



# The Caravan and Camping Comeback ..... again



Over 700  
member  
businesses



Caravan & Camping  
INDUSTRY ASSOCIATION NSW

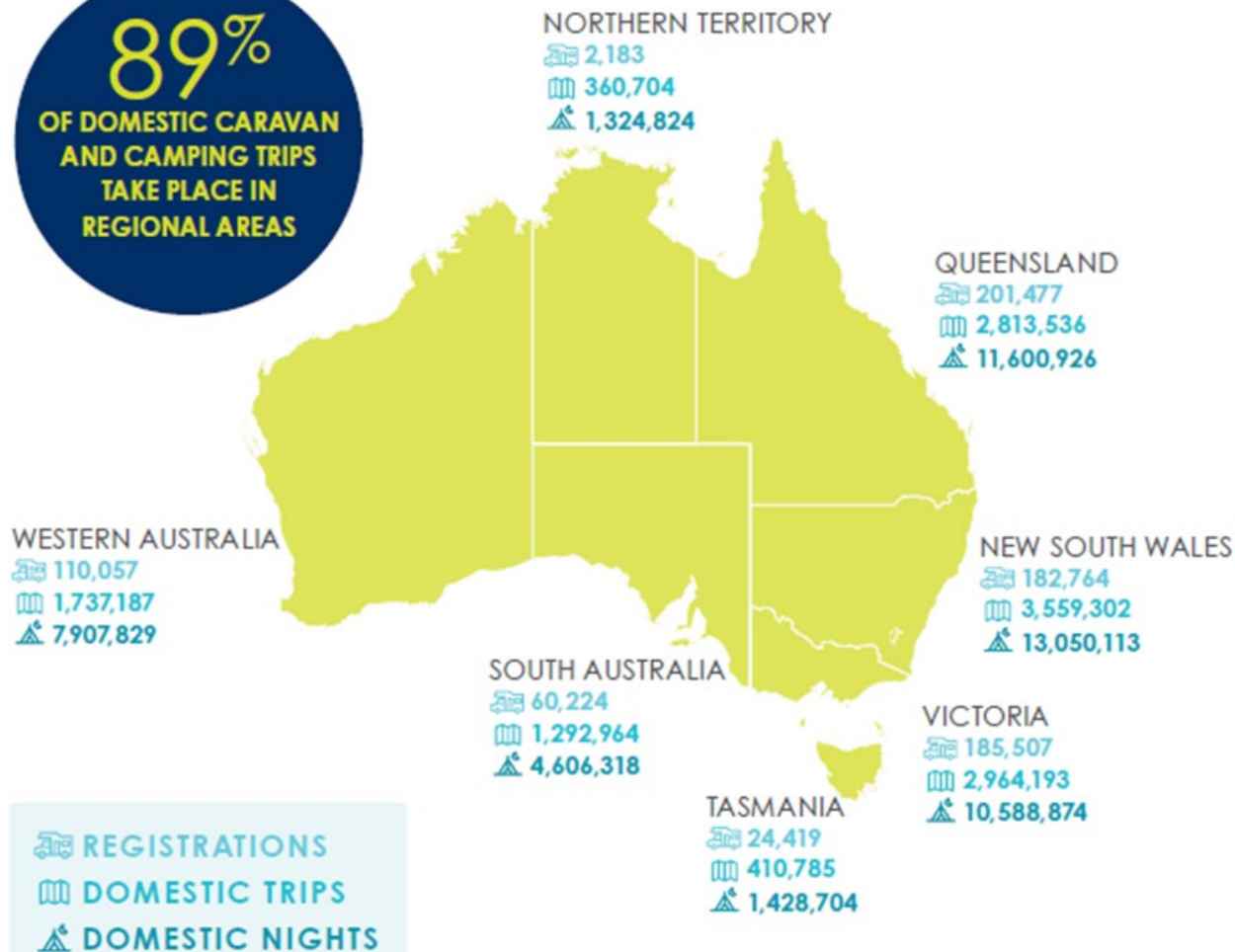
Supporting  
50,000  
jobs

9,800  
direct  
employees

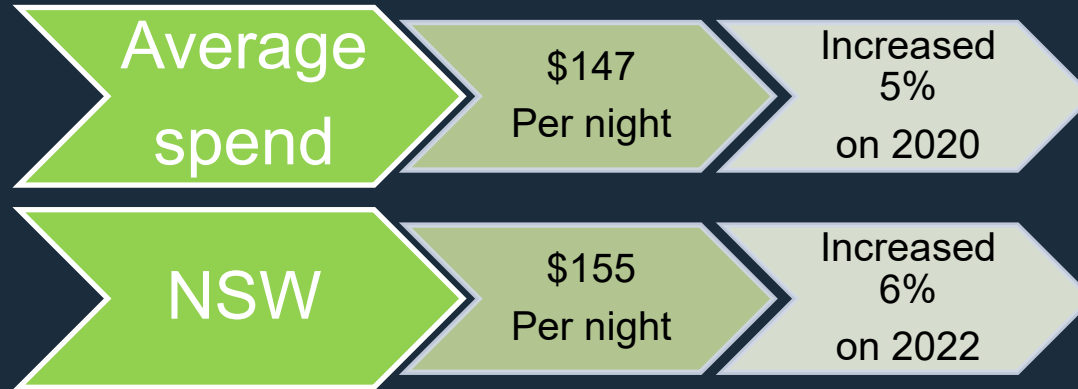
\$4 Billion  
Economic  
activity

## NATIONAL PERFORMANCE

**89%**  
OF DOMESTIC CARAVAN  
AND CAMPING TRIPS  
TAKE PLACE IN  
REGIONAL AREAS



# Consumer spend

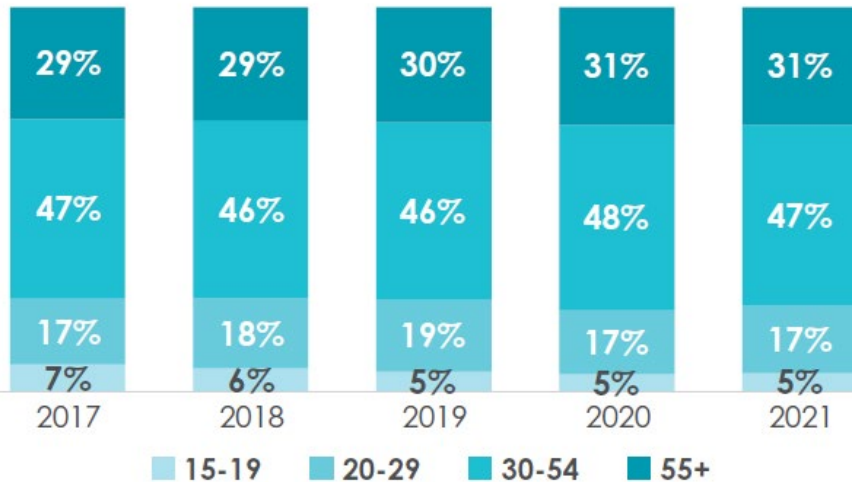


**\$2 Billion**  
Visitor Expenditure

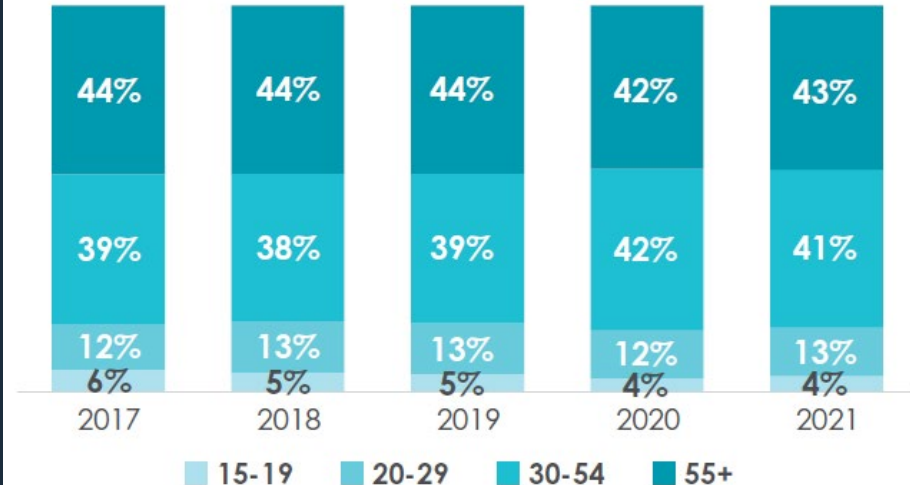
**27%**  
National Visitor Expenditure

# Who is on a caravan and camping holiday?

## Domestic Trips by Age Group (Market Share)



## Domestic Nights by Age Group (Market Share)



# Trend 1: The Rise of the Family Market

- 30-45 year old market grew 19% compared with 2020
- Accounts for 47% of total trips in 2021
  
- Work life balance
- Working from home
- Home schooling
- The whole family including pets

# Trend 2: Pet Friendly Holidays

- Basic to deluxe accommodation and sites
- Off leash areas
- Dog wash
- Dog treats and supplies available
- Dog sitting services and recommendations



# \$13 Billion

Money Australians  
spend on pets each  
year (2019)

Up from \$12 Billion in 2016

# \$1.2 Billion

Money spent on  
dog & cat boarding  
and sitters (2019)



