



**FOR IMMEDIATE RELEASE**

**Dr Keith Suter to Address the 2015 World RV Conference in Melbourne**

Caravan Industry Association of Australia is hosting the 2015 World RV Conference in Melbourne from February 25-27. The three-day conference will focus on global challenges to the RV Industry, and their solutions, as well as working toward fostering international cooperation.

**Dr Keith Suter**, a member of the prestigious Club of Rome, and holder of three doctorates, will speak about A World United. His noted career in international relations including his work as President of the Centre for Peace and Conflict Studies (1991-1998) at the University of Sydney, will inform his presentation on how political instability globally may affect the RV industry, and opportunities for the Australian RV industry to capitalise on global trends.

"In the context of global terror and conflict, Australia is still viewed as a safe place to holiday by both domestic and foreign travellers," said Dr Suter.

"In a country so large, it stands to reason that the best way to experience Australia is by RV. And it's a healthier alternative too."

"Our industry is making a contribution to reducing Australia's national healthcare costs by encouraging outdoor activities," said Dr Suter.

"A physically more active population reduces Australian health care costs, and people who are more outdoors-oriented are more psychologically balanced, less prone to anxiety, and more engaged with the world."

"The RV industry has the challenge of communicating these facts. Changing the conversation from one of 'no frills' and 'budget' to one of health, safety, and above all, happiness," Dr Suter continued.

"I'm here to tell the RV industry, not only in Australia, that they need to sell the sizzle not the sausage; the RV industry sells improved health and a positive outlook on the world."

"The aim of the World RV Conference is to create an environment for dialogue and knowledge-sharing among leaders of the RV Industry internationally, and to highlight Australia's strong position both domestically and internationally," said Caravan Industry Association of Australia CEO Stuart Lamont.

Lamont continued, "The 2015 conference program boasts an incredible line-up of speakers, chosen for their experience and talents, as well as their ability to stimulate global conversation, and inspire delegates to think beyond the national landscape."

Caravan Industry Association of Australia looks forward to welcoming over 250 global delegates from 14 countries to the 2015 World RV Conference at the Grand Hyatt in Melbourne this February.

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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 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 peak national 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 multiple industry accreditation programs, and coordinates activities 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 1,000 industry businesses which make a financial contribution towards industry promotion and development through a cooperative Fund, and communicates to over 230,000 caravanning and camping consumers through a consumer VIP Club.*