

Caravan And Camping

STATE OF INDUSTRY

10th Edition

2025



**Caravan
Industry**

Association of Australia





WORKING COLLABORATIVELY WITH MEMBER STATE ASSOCIATIONS ON RESEARCH THAT BENEFITS THE CARAVAN AND CAMPING INDUSTRY

This research is undertaken in partnership between the national association and the individual state caravan and camping industry associations. This joint investment allows the industry to undertake research at a level not seen previously to support advocacy, benchmarking and marketing initiatives across the country. Caravan Industry Association of Australia is proud to work collaboratively with each individual State Association to lead and champion a safe, compliant and sustainable Caravan and Camping Industry.

Table of Contents

Key Findings	04
Caravan and Camping Industry Performance	07
Recreational Vehicle Manufacturing	09
Towable Production	12
Motorised Production	14
Caravan Trailer Imports	16
Recreational Vehicle Registrations	19
Domestic Visitor Economy	20
Domestic Visitor Expenditure	23
Domestic Travel Patterns	24
Domestic Visitor Demographics	30
Purpose of Travel and Activities	34
Accommodation Analysis	35
Caravan Park Revenue	38
Seasonal Accommodation Indicators	40
Distribution by State	42

Note: International borders closures have impacted Tourism Research Australia's international visitor survey sample. Therefore, no international caravan and camping visitor economy data will be presented in this State of Industry Report.

— DOMESTIC CARAVAN & CAMPING VISITOR ECONOMY —

57.1

MILLION

NIGHTS

-6.0%

15.2

MILLION

TRIPS

-0.8%

10.6

BILLION

VISITOR EXPENDITURE

-1.1%



30-54 YEAR
MARKET TAKES
46% OF TRIPS



30-54 YEAR
MARKET SPENDS
42% OF NIGHTS

RV MANUFACTURING



25,185

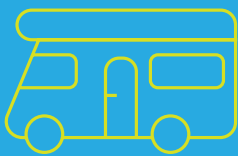
RVS MANUFACTURED
IN AUSTRALIA (-20%)



94%

TOWABLES
PRODUCED

REGISTRATIONS



114,168

CAMPERVAN
REGISTRATIONS (+19%)



794,345

CARAVAN
REGISTRATIONS (+3%)

ECONOMIC VALUE OF THE INDUSTRY

CARAVAN PARKS | MANUFACTURING AND TRADE | VISITOR EXPENDITURE

27.1 BILLION

IN ECONOMIC IMPACT TO THE
AUSTRALIAN ECONOMY ANNUALLY

91%

OF DOMESTIC CARAVAN AND CAMPING
TRIPS TAKE PLACE IN REGIONAL AREAS

CARAVAN PARK PERFORMANCE



CABINS
60%
OCCUPANCY
\$1.9 BILLION
REVENUE



POWERED SITES
49%
OCCUPANCY
\$1.1 BILLION
REVENUE



UNPOWERED SITES
20%
OCCUPANCY
\$66.0 MILLION
REVENUE

STATE AND TERRITORY PERFORMANCE

NORTHERN TERRITORY

818

236,094

992,449

QUEENSLAND

242,808

3,208,064

13,016,903

WESTERN AUSTRALIA

123,390

1,788,277

7,019,225

NEW SOUTH WALES

223,303

5,054,231

18,407,375

SOUTH AUSTRALIA

65,368

1,237,992

4,369,003

VICTORIA

211,788

3,936,794

11,348,381

TASMANIA

28,535

425,756

1,626,526

REGISTRATIONS
 DOMESTIC TRIPS
 DOMESTIC NIGHTS

CEO's Message:

A Decade of Transformation

As we present the 10th edition of the Caravan and Camping State of Industry report, I'm struck by how far we've come since our inaugural publication in 2016. That first slim volume represented a pioneering effort to consolidate industry data at a time when comprehensive insights were scarce.

A decade ago, our industry recorded 11 million overnight trips generating 49.7 million visitor nights. Today, our 15.2 million trips represent an impressive 38% growth in visitation, generating 57.1 million visitor nights and demonstrating a significant evolution in how Australians embrace caravan and camping experiences.

Our manufacturing sector has matured significantly. In 2015, Australia produced 22,711 recreational vehicles. During the pandemic peak, production surged to an extraordinary 31,289 units. While today's output of 25,185 units represents a normalisation, it reflects sustained growth and a dramatic shift in sophistication that would have seemed futuristic a decade ago.

The change in consumer demographics is perhaps most telling. Our first report showed heavy reliance on the over-55 market. Today, the 30-54 age group has emerged as our dominant segment, taking 46% of trips and accounting for 42% of nights. This represents a successful broadening of our consumer base while maintaining our connection with the valuable over-55 demographic.

Industry economic contribution has grown from \$19.02 billion in 2015 to \$27.1 billion today — a 42% increase demonstrating our resilience and enhanced value proposition in a competitive travel marketplace.

The past decade has presented significant challenges, from economic cycles and pandemic disruptions to complex regulatory changes and extreme weather events. Yet through it all, Australia's caravan and camping industry has demonstrated remarkable adaptability.

Looking ahead, I'm confident in our industry's ability to continue evolving despite economic uncertainties. Our balanced growth is attracting investment, innovation and modernisation, positioning us well for future challenges. Our established strength in supporting local economies continues to create substantial value for communities across Australia.

This 10th edition provides not just a snapshot of where we stand today but offers insights into our decade-long journey of innovation, adaptation and growth that gives us every reason to face the future with optimism and confidence.



Stuart Lamont
Chief Executive Officer
Caravan Industry Association of Australia

Caravan & Camping Industry Performance



The caravan and camping industry in Australia navigated a period of strategic realignment in 2024, displaying remarkable resilience as it adapted to evolving economic conditions and changing consumer behaviours. Following the extraordinary growth surge during the post-pandemic years and subsequent market adjustments in 2023, the sector has now entered a phase of measured stabilisation and focused development.

The economic landscape in 2024 continued to shape industry dynamics. High interest rates throughout the year created a challenging environment for consumer spending, though there were signs of improving sentiment in the latter part of the year as inflation began to moderate. While the Australian dollar remained relatively strong, it did not significantly deter domestic tourism, which continued to be viewed as a good value proposition compared to international travel. Cost-of-living pressures remained significant for many households, influencing travel decisions and contributing to the trend toward shorter trips.

The domestic visitor economy remained robust with 15.2 million overnight trips recorded, representing a modest decrease of 0.8% compared to the previous year. While visitor nights decreased by 6.0% to 57.1 million, the industry still generated substantial visitor expenditure of \$10.6 billion, a slight decline of 1.1% from 2023. The average trip length shortened to 3.8 nights, reflecting a shift in travel patterns as Australians adapted to economic pressures by taking shorter, more frequent breaks. Regional Australia continued to be the primary beneficiary of caravan and camping tourism, with 91% of domestic trips taking place outside major metropolitan areas.

The recreational vehicle manufacturing sector experienced a return to more balanced production levels in 2024 following significant retail restocking the previous year. Australian manufacturers produced a total of 25,185 RVs, representing a 20% decrease from the previous year's exceptional output. While this marked a reduction from 2023, it still surpassed 2019 levels by 17%, indicating the sector's overall growth despite recent adjustments. Towable units maintained their dominance, accounting for 94% of total production, with caravans

representing 73% of this category. The motorised segment showed encouraging signs with production increasing by 18% to 1,507 units, led by strong growth in campervans (41%) and C Class motorhomes (28%).

Registration numbers continued their upward trajectory, with Australia recording a total of 908,513 registered recreational vehicles as of January 2024, representing a 5% increase from the previous year. This growth was particularly notable in the motorised RV segment, which saw a significant 19% rise, reaching 114,168 registered vehicles. The substantial increase in motorhome and campervan registrations can be attributed to the ongoing return of international visitors to Australia and rental companies rebuilding their fleets to meet renewed demand post-COVID. Towable RV registrations also showed solid growth, totalling 794,345 units, an increase of 3% from 2023.

The caravan park sector demonstrated its resilience with total revenue reaching \$3.1 billion, a 7% increase from the previous year. This growth translated to an additional \$196.6 million in revenue compared to 2023, underscoring the sector's importance to the Australian tourism economy. Cabins emerged as the primary revenue generator, accounting for 62% of total revenue and growing by 9% to reach \$1.9 billion. Powered sites contributed 36% of revenue, increasing by 3% to \$1.1 billion, while unpowered sites represented 2% of revenue at \$66.0 million. Occupancy rates across accommodation types showed slight decreases, with cabins at 60.2% (-1.1 percentage points), powered sites at 48.5% (-0.8 percentage points), and unpowered sites at 20.2% (-1.3 percentage points).

Market demographics revealed shifting patterns in 2024, with the 30-54 age group emerging as the dominant segment, taking 46% of trips and accounting for 42% of nights. This represented a notable change from historical trends, as the traditionally strong over-55 demographic showed decline in domestic caravan and camping activity. Many in this older demographic prioritised international 'revenge travel' after years of border closures, leading to experience substitution that particularly impacted Northern Australia's long-distance road travel market. This trend is expected to



Caravan & Camping Industry Performance

be temporary, with the over-55 market likely to return to domestic caravan and camping travel as their pent-up desire for international experiences subsides.

The caravan and camping industry continues to be a significant contributor to the Australian economy, with an estimated annual economic impact of \$27.1 billion. Looking forward, several factors provide grounds for cautious optimism. The continued strong performance of domestic tourism, coupled with improving economic indicators, suggests that the fundamentals for sustainable industry growth are solidifying following the challenging adjustment period of 2023-2024. Encouragingly, early data from the fourth quarter of 2024 already shows signs of the over-55 demographic returning to domestic caravan and camping travel. This re-engagement of key market segments represents a significant positive development for the industry.

At the time of writing, economic uncertainties have intensified as US tariffs begin to take effect, creating ripples throughout the global economy. In times of such uncertainty, domestic tourism historically remains a steady and reliable sector for the Australian economy. The caravan and camping industry is well-positioned to benefit from Australians' tendency to look inward for travel opportunities when international conditions become less predictable.

In the short term, we may see increased supply of components and parts as manufacturers from China and the European Union redirect their stock away from the US markets, providing opportunities to offset rising local production costs and potentially improve vehicle pricing for Australian consumers. Additionally, anticipated interest rate decreases over 2025 could boost discretionary spending power, making RV purchases more accessible.

However, these apparent advantages come with a caveat – they reflect underlying weaknesses in the global economy. The redirection of international supply chains and potential interest rate cuts would be responses to struggling global growth, which ultimately affects Australia's economic performance. The industry must therefore navigate a complex balance: capitalising on short-term opportunities while preparing for the challenges that a broader economic slowdown might bring to consumer confidence and spending patterns.

While challenges remain, including these global economic uncertainties and evolving consumer preferences, the Australian caravan and camping industry's demonstrated capacity for adaptation and innovation positions it well to navigate the changing landscape. The sector's strategic realignment toward more sustainable growth patterns, with an emphasis on value, quality, and experience, provides a solid foundation for continued development in 2025.



Peter Clay
GM - Research and Insights
Caravan Industry Association of Australia

Recreational Vehicle Manufacturing



The Australian recreational vehicle sector experienced a shift towards more balanced production levels in 2024, following a period of exceptional growth and retail restocking in the post-pandemic years. This change was largely driven by evolving consumer behaviours, influenced by high interest rates, elevated inflation, and persistent cost-of-living pressures.

In 2024, Australian manufacturers produced a total of 25,185 RVs, representing a 20% decrease from the previous year. While this marks a reduction of 2,440 units compared to 2023, it still surpasses 2019 levels by 3,720 units, indicating a 17% increase from pre-pandemic figures.

The third quarter emerged as the most productive period of 2024, with 6,631 units manufactured. Production was fairly balanced throughout the year, with 49% of units manufactured in the first six months of 2024 and 51% produced in the second half.

Monthly production consistently fell below 2023 levels, with December showing the smallest year-over-year decline at 1%. May 2024 recorded the highest monthly output of 2,440 units, though this still represented a 19% decrease from the peak month of 2023, which saw 3,001 units produced.

Regarding vehicle types, towable units maintained their dominance, accounting for 94% of total production in 2024. This share decreased slightly from the previous year but remains close to the pre-pandemic proportion of 93%.

Figure 1 RV production by vehicle category.

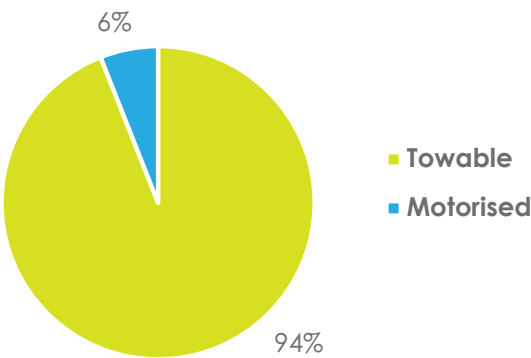
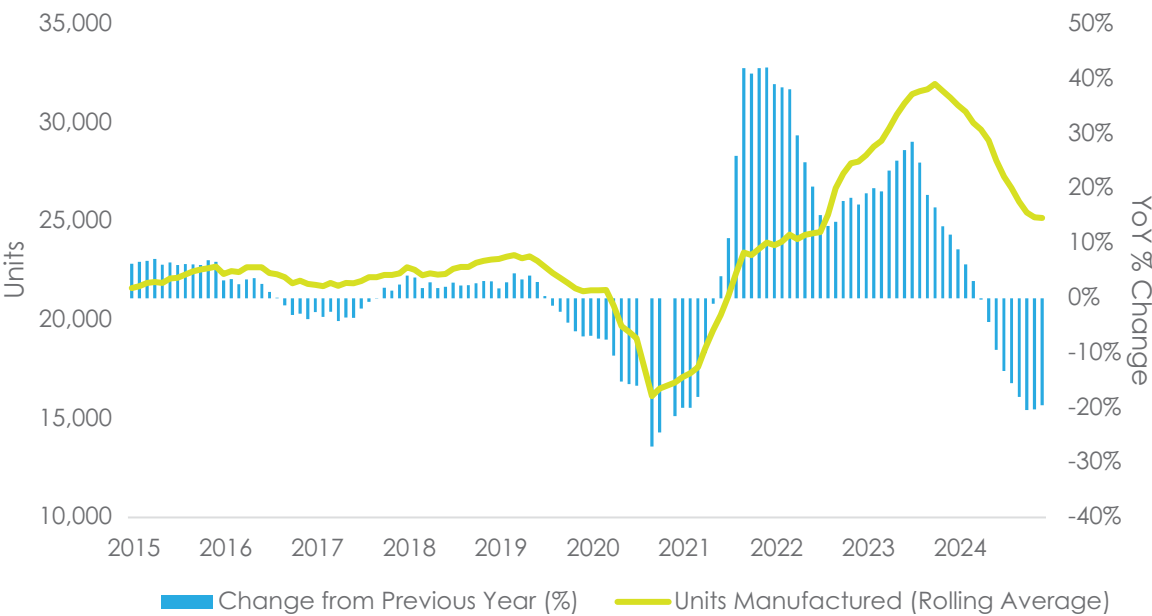


Figure 2 RVs manufactured in Australia (rolling average and YoY % change).



Data source: nemAustralasia, 2025.



Recreational Vehicle Manufacturing

Figure 3 Recreational vehicle production by month.

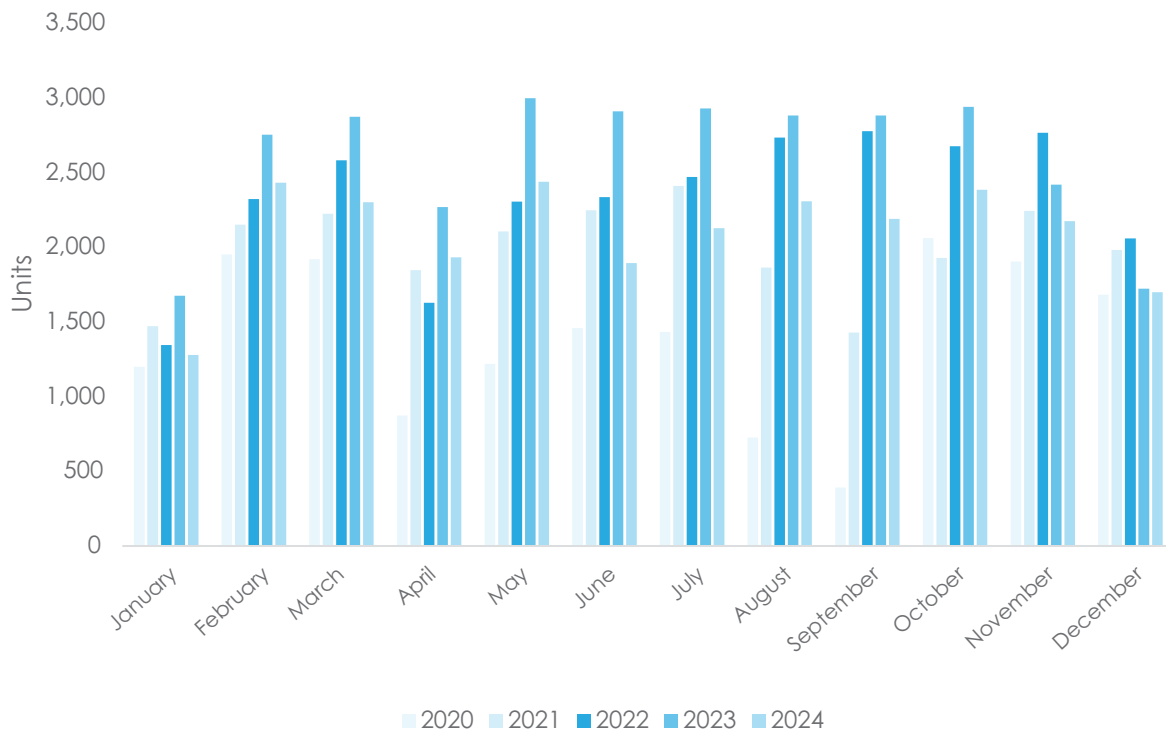
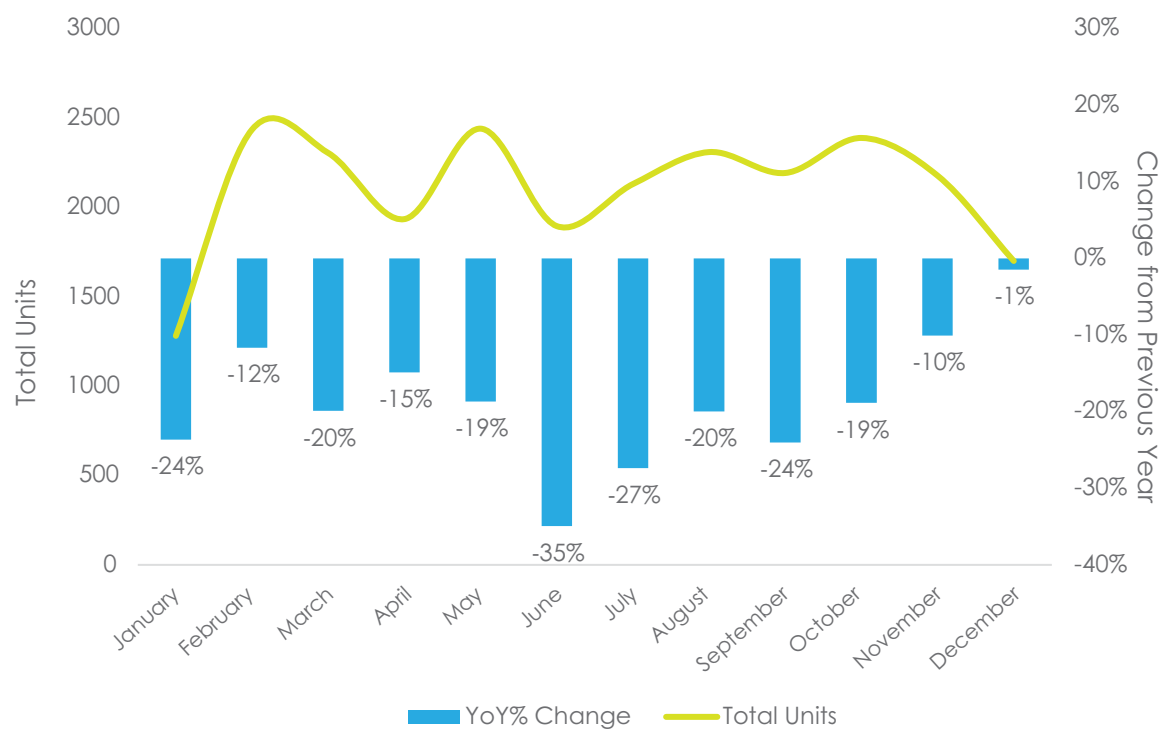


Figure 4 RVs manufactured in Australia (monthly) and % change from the previous year.



Data source: nemAustralasia, 2025.



Towable Production



-21%

Annual growth of towable units manufactured.



94%

Of total outputs in 2024 were towable products.



73%

Of towable products were caravans.

In 2024, the production of towable recreational vehicles in Australia reached 23,678 units, representing a 21% decrease from the previous year. This decline was equivalent of 6,337 fewer units manufactured compared to 2023.

Among towable vehicle types, caravans dominated the market, making up 73% of total production. This share increased from 69% in the previous year, largely due to significant declines in the production of camper trailers and pop tops. Pop tops accounted for 14% of towable production, while camper trailers represented 12%. Tent trailers maintained a market share of 1.5%, with slide-on campers and fifth wheelers together contributing less than 1% to the 2024 production volume.

These figures underscore the continued popularity of caravans among Australian consumers, while the shift in production ratios reflects changing consumer preferences and market dynamics within the recreational vehicle industry.

Figure 5 Towable RVs manufactured by vehicle type.

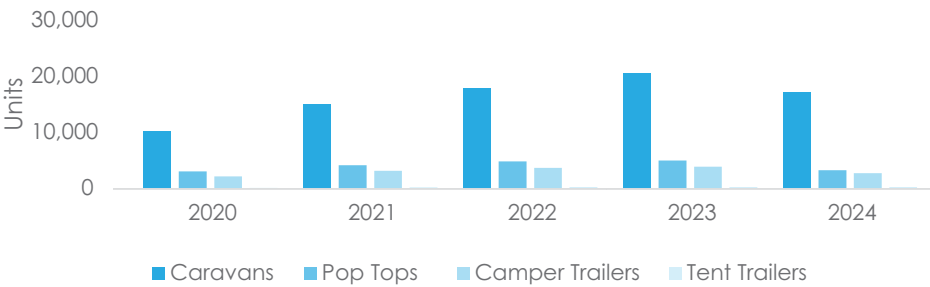
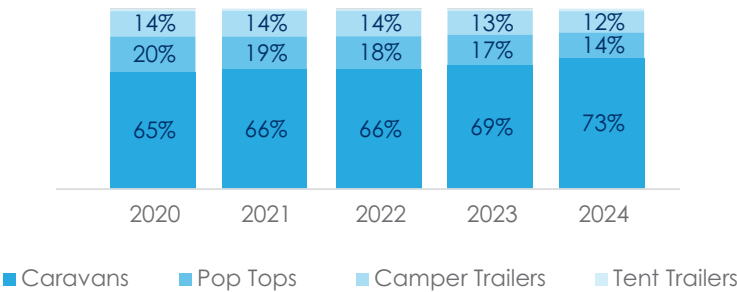


Figure 6 Market share of towable production by vehicle type.



Data source: nemAustralasia, 2025.

Length Analysis

The production of towable recreational vehicles saw decreases across all length categories. Units between four and five metres long experienced the most significant year-over-year decline, dropping by 24%. Close behind were units under four metres, which saw a 23% decrease.

Units longer than six metres remained the dominant segment, representing 55% of all towable units manufactured. The five to six metre category increased

its market share to 31%, reflecting a continued shift in consumer preferences towards this size range. Units measuring less than five metres maintained a consistent share, accounting for 14% of the total towable production.

These trends highlight evolving consumer preferences in the towable recreational vehicle market, with an emphasis on larger units.

Figure 7 Towable RVs manufactured by length.

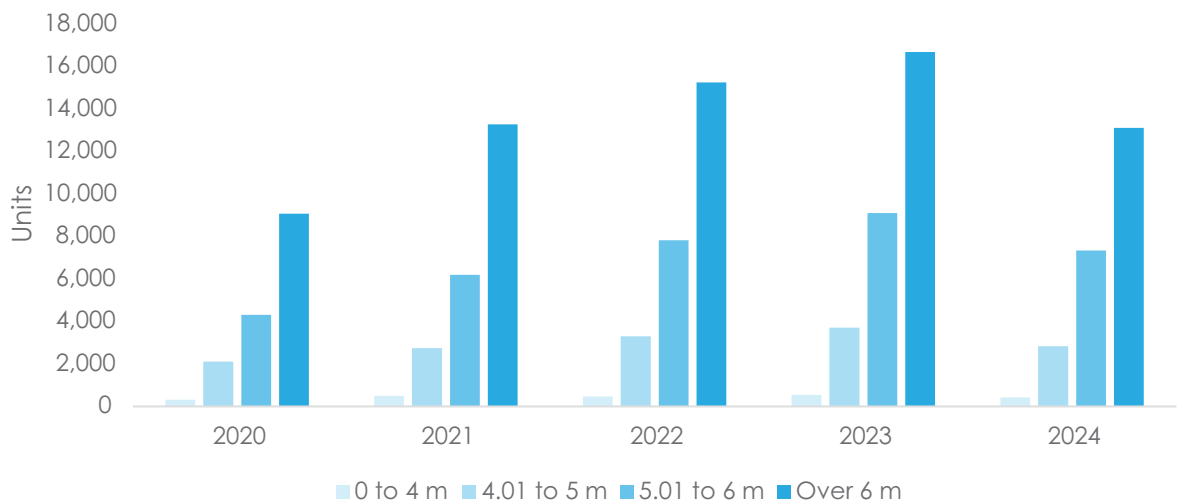
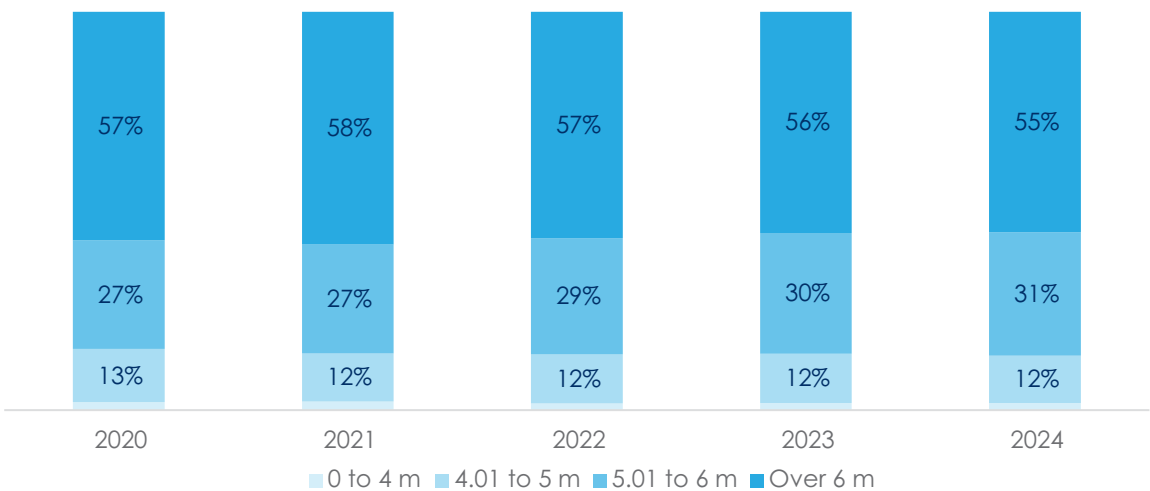


Figure 8 Market share of towable production by length.



