

This fact sheet provides a summary of the latest tourism data for the Caravan and Camping Tourism segment. Information includes: domestic and international visitor numbers, and visitor profiles such as origin, purpose of visit, travel party and activities.

## DOMESTIC & INTERNATIONAL VISITATION FOR CARAVAN AND CAMPING TOURISM VISITORS

Caravan and camping tourism visitors are defined as those who stayed at least one night in a caravan park, commercial camping ground, caravan, or camped near road or on private property while on their trip to Australia.

Year Ending December 2009	Victoria	Australia
<b>Domestic</b>		
Overnight Visitors (000s)	1,845	8,204
Visitor Nights (000s)	7,392	47,403
<b>International</b>		
Overnight Visitors (000s)	148	321
Nights (000s)	3,180	4,460

NA: Figure is unreliable and unable to be published.

NB: International caravan and camping tourism visitors to Victoria as defined above, did not indicate in which state the activities were undertaken while on their trip to Australia. Figure will differ from trend data below.

### International Visitation

321,000 international caravan and camping visitors travelled to Australia in the year ending December 2009, accounting for 4.5 million nights.

148,000 caravan and camping visitors to Australia travelled to Victoria on their trip in the year ending December 2009.

Average length of stay for caravan and camping visitors to Australia was 13.9 nights.

### Caravan and Camping in Victoria

	Year ending December		% change 08/09
	2008	2009	
<b>International Visitors (000s)</b>			
Victoria	53	65	23.2%
Australia	336	321	-4.4%
Vic's Mkt Share	15.7%	20.3%	
<b>International Visitor Nights (000s)</b>			
Victoria	377	504	33.7%
Australia	22,875	23,338	2.0%
Vic's Mkt Share	1.6%	2.2%	

Compared to 2008, International caravan and camping tourism visitors to Australia decreased by 4.4% for visitors, although there was an increase of 2.0% for visitor nights. Visitors to Victoria increased by 23.2% year-on-year.

Victoria's market share of International caravan and camping visitors is estimated to be 20.3% in the year 2009.

### Domestic Overnight Visitation

Australia received 8.2 million domestic overnight caravan and camping visitors for the year ending December 2009, accounting for 47.4 million domestic caravan and camping visitor nights. The average length of stay was 5.8 nights.

During the same period Victoria received 1.8 million domestic overnight caravan and camping visitors, accounting for 7.4 million visitor nights. The average length of stay for caravan and camping visitors to Victoria was 4.0 nights.

	Year ending December					AAG* 99-09	% change 08/09
	1999	2006	2007	2008	2009		
<b>Domestic Visitors (000s)</b>							
Victoria	2,392	1,919	1,931	1,989	1,845	-2.6%	-7.2%
Australia	9,141	8,217	8,377	8,269	8,204	-1.1%	-0.8%
Vic's Mkt Share	26.2%	23.4%	23.1%	24.1%	22.5%		
<b>Domestic Visitor Nights (000s)</b>							
Victoria	8,572	6,886	6,833	7,148	7,392	-1.5%	3.4%
Australia	51,627	49,125	48,103	46,062	47,403	-0.8%	2.9%
Vic's Mkt Share	16.6%	14.0%	14.2%	15.5%	15.6%		

\* Average Annual Growth

Compared to the previous year, Victoria experienced a decrease in domestic caravan and camping visitors (-7.2%) although an increase was recorded for visitor nights (+3.4%). Australia saw a decrease in domestic visitors (-0.8%) although visitor nights increased (+2.9%) over this period.

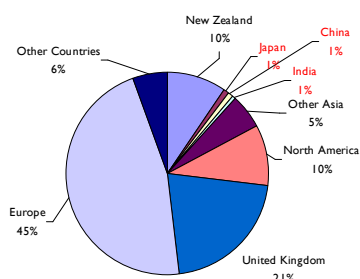
Domestic visitors to Victoria have decreased by an annual average rate of 2.6% and visitor nights spent in the State have also decreased by 1.5% since 1999.

Victoria's market share of the domestic caravan and camping visitors has decreased by 3.7 percentage points since 1999, to 22.5% in 2009. Over this period the market share of nights spent by this segment in Victoria declined by 1.0 percentage points to 15.6%.

