

# Caravan Parks and Commercial Camping Industry

Year ended December 2006



## Definition

Caravan Parks or Commercial Camping Grounds are affordable accommodation facilities for visitors travelling on a low budget. There are around 570 caravan parks available in Queensland for use by domestic and international visitors. Caravan parks offer a range of accommodation - cabins, on-site caravans, powered and unpowered sites for caravans, motorhomes and tents. Caravan parks offer overnight, holiday and permanent accommodation.

## DOMESTIC - How many visitors stay in caravan and camping accommodation in Queensland?

- NSW received the largest number of domestic visitors staying in caravan parks/commercial camping grounds (2,021,000 visitors), while VIC received 1,272,000 visitors and QLD received 922,000 visitors in 2006.
- QLD experienced an increase in the number of domestic visitors staying in caravan parks/commercial camping grounds between 2005 and 2006 (up 8.3%).

## How many nights do they spend travelling?

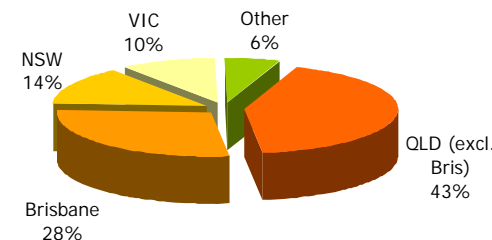
- Visitors staying in caravan parks/commercial camping grounds accounted for 9% of the total domestic visitor nights spent in QLD in 2006 (6.5 million visitor nights).

## Domestic Visitors and Nights to Caravan Parks/Commercial Camping Grounds

State	Visitors ('000)	% Market share	Growth rate % (YE Dec 05 on YE Dec 06)	Visitor Nights ('000)	Growth rate % (YE Dec 05 on YE Dec 06)	Average Length of Stay
NSW	2,021	38%	12.4%	10,003	21.3%	4.9
VIC	1,272	24%	6.8%	4,941	3.3%	3.9
QLD	922	17%	8.3%	6,524	23.3%	7.1
AUST	5,299	-	9.8%	30,531	18.7%	5.8

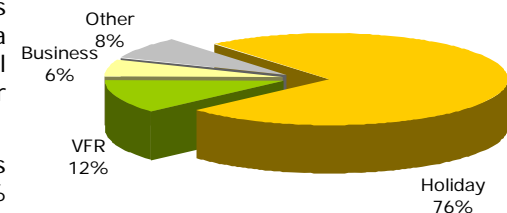
## Where are they coming from?

- Domestic visitors to Queensland's caravan parks/commercial camping grounds originated from Queensland (excluding Brisbane, 43%), Brisbane (28%), New South Wales (14%) and Victoria (10%) in 2006.



## Why are they travelling?

- 76% of the domestic visitors to Queensland who stayed in a caravan park/commercial camping ground visited for holiday in 2006.
- The VFR and holiday markets increased by 8.7% and 5.4% over the past year, respectively.



## What activities do they participate in?

- In 2006, the most popular activities undertaken by domestic visitors to Queensland who stayed in a caravan park/commercial camping ground were general sight seeing (45%), going to the beach (39%) and eating out at restaurants (35%).

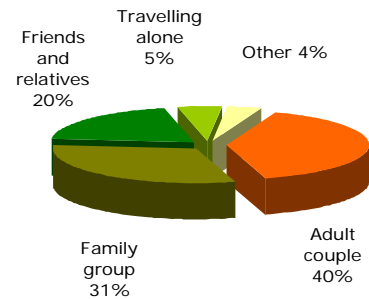
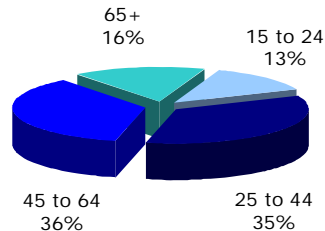
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## How old are they, who do they travel with and how do they get there?

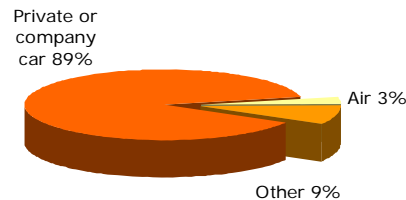
In 2006, visitors aged between 45 and 64 years represented 36% of Queensland's domestic caravan park/commercial camping ground market. 35% of visitors were aged 25 to 44 years, 16% were aged 65 or more years and 13% were aged 15 to 24 years.



In 2006, 40% of the domestic visitors to Queensland who stayed in a caravan park/commercial camping ground were adult couples. People travelling in a family group (including parents and children) also represented a large proportion of the domestic visitors to Queensland caravan parks/commercial camping grounds (31%).

Domestic visitors to Queensland who stayed in a caravan park/commercial camping ground mainly travelled by private/company vehicle (89%), while 3% travelled by air.

The private/company vehicle market increased by 6.4% over the past year, while the air transport market declined by 32.6%.



## INTERNATIONAL - How many visitors stay in caravan and camping accommodation in Queensland?

In 2006, there were 87,600 international visitors who stayed in a caravan park and/or commercial camping ground in Queensland, 4% of the total international visitors to Queensland. These visitors spent a total of 952,200 visitor nights in caravan parks and commercial camping grounds, 3% of the total international visitor nights spent in Queensland.

