



media release

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Caravanners due to hit the road in record numbers

One of Australia's favourite tourism sectors, the caravan and camping industry, is gearing up for one of its busiest winter seasons on record, according to Caravan, RV & Accommodation Industry of Australia (CRVA).

With the passing of Easter and the approach of winter, hundreds of thousands of Aussies are expected to migrate in the coming months, venturing along coastlines and into the Outback.

Caravan, RV & Accommodation Industry of Australia CEO Ben Yates said the caravan and camping industry was expected to inject \$6.7 billion into the national economy in 2006 with Australians expected to set out on more than 605,000 touring holidays.

"Some of the most popular destinations are caravan and tourist parks in the coastal areas of Queensland, New South Wales and Western Australia, along with outback South Australia, Northern Territory and Queensland. Others embrace the cool and head for the colder regions to enjoy the snow, the rugged mountains or crashing seas," Mr Yates said.

"Each year, we are seeing more and more Australians escape the hustle and bustle of city life, choosing to travel the country on a touring holiday. Victorians and New South Welshmen remain the nation's most committed caravanners, taking more than half of all the caravan holidays Australians embark on each year."

To cope with the demand, Mr Yates said the industry had undergone a complete face-lift.

"Caravan parks across Australia have injected millions into renovations and manufacturers are producing an enormous range of caravan styles and sizes to fit any budget. Many parks now also provide deluxe cabins and villas to cater to those who simply want to jump in the car on their holidays and stop along the way to enjoy the lifestyle the industry offers."

"Over the past few years, the caravan and camping industry has carved a new image for itself in Australian culture, lifestyle and travel. It's fresh, it's modern and recent research proves that hundreds of thousands of Australians are rediscovering the freedom, flexibility and fun that comes with caravanning," he said.

While latest Tourism Research Australia figures show that domestic visitor numbers have declined overall in recent months, the caravan and camping industry continues to receive a greater number of Australian visitors each year making it the backbone of domestic tourism.

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