



# Caravan Industry Association of Australia

BEGINS--

FOR IMMEDIATE RELEASE

26 SEPTEMBER 2016

## **An Inclusive Holiday Must be Accessible AND Enjoyable for All**

Almost one in five Australians has a disability, that's four million people, so accessible tourism affects all of us, either personally or in our family groups. Forward-thinking destinations and holiday parks are taking into account the diversity of the population in terms of age, mobility, sensory and intellectual impairments, or health conditions.

Stuart Lamont, CEO of Caravan Industry Association of Australia says, "Caravan holiday parks are a fantastic choice for diverse family groups and as such they understand that accessible tourism is about creating a quality holiday experience where all group members can enjoy shared social activities and the facilities available".

One holiday park on North Queensland's Cassowary Coast has even won the Ray Fitton Award for Innovation in recognition of its excellent development work in the field of disabled access. Kay and Marcus Kitchen of Kurrimine Beach Holiday Park completed a major project to build an inclusive holiday park for guests of all abilities.

After installing a wheelchair friendly beach house in 2012, they soon realised there was a need in the market for more accessible tourist facilities and since then they've added accessible beach shacks and a purpose built bathroom. But there's more to accessible tourism than just accommodation, there's being able to enjoy the same activities as those without a disability.

With this in mind, Kurrimine Beach Holiday Park purchased a beach buggy wheelchair complete with rod holders to open up the beach to everyone. It's been popular with both guests and other visitors to the town. They also installed a ramp to allow access into their large swimming pool and have a waterproof wheelchair on site for guests to use.

Kurrimine Beach Holiday Park say, "It's not only about providing facilities for disabled guests but about creating an inclusive environment where people of all abilities feel at ease, comfortable and welcome".

Many caravan holiday parks have made changes to increase accessible tourism and have seen this also benefit other groups including parents with prams, people with temporary injuries and visitors with heavy bags.

With the population ageing rapidly, the number of people experiencing obstacles will only rise. Most people will develop some form of disability at some stage, and sooner or later will have specific access requirements when it comes to enjoying a holiday.

As we celebrate World Tourism Day this year, let us remember that every person has the right to experience the incredible diversity this planet has to offer. “Tourism for all” means tourist environments cater to the needs of everyone.

--ENDS

Media contact:

Rachael Morris

03 9815 2015

[rachaelm@caravanindustry.com.au](mailto:rachaelm@caravanindustry.com.au)

**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.*







Every human being should be able to enjoy leisure and tourism without any obstacles.