Data source: nemAustralasia, 2025.

Motorised Production



Australian manufacturers produced 1,507 motorised RVs in 2024, representing an 18% increase or 233 more units compared to the previous year. This growth, coupled with a decline in towable production, led to motorised vehicles increasing their market share to 6% of total RV production.

Campervans experienced the most substantial growth, with a 41% increase in yearly production as rental companies restocked their fleets as international tourism demand increased. C Class units also saw significant growth, with a 28% increase in output. In contrast, B Class production declined by 10%.

The production breakdown in 2024 included 350 B Class units, 874 C Class units, and 283 campervans. Motorhomes, which comprise of both B Class and C Class units, dominated the motorised segment, accounting for 81% of total production, while campervans made up the remaining 19%.

Figure 9 Motorised RVs manufactured by vehicle type.

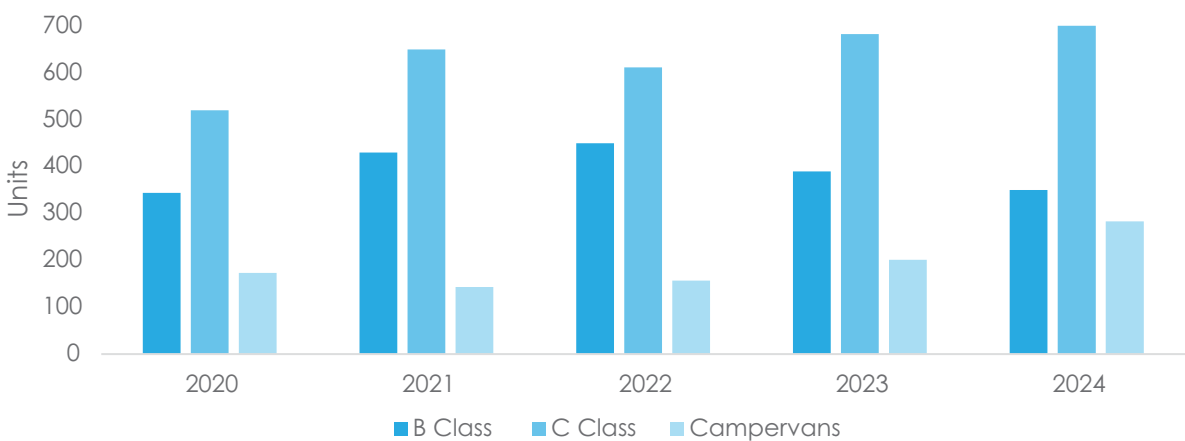
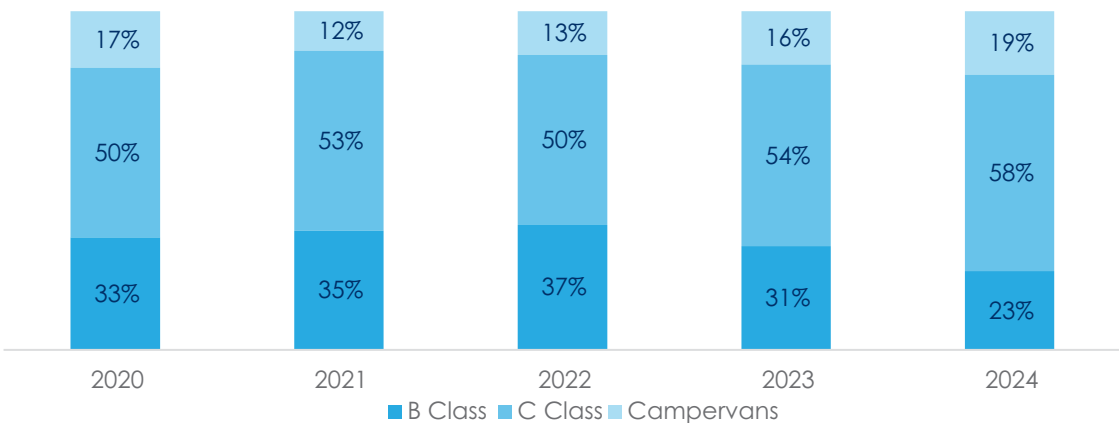


Figure 10 Market share of motorised production by unit.



Data source: nemAustralasia, 2025.

Length Analysis

Units measuring between seven and nine metres remained the dominant category, accounting for 57% of total motorised production. This represented a six-percentage point decrease from the previous year's market share.

Motorised vehicles in the six to seven metre range saw significant growth, with production increasing by 38% year-over-year. A total of 505 units were manufactured in this category, representing 34% of the overall motorised production in 2024.

Smaller motorised RVs, measuring less than six metres in length, accounted for 5% of total production, with a total of 69 units manufactured.

The largest motorised RVs, exceeding nine metres in length, experienced substantial growth. An additional 28 units were produced in 2024 compared to 2023, resulting in a two-percentage point increase in this segment's market share.

Figure 11 Motorised RVs manufactured by length.

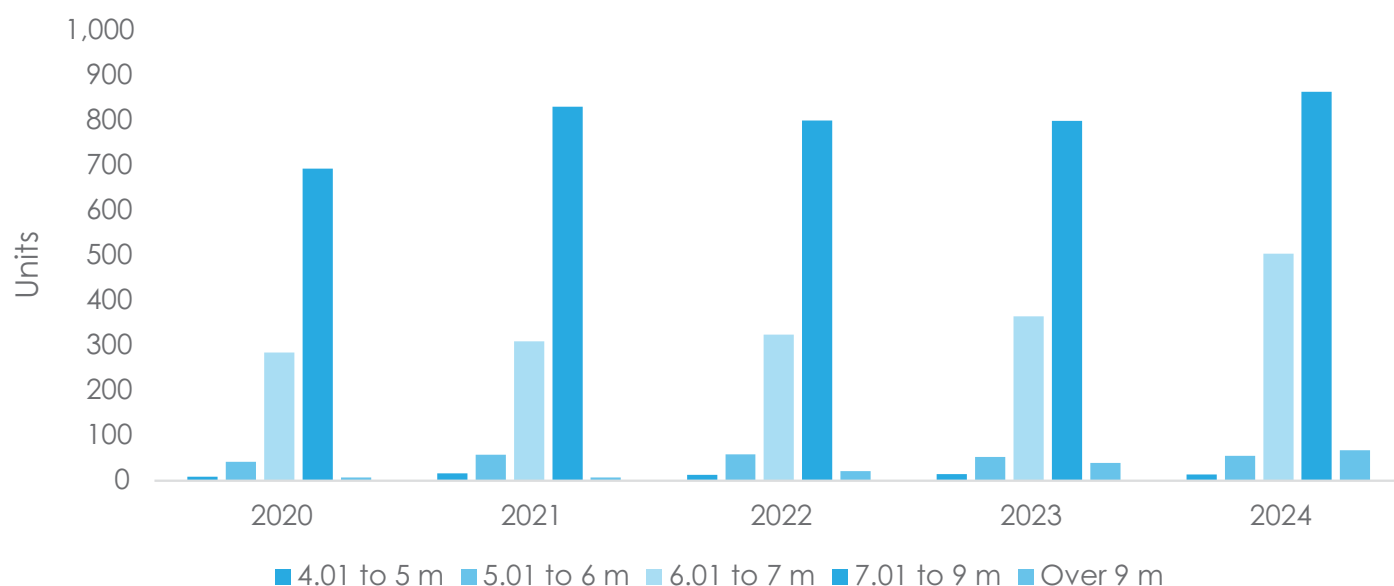
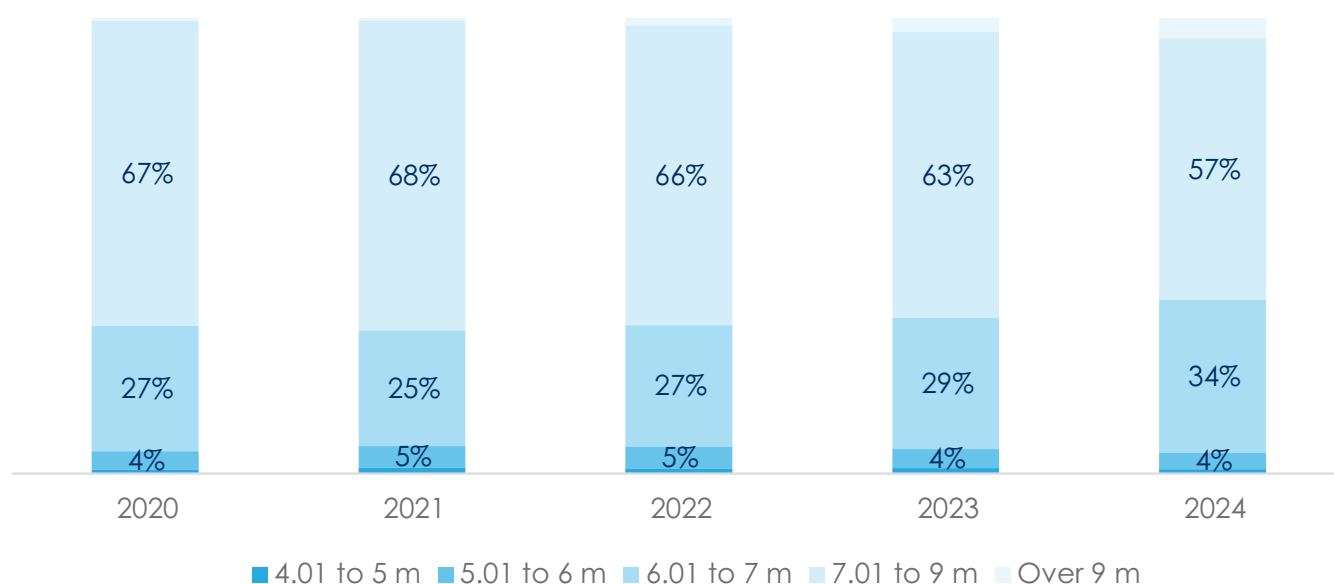
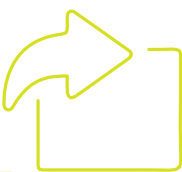


Figure 12 Market share of motorised production by length.



Data source: nemAustralasia, 2025.

Caravan Trailer Imports



Caravan trailer imports to Australia experienced growth in 2024, following a decline in 2023.

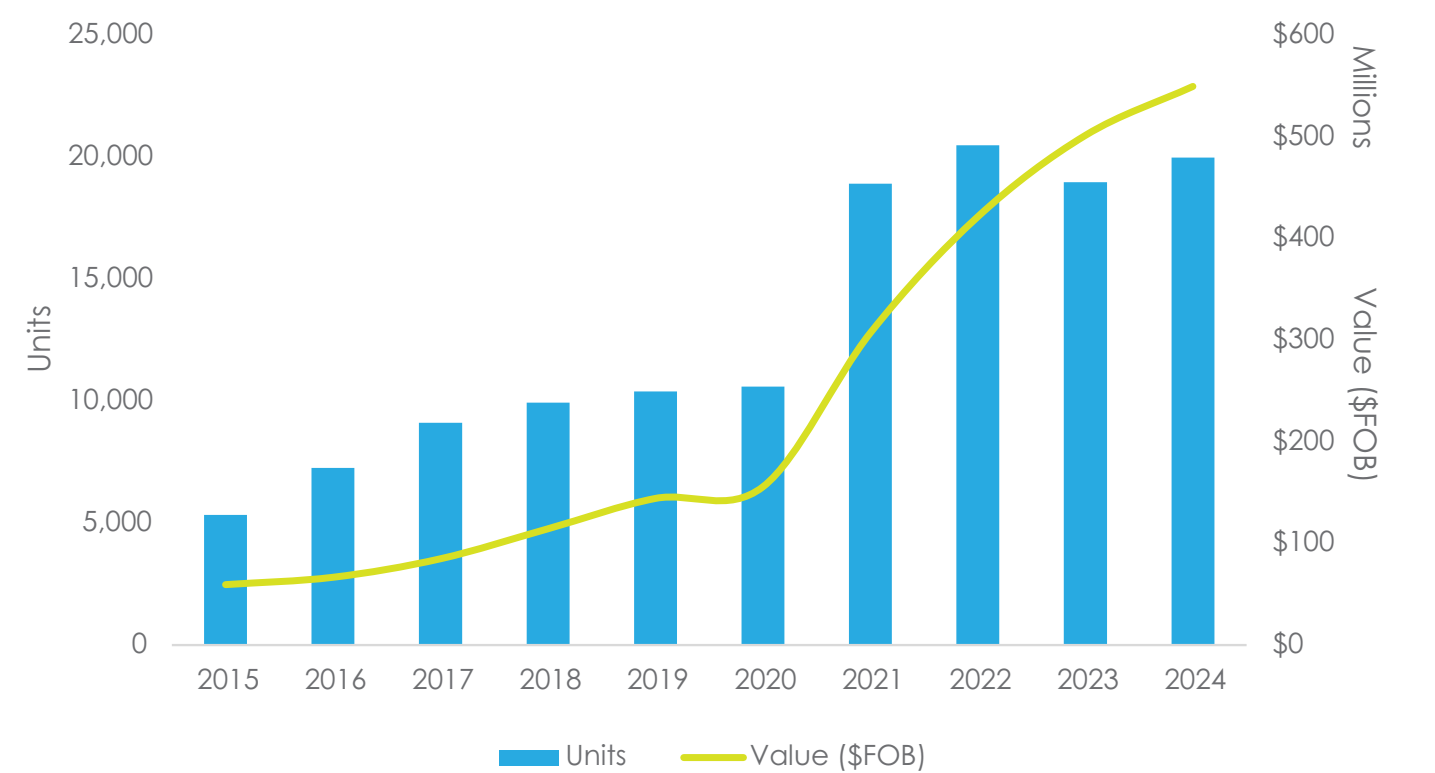
The Australian caravan trailer import market experienced a notable recovery in 2024 after a downturn in 2023. A total of 19,993 caravan trailer units were imported into Australia, representing a 5% increase from the previous year. The total Freight on Board (FOB) value saw an even more substantial rise, reaching \$549.7 million, representing an annual increase of 10%.

Caravan trailer import figures showed increases across various metrics in 2024. The average monthly growth of units imported increased by 2%, while the average weight growth rose by 4%. The average yearly change in FOB value demonstrated a considerable uptick of 18%.

The trend towards heavier and more expensive units continued in 2024. By the end of the year, the average weight of imported caravan trailers was 1.99 tonnes. Simultaneously, the average unit price hit a new record of \$27,494, representing a 4% increase compared to 2023.



Figure 13 Annual imports to Australia, units and FOB value.



Data source: Based on Australian Bureau of Statistics data, International Merchandise Trade, 2025.

Figure 14 Year-over-year % change in units, weight and FOB value.

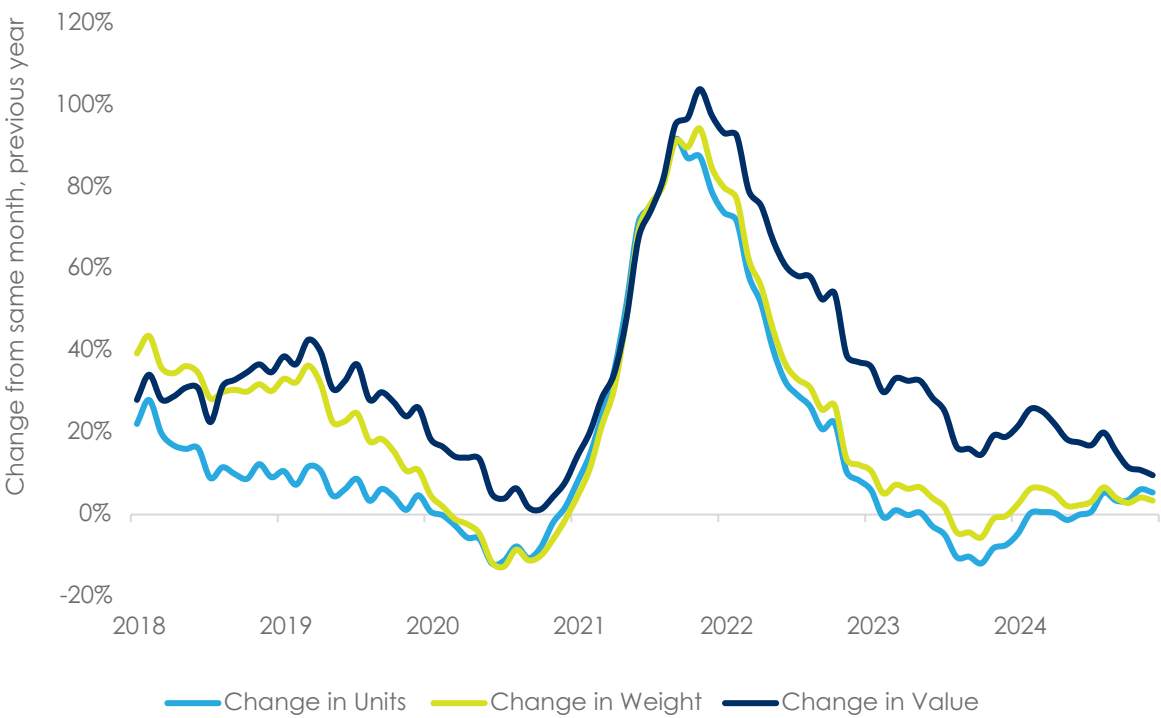
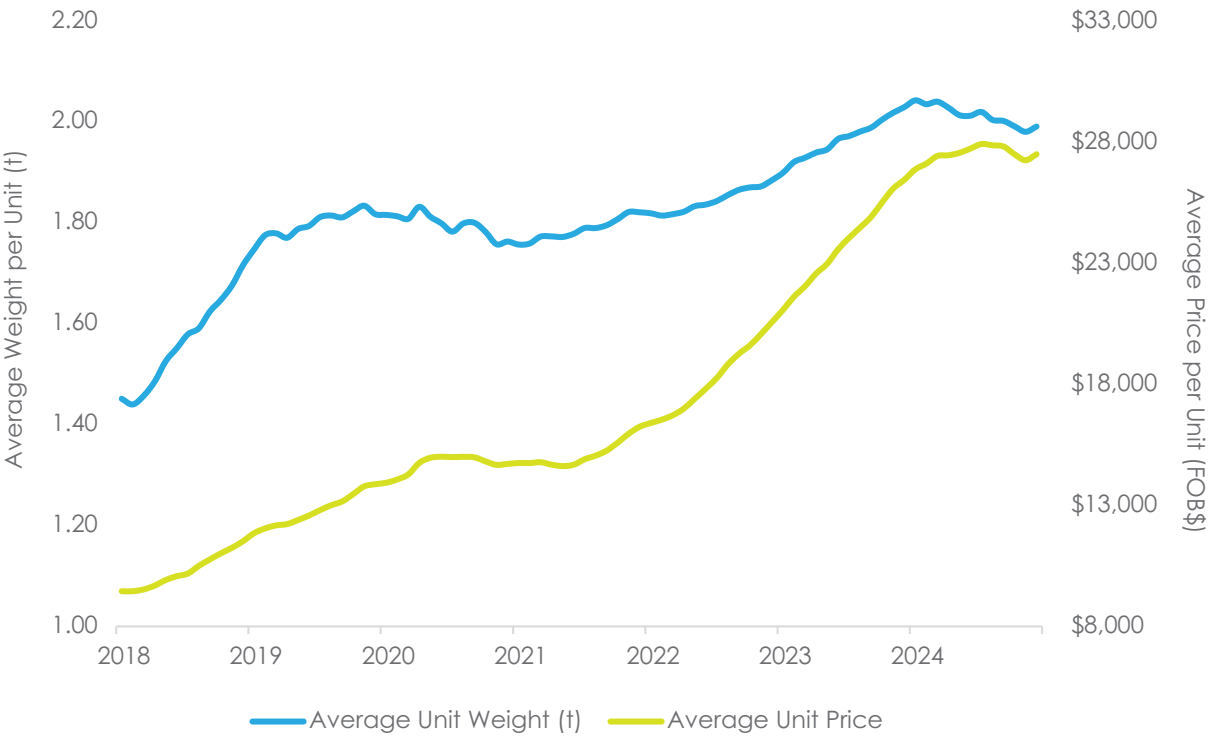


Figure 15 Average weight and price per imported unit (rolling annual).



Data source: Based on Australian Bureau of Statistics data, International Merchandise Trade, 2025.



From where to where?

Queensland was the main destination for caravan trailer imports in 2024, capturing 41% of the total market. Victoria maintained its strong presence in the import market, securing the second position, with a 39% market share. However, this represented a two-percentage point decrease compared to the previous year.

Import volumes saw increases across all major destinations. South Australia experienced the most significant growth, with a 62% uptick in caravan trailer imports, totalling 507 units. Western Australia also witnessed considerable growth, with caravan trailer imports rising by 19%. Queensland experienced an increase in import volume of 5%, whilst New South Wales saw a 4% growth in caravan trailer imports.

Figure 16 Total imports by state of final destination.

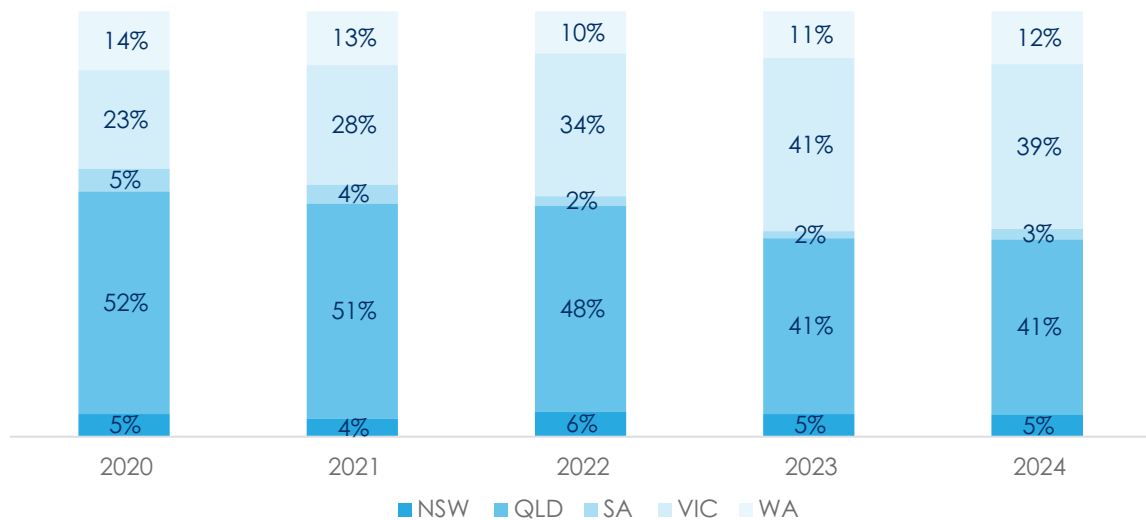
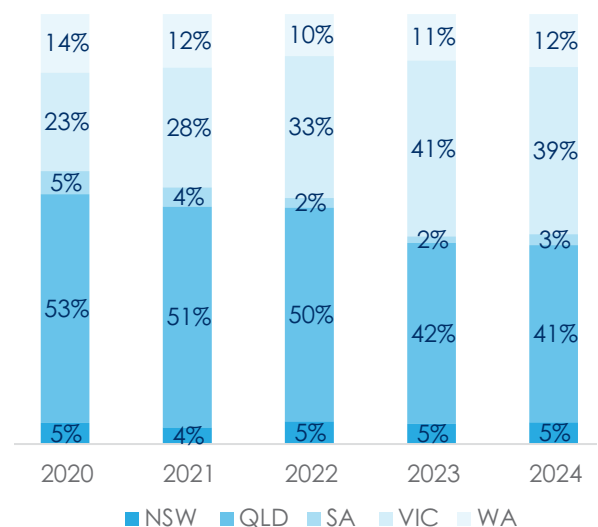


Figure 17 Imports from China by state of final destination.

China strengthened its position in Australia's caravan trailer import market, importing 19,498 units in 2024, an increase of 7% compared to the previous year. Chinese imports accounted for 95% of all imported units in 2024, marking a six-percentage point increase from 2023.

The distribution of these imports within Australia showed a clear preference for two states. Queensland emerged as the primary destination, receiving 41% of the imported caravan trailers from China. Victoria followed closely behind, accounting for 39% of the imports. Western Australia was the third most used import destination, with 12% of units from China imported into the state.



Recreational Vehicle Registrations



Registration numbers of recreational vehicles in Australia continued their upward trajectory in 2024, demonstrating sustained consumer interest and increased rental fleets across the country.

As of January 2024, Australia recorded a total of 908,513 registered recreational vehicles, representing a 5% increase from the previous year. This growth was particularly notable in the campervan and motorhome segment, which saw a significant 19% rise, reaching 114,168 registered vehicles. Towable RV registrations also showed solid growth, totalling 794,345 units, an increase of 5% from 2023.

Queensland maintained its position as the leading state for RV registrations, recording a total of 242,808 vehicles. This was a 6% increase from January 2023 and accounted for 27% of the national registration market.

New South Wales followed with 223,303 registrations, a 3% increase from the previous year, and a 25% market share. Victoria secured the third position with 211,788 registrations, also recording a 3% growth rate and holding a 23% market share.

Western Australia demonstrated strong growth with 123,390 registrations, an 8% increase from the previous year, and a 14% market share. South Australia experienced a 7% rise in registrations, totalling 65,368 and representing 7% of the market.

Tasmania saw a 3% increase, reaching 28,535 registrations and accounting for 3% of the total market. The Australian Capital Territory recorded 12,503 campervan and caravan registrations, a 5% increase from 2023, holding a 1% market share. Lastly, the Northern Territory recorded 818 registrations, dropping by 3% from the previous year.

These figures underscore the continued popularity of recreational vehicles across Australia, with most states and territories experiencing growth in registrations. The varying growth rates and market shares reflect both regional differences in RV adoption and the strategic repurposing of RV fleets as international markets return to Australia.

Table 1 RV registration by state, as per January 2024.

