



# Caravan Industry Association of Australia

BEGINS--

**FOR IMMEDIATE RELEASE**

**30 June 2015**

## **2015 RV Production figures up 10 percent YTD**

Australian Recreational Vehicle production statistics for April 2015 released this week show an increase in production of 3.2 percent compared with April 2014, and Year-to-Date production is 10.3 percent higher compared to 2014's figures.

This is the fourth consecutive monthly production increase in RV production this year, as Australians' appetite for caravanning and camping supports local manufacturing.

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

"These new figures for 2015 are on the back of yearly production in 2014 that was the second-highest in two decades," 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."

--ENDS

Media contact:

Callie Henderson

07 3262 6566

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

**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](mailto: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.*