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We Love This Country

With more and more Aussies embarking on domestic touring holidays every year, there has been a marked increase in demand for information on the best ways to hit the road and experience the real Australia.

Australians' love of the open road has prompted the Caravan, RV and Accommodation Industry of Australia (CRVA) to launch the *We Love This Country VIP Club*, an e-newsletter designed to help Aussies plan their dream holiday.

The *We Love This Country VIP Club* provides regular tips and hints to members about travelling around Australia with a caravan, motorhome, camper trailer or staying in a cabin. It also features cooking tips, profiles places to stay and showcases industry-related events and products.

CRVA CEO Ben Yates says the VIP Club was launched to ensure everyone from caravanning novices to touring holiday enthusiasts were kept up-to-date with the industry's latest developments, from products and services through to destinations and events.

"The *We Love This Country VIP Club* is a one-stop-shop for anything and everything you wanted to know about exploring our vast country on a touring holiday," Mr Yates says.

And with over 2,700 caravan and tourist parks providing approximately 200,000 holiday sites across Australia, the CRVA's new VIP Club and the www.welovethiscountry.net.au website are good places to start researching.

"There is accommodation and activities available throughout Australia to suit every lifestyle choice and budget, from camp sites through to caravan sites with en suites and deluxe cabins. Some tourist parks offer essential amenities, while others are like resorts with pools, playgrounds, kid's clubs and a host of services and facilities," Mr Yates says.

"The once humble caravan has been transformed, with many models featuring king-sized beds, roomy kitchens complete with microwaves, dishwashers and large fridges, the latest in AV technology and even pull-out barbeques. There are hundreds of models of caravans, camper trailers, motorhomes, pop-tops and campervans to choose from," he says.

With so many places to go and things to see, the *We Love This Country VIP Club* along with the CRVA website www.welovethiscountry.net.au provide valuable insight into the ins and outs of planning a dream holiday in Australia.

Mr Yates said the CRVA's theme, *We Love This Country*, was developed to evoke more patriotism and passion for exploring Australia's natural beauty.



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“We wanted a theme to encourage Australians to enjoy the wonders of our beautiful country in the best possible way, and Australian country music legend John Williamson’s *We Love This Country* single does just that,” he says.

“Australians are some of the most avid caravan-loving people in the world, and John Williamson is no exception.”

The country music sensation has been a keen caravanner for years, vocalising his passion for the open road in his 2006 hit album – *We Love This Country Driving Songs*.

Singing praises of caravanning and camping across Australia, it comes as no surprise that John Williamson’s compilation of travelling songs has become the national anthem of Australia’s \$6.7 billion caravan, camping and recreational vehicle industry.

Mr Yates says the title track, *We Love This Country*, urges Australians to experience the wealth of natural attractions in our own backyard.

“John Williamson is a great ambassador for the Australian caravan, camping and RV industry. His music has a huge following, and Australians young and old are drawn to his love and passion for our beautiful country,” he says.

“In fact, our research shows about 30 per cent of road travellers prefer country music.”

Coupled with Mr Williamson’s passion for getting amongst the Australian landscape, *We Love This Country* has tugged the patriotic heart strings of thousands of Australian families.

“His music evokes the freedom and fun that comes with caravan, camping and touring holidays, and we are now seeing more and more Australians escape the hustle and bustle of city life, choosing to get back to nature on a touring holiday,” Mr Yates says.

But it’s not only the traditional retirees that are embarking on these quintessential all-Aussie adventures. Today’s road travellers come from all walks of life – from professional couples looking for a break from work through to young families wanting an affordable and memorable holiday, to retirees embarking on the trip of a lifetime.

This year alone, Australians are expected to embark on more than 605,000 touring holidays. Victorians and New South Welshmen are the nation’s most committed caravanners, taking more than half of these holidays.

Subscription to the exclusive *We Love This Country VIP Club* is free for the first 12 months through the CRVA website – www.welovethiscountry.net.au. John Williamson’s *We Love This Country Driving Songs* album can also be purchased from the CRVA website.

Breakout box:

Top 5 Tips for Travellers:



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Before hitting the road, consider:

- The towing capacity of your vehicle
- The type of tow bar you should fit to your vehicle and the maximum load capacity of the coupling
- Whether your trailer is correctly loaded
- The safety checks you should make prior to and during your trip
- The type of insurance most suitable for your caravan or trailer