State	Motorised		Towable		Total	
	Registrations	+/- 2023	Registrations	+/- 2023	Registrations	+/- 2023
ACT	1,748	18%	10,755	3%	12,503	5%
NSW	35,418	9%	187,885	2%	223,303	3%
NT	30	-23%	788	-2%	818	-3%
QLD	28,930	13%	213,878	5%	242,808	6%
SA	7,447	86%	57,921	1%	65,368	7%
TAS	5,913	2%	22,622	3%	28,535	3%
VIC	28,805	19%	182,983	1%	211,788	3%
WA	5,877	174%	117,513	5%	123,390	8%
National	114,168	19%	794,345	3%	908,513	5%

Towable are defined as 'any enclosed caravan trailer designed primarily for human occupation whilst stationary' (Vehicle Standard (Australian Design Rule – Definitions and Vehicle Categories) 2005(Cth)). Motorised defined by the Australian Bureau of Statistics are 'self-propelled motor vehicles containing an area primarily used for accommodation. This definition would include vehicles commonly referred to as motorhomes.' Data source: BITRE, 2025.

Domestic Visitor Economy



Demand for caravan and camping holidays remained firm in 2024, though economic uncertainty impacted consumer travel behaviour. Rising cost-of-living pressures led Australians to favour shorter caravan and camping trips or shift toward alternative holiday options, especially overseas. These changes underscore the importance of delivering value for money to sustain the sector's growth and ensure continued success.

Performance

In 2024, the caravan and camping visitor economy recorded 15.2 million overnight trips and 57.1 million visitor nights, resulting in over \$10.6 billion in visitor expenditure. These figures highlight the continued popularity of caravan and camping travel among Australians. However, rising living costs and financial pressures on household budgets influenced consumer behaviour, leading many caravan and camping travellers to opt for shorter trips and destinations closer to home as a way to manage travel expenses effectively.

At the same time, outbound travel grew by over 20%, intensifying competition within the travel market. This increase was particularly pronounced among financially confident travellers aged 55 and older, who increasingly favoured international destinations such as New Zealand, Indonesia, and Europe. This shift towards outbound travel impacted long-haul domestic destinations like North Western Australia, the Northern Territory, and Far North Queensland.

Despite these changes, the family market remained the cornerstone of the caravan and camping sector in 2024, representing the largest segment of travellers. Families continued to prioritise domestic travel in response to economic conditions, reinforcing their importance to the industry.

These evolving travel behaviours highlight both the resilience and challenges of the Australian caravan and camping sector. While its enduring appeal remains evident, maintaining a strong value proposition through high-quality offerings at various price points will be essential for sustaining consumer interest and ensuring the industry's relevance in an increasingly competitive travel landscape.



Claudia Schmitz
Insights and Data
Caravan Industry Association of Australia



Figure 18 Domestic caravan and camping trips and nights (rolling annual, quarterly).

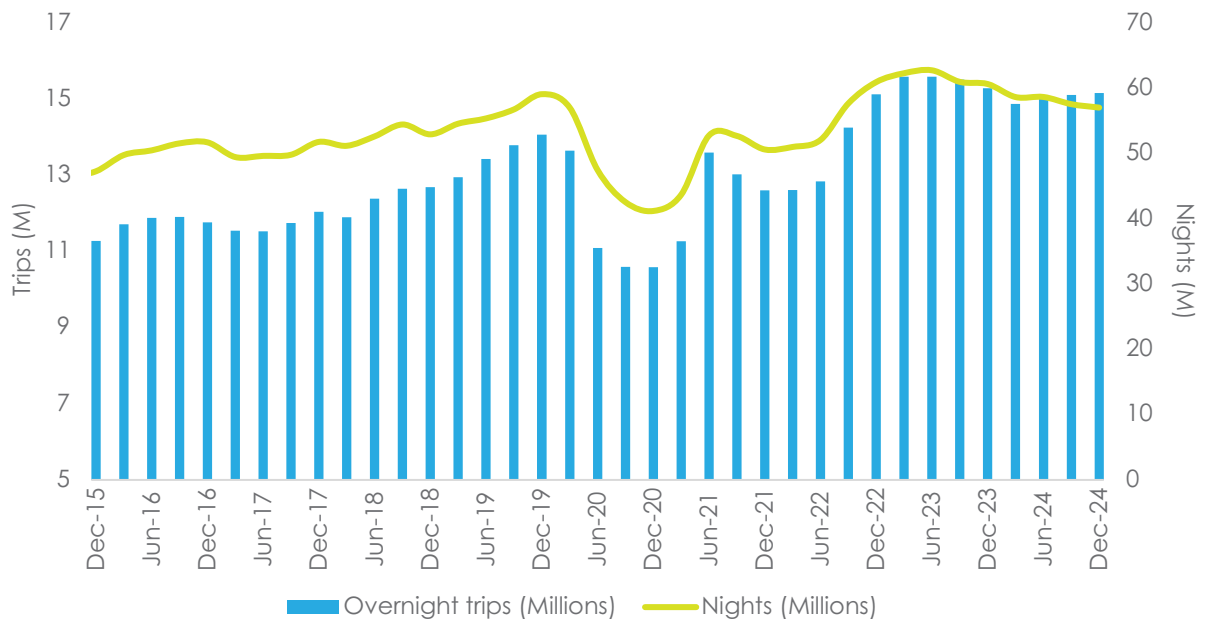


Figure 19 Domestic caravan and camping trips and % change from the previous year (rolling annual, quarterly).

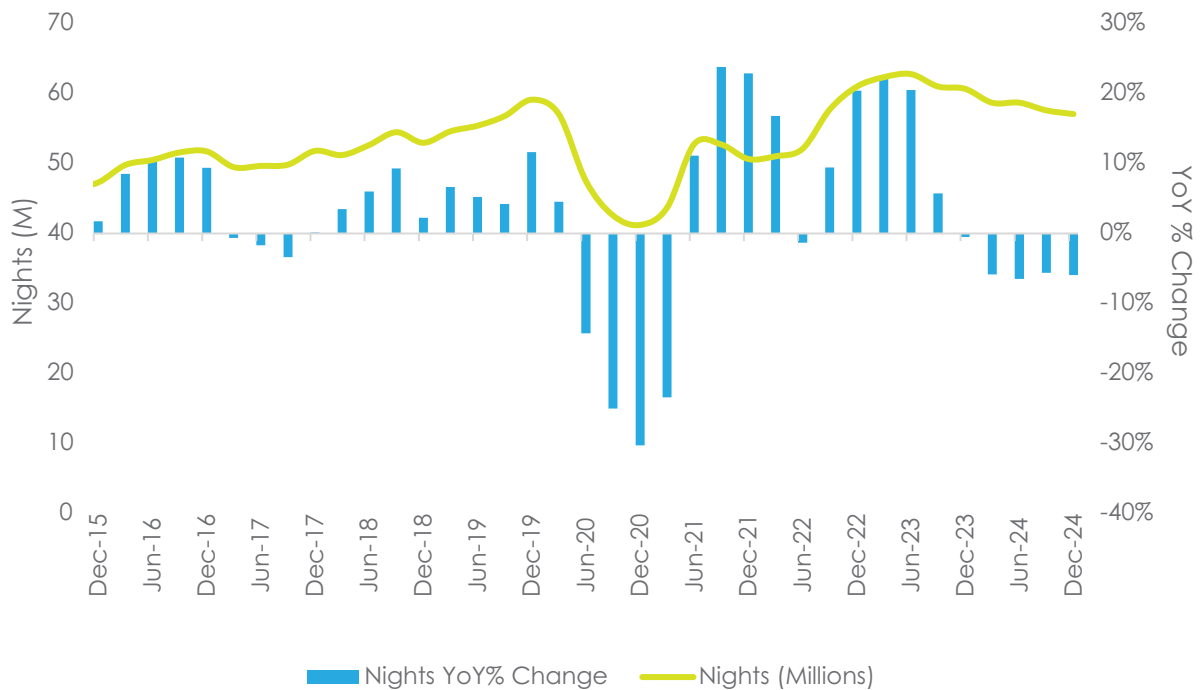




Figure 20 Caravan and camping trips by month.

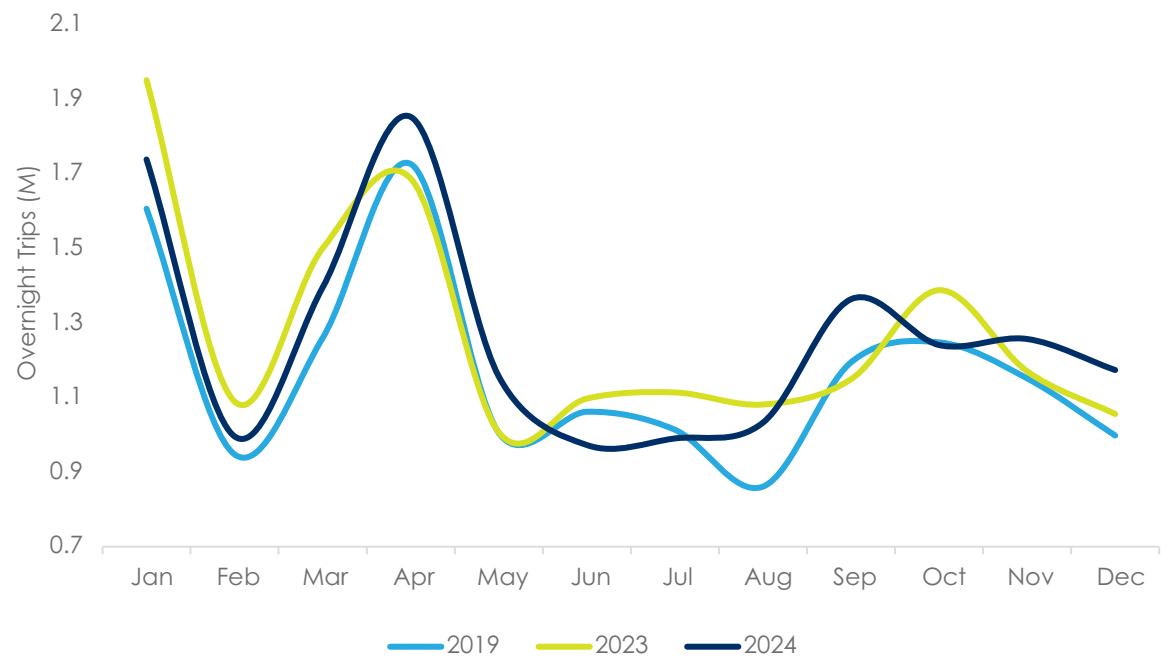
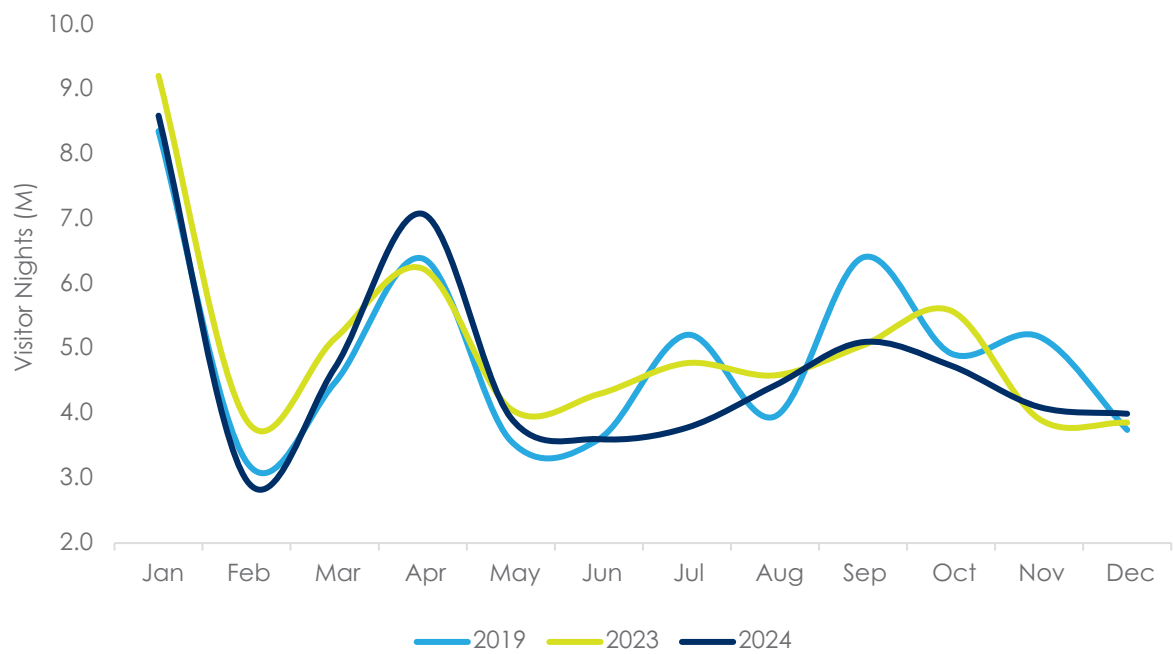


Figure 21 Caravan and camping nights by month.



Data source: Tourism Research Australia, NVS, 2025.

Domestic Visitor Expenditure



In 2024, national caravan and camping visitor expenditure reached \$10.6 billion, reflecting a 1% decline compared to the previous year. On average, caravan and camping travellers spent \$710 per trip, a decrease of 0.3% from 2023. In contrast, the average spend per night increased by 5%, reaching \$188.

New South Wales was the top generator of visitor expenditure, contributing one-third (33%) of the total. Next was Queensland with a 21% share, followed by Victoria at 19% of total visitor expenditure.

Performance across states and territories varied in 2024, with Queensland, South Australia, and Tasmania recording growth in visitor expenditure, average spend per trip, and average spend per night.

The Northern Territory reported the highest average spend per trip at \$935, followed by Tasmania at \$871, and Western Australia at \$738. Victoria recorded the highest average spend per night at \$225, followed by Western Australia at \$217, and New South Wales at \$193.



Figure 22 Caravan and camping visitor expenditure and spend per trip.

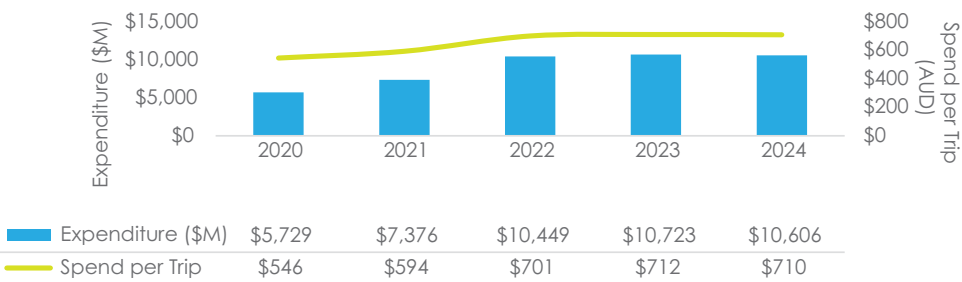
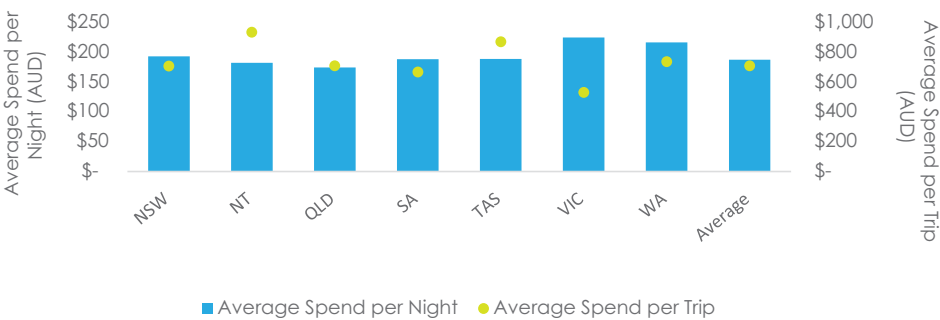
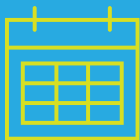


Figure 23 Caravan and camping visitor expenditure per night and trip, 2024.



Data source: Tourism Research Australia, NVS, 2025.

Domestic Travel Patterns



3.8 nights

Average length of trip.



North Coast

Top 1 caravan and camping visitor destination.



Cabins

Most used accommodation option.

Length of trip

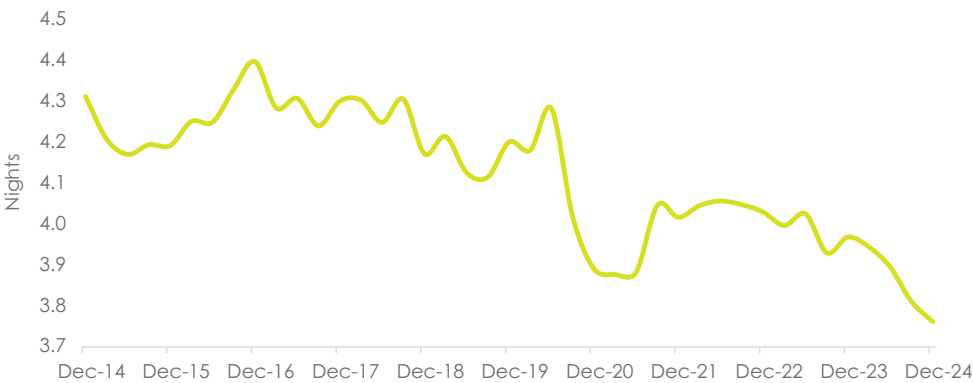
The average length of caravan and camping trips in 2024 stood at 3.78 nights, marking a decline from 3.97 nights in 2023 and setting a new record for the shortest average trip duration. This trend toward shorter stays aligns with broader patterns observed in the accommodation sector, where the average length of stay fell to 3.46 nights in 2024. Despite the decrease, caravan and camping trips continued to significantly exceed the national average for commercial accommodation stays.

Shorter trips, lasting two to three nights, accounted for 45% of all caravan and camping trips, reflecting Australians' preference for brief getaways during holiday periods and extended weekends. Meanwhile, long-haul trips of 15 nights or more experienced a notable decline, dropping by four percentage points to represent 18% of total caravan and camping nights.

This shift can be largely attributed to product substitution by travellers aged 55 and over, who previously contributed the majority of caravan and camping nights due to their long-distance interstate travel but are increasingly choosing international holiday experiences over caravan and camping travel.

Insights show significant differences across caravan park accommodation types. Travellers with their own caravans recorded the longest stays at 5.93 nights, followed by motorhome/campervan users at 5.10 nights. Caravan park stays without travelling with a caravan averaged 4.47 nights. Camping (3.50 nights) and cabin stays (3.18 nights) recorded the shortest durations. Self-contained accommodation options generated substantially longer stays than fixed options, with nearly a three-night difference between travellers with their own caravans and those in cabins.

Figure 24 Average length of trip (nights).



Data source: Tourism Research Australia, NVS, 2025.

Figure 25 Caravan and camping trips by length of trip.

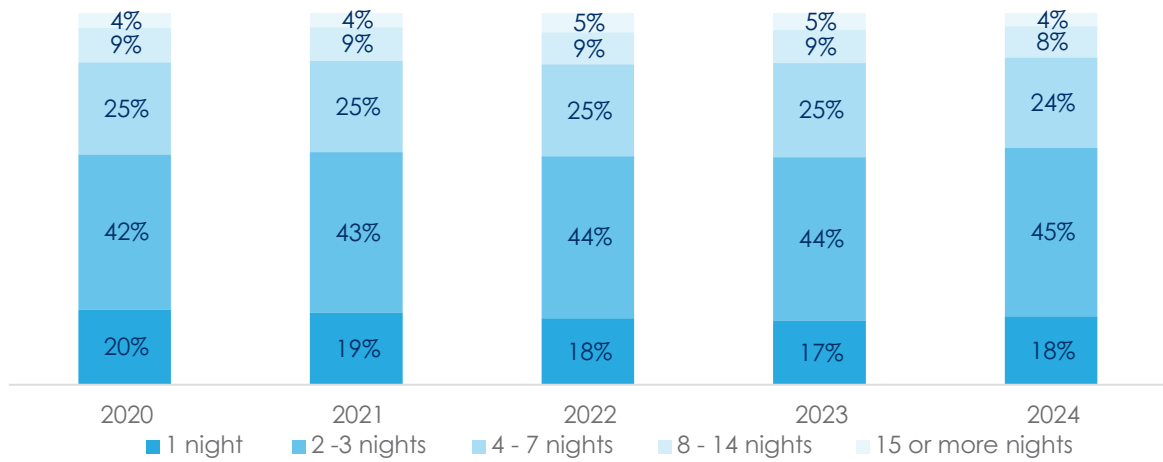
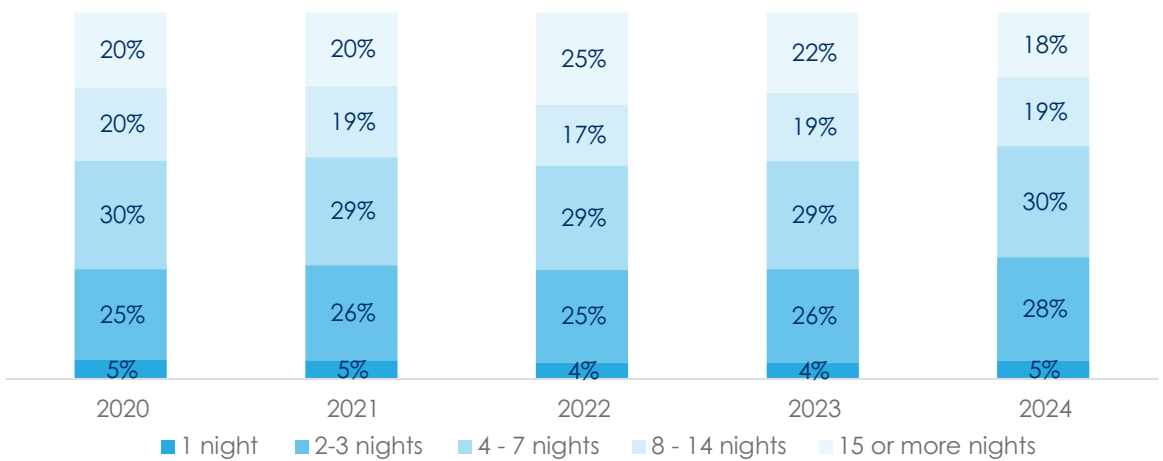


Figure 26 Caravan and camping nights by length of trip.



Data source: Tourism Research Australia, NVS, 2025.

Top 10 caravan and camping visitor regions

The North Coast of New South Wales maintained its position as the most popular tourism region for caravan and camping, becoming the only region in Australia to attract more than one million caravan and camping trips in 2024. The South Coast of New South Wales secured second place, with nearly one million overnight trips, while Australia’s South West (WA) ranked third.

Queensland Country demonstrated remarkable growth in 2024, climbing to fourth position with a 34% increase in trips and a 52% growth in visitor nights compared to the previous year.

These results highlight the unique appeal of caravan and camping holidays across key tourism regions, with New South Wales and Queensland continuing to dominate the top ten destinations for caravan and camping travellers.

Table 2 Top 10 tourism regions for caravan and camping, 2024.

Tourism Region	Overnight Trips	YoY% Change	Nights	YoY% Change
North Coast (NSW)	1,311,029	-5%	5,261,403	-9%
South Coast (NSW)	991,550	-5%	3,953,071	0%
Australia’s South West (WA)	787,650	5%	2,649,651	2%
Queensland Country (QLD)	765,319	34%	2,332,317	52%
High Country (VIC)	707,838	-9%	1,964,396	-18%
Sunshine Coast (QLD)	651,370	9%	2,065,914	5%
Great Ocean Road (VIC)	551,811	14%	1,818,000	13%
Brisbane (QLD)	539,983	1%	1,762,409	11%
Central NSW (NSW)	516,258	7%	1,501,654	-6%
Hunter (NSW)	506,696	17%	1,418,803	-33%

Data source: Tourism Research Australia, NVS, 2025.

Travel movements

Analysing travel patterns among caravan and camping travellers in 2024 revealed that intrastate travel accounted for most overnight trips and visitor nights.

However, there was significant movement between specific state pairs, particularly between New South Wales and Queensland, New South Wales and Victoria, and Victoria and South Australia.

Queensland and Victoria emerged as the most popular interstate destinations for caravan and camping travellers from New South Wales, while Victorians favoured caravan and camping trips to New South Wales, South Australia, and Queensland.

For Queenslanders, New South Wales was the top interstate destination. Western Australians choosing to travel interstate preferred South Australia, New South Wales, and Victoria as holiday destinations.

Northern Territorians most frequently went on caravan and camping trips to Western Australia and Queensland.

Meanwhile, South Australians showed a preference for Victoria as their top interstate destination, followed by New South Wales. Tasmanians overwhelmingly chose Victoria as their favoured caravan and camping destination.





Figure 27 Travel between home state and destination state based on trips, 2024.

