



MEDIA RELEASE 7 APRIL 2009

Caravan, RV & Accommodation Industry of Australia Ltd.

PAYOUTS BOOST ECONOMICAL EASTER HOLIDAYS AT AUSTRALIA'S HOLIDAY PARKS

Families who received a \$950 bonus payment from the Federal Government are making the most of their boosted bank balance to take an affordable family holiday and get real value for money this Easter.

Ben Yates, CEO of Caravan, RV & Accommodation Industry of Australia (CRVA), said caravanning holidays were well suited to frugal Aussie families looking for a good deal and that the cash payout combined with other factors meant that now was the perfect time to book that holiday.

"The cash bonus along with lower fuel prices, low interest rates and the weak Australian dollar mean that domestic caravanning, camping and cabin holidays have great appeal to families right now, not to mention the lifestyle benefits associated with these types of holidays.

Yates attributed the popularity of a caravanning holiday to its suitability to all Australian families as an enjoyable and affordable holiday.

"Australians have continued to holiday within the caravanning tourist sector because it is the most affordable type of holiday and offers the most lifestyle benefits for all types of Australian working families.

Caravan and Holiday parks bring people together in a relaxing, communal environment within stunning, natural surrounds and gives them the opportunity to get away from the stresses and strains of modern life," said Yates.

Yates also attributed the unique sense of community inherent within Caravan/Holiday parks for their continued popularity.

"People enjoy coming together at Caravan and Holiday Parks for the feeling of camaraderie that you don't get at hotels or motels which really makes a holiday truly memorable."

There are more than 2,500 Caravan/Holiday parks throughout Australia that offer a range of accommodation to suit all tastes and budgets. Here are some key reasons Caravan/Holiday parks retain their popularity:

- **Affordability** - From top-of-the-range luxury ensuite cabins to economy style lodgings or shady tent sites, Caravan/Holiday parks have accommodation types to suit all budgets and socio-economic groups.
- **Location** – Caravan/Holiday parks offer affordable accommodation in close proximity to some of Australia's most spectacular locations.
- **Improved facilities** – Luxury style cabins, exciting kids clubs and resort style swimming pools are just some of the modern features you can expect to find.
- **Camaraderie** – People enjoy coming together at a Caravan/Holiday park to make friendships, exchange stories and enjoy a relaxed community spirit.

Visit www.welovethiscountry.com.au for information and advice on caravanning holidays in Australia as well as a user-friendly Find a Holiday Park service. The site now features a convenient Location Finder on the home page.

SPECIAL OFFERS

Gateway Village Resort, Rochedale, Queensland. Offering a '5 nights for the price of 4' offer for both cabins and sites during Easter holidays.

Gateway Village Resort is an ideal base to explore South-East QLD and is only 25 minutes from the domestic airport, 30 minutes from Gold Coast theme parks and 30 minutes from Brisbane city. A resort pool, tropical gardens, fun children's playground, modern, comfortable cabins and spacious, shady van and tent sites make this an idyllic Easter holiday playground.

For more information call Gateway Holiday Village (07) 3341 6333 and mention CRVA.
www.gatewayvillage.com.au

Brisbane Holiday Village, Eight Mile Plains. Offering a 4 night stay in one of their two bedroom corporate cabins at the discounted rate of \$95/night. Making a 4 night stay only \$380! Offer is available until April 26.

Brisbane Holiday Village is located close to both Brisbane city and the Gold Coast. Cabins are fully self-contained with air conditioning, queen bed, double bunks, bathroom, television, cooking equipment and carport.

For more information call (07) 3341 6133.
www.brisbaneholiday.com.au

ENDS: For further information, interviews or images contact: Ben Yates, CEO, CRVA, Ph. 0409 800 950