



Caravan Industry Association of Australia

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FOR IMMEDIATE RELEASE

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2015 RV production figures continue to outstrip 2014 as Australians' appetite for caravanning and camping supports local manufacturing

Australian Recreational Vehicle production statistics for June 2015 released this week show an increase in production of 13 percent compared with June 2014, and Year-to-Date production is 8 percent higher compared to 2014's figures.

These production figures for 2015 are on the back of the second highest yearly production in two decades last year.

YTD production is the highest it has been in over five years, as the RV industry continues to defy Australia's trend of manufacturing decline in traditional and automotive industries.

Monthly RV production in June this year was 1,965, compared to 1,734 in June 2014. Of the RVs produced, 1,083 were caravans, the highest number of caravans produced in June for the past five years. Combined towable production is also the highest since 2011.

Caravan Industry Association of Australia estimates that we are up for another record year of production.

"2015 RV production is on track to eclipse last year's total of 21,300," said Caravan Industry Association of Australia CEO Stuart Lamont.

"Our research shows that more and more, families are turning to caravanning and camping for leisure in Australia."

Caravan Industry Association of Australia research shows the largest domestic user group in the sector is 30-54 year olds, making up 50 percent of the market (followed by 55-70 year olds who make up 25 percent.)

As the market grows, so will production.

"Over 70 percent of RVs bought in Australia are made here. As increasing numbers of Australians hit the roads around Australia in search of that great Aussie holiday, local RV production will increase to supply demand. This is great news both for Australian manufacturing, and for the industry," said Lamont.

“We love knowing that caravanning and camping provides a very special experience to Australian families of all shapes and sizes, and is continuing to reach more and more Australians every season.”

Caravan Industry Association of Australia recently launched caravanstats.com.au, a free to access research portal, providing the public with easily customised statistics on recreational vehicle registration, manufacturing, and other industry research reports.

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ENDS: 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 Callie Henderson, Ph 07 3262 6566, email callieh@caravanindustry.com.au

Caravan Industry Association of Australia is the national peak body for the Australian caravanning and holiday parks sector (caravan holiday parks, caravans, motorhomes, camper trailers, tent trailers, camping, cabins, plus other RVs and industry suppliers). Caravan Industry Association of Australia is a member of the National Tourism Alliance, a category sponsor in the National Tourism Awards, runs an industry accreditation program, and coordinates committees in areas of marketing, research, and industry training.

Caravan Industry Association of Australia is a membership based organisation with the individual State Caravanning (Parks and Trade) Associations as members, has over 1,200 industry businesses which make a financial contribution towards industry promotion and development through a cooperative Fund, and communicates to over 260,000 caravanning and camping consumers through a consumer VIP Club.