



media release

21 January 2008

When this Chairman thinks 'Australian holidays' he chooses to stay in a caravan park

Increasingly, senior executives want a good quality of life and recognise the importance of work-life balance to their general well being.

Phil Hennessy Queensland Chairman of KPMG, an audit, tax and advisory firm, is part of a growing trend; senior executives who choose caravan parks over other forms of holiday accommodation.

For over 30 years, each year Mr Hennessy has taken his family to stay at the Coolum Caravan Park.

"It's a great family holiday in a relaxed friendly environment", Mr Hennessy said.

There are plenty of advantages over other forms of holiday accommodation.

"It's very close to the beach. We don't need to use the car to get to local restaurants or shops. We don't have to cross a main road. We can choose to engage with other caravan park residents in various activities or we can just spend time alone with our family" he said.

It's all about taking time out to enjoy a stress free lifestyle that has something for everyone.

There is so much to choose from and holiday experiences can vary from a sea change to a tree change, an active adventure holiday or a totally relaxing 'do as little as possible' holiday.

Ben Yates, CEO, Caravan RV & Accommodation Industry of Australia (CRVA) said that the industry had grown enormously and responded to the changing needs of today's travellers.

"As a result of improved facilities and range of activities on offer, our industry businesses are seeing more and more corporate heavyweights in their caravan parks.

Senior executives like Mr Hennessy are happy to take advantage of these changes," Mr Yates said.

Caravanning provides a wonderful opportunity for people of all ages and from all walks of life to spend time with family and to get away from the hustle and bustle of daily life.

Increasingly, executives are choosing to get out of their offices to spend time in caravan parks and camping grounds set in some of the loveliest natural settings this country has to offer.

There are more than 350,000 caravans and campervans in use in Australia along with more than 2,700 caravan and tourist parks providing approximately 200,000 holiday sites.

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