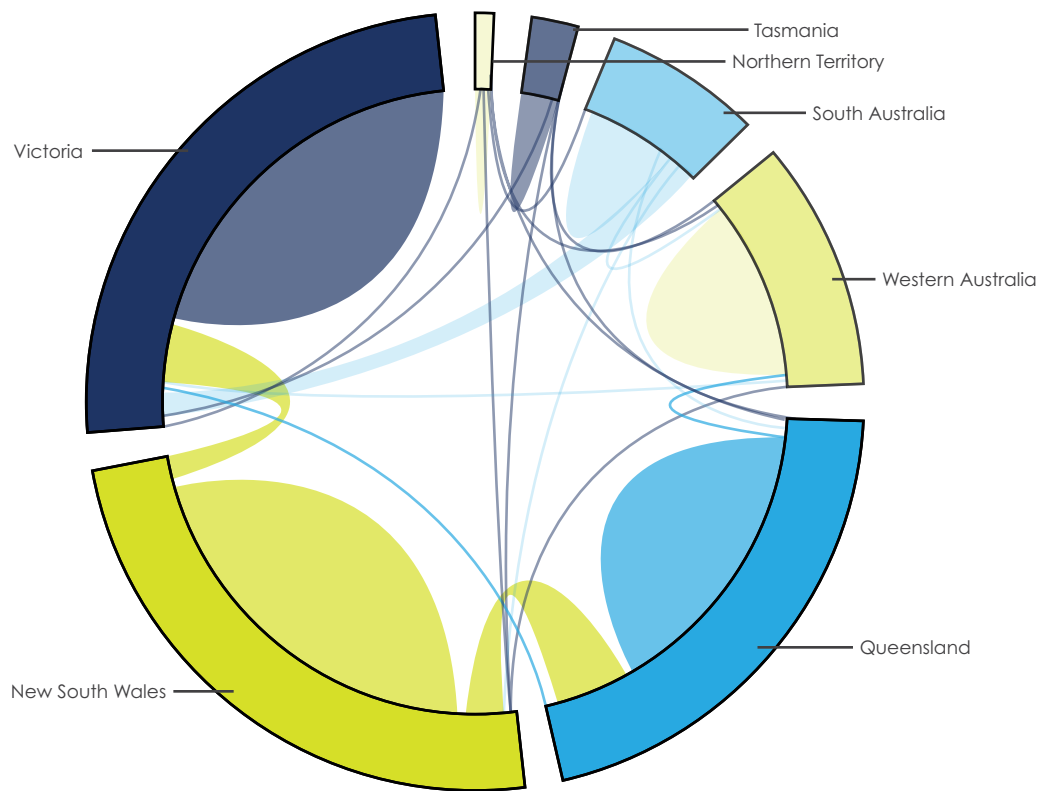
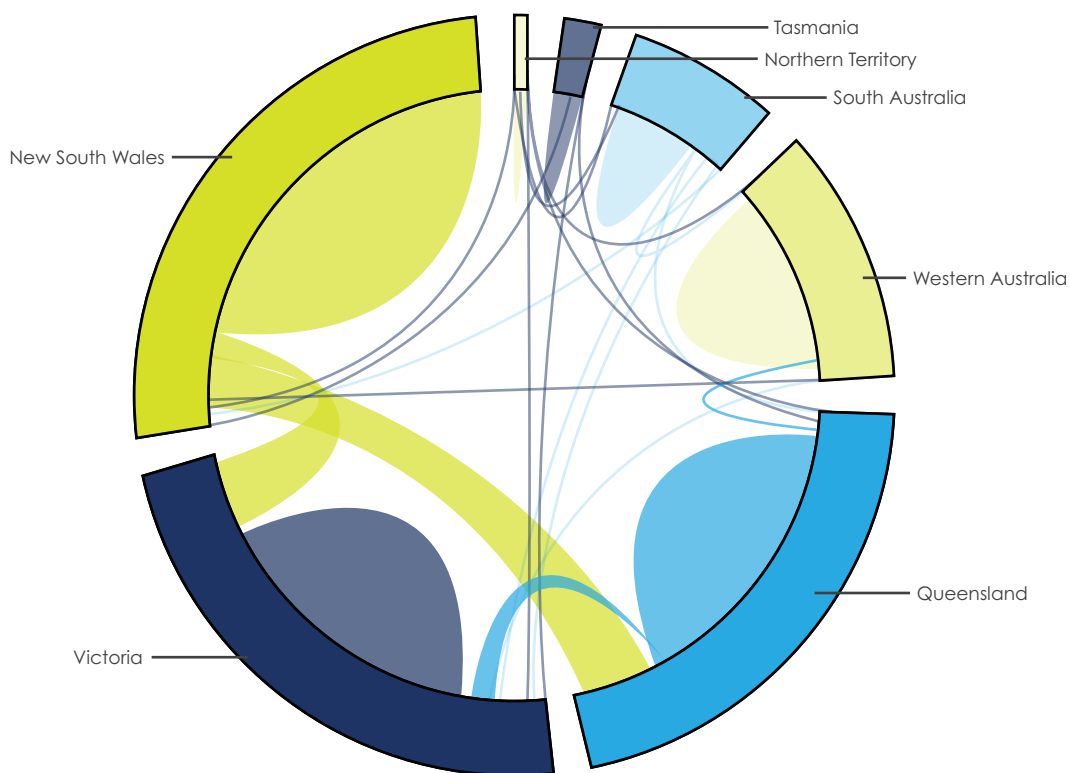


Figure 28 Travel between home state and destination state based on nights, 2024.



Data source: Tourism Research Australia, NVS, 2025.



Caravan park usage

Cabins solidified their position as a popular accommodation choice within the caravan and camping sector, accounting for 39% of overnight stays in 2024. Their appeal lies in their versatility, offering visitors convenient options for weekend getaways, alternatives to traditional hotels or motels, and unique travel experiences.

Travelling with and staying in a caravan (or other recreational vehicle) remained the second most preferred accommodation option, representing 25% of overnight trips. Travelling with and staying in a caravan dominated in terms of total nights, highlighting their enduring popularity for longer journeys and extended stays.

Figure 29 Accommodation used in caravan parks (trips).

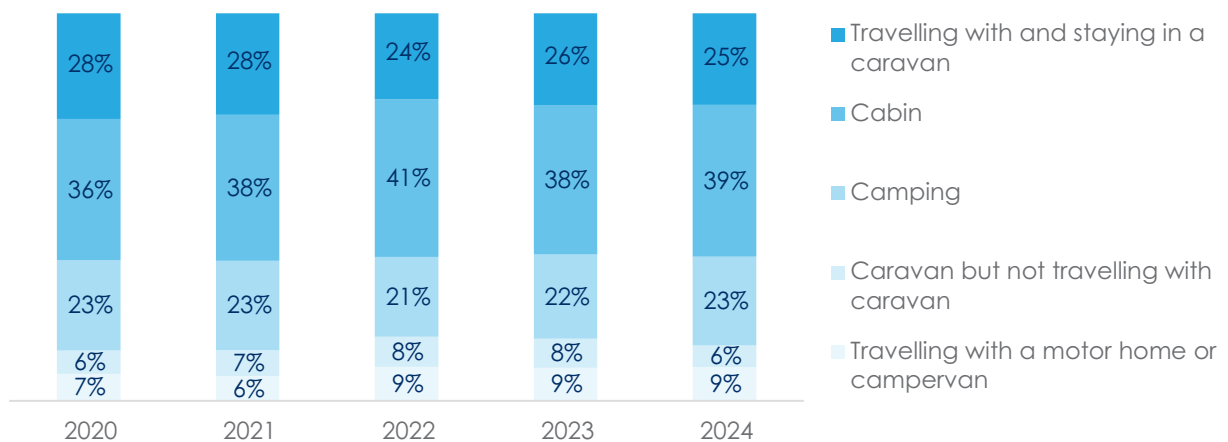
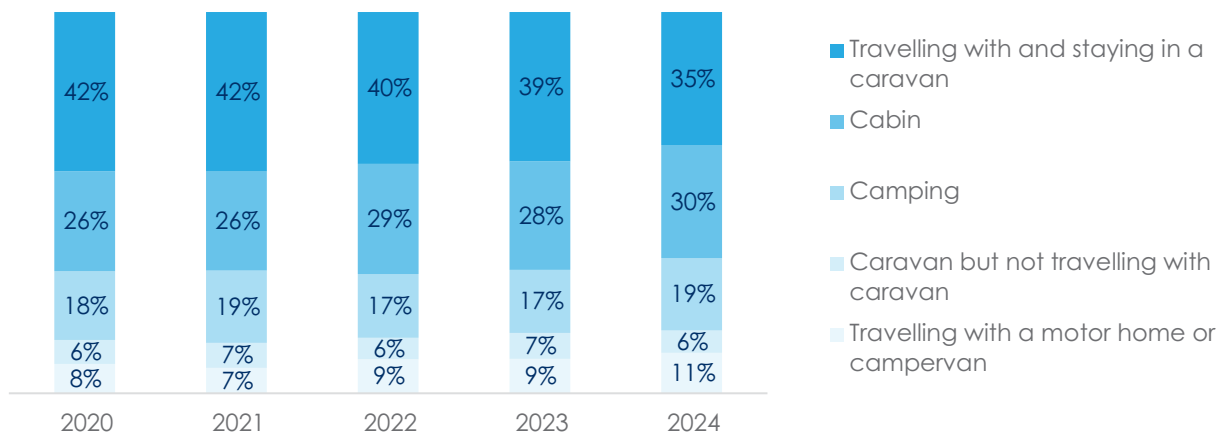


Figure 30 Accommodation used in caravan parks (nights).



Domestic Visitor Demographics



5.6 million

Trips were taken by parents with children living at home.



4%

Growth rate in trips taken by the 15-19 age group.



31%

Of trips were taken by families and/or friends travelling with children.

Lifestyle segments

In 2024, the family segment demonstrated remarkable resilience within the caravan and camping sector, with overnight trips increasing by 5% compared to the previous year. Families accounted for 37% of total trips, solidifying their position as a key demographic. Although visitor nights declined by 1%, the family market grew its share to 34% of total nights, further cementing its dominance among lifecycle segments.

Conversely, the “Older Non-Working” market, which traditionally includes travellers embarking on extended caravan and camping trips around Australia, experienced a decline. Both trips and nights from this segment fell by 1% and 9%, respectively. This can be attributed to increased interest in alternative holiday options, with financially confident members of this segment increasingly opting for overseas travel.

Figure 31 Caravan and camping trips by lifecycle group.

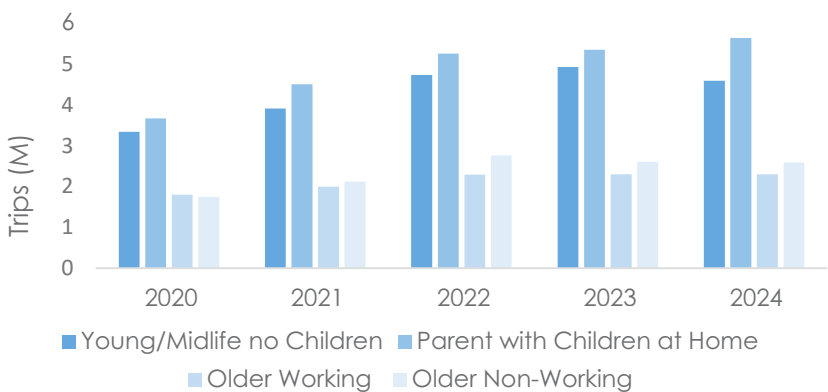
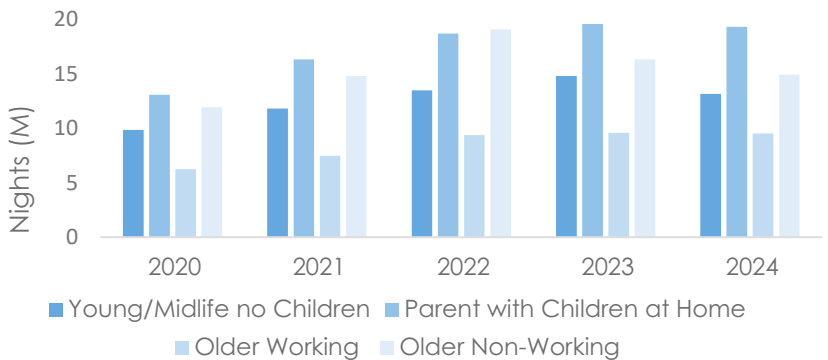


Figure 32 Caravan and camping nights by lifecycle group.



Data source: Tourism Research Australia, NVS, 2025.

Age segments

The 30–54-year-old market continued to lead domestic caravan and camping travel in 2024, driven by the growth of the family segment within this age group. This demographic recorded over 7.0 million trips during the year, setting a new record and marking a 0.4% increase compared to 2023. While visitor nights decreased by 0.3%, the 30 to 54-year-old age group became the largest contributor of visitor nights, highlighting its growing importance in the caravan and camping sector.

In contrast, older Australians displayed reduced engagement with caravan and camping in 2024, reflecting a shift in travel preferences. While overnight trips by this age group increased by 2% compared to the previous year, the total number of visitor nights dropped significantly by 8%. This trend highlights the changing dynamics within the caravan and camping sector in 2024 as older Australians explored other travel opportunities.

Figure 33 Domestic trips by age group.

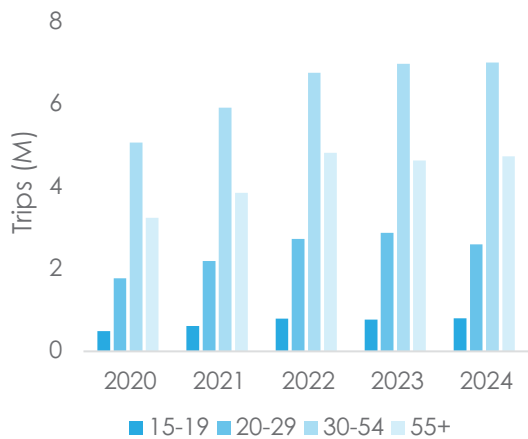


Figure 35 Domestic nights by age group.

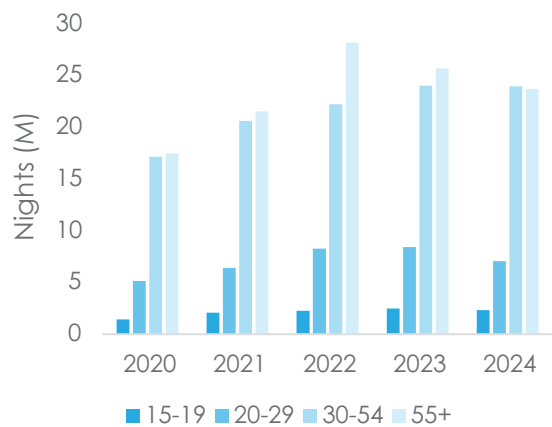


Figure 34 Trips by age group (market share).

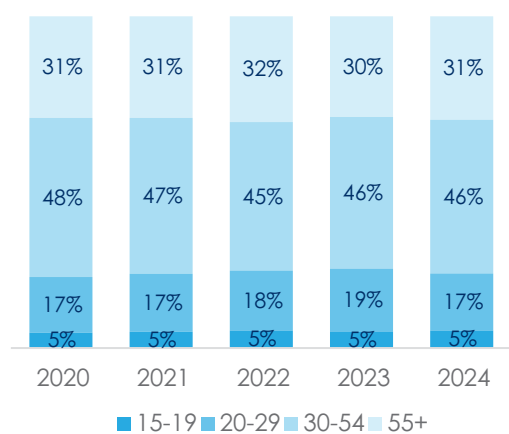
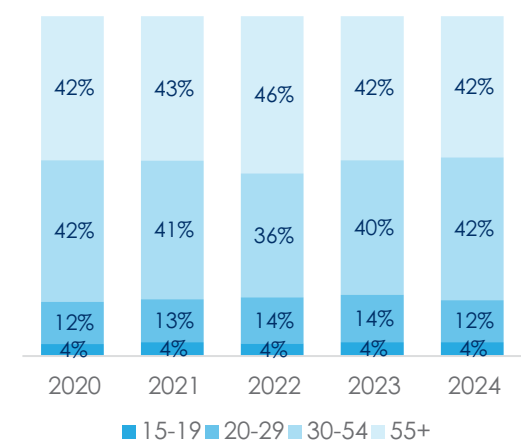


Figure 36 Nights by age group (market share).



Data source: Tourism Research Australia, NVS, 2025.



Travel party types

The gap in market share between family and adult couple travellers widened in 2024, with families accounting for 31% of total trips, a one percentage point increase from the previous year. In contrast, the market share of adult couples dropped by two percentage points to 26%. Solo travellers also saw growth, with their share of total trips rising to 17%.

Despite losing market share, adult couples maintained their dominance in terms of visitor nights, contributing one-third of the total (33%). Families, however, increased their share of nights to 29%. Friends or relatives travelling without children accounted for 20% of total nights, while solo travellers recorded a market share of 14%.

Figure 37 Caravan and camping trips by travel party type, 2024.

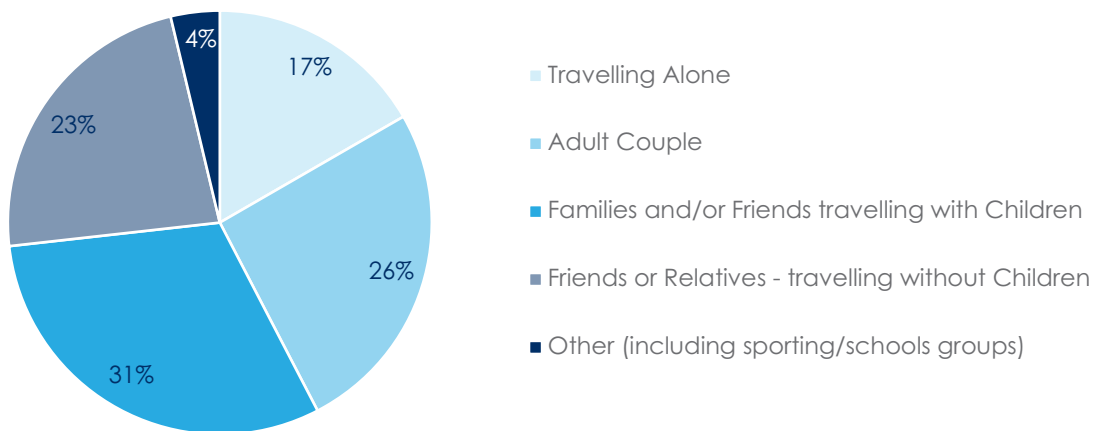
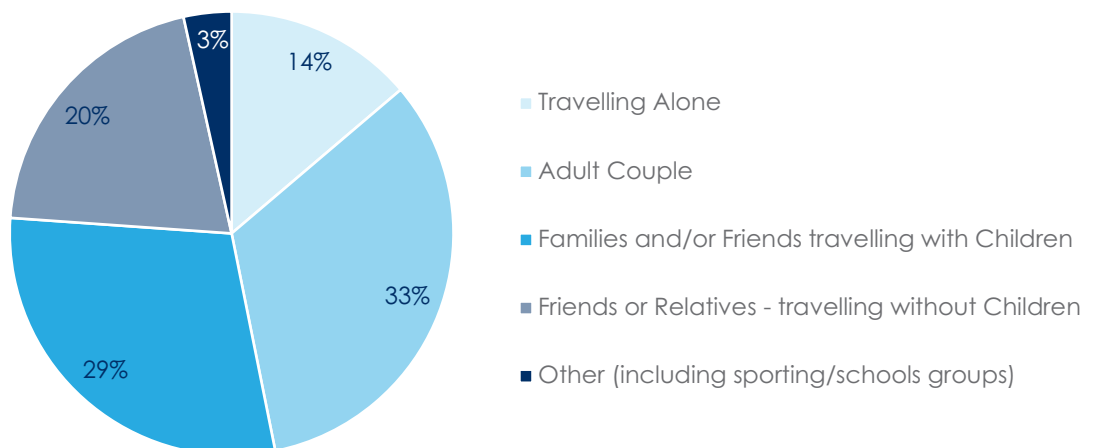


Figure 38 Caravan and camping nights by travel party type, 2024.





Purpose of Travel and Activities



In 2024, holidays remained the primary motivation for Australians choosing caravan and camping experiences, with 78% of trips undertaken for leisure purposes. Business travel emerged as the second most common travel reason, accounting for 11% of trips and surpassing visiting friends and relatives.

Eating out was the most popular activity among caravan and camping travellers, featuring in 7.4 million trips. With 91% of caravan and camping trips occurring in regional areas, this highlights the industry's significant contribution to regional economies beyond just accommodation revenue. Each caravan and camping visitor generates substantial flow-on spending in local hospitality venues, retail outlets, and tourism attractions. Beyond dining out, outdoor activities dominated the preferences of caravanners and campers, with bushwalking, beach visits, and exploring national parks ranking among the top five activities. This pattern of

engagement creates valuable economic linkages with regional tourism operators, equipment rental businesses, local guides, and national park services, further amplifying the industry's economic footprint across diverse regional sectors.

Figure 39 Caravan and camping trips by reason for trip, 2024.

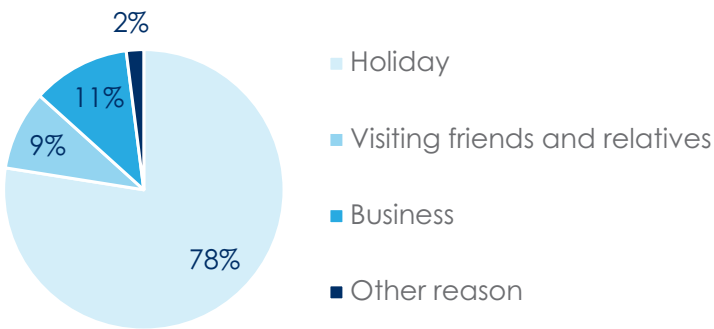
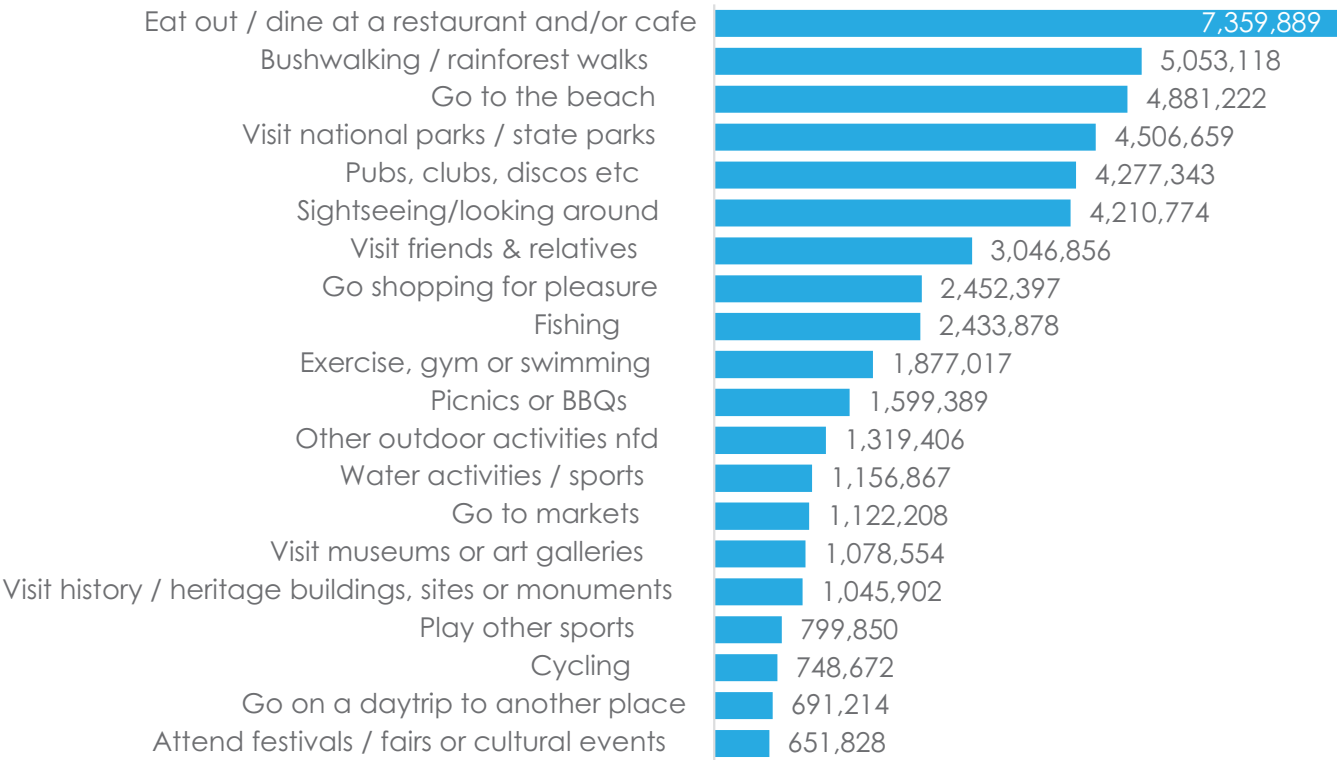


Figure 40 Top 20 activities by caravan and camping trips, 2024.



Data source: Tourism Research Australia, NVS, 2025.

Accommodation Analysis



National statistics	Occupancy	+/- 2023	ADR	+/- 2023	RevPAR	+/- 2023
Cabins	60.2%	-1.1	\$195.22	3.2%	\$117.57	1.4%
Powered Sites	48.5%	-0.8	\$59.02	4.5%	\$28.62	2.8%
Unpowered Sites	20.2%	-1.3	\$47.36	3.5%	\$9.56	-2.7%

*PPT indicates percentage point change in occupancy.

Lower levels of demand in 2024 resulted in reduced occupancy rates across all site types. Unpowered sites were the most affected, with occupancy falling from 22% in 2023 to 20% in 2024. National occupancy levels stood at 60% for cabins and 49% for powered sites.

Average Daily Rates (ADR) saw increases of between 3% and 5% across site types. Revenue per Available Room/ Site (RevPAR) showed mixed results, with cabins and powered sites experiencing increases of \$1.65 and \$0.78 respectively, while unpowered sites saw a decrease of \$0.27.

Figure 41 National caravan park performance metrics (YoY% change).

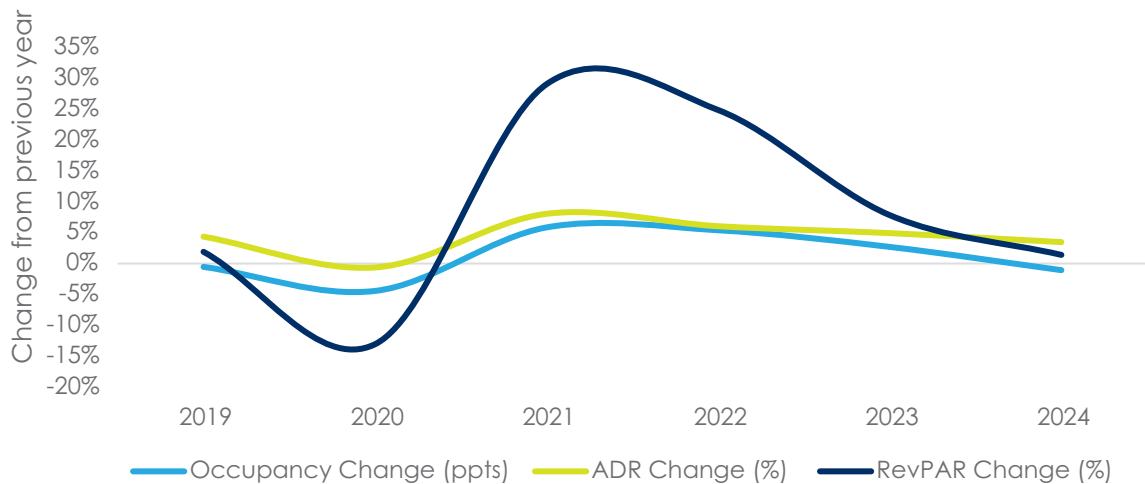
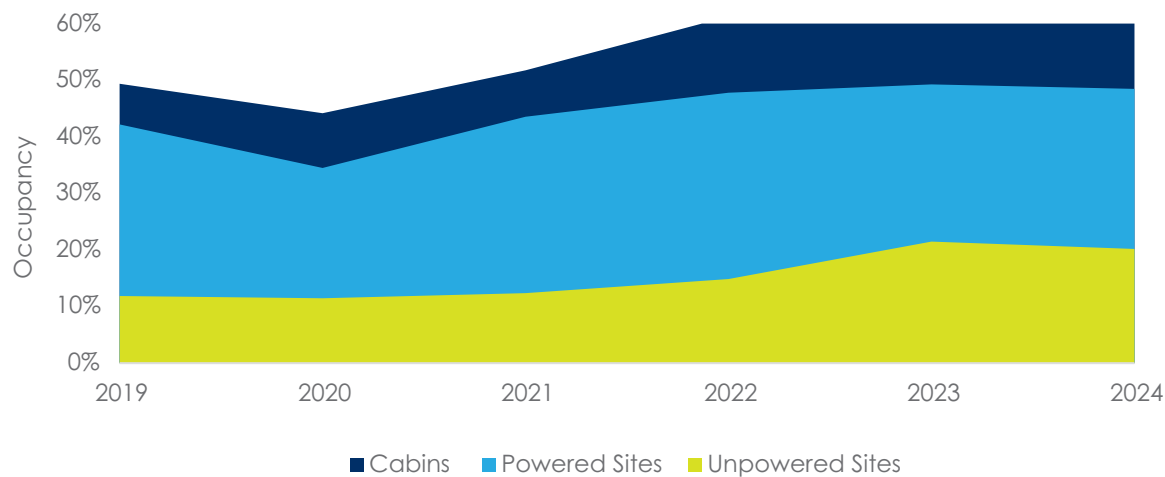


Figure 42 Average annual occupancy rates by site type.



Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.



Accommodation Analysis

Figure 43 Cabin occupancy by month.

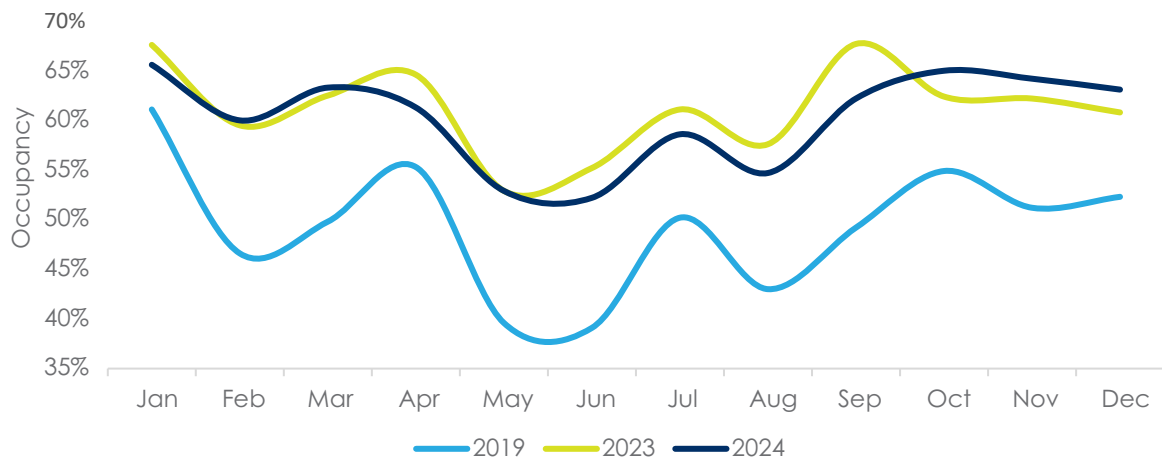


Figure 44 Powered site occupancy by month.

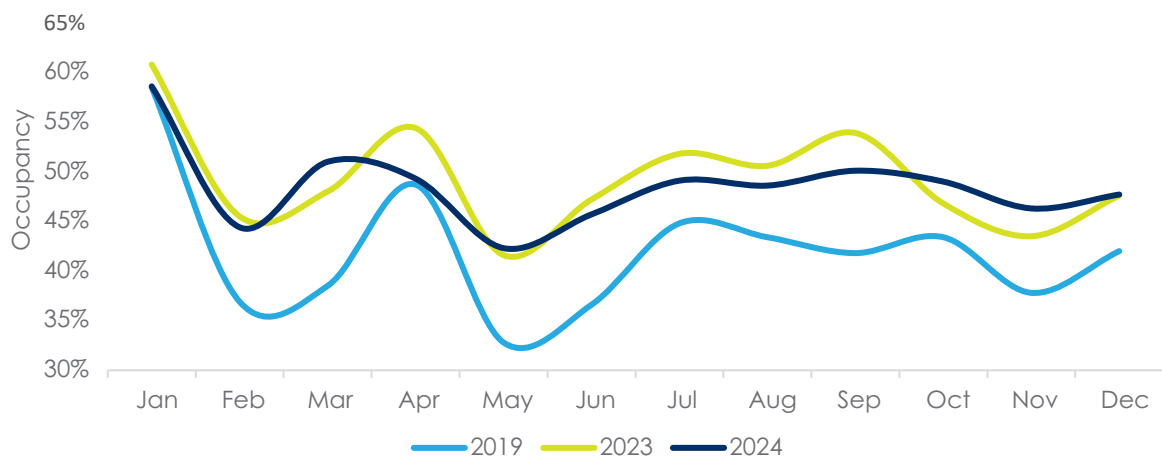
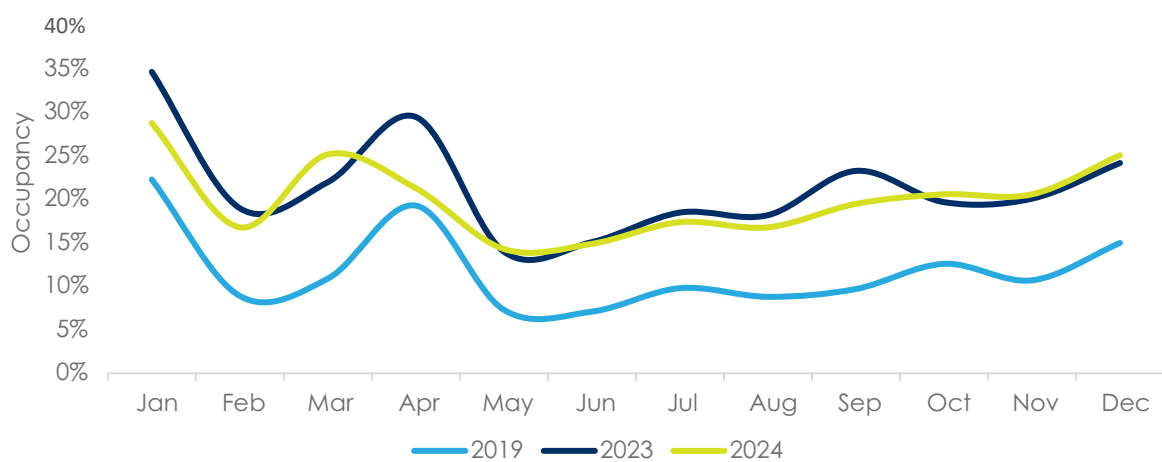


Figure 45 Unpowered site occupancy by month.



Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.



Seasonality continued to affect caravan park performance, with notable monthly demand fluctuations. Demand peaked during the summer months and Easter holiday period, with January

recording the highest occupancy rates across all site types. This month also saw the highest ADR and RevPAR figures.

Figure 46 Performance indicators for cabins, 2024.

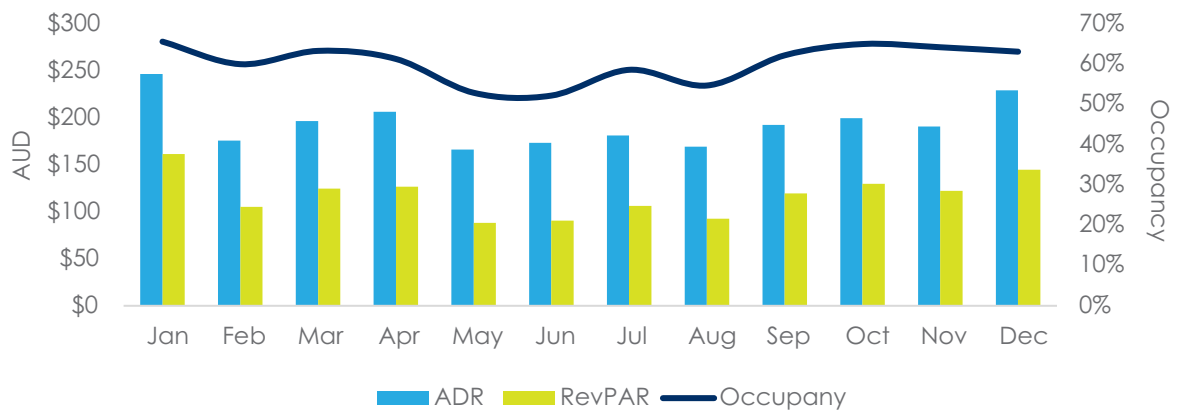


Figure 47 Performance indicators for powered sites, 2024.

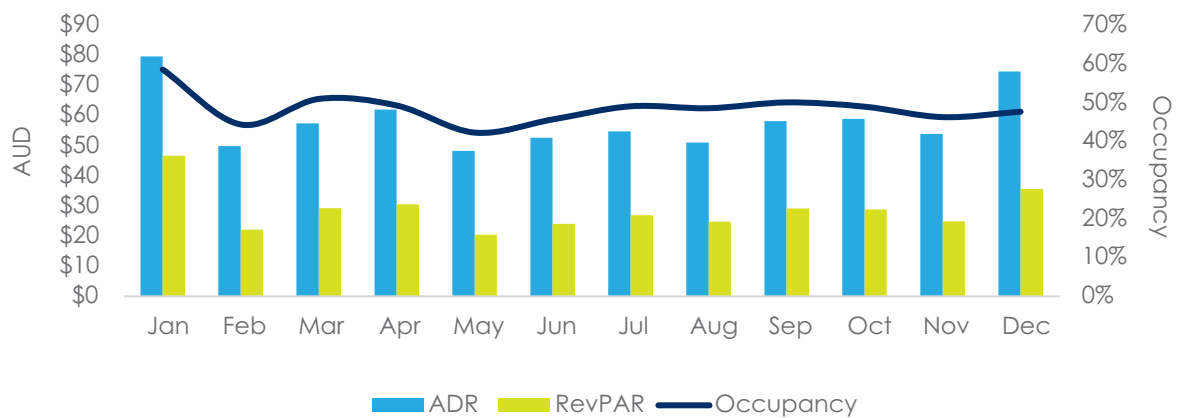
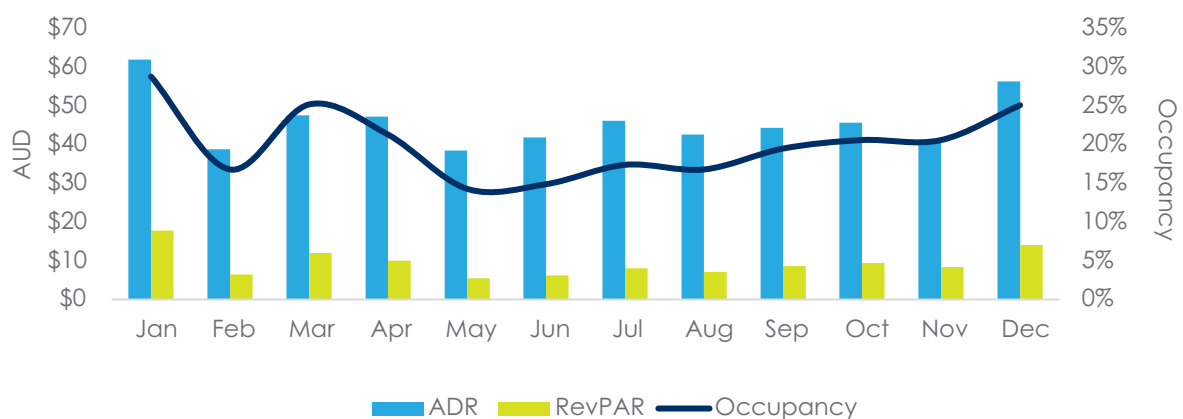


Figure 48 Performance indicators for unpowered sites, 2024.



Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

Caravan Park Revenue



Collectively, caravan parks across Australia generated \$3.1 billion in revenue in 2024, marking a 7% increase from the previous year. This growth translated to an additional \$196.6 million in revenue compared to 2023, underscoring the sector's importance to the Australian tourism economy.

New South Wales led the nation in caravan park revenue generation, reflecting the state's position as

a key destination for caravan and camping travellers as well as high levels of capacity. Caravan parks in the state generated a total of \$984 million, representing a 5% increase from the previous year. Queensland maintained its strong performance in the sector, with caravan parks in the state generating \$697 million in revenue, a 1% increase from 2023. Western Australia showed strong growth, with caravan park revenue reaching \$476 million, an 8% year-over-year increase.



Figure 49 Caravan park revenue by state

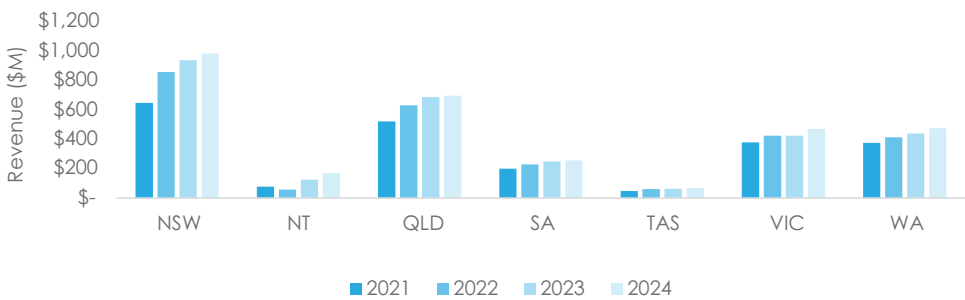
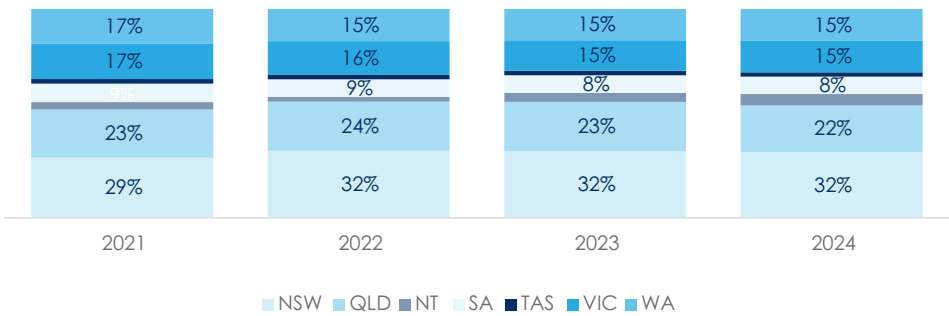


Figure 50 Caravan park revenue by state (market share).



Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.



Analysing caravan park revenue by site type reveals cabins as the primary revenue generator, accounting for 62% of total revenue. Powered sites contributed 36%, while unpowered sites made up the remaining 2%.

Cabin revenue saw significant growth, increasing by 9% to reach \$1.9 billion in 2024. Powered sites also experienced growth, with revenue rising by 3% to \$1.1 billion. In contrast, unpowered sites saw a 4% decline in revenue, dropping to \$66.0 million.

These figures underscore the ongoing popularity of cabins among caravan park visitors. However, the solid growth in powered site revenue indicates a sustained demand for more budget-friendly accommodation options.

The data suggests that while cabins remain a crucial component of caravan park offerings, there's significant value in maintaining a mix of site types to appeal to a broad range of visitors and maximise overall revenue potential.

Figure 51 Caravan park revenue by site type (market share), 2024.

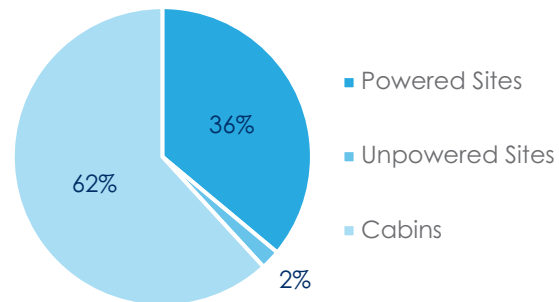
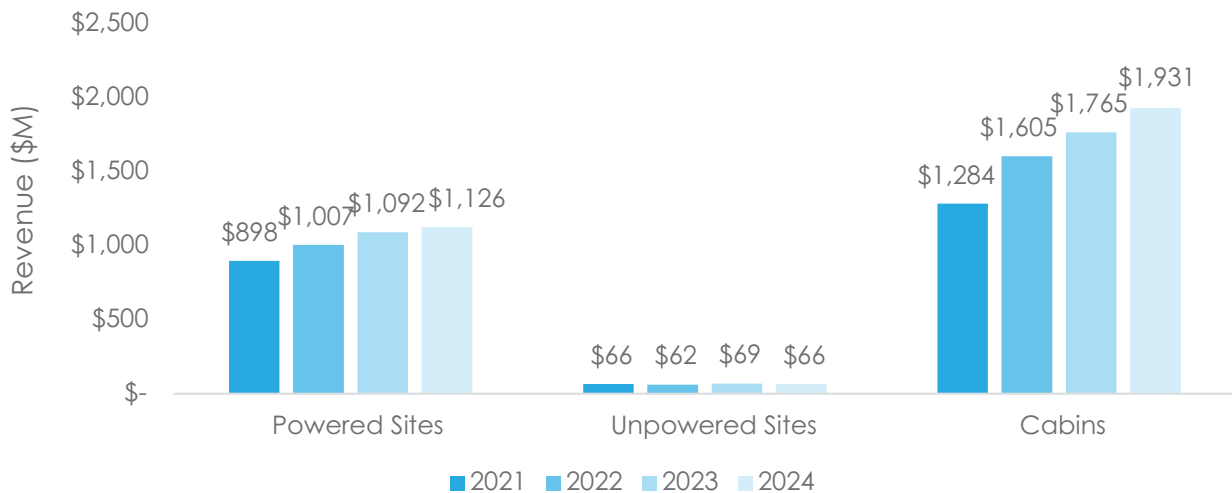


Figure 52 Caravan park revenue by site type.



Seasonal Accommodation Indicators



At the national level, cabins experienced their highest occupancy levels and RevPAR during the fourth quarter, while ADR peaked in the first quarter of 2024. For powered and unpowered sites, all three metrics reached their peak during the first quarter of 2024.

The impact of seasonality varied across states and territories, reflecting different climate patterns and consumer preferences. New South Wales, South Australia, Tasmania, and Victoria recorded their strongest performance across all site types during the first quarter, coinciding with the summer period.

In contrast, the Northern Territory and Queensland saw peak occupancy levels during the winter months, which fall in the third quarter.

Western Australia demonstrated a more varied pattern, with powered sites reaching highest occupancy in the third quarter, while cabins and unpowered sites peaked in the fourth quarter.

These seasonal variations underscore the need for caravan park operators to tailor their strategies to local conditions and peak periods, optimising their offerings to match the fluctuation of demand throughout the year.





Table 3 Cabin performance indicators, 2024.

	January - March			April - June			July - September			October - December		
	ADR	Occupancy	RevPAR	ADR	Occupancy	RevPAR	ADR	Occupancy	RevPAR	ADR	Occupancy	RevPAR
NSW	\$224	68%	\$151	\$182	50%	\$92	\$180	53%	\$96	\$227	65%	\$148
NT	\$162	30%	\$49	\$198	58%	\$116	\$183	67%	\$122	\$125	53%	\$66
QLD	\$187	57%	\$106	\$179	62%	\$111	\$185	72%	\$133	\$194	67%	\$129
SA	\$181	60%	\$108	\$155	53%	\$82	\$144	51%	\$74	\$180	57%	\$102
TAS	\$195	73%	\$142	\$167	51%	\$85	\$154	50%	\$76	\$179	66%	\$119
VIC	\$208	68%	\$139	\$169	54%	\$91	\$166	54%	\$90	\$194	63%	\$122
WA	\$219	66%	\$144	\$222	65%	\$144	\$222	64%	\$143	\$219	68%	\$149
National	\$208	63%	\$131	\$183	55%	\$102	\$181	59%	\$106	\$206	64%	\$132

Table 4 Powered site performance indicators, 2024.

	January - March			April - June			July - September			October - December		
	ADR	Occupancy	RevPAR	ADR	Occupancy	RevPAR	ADR	Occupancy	RevPAR	ADR	Occupancy	RevPAR
NSW	\$69	56%	\$39	\$53	37%	\$20	\$50	39%	\$19	\$68	49%	\$33
NT	\$43	7%	\$3	\$60	44%	\$27	\$60	55%	\$33	\$38	15%	\$6
QLD	\$63	44%	\$28	\$58	59%	\$34	\$60	80%	\$47	\$64	53%	\$34
SA	\$54	66%	\$36	\$45	47%	\$21	\$41	34%	\$14	\$52	51%	\$26
TAS	\$56	82%	\$45	\$48	31%	\$15	\$44	22%	\$10	\$55	52%	\$28
VIC	\$65	53%	\$34	\$52	31%	\$16	\$49	24%	\$11	\$61	39%	\$24
WA	\$61	48%	\$29	\$59	59%	\$35	\$59	61%	\$36	\$58	48%	\$28
National	\$64	51%	\$33	\$55	46%	\$25	\$55	49%	\$27	\$63	48%	\$30

Table 5 Unpowered site performance indicators, 2024.

	January - March			April - June			July - September			October - December		
	ADR	Occupancy	RevPAR	ADR	Occupancy	RevPAR	ADR	Occupancy	RevPAR	ADR	Occupancy	RevPAR
NSW	\$54	32%	\$17	\$46	19%	\$9	\$44	17%	\$8	\$50	25%	\$13
NT	\$38	1%	\$0	\$51	14%	\$7	\$47	24%	\$11	\$24	6%	\$2
QLD	\$44	18%	\$8	\$44	25%	\$11	\$42	31%	\$13	\$43	20%	\$9
SA	\$40	29%	\$12	\$42	15%	\$6	\$34	12%	\$4	\$41	22%	\$9
TAS	\$47	70%	\$33	\$43	14%	\$6	\$33	6%	\$2	\$46	33%	\$15
VIC	\$50	21%	\$10	\$49	12%	\$6	\$39	5%	\$2	\$48	14%	\$7
WA	\$38	33%	\$13	\$48	31%	\$15	\$51	34%	\$18	\$42	33%	\$14
National	\$48	26%	\$12	\$45	20%	\$9	\$43	20%	\$9	\$46	21%	\$10

Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

Distribution by State



The domestic visitor economy in 2024 showed mixed results across Australia’s states and territories. Queensland stood out as the only state to achieve growth in both overnight trips and visitor nights. New South Wales and Victoria recorded increases in trip numbers, reflecting resilient demand from their core visitor markets, while Tasmania experienced growth in visitor nights despite a decline in total trips.

State and territory performance

New South Wales remained the most visited state for caravan and camping in 2024, attracting over 5 million travellers who spent 18.4 million nights across the state. Queensland and Victoria shared second place, with Victoria recording more trips at 3.9 million and Queensland leading in visitor nights with 13 million.

Queensland experienced a particularly strong year, with trips and nights growing by 7%, following a decline in the previous year due to Cyclone Jasper. This recovery was further strengthened by increasing demand from the over-55 age segment in the second half of 2024, who began to return to domestic caravan and camping travel.

Meanwhile, New South Wales and Victoria saw a 2% increase in trips despite a decline in visitor nights, reflecting resilient demand from their core visitor markets. Tasmania experienced a 3% increase in visitor nights in 2024, driven by strong growth in trips and nights from the 30-54 age segment. However, this growth was not sufficient to offset a decline in trip numbers from other demographics, resulting in a 5% decrease in total trips.

In contrast, South Australia, the Northern Territory, and Western Australia faced declines in both trips and nights as caravan and camping travellers opted for shorter, closer-to-home getaways, leading to a reduction in interstate travel. Increased international competition, particularly from Southeast Asian destinations, also influenced Australians to choose overseas holidays over domestic caravan and camping experiences.

Table 6 Caravan and camping trips and nights by state, 2024.

State/ Territory	Domestic			
	Trips	+/- 2023	Nights	+/- 2023
New South Wales	5,054,231	2%	18,407,375	-7%
Northern Territory	236,094	-28%	992,449	-17%
Queensland	3,208,064	7%	13,016,903	7%
South Australia	1,237,992	-1%	4,369,003	-9%
Tasmania	425,756	-5%	1,626,526	3%
Victoria	3,936,794	2%	11,348,381	-11%
Western Australia	1,788,277	-9%	7,019,225	-12%

Data source: Tourism Research Australia, NVS, 2025.

Seasonal visitation trends

Caravan and camping travel across Australia in 2024 showed relatively consistent activity throughout the year, with 27% of trips occurring in the first quarter and the lowest share, 22%, recorded during the September quarter. The skew towards the March quarter aligns with heightened demand during summer in eastern and southern states, as well as the Easter holidays falling at the end of March.

Seasonal patterns varied significantly by state. South Australia experienced minimal seasonality, while Tasmania and the Northern Territory were most impacted by seasonal changes. Peak visitation in south-eastern states occurred during the first quarter, driven by weather conditions and school holidays.

In contrast, Queensland and the Northern Territory saw peak activity in the third quarter, coinciding with Northern Australia's dry season.

Western Australia recorded most trips and nights in the first quarter but also experienced strong visitation during the June quarter due to its diverse internal peak seasons across regions.

Figure 53 Proportion of caravan and camping trips by quarter.

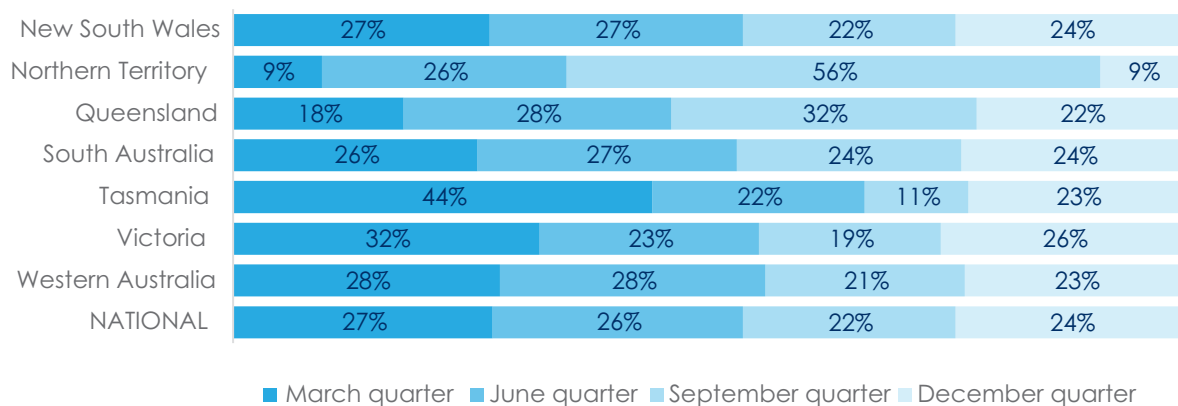
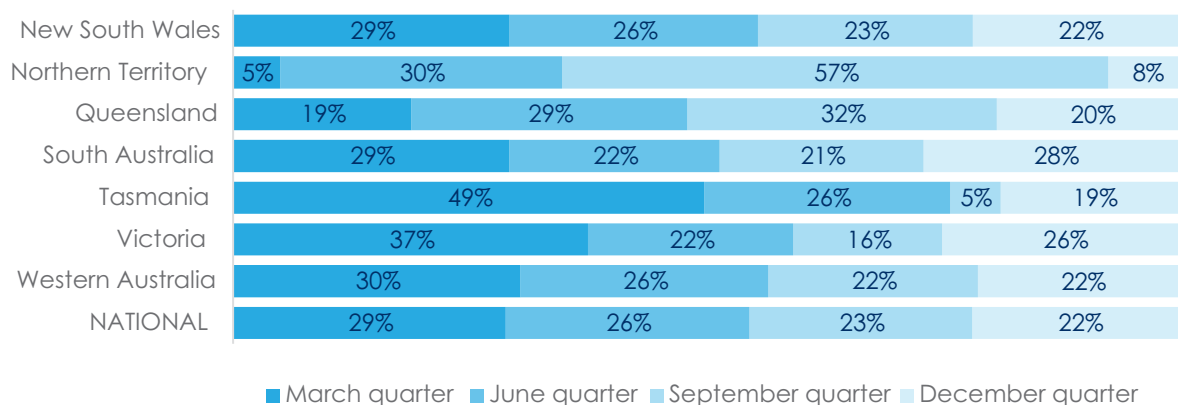


Figure 54 Proportion of caravan and camping nights by quarter.



