



Australian Government

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TOURISM  
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AUSTRALIA

# COMMERCIAL CARAVAN AND CAMPING

## HEADLINE STATS FOR 2019



**TRIPS**  
7.2 MILLION



**NIGHTS**  
36.4 MILLION  
5.0 NIGHTS  
PER TRIP



**SPEND**  
\$6.5 BILLION  
\$899 PER TRIP  
\$178 PER NIGHT

There were a further 7.2 million trips to free camping sites, with these travellers spending \$4.6 billion.

## WHO ARE THEY?

- Nearly half were 50 years of age or older (46%), and 24% were retired or on a pension.
- Around one-third of trips (34%) included children.

## WHY DO THEY TRAVEL?

- Holiday accounted for 78% of trips, while only 11% of trips were to visit friends and relatives, and 9% were for business.

## WHERE AND WHEN DO THEY GO?

- Most trips were to regional destinations (92%).
- Intrastate destinations accounted for 79% of trips.
- Travellers who caravan or camp were more likely to visit multiple destinations. While 75% of trips included just one destination, this was much lower than the national average of 90%.
- Hot spots included North Coast NSW (910,000 trips), South Coast NSW (613,000 trips), and Australia's South West (353,000 trips). These three destinations accounted for 26% of all trips.
- Trips displayed strong seasonality, being concentrated over Christmas, New Year and Easter breaks. There were noticeable falls in the winter months.
- The most popular day for return was Sunday (32%). Travellers who took longer trips were less likely to return on the weekend.

## HOW LONG DO THEY STAY?

- The average trip length was 5 days. This was driven by long trips (8% were longer than 2 weeks), as 38% of trips were less than 4 days.
- Average trip length for older non-working visitors was 8.1 nights.
- Those who travelled with a caravan had an average trip length of 7.9 nights, whereas those staying in on-site caravans stayed just 3.9 nights.



## WHERE DO THEY STAY?

- Out of a total 7.2 million trips to commercial sites:
  - 27% travelled with a caravan
  - 22% camped
  - 40% stayed in a cabin.
- Just 7% stayed in on-site vans, while 6% travelled with a motor home or campervan.

## HOW DO THEY GET THERE?

- Almost all caravanning and camping trips were self-drive (96%).

## WHAT DO THEY SPEND MONEY ON?

- The most common type of spend was on food and drink. This accounted for 32% of all spend, or \$2.1 billion. This was closely followed by accommodation (31%).
- As caravanning and camping is predominantly a drive market, petrol was a large expense; \$223 per trip.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$2.1b	\$323	\$62
Accommodation	\$2.0b	\$409	\$75
Petrol	\$1.2b	\$223	\$42
Shopping, souvenirs and gifts	\$0.4b	\$208	\$29
Entertainment	\$0.2b	\$174	\$26
Total	\$6.5b	\$899	\$178

## WHAT DO THEY DO?

- Most trips included social activities such as eating out (66%), sightseeing (43%), going to pubs, clubs, and discos (34%), visiting friends and relatives (25%) and shopping (20%).
- Popular outdoor activities included going to the beach (43%), bushwalking (29%), visiting national parks (26%) and fishing (16%).
- One-quarter (24%) of trips included arts and heritage activities such as visiting museums and galleries (11%), and visiting history and heritage buildings and sites (10%).



### DESTINATION INFORMATION

64% of visitors researched their destination.  
43% used direct internet searches.  
9% relied on recommendations from friends and relatives.

### NEED MORE INFORMATION?

Email [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au) for more data relevant to your region or sector. We aim to help business by answering most requests free of charge.