



Economic Benefit Report - Commercial & Non-Commercial Camper Spend Patterns

Tourists staying in commercial caravan holiday parks spend more per location, more per day, AND stay longer at each location than campers staying at non-commercial locations

Caravan, RV & Accommodation Industry of Australia Ltd (CRVA) commissioned BDO to develop an Economic Benefit Report to consider the spending patterns of commercial campers and non-commercial campers, and the economic effect they may have on the regions they visit.

This study found that commercial campers have a much higher propensity to spend than campers staying in non-commercial camping areas on complementary goods and services offered at their chosen destination.

Face to face questionnaires were conducted at various commercial caravan holiday parks and non-commercial camping areas across three states and in seven regions. A total of 556 interviews were conducted with 217 interviews conducted with people staying in non-commercial camping areas, and 339 interviews with people staying in a commercial caravan holiday park.

The key findings of this study were commercial campers spend, on average, \$576 per location (excluding accommodation cost) compare to \$213 by non-commercial campers. The average daily spend for commercial campers is \$73, versus \$53 for non-commercial campers.

In addition to spending more in each location commercial campers, on average, also spend longer at each location than non-commercial campers.

Excluding accommodation commercial campers directly spend \$2b in Australia each year, with 90% of this spent in regional areas, and create \$5.4b of economic activity.

On average commercial campers create \$26m of economic activity in each statistical sub division of Australia per annum.

The least popular feature of commercial caravan holiday parks according to non-commercial campers is the cost, with the most popular feature being the facilities.

Document tendered by
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Received by
Emma Rogerson
Date: *26/8/2013*
Resolved to publish: *Yes / No*



Data taken from the Caravan, RV & Accommodation Industry of Australia
Economic Benefit Report - Spending Patterns of Commercial Campers & Non-Commercial Campers - March 2013

Caravan, RV & Accommodation Industry of Australia Ltd (CRVA)

The information in this fact sheet should be used as a guide only. For more information please contact CRVA

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