms of stating they are part of the sample group. Minimal sample sizes are required at a geographic area level to ensure anonymity and prevent identification of individual properties' performance data. All reporting aggregates data across sufficient sample sizes to protect participant privacy whilst providing meaningful industry insights.

Data will not be transferable to any supplier without explicit written consent from participants and will remain under the strict governance of Caravan Industry Association of Australia and its approved data processing partners. Access to the data warehouse is restricted to authorised personnel only, with comprehensive audit trails maintained for all data access and usage.

Participating caravan parks retain full control over their data contribution and may withdraw from the project at any time, with their historical data being removed from future analysis and reporting upon request.

Full details regarding data privacy and security protocols are outlined in the Data Participant Agreement.



FAQ'S

Question	Answer
What does it cost to participate?	There is no cost to participate in the project. In return for providing data, you will receive a tailored monthly benchmarking report once the sample size is sufficient.
Can I provide data manually or in another format?	Unfortunately not, data must be provided through Newbook and RMS as this ensures standardisation across properties through a detailed and consistent data capture process.
Can BDO use my data for their own projects?	No, they cannot. BDO is contractually obliged to handle this data as a separate project. BDO are technology leaders in the partnership with RMS and Newbook, ensuring that data capture is secured, standardised and aggregated using best practices.
Do you collect or report consumer data?	Absolutely not. Contractually and legally, we do not collect or review any consumer data to ensure compliance with privacy and GDPR requirements. Consumer data is a considerably high privacy risk dataset and we have no desire to access this information.
I use another PMS provider, can you access their platform?	Whilst at the moment we are working with Newbook and RMS, we are open to forming new data partnerships. If you would like to discuss this, please email research@caravanindustry.com.au



NEXT STEPS

GET INVOLVED

Get involved in shaping the future of the caravan park industry and reach out to the team for further information about participating in Park Metrics.

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