

# CARAVANNING AND CAMPING CONSUMER DEMAND REPORT 2017

This report helps to identify opportunities within the Australian caravanning and camping market and inform the industry of the customer decision-making process, consumer behaviour and likelihood of future engagement with the industry.

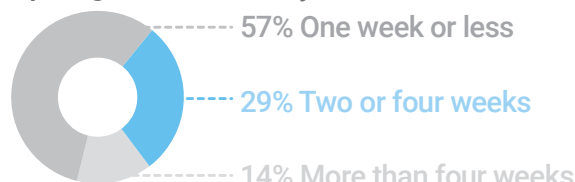


## 9 KEY FINDINGS FROM THE REPORT

**1** 70% of Australians indicated they have visited a camping ground, caravan holiday park or national park at least once in their lifetime



**6** Trip length of last holiday



**2** In the last two years 7.1m Australians stayed in a caravan holiday park, camping ground or national park



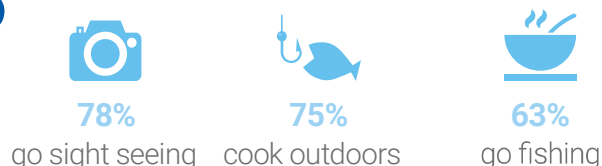
**7** Motivations to caravan and camp



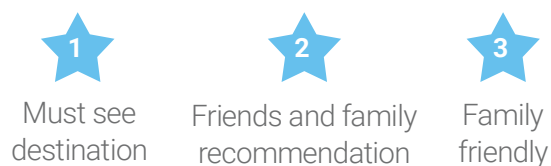
**3** 79% of the Australian population have a positive purchase intention towards caravan and camping holidays



**8** Favourite Activities



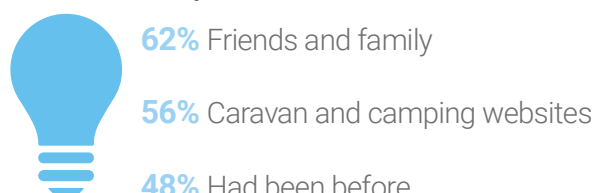
**4** The top 3 reasons for selecting a destination



**9** Prior to departure



**5** Sources of Inspiration



Working collaboratively with State Associations on research that benefits the Caravan and Camping Industry



The information in this fact sheet should be used as a guide only.

For more information please contact Caravan Industry Association of Australia

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