New South Wales



The New South Wales visitor economy delivered varying performance metrics in 2024. Overnight trips increased by 2%, surpassing 5 million for the first time, while visitor nights declined by 7% to 18.4 million. Despite this, New South Wales remained the most visited state for caravan and camping, accounting for 33% of all trips and 32% of total nights.

Intrastate travel continued to dominate, with 70% of trips taken within the state, reflecting the strength of local travel and aligning with the broader national trend of travellers favouring destinations closer to home.

Visitor expenditure in New South Wales rose to \$3.5 billion, a 1% increase from the previous year, maintaining the state's position as the largest contributor to national

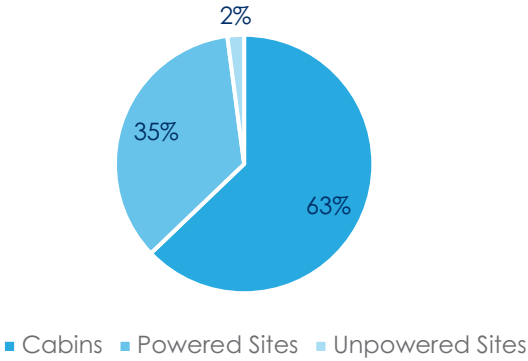
expenditure with a 33% market share. While the average spend per trip fell by 1% to \$707, the average spend per night increased to \$193.

Caravan park revenue reached \$984 million for 2024, up 5% from the previous year, and representing 32% of the national total. Cabins generated the majority of this revenue (63%), followed by powered sites (35%) and unpowered sites (2%).

Caravan park performance peaked in January, with occupancy rates reaching 68% for cabins, 74% for powered sites, and 40% for unpowered sites for the month. The low season was between May and June.

These results underscore New South Wales' importance within the Australian caravan and camping sector, despite challenges such as declining visitor nights. The state's robust intrastate travel market and the resilience of its core visitor economy markets have contributed to a solid caravan park performance.

Figure 55 Caravan park revenue 2024, New South Wales.





5.1 million

Caravan and camping overnight trips.



18.4 million

Caravan and camping visitor nights.



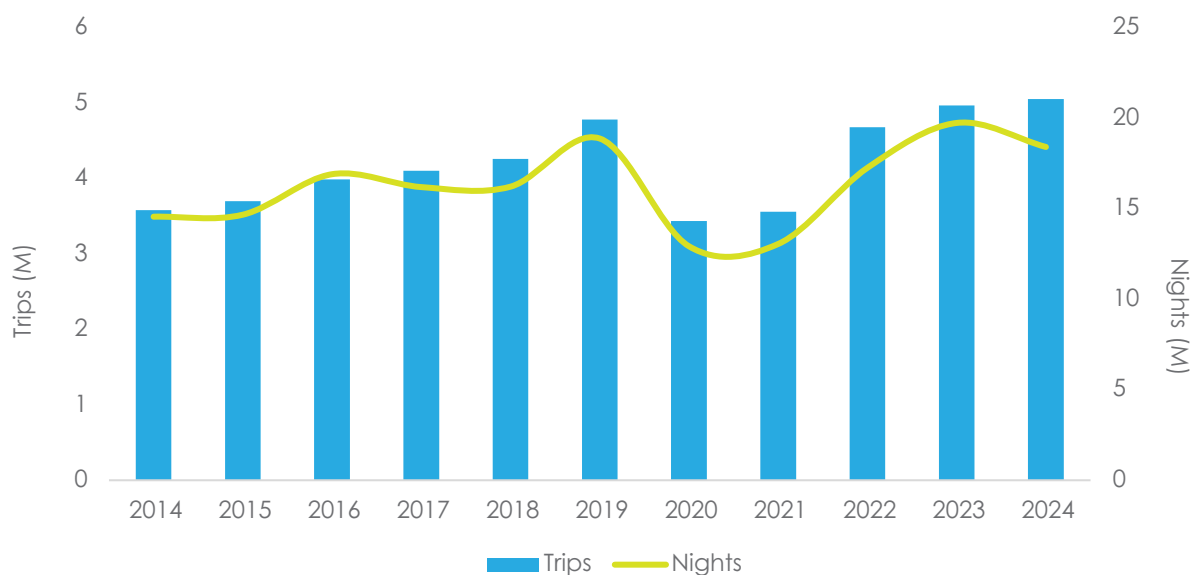
3.5 billion

Caravan and camping visitor expenditure.



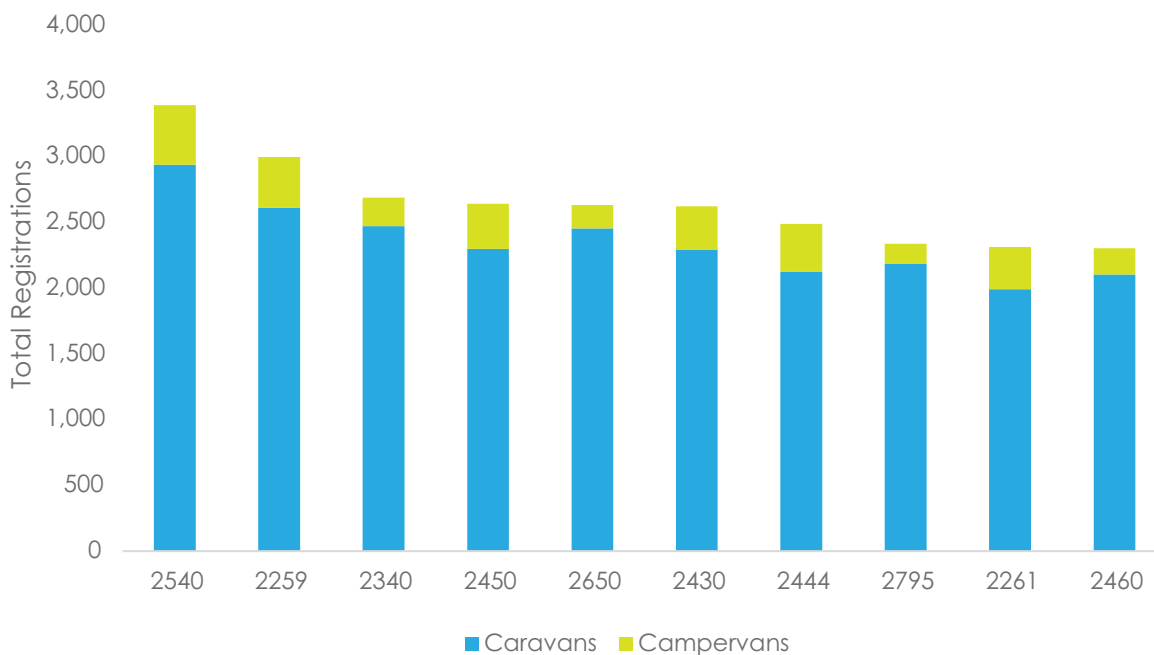
Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

Figure 56 Domestic caravan and camping, New South Wales.



Data source: Tourism Research Australia, NVS, 2025.

Figure 57 Registrations by top 10 postcodes, as per January 2024, New South Wales.



Caravans are defined as 'any enclosed trailer designed primarily for human occupation whilst stationary' (Vehicle Standard (Australian Design Rule – Definitions and Vehicle Categories) 2005(Cth)). Campervans defined by the Australian Bureau of Statistics are 'self-propelled motor vehicles containing an area primarily used for accommodation. This definition would include vehicles commonly referred to as motorhomes.'

Data source: BITRE, 2025.



Figure 58 Cabin performance indicators 2024, New South Wales.

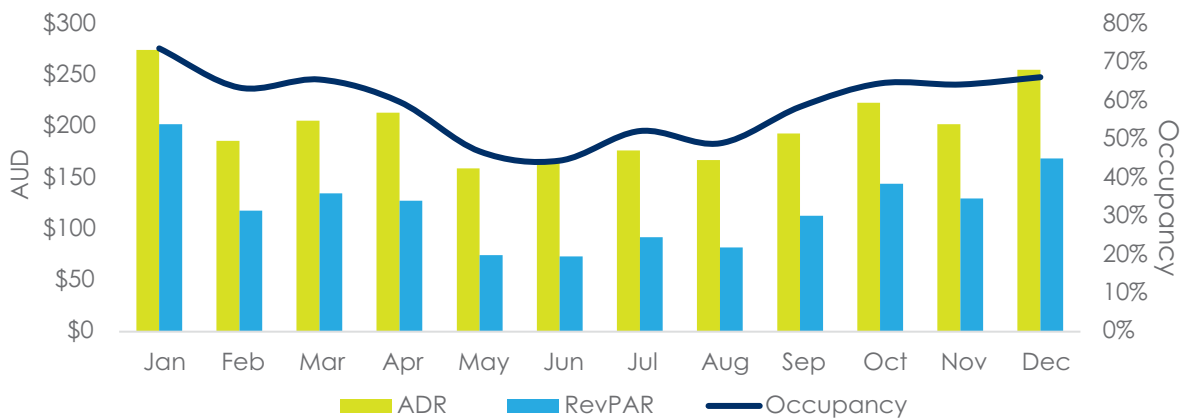


Figure 59 Powered site performance indicators 2024, New South Wales.

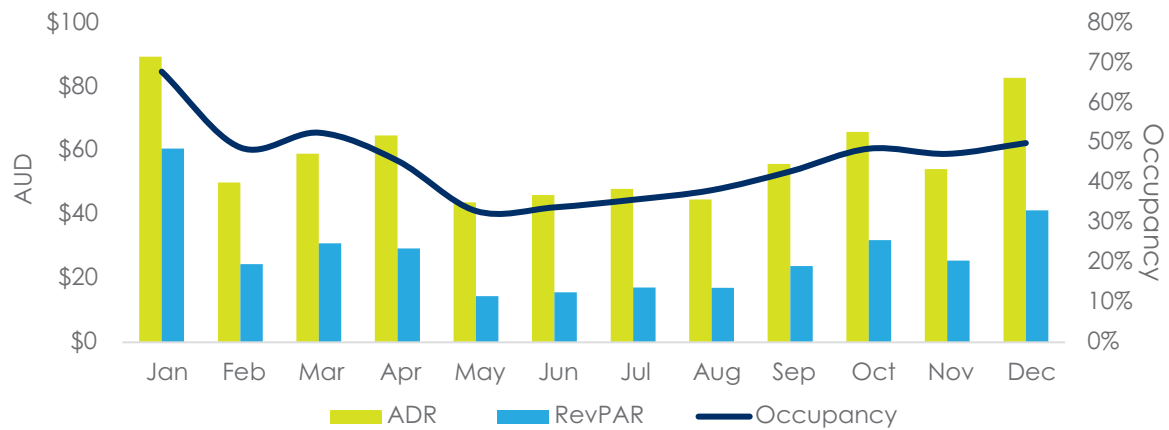
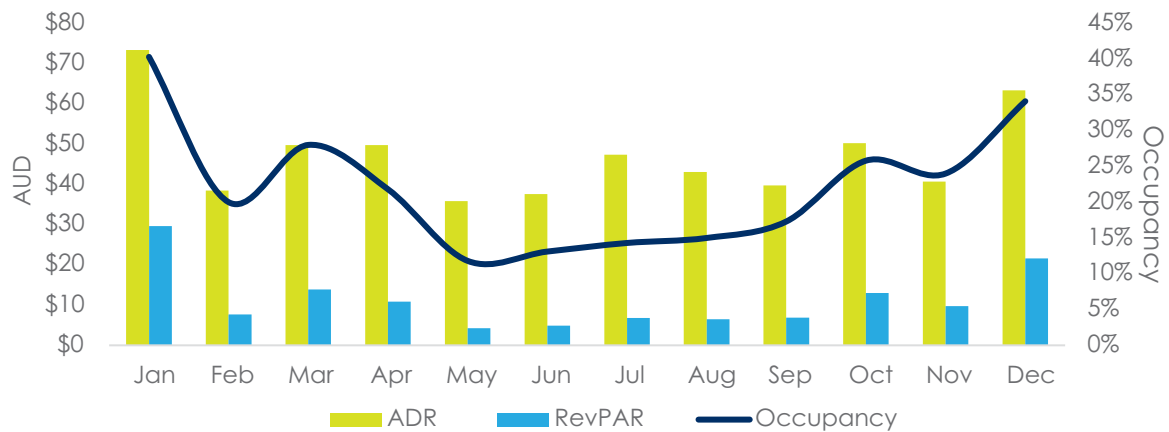


Figure 60 Unpowered site performance indicators 2024, New South Wales.



Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

Northern Territory



In 2024, the Northern Territory experienced a significant decline in caravan and camping activity, recording 236,100 trips and 992,400 visitor nights. These figures represented decreases of 28% in trips and 17% in nights compared to 2023.

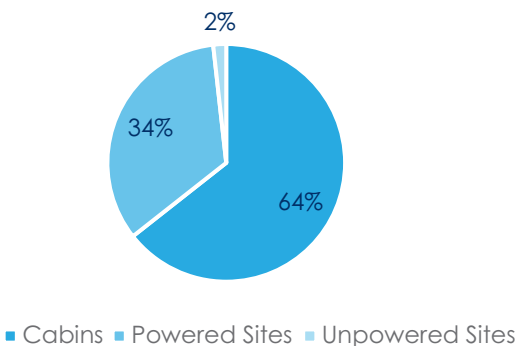
The Territory's heavy reliance on interstate visitation made it particularly vulnerable to cost-of-living pressures affecting travel budgets and a surge in international travel, especially among the over-55 market. This affected long-haul caravan and camping travel, leading to a 24% drop in interstate trips and a 21% decline in interstate nights. Interstate travel accounted for 47% of trips and 70% of nights in 2024, both remaining below pre-pandemic levels from 2019.

Caravan and camping travellers in the Northern Territory spent over \$209 million in total in 2024, marking a 26% decrease from the previous year. Despite this, the average spend per trip rose by 6% to \$935, the highest of any state or territory. The average spend per night also increased, reaching \$183.

Caravan parks in the Northern Territory generated \$170 million in revenue, a 37% increase compared to 2023. Cabins accounted for the majority of this revenue (64%), followed by powered sites (34%) and unpowered sites (2%).

These results highlight the Northern Territory's caravan and camping sector's shifting dynamics. While total visitor spending fell by 26%, caravan park revenue increased by 37%, indicating fewer visitors are staying longer and spending more at caravan parks, particularly on cabins (64% of revenue). The record-high per-trip spend of \$935 reflects both the high costs of reaching these remote destinations and visitors choosing premium accommodation options. The highly seasonal nature of the Territory continues to present challenges, with peak occupancy limited to the June-August period.

Figure 61 Caravan park revenue 2024, Northern Territory.





236,100

Caravan and camping overnight trips.



992,400

Caravan and camping visitor nights.

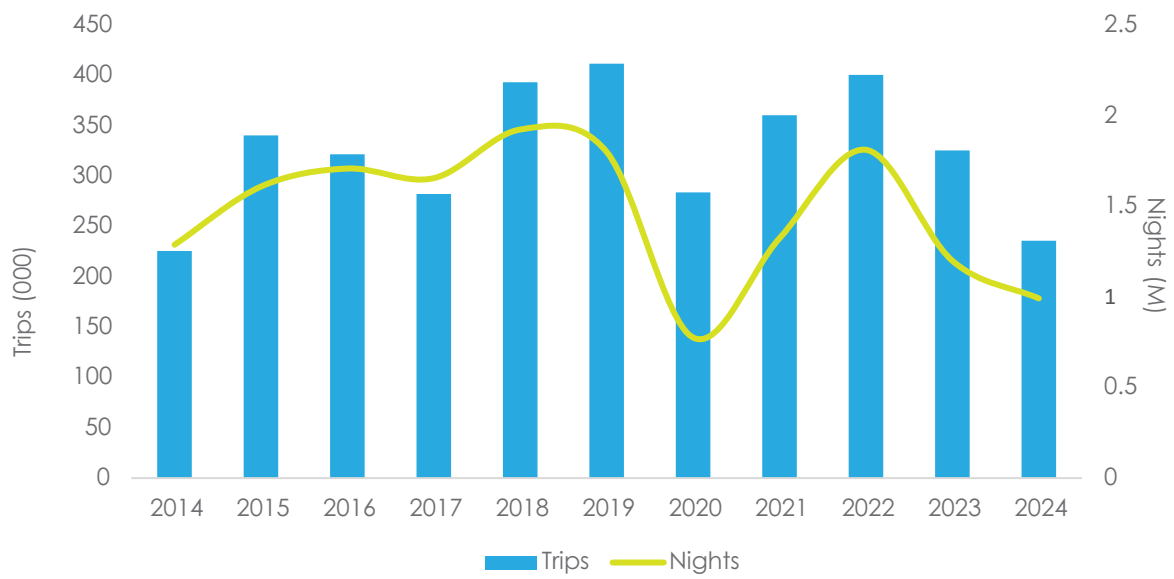


209 million

Caravan and camping visitor expenditure.

Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025 RMS, 2025.

Figure 62 Domestic caravan and camping, Northern Territory.



Data source: Tourism Research Australia, NVS, 2025.

Figure 63 Cabin performance indicators 2024, Northern Territory.

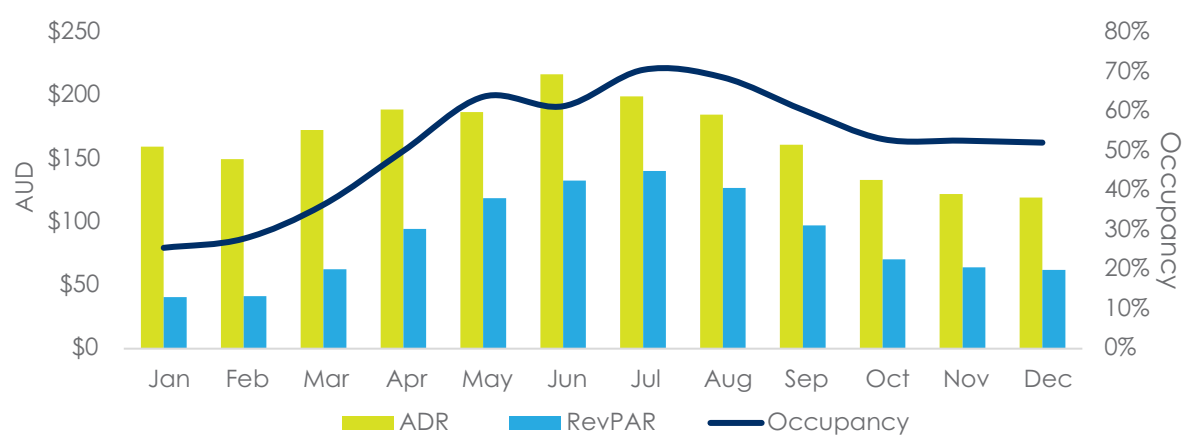


Figure 64 Powered site performance indicators 2024, Northern Territory.

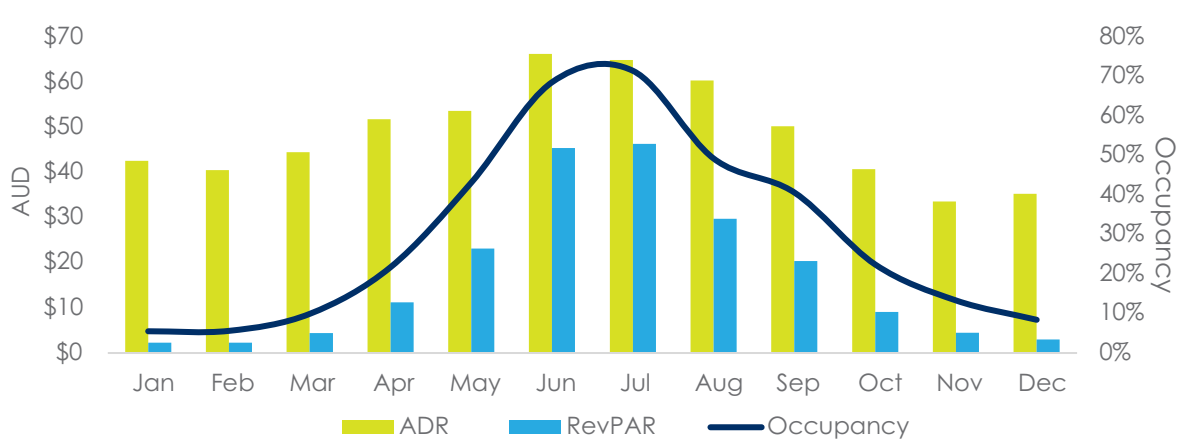
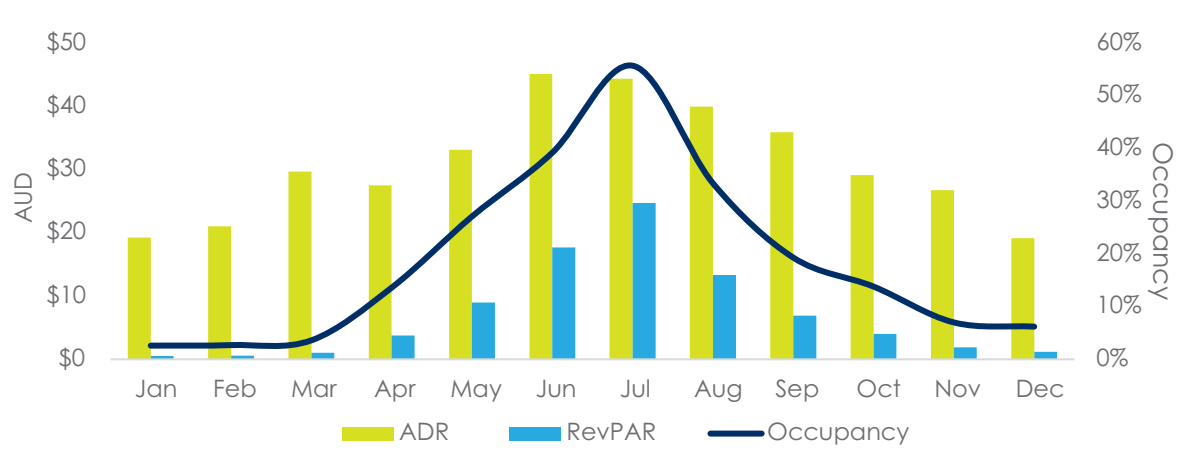
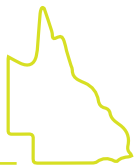


Figure 65 Unpowered site performance indicators 2024, Northern Territory.



Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

Queensland



Queensland experienced strong growth in caravan and camping activity in 2024, with overnight trips and visitor nights both increasing by 7% year-over-year. The state recorded a total of 3.2 million trips and 13.0 million nights, driven largely by a 32% surge in demand from the over-55 age group compared to the previous year.

Following a significant decline in interstate visitation caused by Tropical Cyclone Jasper crossing the Far North Queensland coast in December 2023, interstate trips rebounded strongly in 2024, rising by 26%. This recovery increased interstate travel's market share to 17% of trips and 24% of nights.

Visitor expenditure in Queensland's caravan and camping sector totalled \$2.3 billion, a 6% increase from 2023, capturing a 21% share of national visitor

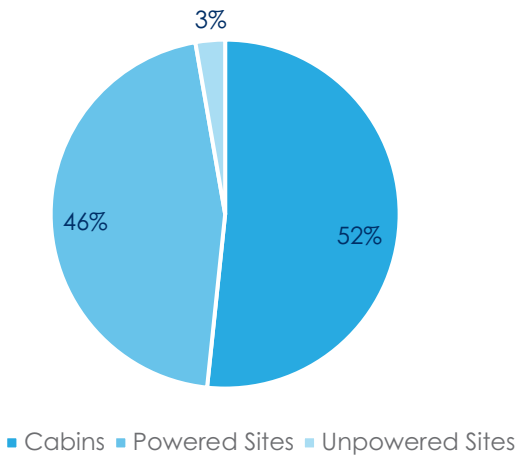
expenditure. However, the average spend per trip fell to \$709, while the average spend per night decreased to \$175. This indicates increased visitor numbers and demand for caravan and camping experiences, though travellers were spending less per trip due to financial constraints amid rising cost-of-living pressures.

Caravan park revenue in Queensland reached \$697 million in 2024, marking a 1% increase from the previous year and accounting for 22% of national caravan park revenue. Cabins contributed the largest share of this revenue at 52%, followed by powered sites at 46%, with unpowered sites making up 3%.

Caravan park performance peaked during July and August, with occupancy rates reaching 85% for cabins, 73% for powered sites, and 26% for unpowered sites.

These results highlight the recovery of Queensland's caravan and camping sector from last year's disruption from extreme weather events, driven by strong interstate visitation and demand from older demographics.

Figure 66 Caravan park revenue 2024, Queensland.





3.2 million

Caravan and camping overnight trips.



13.0 million

Caravan and camping visitor nights.



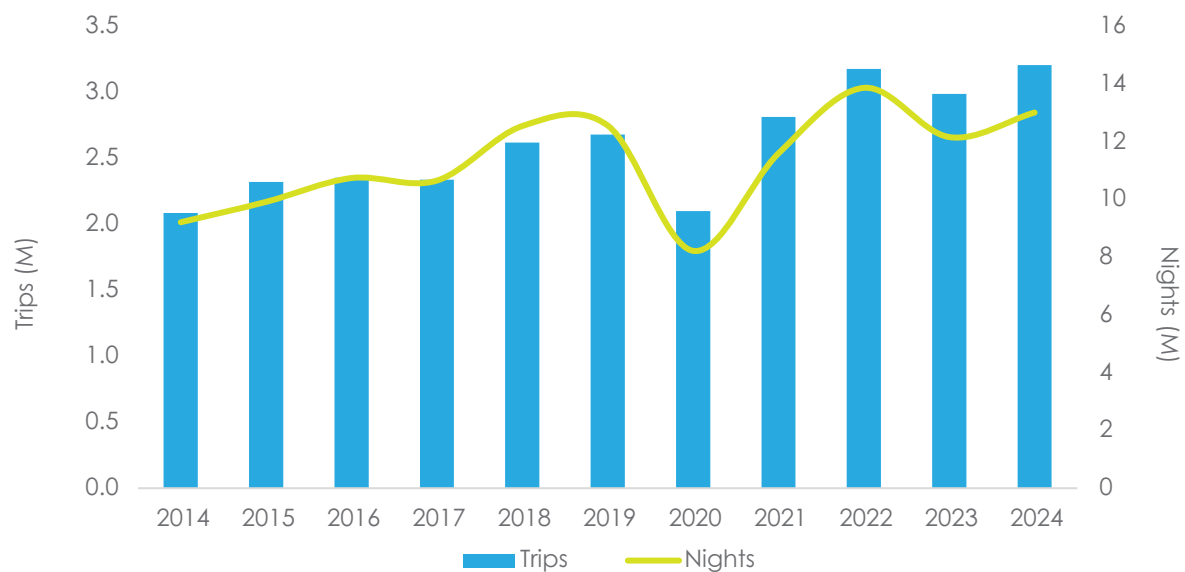
2.3 billion

Caravan and camping visitor expenditure.