## PROFILE OF INTERNATIONAL CARAVAN AND CAMPING VISITORS

The analysis following examines those who are caravan and camping tourism visitors who stayed at least one night in a caravan park or commercial camping ground or caravan or camping near road or on private property while visiting Victoria. Due to survey limitations, data for Victoria is based on three years of data to December 2009.

### Origin of Caravan and Camping Visitors to Victoria



The largest single source market of caravan and camping tourism visitors to Victoria was Europe with 45% or an estimated 30,600 visitors in 2009. United Kingdom (est. 11,500) is another strong market.

### Age Group (% of International Caravan and Camping Visitors)

International caravan and camping visitors to Victoria were most likely to be aged between 25-44 years (39%).

Age Group	Visitors to Victoria	Visitors to Australia	Total Travellers
15 - 24 years	27%	31%	17%
25 - 44 years	39%	41%	41%
45 - 64 years	26%	22%	34%
65 years or over	7%	6%	8%

## TRAVEL BEHAVIOUR OF INTERNATIONAL CARAVAN AND CAMPING VISITORS TO VICTORIA

### Purpose of Visit (% of International Caravan and Camping Visitors)

75% of caravan and camping visitors to the State were holiday visitors and 15% were visiting friends and relatives.

Purpose of Visit	Visitors to Victoria	Visitors to Australia	Total Travellers
Holiday	75%	73%	46%
Visiting friends or relatives	15%	15%	25%
Business	2%	1%	15%
Education	6%	7%	8%
Employment	2%	3%	2%
Other	1%	2%	4%

### Length of Visit (% of International Caravan and Camping Visitors)

50% of international caravan and camping visitors to Victoria were on a visit of 1 to 9 nights and a further 35% stayed 10 to 39 nights.

Length of Visit	Visitors to Victoria	Visitors to Australia	Total Travellers
1-9 nights	50%	4%	35%
10-39 nights	35%	50%	40%
40-99 nights	10%	24%	12%
100-199 nights	3%	12%	7%
200+ nights	2%	10%	6%

### Travel Party (% of International Caravan and Camping Visitors)

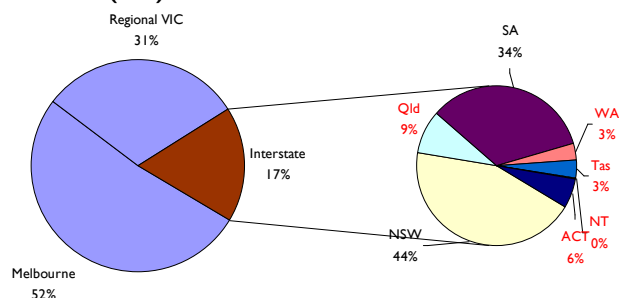
The majority of international caravan and camping visitors to the State travelled as alone (47%) or as a couple (35%).

Travel Party	Visitors to Victoria	Visitors to Australia	Total Travellers
Travelling Alone	47%	58%	59%
Adult Couple	35%	26%	22%
Family Group - parents and children	6%	5%	9%
Friends or relatives	12%	11%	8%
Business associates	0%	1%	3%

### PROFILE OF DOMESTIC CARAVAN AND CAMPING VISITORS TO VICTORIA

#### Origin of Domestic Overnight Caravan and Camping Visitors to Victoria

##### Intrastate (83%)



Intrastate visitors were the key market for the caravan and camping segment to Victoria accounting for 83%. The Interstate market (17%) is mostly driven by the NSW market (44% of interstate visitors) followed by the South Australian market (34%).

#### Age Group (% of Caravan and Camping Visitors)

Domestic overnight caravan and camping visitors to Victoria were most likely to be aged between 25-44 years (37%) or 45-64 years old (30%).

Age Group	Visitors to Victoria	Visitors to Australia
15 - 24 years	16%	15%
25 - 44 years	37%	38%
45 - 64 years	30%	35%
65 years or over	16%	12%

#### Lifecycle (% of Caravan and Camping Visitors)

Domestic overnight caravan and camping visitors to the State tended to be in the Parent (38%), or Older non-working (23%) lifecycle segments.

Lifecycle	Visitors to Victoria	Visitors to Australia
Single, no kids	17%	16%
Couple, no kids	11%	11%
Parent	38%	40%
Older working	11%	14%
Older non-working	23%	19%

### Roy Morgan Value Segments<sup>1</sup> (% of Caravan and Camping Visitors)

Caravan and camping visitors to Victoria were more likely to come from the Traditional Family Life (21%), Visible Achievement (17%) and 'Look at Me' (16%) segments.

