



MEDIA RELEASE

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Caravan, RV & Accommodation Industry of Australia Ltd.

Tourism Industry defies the odds as Aussies embrace caravanning lifestyle

Australia's Caravan and Holiday parks are championing the Aussie holiday experience, proving that this vital tourism sector can thrive despite the worsening economic climate.

Prime holiday locations, improved park facilities and affordability were some of the reasons holiday makers were flocking to Australia's more than 2,500 Caravan/Holiday Parks, many first timers among them.

Ben Yates, CEO of Caravan, RV & Accommodation Industry of Australia (CRVA) said the Caravanning Industry, one of Australia's fastest growing tourism sectors, was flourishing even while the credit crunch worsened, because more Australians were seeing the value in caravanning holidays.

"Caravan and Holiday parks provide value for money escapes in some of Australia's most beautiful locations. More Australians are holidaying within our industry for the first time as they are starting to see these benefits."

Mr Yates added that interacting with fellow holiday makers was part of the Caravan/Holiday park appeal. "Parks offer a great sense of camaraderie, bringing people together in a fun, relaxed environment."

More and more Australians are realising that you don't need to stay in overly expensive accommodation or go overseas to have a really good holiday, meet great people and really unwind," Mr Yates said.

65% of all respondents to CRVA's 2009 Purchase and Intentions Report, which surveyed over 50,000 consumers, said that factors such as 'higher unemployment uncertainty', 'lower share price and superannuation value' and the 'low value of the Australian dollar' had not affected their domestic holiday plans for 2009.

35% who were affected by these factors said they would take less expensive or fewer trips but still intended to holiday.

The primary demographic for caravanning holidays, 35-49 year-olds with children, planned to take their holidays during long weekends, extended trips taking children out of school, school holidays or weekend breaks.

The secondary 50+ demographic, who predominantly stay in Caravan/Holiday parks in their own caravan or motorhome, said they would stay longer at their destination or take shorter trips rather than cancel their travel plans due to financial strains. In fact, this demographic is coming back to the caravanning lifestyle in droves.

"Baby Boomers visiting the shows are saying they're ready to make that caravan or motorhome purchase because they don't want to put off their dreams of hitting the open road because of the global financial crisis, so they're going for it," said Mr Yates.

2009 has also seen the average planned vacation length increase by 8.1% to 14+ nights from 2008 according to the CRVA research.

Mr Yates said reports from this year's Caravan and Camping Shows in Adelaide, Perth, Sydney and Melbourne had boded well for the industry.

"Anecdotal feedback from these shows has so far indicated that there are strong intentions from show visitors to take a caravanning, camping or cabin holiday in the near future, or to purchase a caravanning product.

"Strong visitor numbers through the gates of these shows demonstrates the level of interest caravanning still holds for the public, particularly for families and first time buyers."

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Caravan, RV & Accommodation Industry of Australia Ltd (CRVA) is the peak National Tourism Body representing over 4000 industry businesses ranging from Caravan/Holiday parks, manufacturers and retailers of industry products, suppliers of goods and services, and service providers.