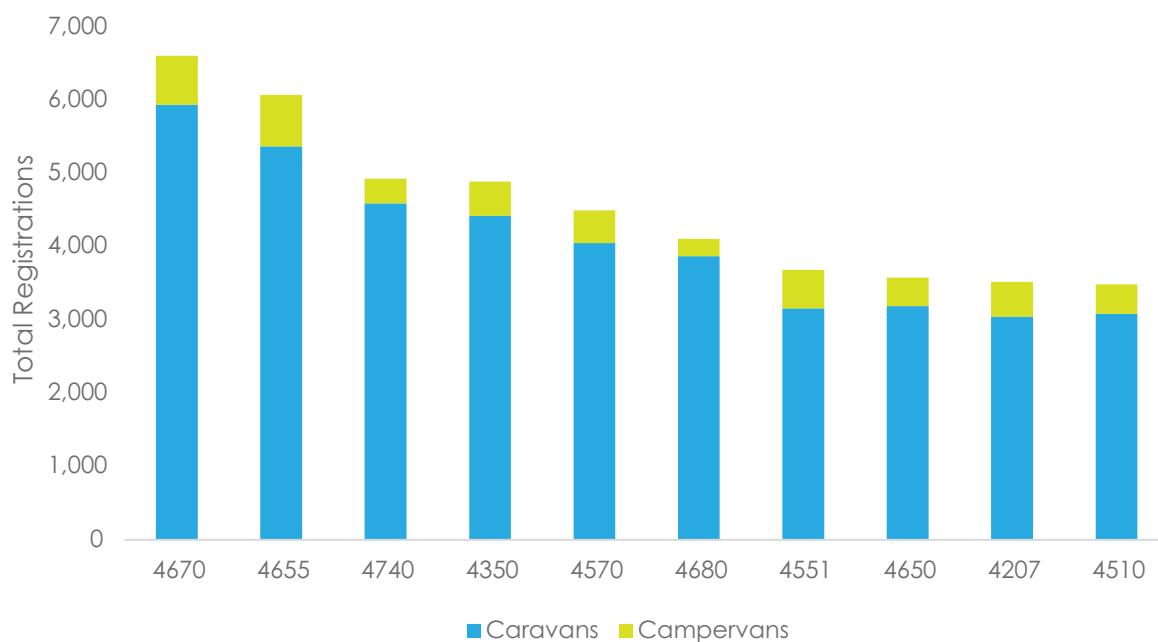
Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

Figure 67 Domestic caravan and camping, Queensland.



Data source: Tourism Research Australia, NVS, 2025.

Figure 68 Registrations by top 10 postcodes, as per January 2024, Queensland.



Caravans are defined as 'any enclosed trailer designed primarily for human occupation whilst stationary' (Vehicle Standard (Australian Design Rule – Definitions and Vehicle Categories) 2005(Cth)). Campervans defined by the Australian Bureau of Statistics are 'self-propelled motor vehicles containing an area primarily used for accommodation. This definition would include vehicles commonly referred to as motorhomes.'

Data source: BITRE, 2025.

Figure 69 Cabin site performance indicators 2024, Queensland.

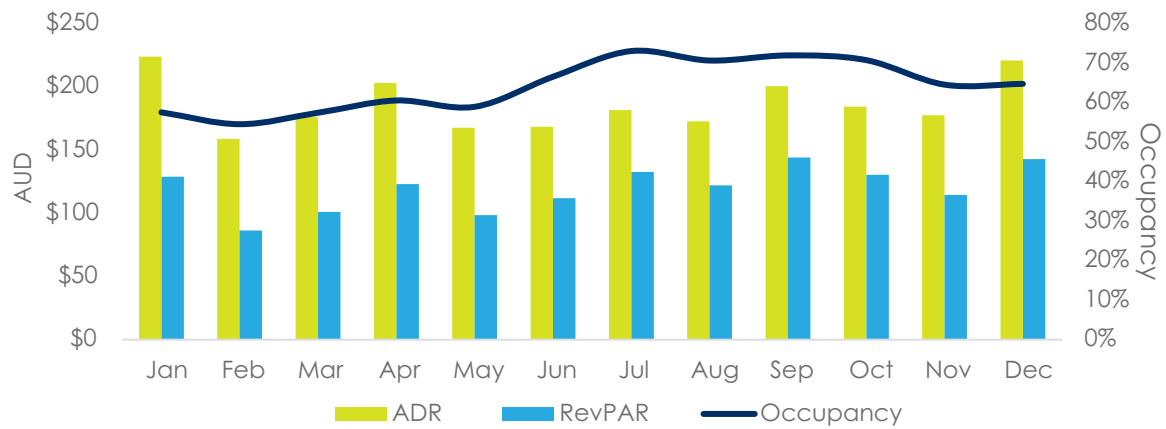


Figure 70 Powered site performance indicators 2024, Queensland.

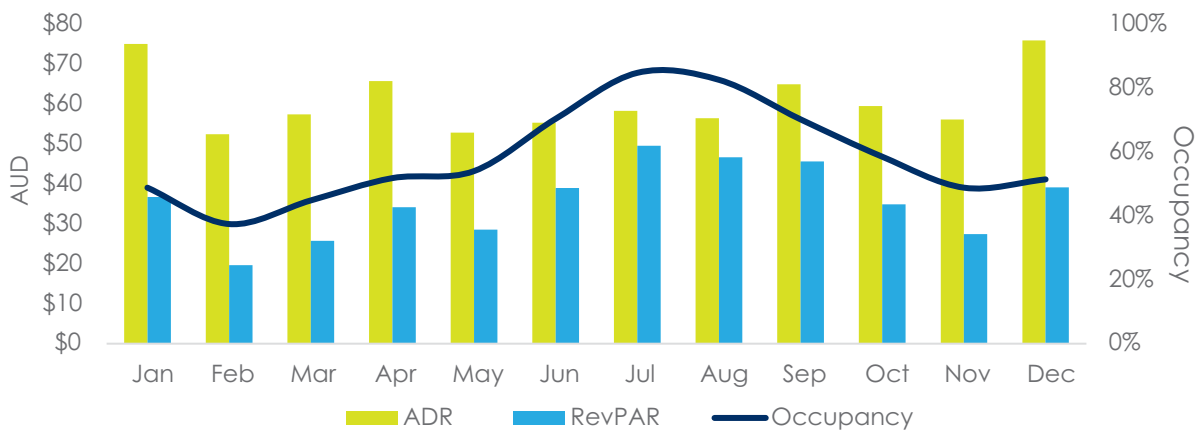
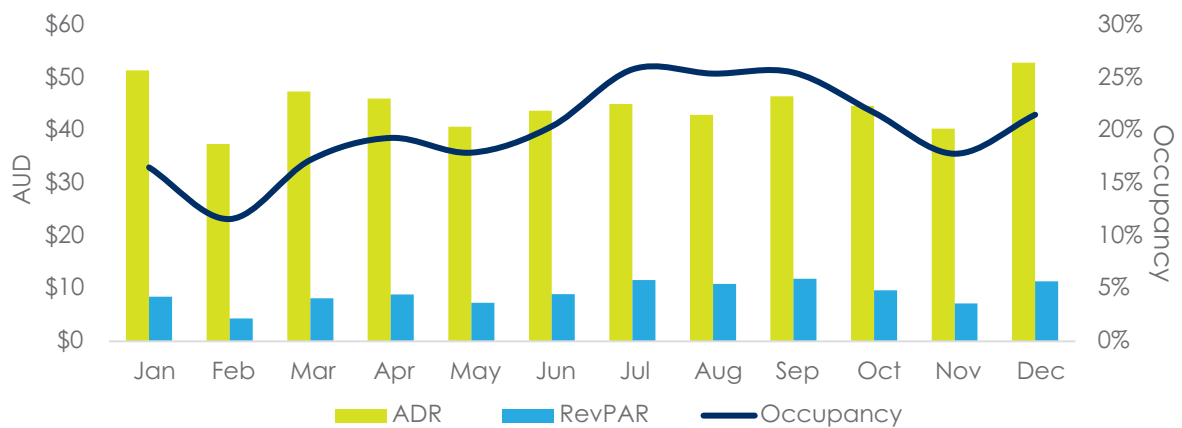
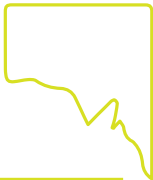


Figure 71 Unpowered site performance indicators 2024, Queensland.



South Australia



In 2024, South Australia's caravan and camping sector experienced reduced performance compared to the previous year, recording 1.2 million trips and 4.4 million visitor nights. These figures represented declines of 1% in trips and 9% in nights, driven by a trend toward shorter getaways in response to economic pressures.

The 30–54 age group showed significant growth, with trips increasing by 27%, however this was not enough to offset declines in trips from other demographics.

Interstate trips to South Australia rose by 29%, though they remained below pre-pandemic levels from 2019. Conversely, intrastate travel saw declines of 11% in trips and 13% in nights compared to 2023.

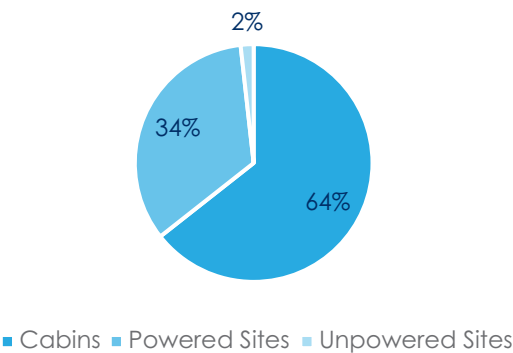
Visitor expenditure increased by 6% to \$820 million, with caravan and camping travellers spending an average of \$669 per trip (up 8%) and \$189 per night (up 17%).

Caravan park revenue reached \$257 million, a 3% increase from the previous year. Cabins accounted for the majority of revenue at 64%, followed by powered sites at 34%, while unpowered sites contributed 1%.

Peak occupancy rates were recorded in January and April, coinciding with the summer and Easter holiday periods. Seasonality impacted occupancy during the middle of the year, but a strong cabin market helped maintain relatively consistent performance throughout the year.

These results reflect the challenges faced by South Australia's caravan and camping sector amid changing travel behaviours and evolving economic conditions. A significant challenge for the state has been the overall decline in long-haul road travel across Australia, which has particularly impacted South Australia as a traditional transit state for travellers moving between eastern states and Western Australia or the Northern Territory. With fewer caravanners undertaking these extended journeys, South Australia has experienced reduced flow-through visitation despite its strategic geographic position.

Figure 72 Caravan park revenue 2024, South Australia.





1.2 million

Caravan and camping overnight trips



4.4 million

Caravan and camping visitor nights.

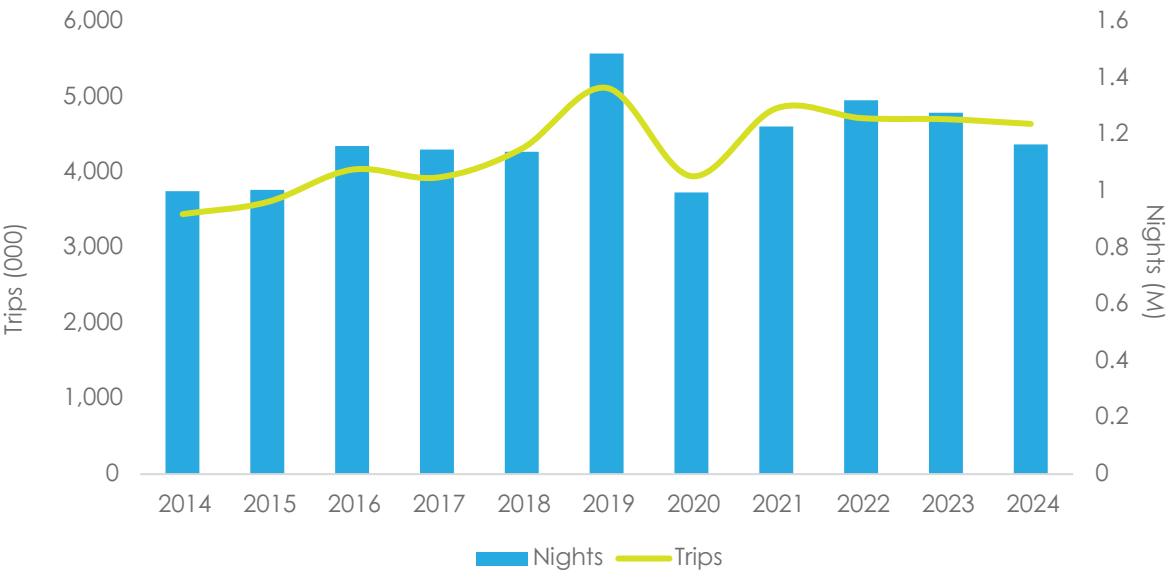


820 million

Caravan and camping visitor expenditure.

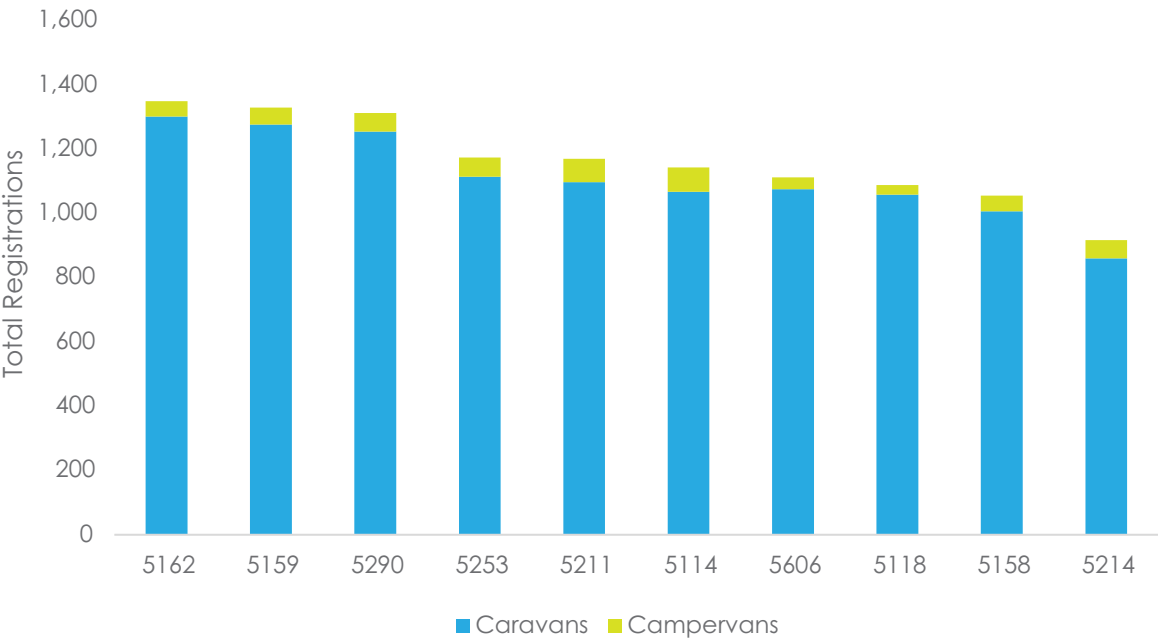
Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

Figure 73 Domestic caravan and camping, South Australia.



Data source: Tourism Research Australia, NVS, 2025.

Figure 74 Registrations by top 10 postcodes, as per January 2024, South Australia.



Caravans are defined as 'any enclosed trailer designed primarily for human occupation whilst stationary' (Vehicle Standard (Australian Design Rule – Definitions and Vehicle Categories) 2005(Cth)). Campervans defined by the Australian Bureau of Statistics are 'self-propelled motor vehicles containing an area primarily used for accommodation. This definition would include vehicles commonly referred to as motorhomes.'

Data source: BITRE, 2025.

Figure 75 Cabin performance indicators 2024, South Australia.

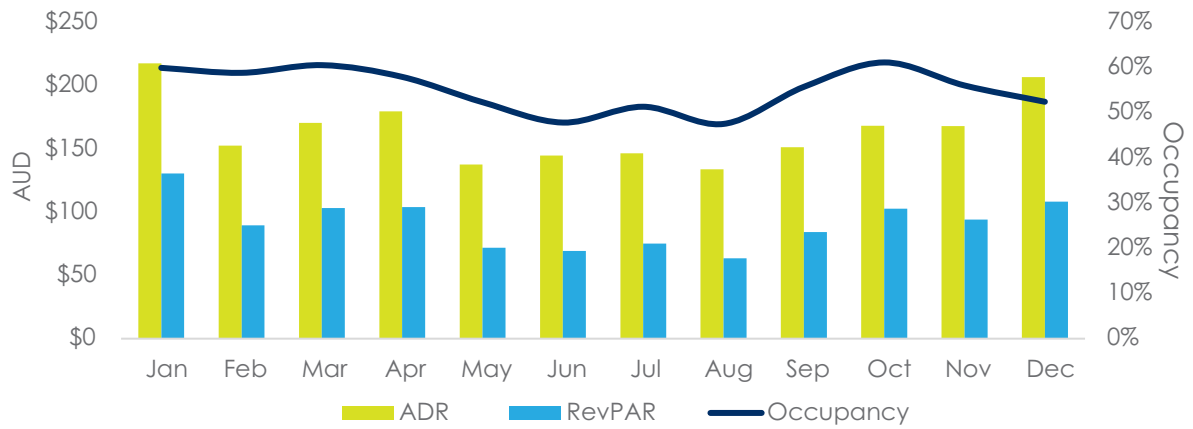


Figure 76 Powered site performance indicators 2024, South Australia.

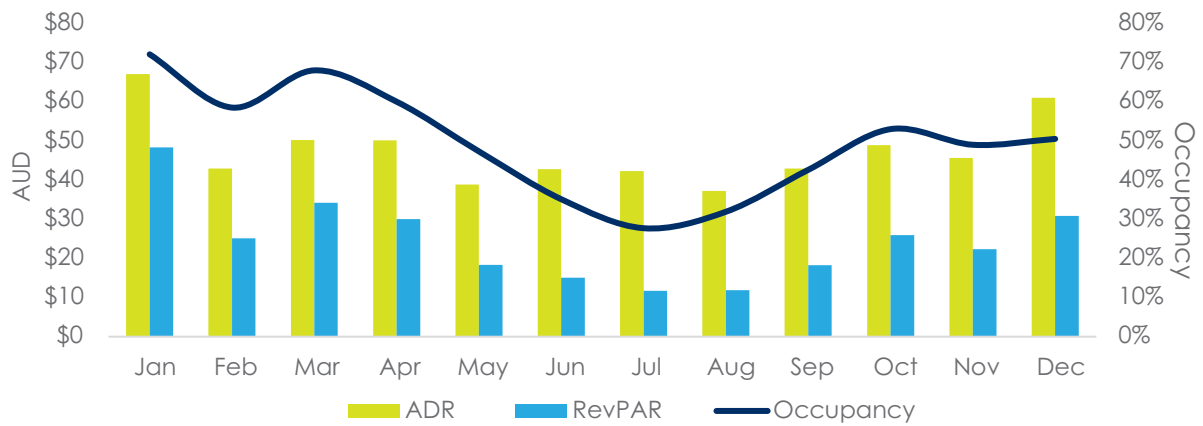
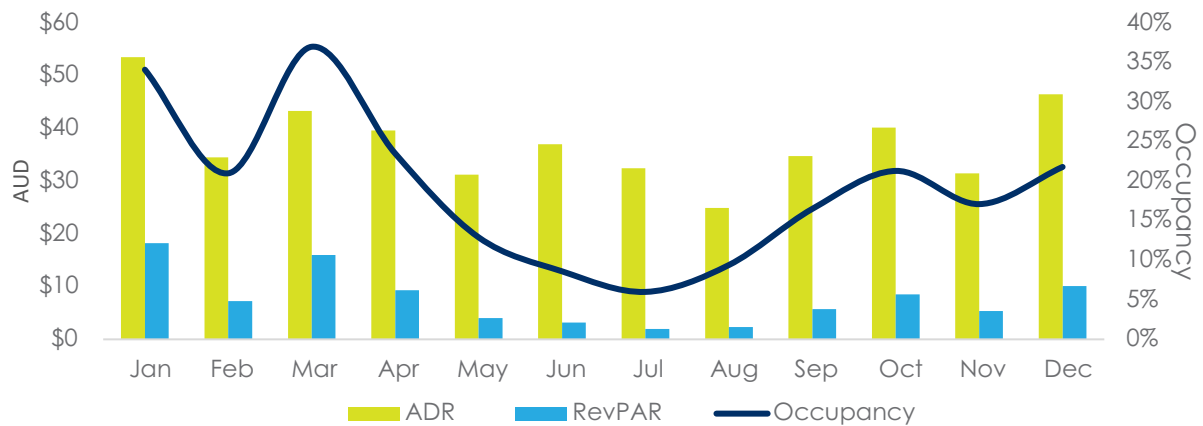
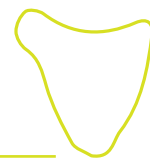


Figure 77 Unpowered site performance indicators 2024, South Australia.



Tasmania



Tasmania's caravan and camping visitor economy delivered varying performance metrics in 2024, recording 426,000 overnight trips and 1.6 million visitor nights. While trips decreased by 5%, visitor nights increased by 3% compared to the previous year. This performance was largely driven by a 21% decline in interstate trips, while interstate nights rose by 5%.

The core visitor economy market, the 30–54 age group, showed strong year-over-year growth, with trips increasing by 18%, partially offsetting declines in trips from other demographics.

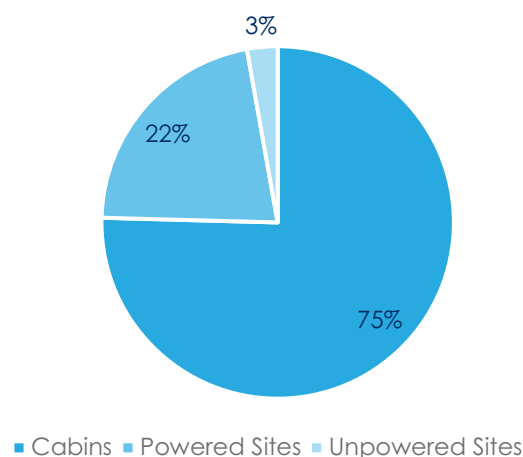
Total visitor expenditure increased by 10% from 2023, reaching \$356 million. The average spend per trip increased by 18% to \$871, while the average spend per night grew by 10% to \$189.

Caravan parks in Tasmania generated \$68 million in revenue, marking a 9% increase from the previous year. Cabins accounted for the majority of revenue at 75%, followed by powered sites at 22%, and unpowered sites contributing 3%.

All site types experienced seasonal fluctuations, with occupancy rates peaking during the first three months of the year. Cabins reached peak occupancy rate of 84%, powered sites peaked at 77%, and unpowered sites at 70%.

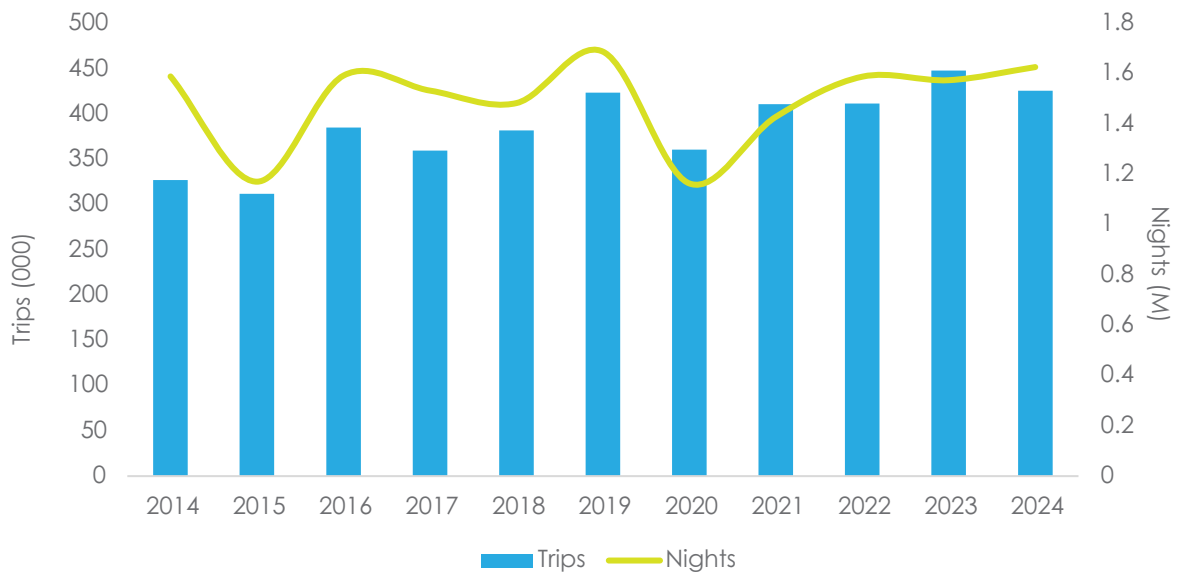
These results highlight Tasmania's challenges with seasonality and its reliance on interstate markets, while also showcasing the strong performance of its caravan parks, driven by the popularity of cabin accommodation.

Figure 78 Caravan park revenue 2024, Tasmania.



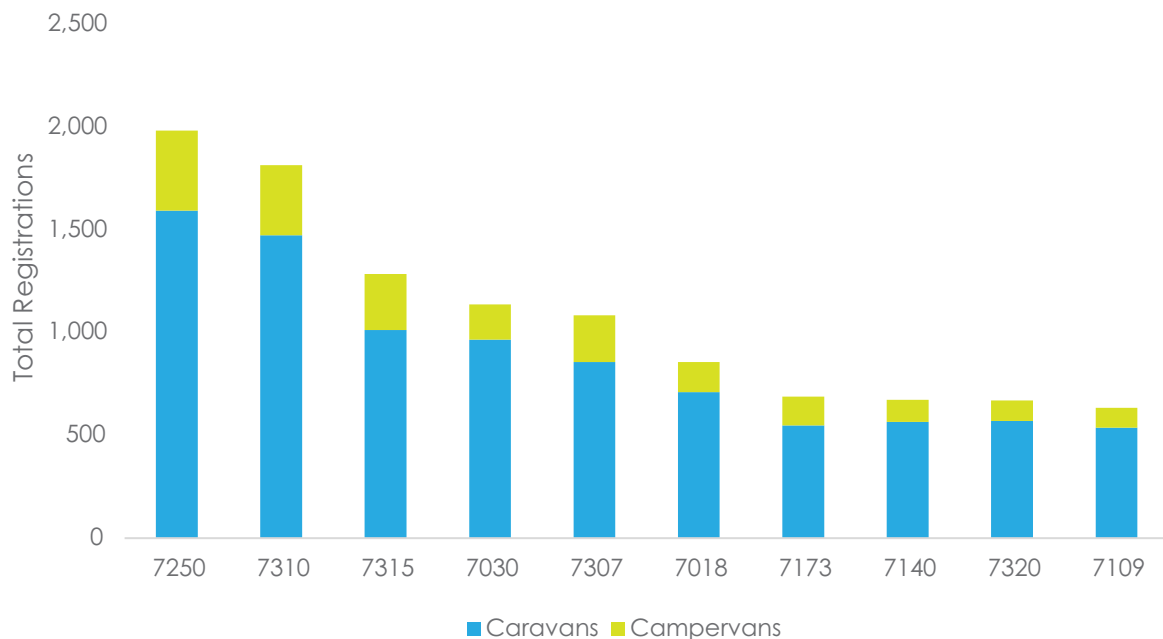
Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

Figure 79 Domestic caravan and camping, Tasmania.