64%

Speak to their pet  
as if it understands



47%

Let the pet sleep  
on/in the same bed



37%

Refer to themselves  
as the pet's parent



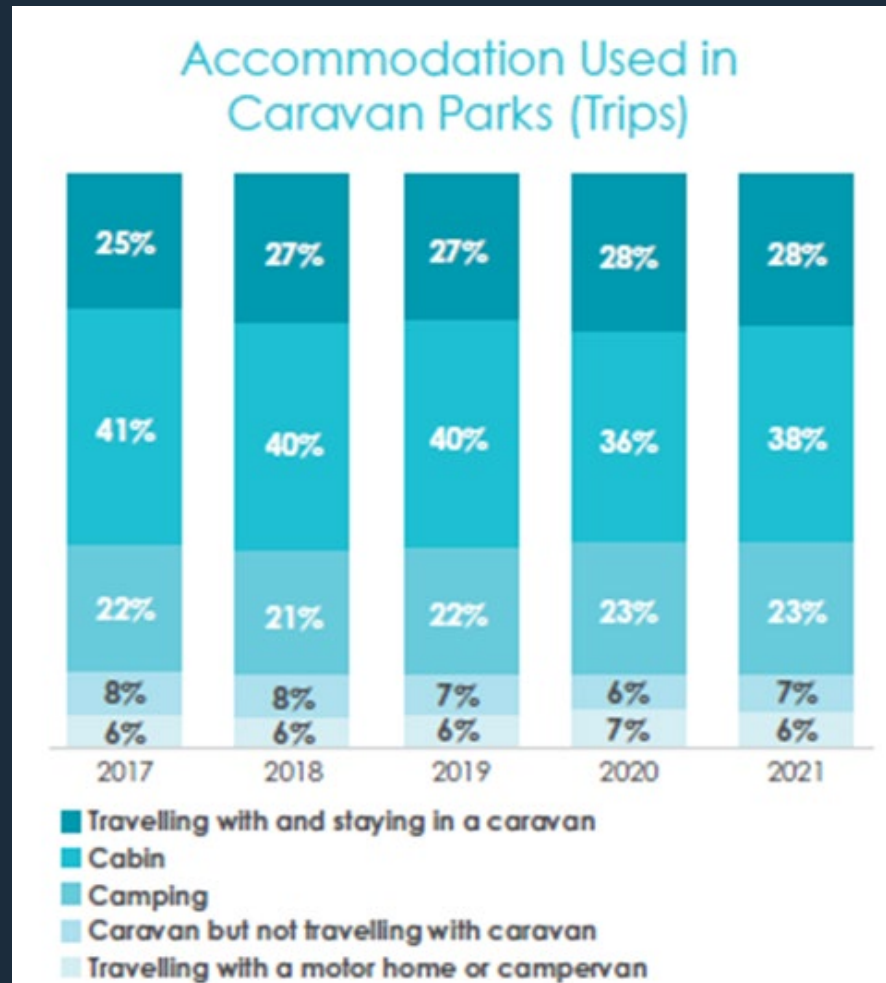
7%

Called / video called  
their pet while away

# Pet friendly



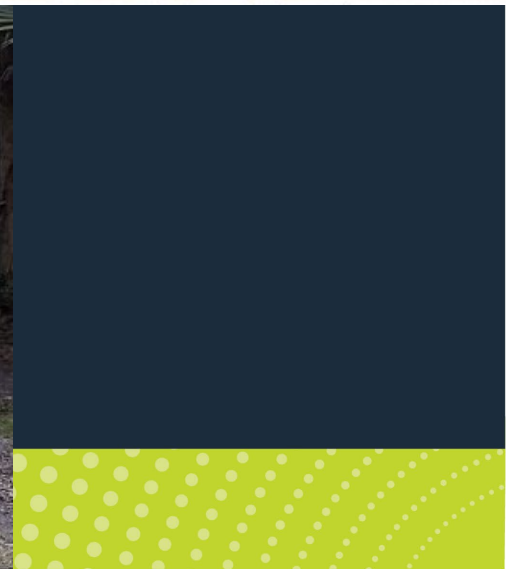
What is the preferred accommodation?



# Trend 3: Increased demand for Roofed Accommodation

- Family and friends staying together
- Self catered accommodations
- Unique products and experiences: tiny homes, glamping
- Pet friendly
- Do not own product or waiting for product delivery

# Tiny Homes

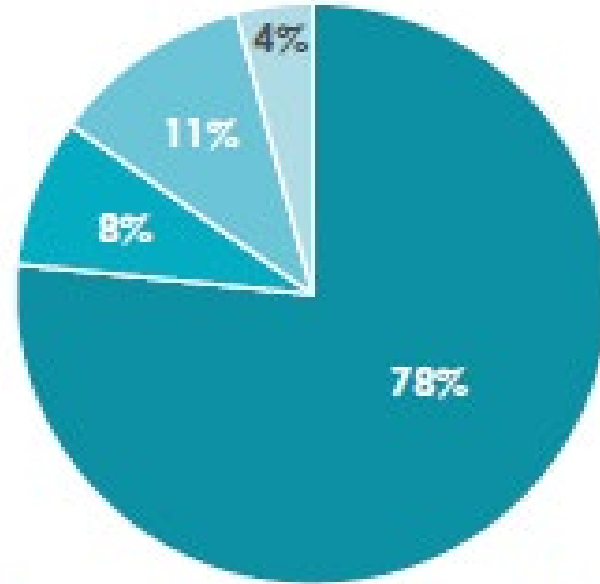


# Glamping



Why are they  
caravanning and  
camping?

## Domestic Caravan and Camping Reason for Trip 2021



■ Holiday    ■ Visiting friends and relatives  
■ Business    ■ Other reason

# What activities are they doing?

## Top 20 Activities: Domestic Caravan and Camping Trips 2021





# Trend 4: Nature Based Experiences

- Holiday parks in close proximity to desired experiences
- Beach and waterway locations
- On site activities
- Accommodation choices

# Families and nature based experiences

- NRMA Parks and Resorts and the Bear Grylls Academy introduced Kids Vs Wild
  - Children aged 4-17 take on 4 x 60 min survival missions covering protection, rescue, food and water
  - 4 months from launch over 1200 children and 100 parents have joined the program.



# Families and nature based experiences

- Ingenia Holiday parks and Surf Lifesaving Australia introduced surf safety sessions
  - Teaching children to identify lifeguards and hazards.
  - Workshops for staff in First Aid and Mental Health Training



# Trend 5: The Sustainable Traveller

- The sustainable tourism market is expected to develop at a compound annual growth rate of 23.4% between 2022 and 2032. Future Market Insights 2022
- 72% of Australians want to stay in sustainable accommodation. The Sustainable Travel Report 2021, Booking.com
- More than 70% of travellers indicate they would make more effort to travel sustainably in the coming year, an increase of 10% on 2021. Austrade 2022

# Electric vehicle charging vehicles



# Tweed Coast Holiday Parks Kingscliff Beach

- Subpod system to reduce waste by 20%



# Ingenia Holidays Byron Bay Eco Pods

- **Passive design, thermal efficiency**
- **Minimal waste product in construction**



*Thank you*

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