### International Visitors and Nights to Caravan Parks/Commercial Camping Grounds

State	Visitors	% Market share	Growth rate % (YE Dec 05 on YE Dec 06)	Visitor Nights	Growth rate % (YE Dec 05 on YE Dec 06)	Average Length of Stay
QLD	87,600	42%	-11.4%	952,200	1.8%	10.9
NSW	61,500	29%	-13.4%	436,100	-20.6%	7.1
VIC	42,400	20%	-10.9%	258,000	-20.8%	6.1
AUST	208,400	-	-6.8%	2,823,400	-4.5%	13.5

## How many nights do they spend travelling?

Queensland hosted 34% of the total international visitor nights spent in caravan parks/commercial camping grounds in Australia in 2006. During this period, New South Wales hosted 15% and Victoria hosted 9%.

The average length of stay for international visitors to Queensland who stayed in a caravan park/commercial camping ground was 10.9 nights in 2006. This was an increase of 1.4 nights from 2005.

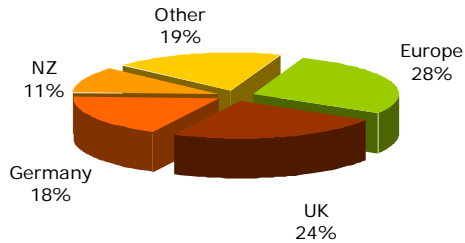
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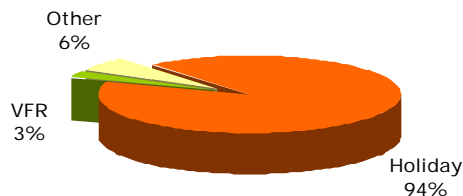
## Where are they coming from?

- The top five international markets staying in caravan parks/commercial camping grounds in Queensland were Europe (excluding the United Kingdom and Germany, 28%), the United Kingdom (24%), Germany (18%) and New Zealand (11%) in 2006.



## Why are they travelling?

- In 2006, 94% of the international visitors who stayed in a caravan park or commercial camping ground travelled to Queensland for holiday.
- The holiday market declined by 12.4% over the past year.



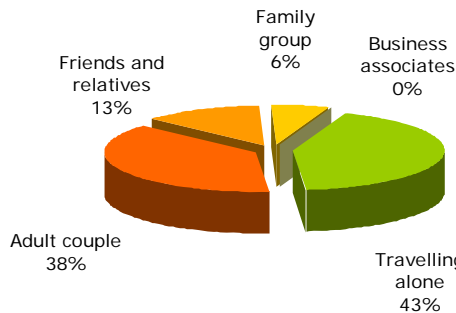
## What activities do they participate in?

- The most popular activities participated in by international visitors to Australia who stayed in a caravan park or commercial camping ground in 2006 were eating out at restaurants (94%), shopping for pleasure (88%), and going to the beach (87%).

Activity	%
Eat out/dine at a restaurant and/or cafe	94%
Go shopping for pleasure	88%
Go to the beach	87%
Visit national parks / State parks	85%
Bushwalking / rainforest walks	76%

## How old are they, who do they travel with and how do they get there?

- In 2006, visitors aged between 25 and 44 years represented 40% of Queensland's international caravan park/commercial camping ground market.



- 43% of the international visitors to Queensland who stayed in a caravan park/commercial camping ground were travelling alone in 2006.

- Between stopovers in Queensland, 43% of all international visitors who stayed in a caravan park/commercial camping ground travelled by private/rental vehicle (down 4.0% on 2005).

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## ACCOMMODATION – Regional Tourism Activity Monitor (R-TAM)

- According to the Regional Tourism Activity Monitor (R-TAM), site occupancy in Whitsundays caravan parks averaged 47.1% in the year ended December 2006.
- The Hervey Bay region experienced the next highest average site occupancy (43.1%) in the year ended December 2006. Site occupancy in South Burnett caravan parks averaged 11.9% over this period.
- During the year ended December 2006, caravan park cabin occupancy rates were highest in Whitsundays caravan parks, at an average of 69.6%. Average cabin occupancy in Hervey Bay caravan parks was 53.3% in the year ended December 2006, while cabin occupancy averaged 50.8% in South Burnett caravan parks.

Region	Site Occupancy		Cabin Occupancy	
	YE Dec 2006	Percentage Point Change in occupancy (YE Dec 06 on YE Dec 05)	YE Dec 2006	Percentage Point Change in occupancy (YE Dec 06 on YE Dec 05)
Hervey Bay	43.1%	1.3	53.3%	8.1
South Burnett	11.9%	-8.7	50.8%	5.1
Whitsundays	47.1%	6.4	69.6%	-0.5

## Data Sources:

The **National Visitor Survey (NVS)** is conducted by Newton Wayman Chong Research on behalf of TRA. Approximately 80,000 Australian residents aged 14 and over comprise the annual national sample.

The **International Visitor Survey (IVS)** is also conducted by Newton Wayman Chong Research on behalf of TRA. IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures data and does not include persons aged under 15 years.

The **Regional Tourism Activity Monitor (R-TAM)** is a voluntary business survey managed by Tourism Queensland. It aims to deliver timely, reliable data on the health of Queensland's regional tourism industry. The R-TAM program currently collects data from a number of industry sectors including caravan parks.

## For Further Information:

Research Department  
Tourism Queensland  
Ph: (07) 3535 5420  
Fax: (07) 3535 5329  
Email: [research@tq.com.au](mailto:research@tq.com.au)  
Website: [www.tq.com.au/research](http://www.tq.com.au/research)

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