



# Caravan Industry Association of Australia

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**--BEGINS**

## **Unified representative body for the caravanning and camping industry commences operations**

On 12 July 2014, Caravan Industry Association of Australia, the new entity resulting from the merging of Caravan, RV & Accommodation Industry of Australia (CRVA) and RVM Australia, formally commenced operations.

CEO Stuart Lamont says the new organisation presents a chance for the industry to take an even more proactive role in its own development and will work to ensure the growth of the industry as a whole.

“Caravan Industry Association of Australia will have a single and powerful national voice that we will bring to discussions with both media and government,” Mr Lamont said.

Five pillars will form the basis of Caravan Industry Association of Australia’s operations:

- **Marketing** of the industry to consumers
- **Research** on and for the industry
- **Lobbying and advocacy** on behalf of the industry
- **Training and education**, including the hosting of the 2015 World RV Conference in Melbourne
- **Compliance and accreditation**

Following the termination of the T-QUAL accreditation program last month, Caravan Industry Association of Australia is committed to creating an industry-led accreditation program to help fill the void and boost consumer confidence.

“Our whole-of-industry approach will result in much needed, unified accreditation and compliance activities that will encourage consistently high standards of quality across both the parks and trades sectors of the industry,” Mr Lamont said.

The new organisation will also act to fill the void in research caused when, in June 2010, the ABS Survey of Tourist Accommodation ceased to report caravanning and holiday park industry statistics.

“To make up for the limited data being made available to government on the size and success of the caravanning and holiday park industry, Caravan Industry Association of Australia will be forging ahead with a raft of research activities,” Mr Lamont commented.

“We have set ourselves many goals for the first year of operation, and with the industry behind us, we are confident we will succeed.”

Caravan Industry Association of Australia looks forward to building a stronger relationship between industry and government moving forward.

### **Key Contacts**

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### **Caravanning & Holiday Parks Industry Facts:**

- 67.8 million site nights were spent in the caravanning and camping sector in 2012, 45.3 million (67%) were in a caravan holiday park with above 40 sites<sup>1</sup>
- Expenditure by caravanning and camping consumers is approximately \$7b annually<sup>1</sup>
- 90% of all site nights are in regional Australia<sup>1</sup>
- 90% of caravanning and camping activity is undertaken by Australian domestic travellers<sup>1</sup>
- The largest user group is 35-49 year olds with approximately 50% of all travel in the sector<sup>1</sup>
- There are 170,000 powered and unpowered sites available nightly in Australia. At an average occupancy rate of 54% this means 86,000 sites go unused nightly around the country<sup>2</sup>
- There were 528,869 RVs registered in 2013. Of these registered vehicles 474,783 are towed product (i.e. caravans, camper trailers, tent trailers, and other towed RVs) while 54,103 are motorised (i.e. motorhome or campervan)<sup>3</sup>

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<sup>1</sup> TRA Caravan or Camping in Australia Snapshots 2012

<sup>2</sup> BDO Economic Report Value of Commercial Caravan Park to a Local Community 2012

<sup>3</sup> BDO Caravan and Campervan Data Report 2014

- Caravan registrations increased 5.96% to January 2012 – the highest recorded against other motor vehicle types<sup>3</sup>
- 85% of the Australian population has stayed in a caravan holiday park at least once in their life<sup>4</sup>
- For every \$100 of caravan park revenue \$138 worth of direct economic benefit flows through the local economy<sup>5</sup>
- Local RV production in the year ending December 2013 was 20,402 (19,441 towed, 961 motorised). It is estimated up to 10,000 units (mainly camping trailers) may also be imported on an annual basis<sup>6</sup>

**ENDS-- Please use the full name when referring to Caravan Industry Association of Australia, not the acronym CIAA. For further information please contact Callie Henderson, Ph 07 3262 6566, email [callie@caravanindustry.com.au](mailto:callie@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 213,000 caravanning and camping consumers through a consumer VIP Club.*

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<sup>4</sup> Consumer Research Report 2011 - Alliance Strategic Research

<sup>5</sup> BDO Economic Report Value of Commercial Caravan Park to a Local Community 2012

<sup>6</sup> RVM Australia Manufacturer Statistics