



Caravan Industry Association of Australia

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Caravan Industry Predicts Summer of Success

With summer on its way, Caravan Industry Association of Australia predicts another successful season of caravanning and camping activity.

Business is booming in the Caravan Industry as Australians get ready for a summer of caravanning and camping fun.

“A number of indicators suggest that our industry is in for another successful peak season,” said CEO Stuart Lamont.

“Firstly we have seen for the third year running that caravans and campervans are the fastest growing vehicle registration in Australia. On top of that we have RV production statistics that are building on top of last years’ 20-year high. And finally we have an Aussie dollar that keeps falling, making staying in our own backyard this summer holidays more appealing.”

The National Visitors Survey by Tourism Research Australia showed caravanning and camping had the largest growth by accommodation type, with growth of seven percent in 2014.

This was on the back of a strong drive market which also grew seven percent to 58 million trips, and Lamont is confident that 2015 will eclipse these figures.

Local Recreational Vehicle production for September (the most recent figures) shows an 8.6 percent increase on September 2014, and an overall increase of 7.4 percent YTD on 2014’s production.

“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.)

“Camping and caravanning promotes family cohesion, satisfaction, togetherness and fulfilment, creating memories, traditions and special places that stay with you for life.”

“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.”

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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.