

Slide 1




Caravan & Camping
INDUSTRY ASSOCIATION NSW

CARAVAN & CAMPING

The Fastest Growing Tourism Sector

Barry Baillie
CEO, Caravan & Camping Industry Association NSW


Slide 2



Caravan & Camping
INDUSTRY ASSOCIATION NSW


INDUSTRY PROFILE & STATISTICS

- Annual growth rate of 15% past 6 years
- 51% of available paid tourism beds in NSW
- Caravan, camping, cabin visitor nights:
 - 2000 – 8.4 million
 - 2005 – 11 million (+ 31%)



CARAVAN & CAMPING
The Fastest Growing Tourism Sector


Slide 3



Caravan & Camping
INDUSTRY ASSOCIATION NSW

INDUSTRY PROFILE & STATISTICS (cont.)


- RV products purchased 2005
 - 18,000 caravans
 - 2,000 campervans/motorhomes
 - 1,650 camper & tent trailers
- Caravan registrations
 - 1995 – 4,982
 - 2005 – 18,000 (+ 261%)
- 87% of Australians have stayed in a caravan park




CARAVAN & CAMPING
The Fastest Growing Tourism Sector

Slide 4

AGE DEMOGRAPHICS



- Holidaying in caravan/holiday parks
 - Mean range 15-44 years (families)
- Touring with caravans/motorhomes
 - 55 plus years
- 'Baby Boomer' next golden opportunity
 - "Spending the kid's inheritance"



CARAVAN & CAMPING
The Fastest Growing Tourism Sector

Slide 5

CHANGING FACE OF CARAVAN & HOLIDAY PARKS



- 4-5 star self-contained cabins
- Prime locations
- Competing with motels/hotels
- Sense of community & camaraderie
- Appealing to 'yuppie' short breaks
- Enhanced facilities:
 - Swimming pools, kids clubs, camp kitchen, restaurants, jumping pillows, mini-golf, group entertainment, shops, internet.
- Range of accommodation options



CARAVAN & CAMPING
The Fastest Growing Tourism Sector

Slide 6

CARAVAN & HOLIDAY PARK OWNERSHIP



- 2,700 parks in Australia
- 10% reduction over past 10 years
- Majority family owned
- Increasing corporate interest
- 30% NSW caravan parks on Crown Land
- 15-20% owned or run by Councils



CARAVAN & CAMPING
The Fastest Growing Tourism Sector

Slide 7

ABOUT CCIA

- 530 Members: Parks and Trade
- Advocacy to Government – Legislation
- Caravan & Camping Shows & Events
- Caravan & Camping, Holiday and Touring Guide
- Industry promotion – Television
- Gumnut Awards – eco-friendly
- Legal advice
- Member training
- Study tours & conference
- Excellence Awards



CARAVAN & CAMPING
The Fastest Growing Tourism Sector

Slide 8

ISSUES & THREATS

- Park closures
- Land values; Land Tax; rates
- Re-development
- Viability
- No new parks



CARAVAN & CAMPING
The Fastest Growing Tourism Sector

Slide 9

FREE & SUBSIDISED CAMPING & CARAVANNING

- Some Councils providing free/subsidised sites (showgrounds)
- Not complying with the law
- Not complying with competitive neutrality guidelines
- Competing with legitimate, licensed caravan parks – council or private operators



CARAVAN & CAMPING
The Fastest Growing Tourism Sector

Slide 10

POTENTIAL PROBLEMS WITH NON-COMPLIANT CAMP SITES



- Sewerage & grey water disposal
- Rubbish disposal
- Adequacy of toilet facilities
- OHS/Risk Management
- Safety & security
- Lighting
- Fire control facilities



WHO WILL BE LIABLE?

CARAVAN & CAMPING
The Fastest Growing Tourism Sector

Slide 11

ADVICE TO COUNCILS



- Camping & Caravanning sites must comply with the law
- Councils must comply with competitive neutrality guidelines
- Support from:
 - Dept. Local Government (DG)
 - Dept. Lands (Crown Lands)
 - Tourism New South Wales



Help maintain & enhance caravan & camping infrastructure in NSW

CARAVAN & CAMPING
The Fastest Growing Tourism Sector

Slide 12



Questions?

Barry Baillie
CEO, Caravan & Camping Industry Association NSW