



MEDIA RELEASE

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Caravan, RV & Accommodation Industry of Australia Ltd.

Caravanning a hit as 2009 caravan show season provides 'better than expected' results

The 2009 Caravan & Camping Show season was an overall success with strong attendance figures proving that Australians are continuing to chase the caravanning dream.

Strong visitor numbers, totalling approximately 300,000 Australians, greater than anticipated sales, and a high level of interest from all visitors were reported across all the 2009 major capital city caravan shows, despite worries about the global financial crisis and, more recently, the swine flu outbreak.

"It's very clear that Australians still love caravanning holidays and are undeterred by all the doom and gloom in the news," said president of the Recreational Vehicles Manufacturers Association of Australia (RVMAA), Gerry Ryan OAM.

"Both young families and older Australians are continuing to purchase caravan industry product in better than expected numbers due to the affordability, range of products on offer and the ability of industry product to hold its value," he said.

Ben Yates, CEO of Caravan, RV & Accommodation Industry of Australia (CRVA), said 2009 attendance figures demonstrated that interest was still high for domestic Australian holidays within the caravanning sector.

"Australians enjoy a good holiday and they appreciate the camaraderie and accessibility of caravanning and camping holidays. These caravan show figures are positive proof that our vibrant tourism sector is defying the odds and thriving despite the economic slump," he said.

The last and most recent show, the Queensland Caravan, Camping & Touring Holiday Show, attracted a near record attendance and also achieved strong sales of caravanning and camping product. Victoria's Caravan, Camping & Touring Supershow in May attracted a very strong crowd and the NSW Supershow in April was up on 2008's attendance figures. Western Australia's show in March was 10% up on last year and in February, South Australia attracted more visitors than last year.

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