



media release

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There has never been a better time to holiday in Australia. Get real value for your dollar

People planning overseas holidays might find their travel budgets blowing out by 50% as a result of the fall in the value of the Australian dollar.

There are real opportunities for domestic tourism.

- We provide a cheaper destination for overseas travellers, in particular the caravanning market
- Australian travellers are turning their attention to their own backyard

Recent research undertaken by the CRVA found that 86% of the Australian population has stayed in a caravan park once in their life and why wouldn't they?

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.

It may come as a surprise to know that it is the 35-49 year olds who are the key current user group followed by those who are 50 plus.

It is clear from the research that caravanning has always been a huge part of the Aussie way of life.

According to CRVA research, 77% of 18-24 year olds, 69% of 25-34 year olds and 63% of those who are 50 plus intend taking a caravanning or camping holiday in the next two years.

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.

"It's all about providing choice to tourists and understanding that there are increasing numbers of diverse groups of people with different needs enjoying touring holidays", Mr Yates said.

Different accommodation appeals to different age groups as well. Use of cabins is preferred by those aged 35-49, younger age groups still enjoy using tent sites and caravan/motorhome usage is most common amongst the 50 plus group.

What is it about caravan parks that is so appealing?

Many caravan parks are in the middle of some really spectacular locations around the country so people can take advantage of our beautiful beaches or rivers.

You can base yourself in a park like the BIG4 Mildura Golden River Holiday Resort along the banks of the Murray River and there is plenty to see and do while you're there.

Famous for its Mediterranean climate, you can take a ride on a paddle steamer, visit a winery or take a day trip to one of the national parks.

If you just want to stay put and relax you can enjoy the facilities on offer within the park.

Mclvor Highway Caravan Park is ideally situated within easy driving distance of Bendigo which offers a diverse range of attractions for you to enjoy. See a working gold mine, Chinese Museum, Talking Tram, Bendigo Pottery or the world renowned Art Gallery.

This is a perfect place for an overnight stopover or extended stay. It provides a number of accommodation choices to suit all tastes and budgets, including deluxe ensuite cabins and spacious campsites.

For real value, spend your holidays in Australia where you get 100 cents value for every dollar you spend rather than taking it overseas where its worth as little as 60 cents.

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