Values Segment	Victoria	Australia
Basic Needs	0%	0%
Fairer Deal	1%	3%
Traditional Family Life	21%	20%
Conventional Family Life	14%	16%
"Look At Me"	16%	12%
Something Better	5%	6%
Real Conservatism	6%	6%
Young Optimism	9%	7%
Visible Achievement	17%	18%
Socially Aware	11%	13%

### TRAVEL BEHAVIOUR OF DOMESTIC CARAVAN AND CAMPING VISITORS TO VICTORIA

#### Purpose of Visit (% of Caravan and Camping Visitors)

82% of caravan and camping visitors to the State were holiday visitors.

Purpose of Visit	Visitors to Victoria	Visitors to Australia
Holiday or leisure	82%	80%
Visiting friends and relatives	10%	11%
Business	4%	8%
Other	5%	5%

#### Length of Visit (% of Caravan and Camping Visitors)

60% of domestic overnight caravan and camping visitors to Victoria were on a short visit of 1 to 3 nights. A further 28% stayed 4 to 7 nights and 8% stayed 8 to 14 nights.

Length of Trip	Visitors to Victoria	Visitors to Australia
1-3 nights	60%	55%
4-7 nights	28%	26%
8-14 nights	8%	12%
15+ nights	4%	7%

<sup>1</sup> Developed in conjunction with Colin Benjamin of The Horizons Network.

### Travel Party (% of Caravan and Camping Visitors)

The majority of caravan and camping visitors to the State travelled with friends or relatives (29%), in a family group (28%) or as a couple (29%).

Travel Party	Visitors to Victoria	Visitors to Australia
Travelling Alone	7%	10%
Adult Couple	29%	27%
Family Group - parents and children	29%	31%
Friends or relatives	29%	26%
Business associates	0%	2%
Other	6%	3%

### Seasonality (% of Caravan and Camping Visitors)

Visitation to Victoria peaked during summer, attracting the highest proportion of caravan and camping visitors (31% of visitors annually) and stayed strong through autumn (27%). In comparison, visitation during winter was lowest, attracting only 15% of visitors.

Month	Victoria	Australia
December	5%	6%
January	19%	17%
February	7%	6%
<b>Summer</b>	<b>31%</b>	<b>28%</b>
March	9%	8%
April	12%	11%
May	7%	6%
<b>Autumn</b>	<b>27%</b>	<b>26%</b>
June	5%	6%
July	5%	7%
August	5%	7%
<b>Winter</b>	<b>15%</b>	<b>20%</b>
September	7%	7%
October	10%	10%
November	10%	9%
<b>Spring</b>	<b>27%</b>	<b>26%</b>

### Top 10 Activities (% of Caravan and Camping Visitors)

45% of caravan and camping visitors to Victoria enjoyed dining out, 37% went sightseeing, 22% went to the beach and 23% went bushwalking or on rainforest walks.

Activity	Visitors to Victoria	Visitors to Australia
Eat out at restaurants	45%	46%
General sight seeing	37%	38%
Bushwalking or rainforest walks	23%	26%
Go to the beach (including swimming)	22%	32%
Go shopping (pleasure)	21%	22%
Visit friends and relatives	20%	24%
Visit national parks or State parks	20%	21%
Pubs clubs discos etc	20%	23%
Go fishing	17%	21%
Picnics or BBQs	15%	16%
Play other sports	10%	10%
Go on a daytrip to another place	7%	9%
Other outdoor activities	6%	7%
Exercise, gym or swimming at a local pool, river or creek	6%	8%
Going to markets (street, weekend or art craft)	6%	7%

Sources:

- *National and International Visitor Surveys*, year ending December 2009, Tourism Research Australia
- *Holiday Tracking Survey*, year ending June 2008, Roy Morgan Research

Current definition of Caravan and Camping tourists:

- International & Domestic – Stayed at least one night in a 'Caravan park or commercial camping ground' 'Caravan or camping near road or on private property'

Figures might not add up due to rounding.

Figures in red italics are unreliable and should be used with caution.

Updated by Tourism Victoria June 2010.