



# Caravan Industry Association of Australia

BEGINS--

FOR IMMEDIATE RELEASE

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## **Move Over Grey Nomads – The Young ‘uns Are Coming**

Research from Tourism Research Australia shows that about 45% of all domestic caravan and camping visitors are aged between 30 and 54 years old, with people aged 55 years and over making up 28% of visitors.

While active retirees doing ‘the big lap’ have become synonymous with the caravanning and camping lifestyle, it is young families who make up the bulk of this market. Given that some 85% of Australians have visited a caravan holiday park in their life, it would seem that the next generations are recreating fond childhood memories with their own young families now.

Caravan and camping has long been the holiday of choice for families owing in part to affordability and the ‘bang for buck’ facilities and services provided at caravan holiday parks. However, this type of holiday has proven popular for Australians of all income levels with a consumer research report released by Caravan Industry Association of Australia showing that 68% have a household income in excess of \$70,000, indicating that caravanning and camping is a preferred holiday choice rather than simply an affordable choice.

Caravan holiday parks have undergone a period of transition over the last decade, with many offering more premium accommodation options and recreational facilities in line with tourist preferences. Luxuriating in a 5-star cabin, socialising in onsite restaurants and bars, and enjoying the odd spa treatment isn’t out of the question for parents in today’s caravan holiday parks – and all while the kids are entertained by waterparks, play equipment, neighbouring camp families and the great outdoors.

Caravan Industry Association of Australia says they are seeing innovations in the caravan and camping industry as a result of increasing and changing consumer demands. The industry, which has been a part of Australian culture since the 1930s, says it is entering a new and exciting rejuvenation stage.

With more and more families choosing a caravan and camping holiday and caravan holiday parks only too happy to innovate to meet the needs of family groups – younger nomads are outnumbering the greys on the road.

(4 x images attached. Please credit as each file name indicates.)

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**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 Rachael Morris: Ph 03 9815 2015 or email [rachaelm@caravanindustry.com.au](mailto:rachaelm@caravanindustry.com.au)**

*Caravan Industry Association of Australia is the peak national body for the caravanning and camping industry in Australia. Our organisation’s vision is, “To lead and champion a robust, compliant and sustainable caravanning and camping industry in Australia”, with all operation pillars – marketing; research; lobbying and advocacy; compliance, accreditation and training –working towards this vision.*

*As the peak national body for the Australian caravanning and camping industry, Caravan Industry Association of Australia represents over 3,500 businesses across the entire supply chain. Many of these industry businesses financially support the organisation by making a voluntary contribution towards a cooperative fund that aims to support the sustainability of the greater industry.*

*In addition, we communicate regularly with consumers who have an interest in the caravanning and camping lifestyle. We maintain an active database of over 313,000 consumers and support this via social media channels with more than 115,000 participants.*