Data source: Tourism Research Australia, NVS, 2025.

Figure 80 Registrations by top 10 postcodes, as per January 2024, Tasmania.



Caravans are defined as 'any enclosed trailer designed primarily for human occupation whilst stationary' (Vehicle Standard (Australian Design Rule – Definitions and Vehicle Categories) 2005(Cth)). Campervans defined by the Australian Bureau of Statistics are 'self-propelled motor vehicles containing an area primarily used for accommodation. This definition would include vehicles commonly referred to as motorhomes.'

Data source: BITRE, 2025.

Figure 81 Cabin performance indicators 2024, Tasmania.

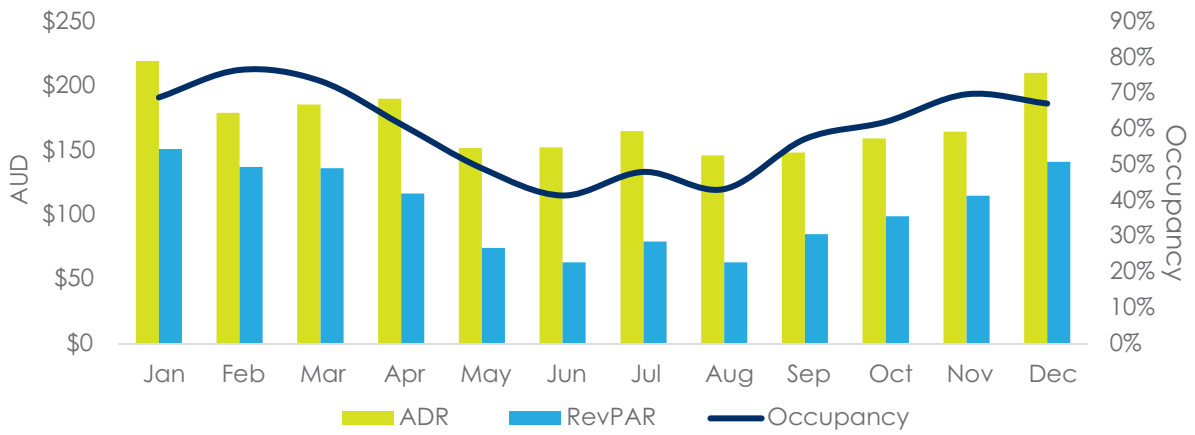


Figure 82 Powered site performance indicators 2024, Tasmania.

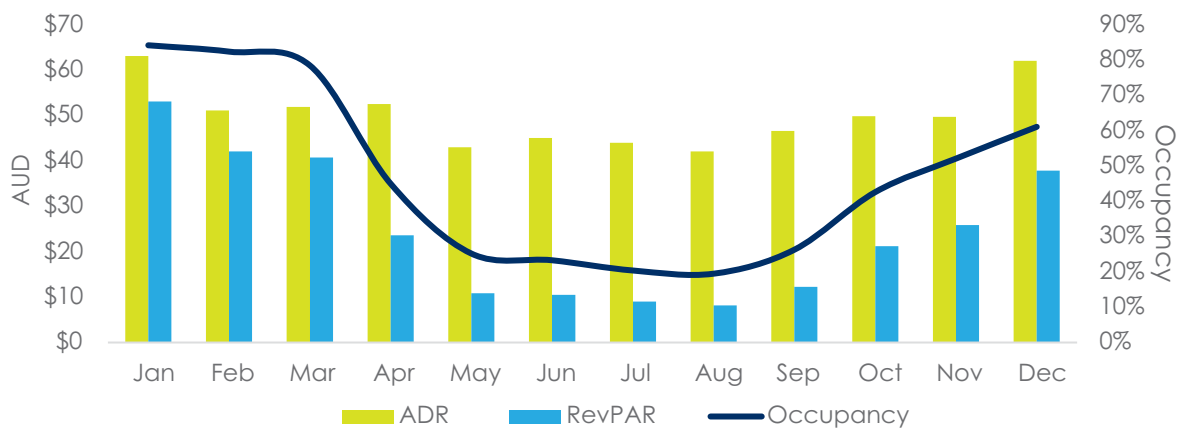
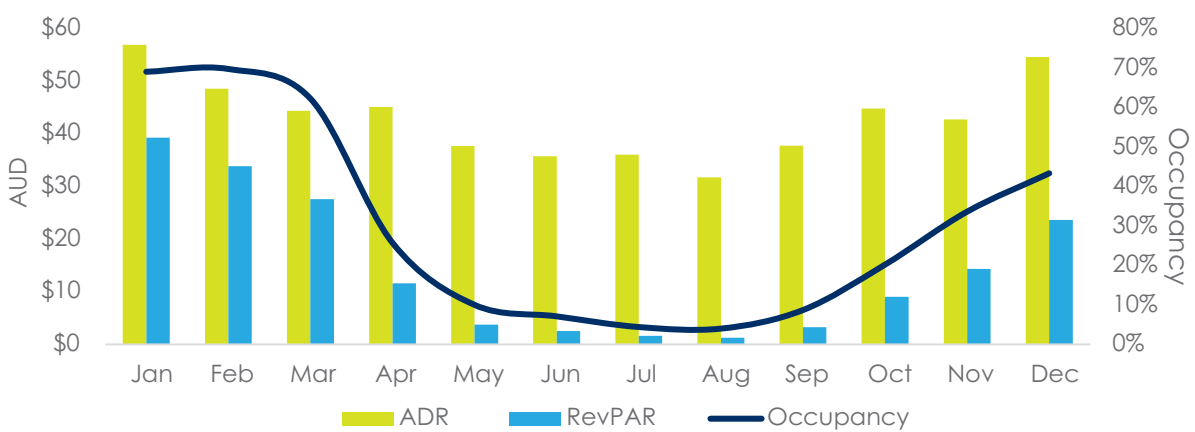


Figure 83 Unpowered site performance indicators 2024, Tasmania.



Victoria



Victoria's caravan and camping visitor economy delivered varying performance metrics in 2024. Overnight trips increased by 2%, reaching a record 3.9 million, while visitor nights declined by 11% to 11.3 million. This decline was largely driven by a significant drop in interstate visitation, with trips falling by 14% and nights decreasing by 44%. In contrast, intrastate travel showed resilience, with trips rising by 5%, though nights fell slightly by 1%. As a result, intrastate travel increased its market share to 87% of total trips and 86% of total nights.

Visitor expenditure in Victoria fell by 11% to \$2.0 billion for 2024. On average, caravan and camping visitors spent \$530 per trip, a decrease of 12%, while the average spend per night increased by 3% to \$225.

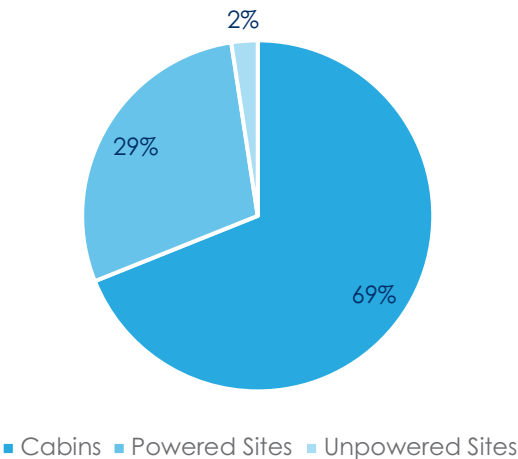
Caravan parks in Victoria generated \$470 million in revenue, contributing 15% of the national caravan

park revenue. Cabins accounted for the majority of this revenue at 69%, followed by powered sites at 29%, with unpowered sites contributing 2%.

The peak season for caravan and camping visitation in Victoria occurred between January and March, aligning with summer and Easter holidays. During this period, cabins achieved peak occupancy rate of 61%, powered sites reached 71%, and unpowered sites peaked at 26%.

These results highlight the continued strength of local caravan and camping travel in Victoria, driven by robust intrastate demand. However, they also reflect the impact of economic pressures and shifting travel behaviours, with a trend toward shorter trips and reduced interstate visitation affecting overall performance.

Figure 84 Caravan park revenue 2024, Victoria.





3.9 million

Caravan and camping overnight trips.



11.3 million

Caravan and camping visitor nights.



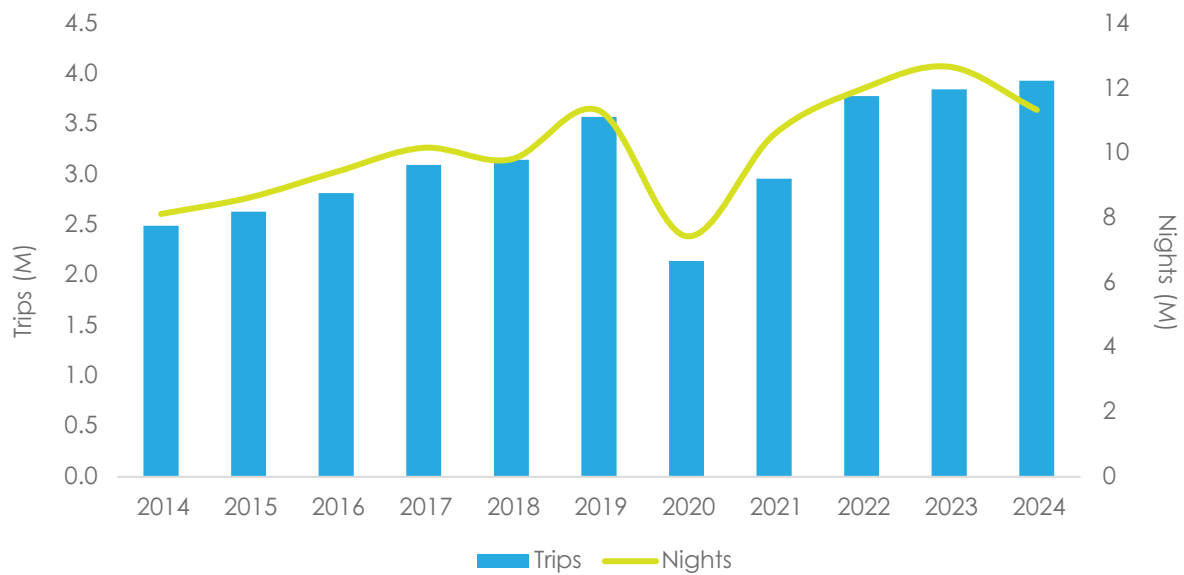
2.0 billion

Caravan and camping visitor expenditure.



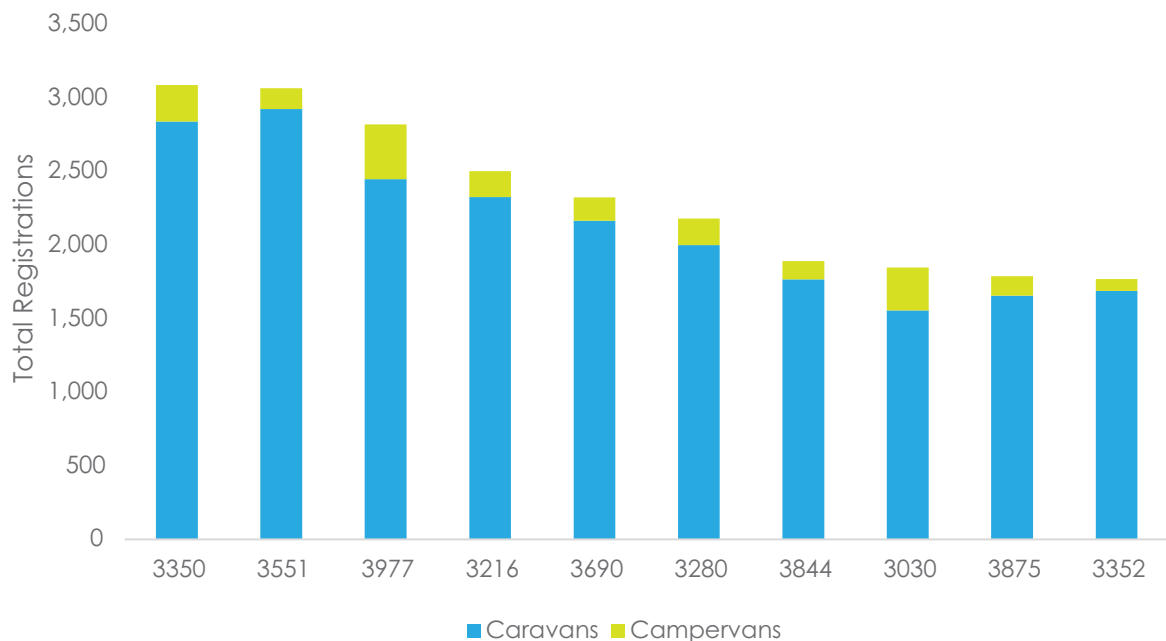
Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

Figure 85 Domestic caravan and camping, Victoria.



Data source: Tourism Research Australia, NVS, 2025.

Figure 86 Registrations by top 10 postcodes, as per January 2024, Victoria.



Caravans are defined as 'any enclosed trailer designed primarily for human occupation whilst stationary' (Vehicle Standard (Australian Design Rule – Definitions and Vehicle Categories) 2005(Cth)). Campervans defined by the Australian Bureau of Statistics are 'self-propelled motor vehicles containing an area primarily used for accommodation. This definition would include vehicles commonly referred to as motorhomes.'

Data source: BITRE, 2025.



Figure 87 Cabin performance indicators 2024, Victoria.

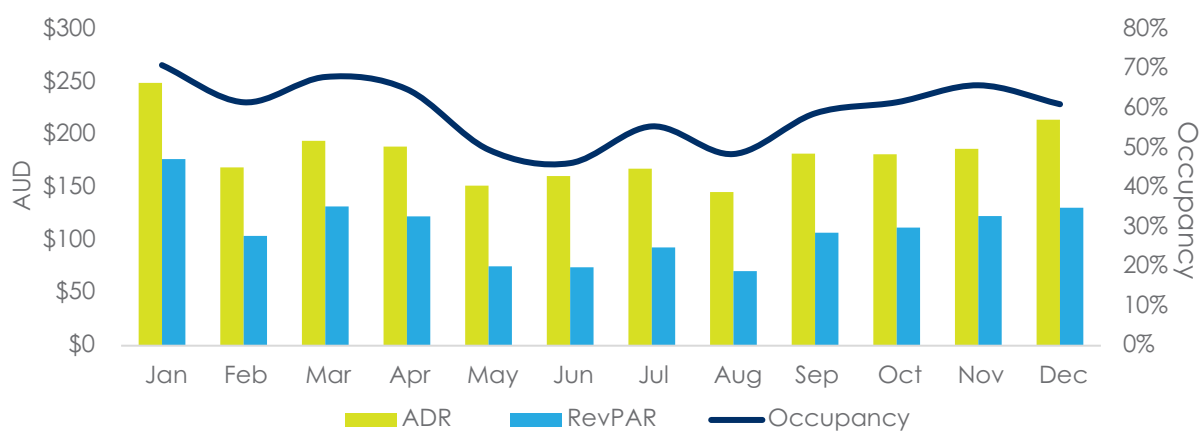


Figure 88 Powered site performance indicators 2024, Victoria.

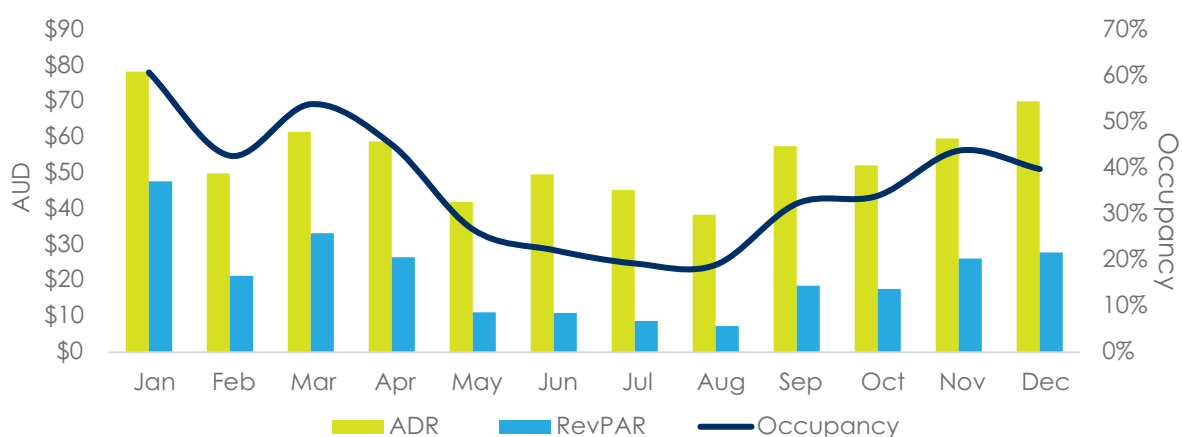
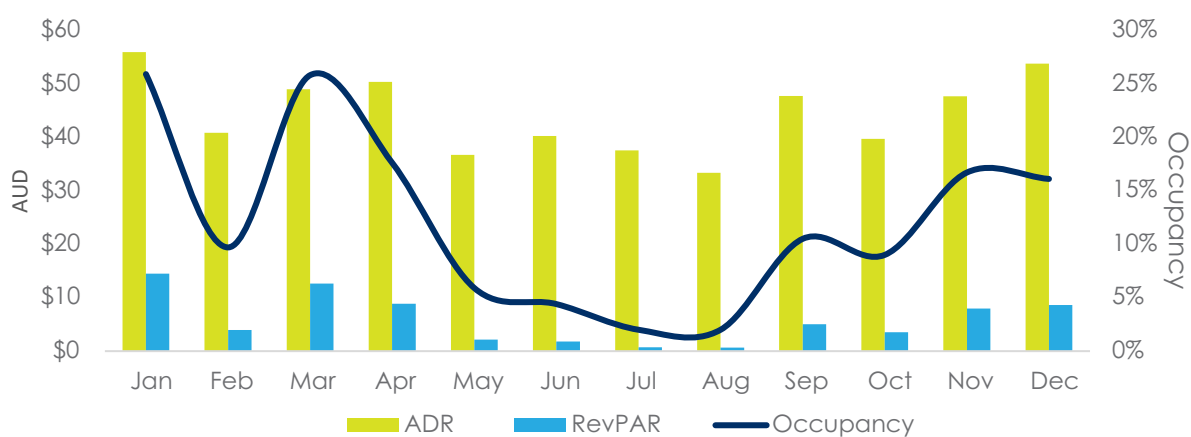
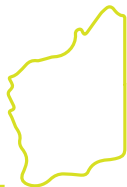


Figure 89 Unpowered site performance indicators 2024, Victoria.



Western Australia



Western Australia's caravan and camping sector experienced a downturn in 2024, yet it continued to outperform pre-pandemic levels from 2019. The state recorded 1.8 million overnight trips and 7.0 million visitor nights, reflecting decreases of 9% in trips and 12% in nights compared to the previous year. This performance was primarily attributed to a 35% decline in trips and a 21% decrease in nights from interstate visitors. This trend aligns with the broader national pattern of caravan and camping travellers increasingly favouring destinations closer to home, increased competition from international destinations such as Bali, as well as a return to trend following significant demand during COVID.

Caravan and camping visitors in Western Australia spent a total of \$1.3 billion, marking a 2% decrease from 2023 and accounting for 12% of national visitor expenditure.

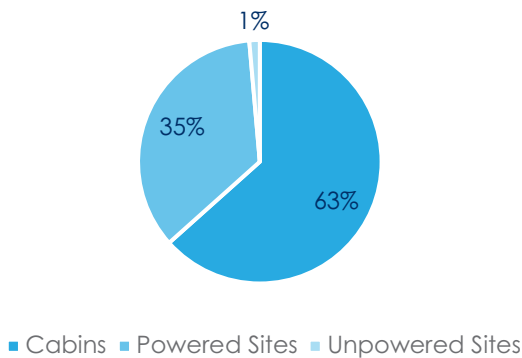
The average spend per trip was \$738, representing a 7% reduction, while the average spend per night decreased by 12% to \$217.

Caravan parks in Western Australia generated \$476 million in revenue, a 8% increase from the previous year. Cabins dominated revenue generation at 63%, with powered sites contributing 35%, and unpowered sites making up 1%.

Due to the state's vast size, seasonal fluctuations were less pronounced at a statewide level, with occupancy rates across site types remaining relatively consistent throughout the year. Cabin occupancy reached its peak in July at 63%, while powered sites achieved their highest occupancy in November at 70%.

These results underscore Western Australia's strong intrastate travel demand, supported by diverse regional attractions, while highlighting challenges of reduced interstate visitation, increased international competition, and the trend toward shorter trips closer to home. The state's performance reflects both post-COVID travel normalisation and economic pressures impacting long-distance travel decisions.

Figure 90 Caravan park revenue 2024, Western Australia.



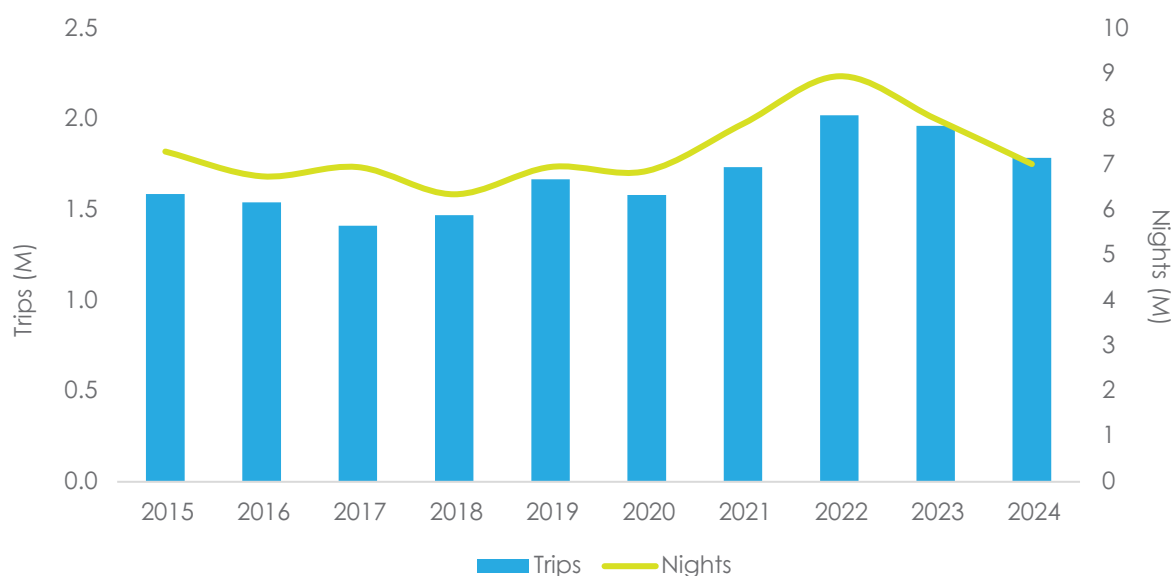
1.8 million
Caravan and camping overnight trips.

7.0 million
Caravan and camping visitor nights.

1.3 billion
Caravan and camping visitor expenditure.

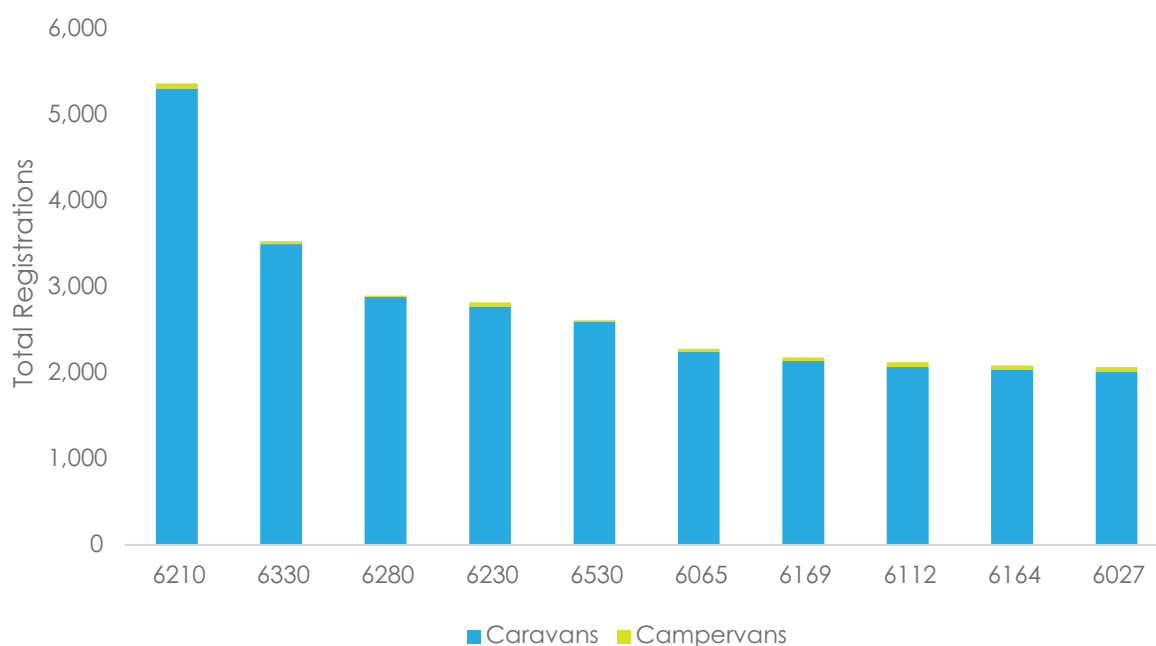
Data source: BDO, 2025; Newbook, 2025 RezExpert, 2025; RMS, 2025.

Figure 91 Domestic caravan and camping, Western Australia.



Data source: Tourism Research Australia, NVS, 2025.

Figure 92 Registrations by top 10 postcodes, as per January 2024, Western Australia.



Caravans are defined as 'any enclosed trailer designed primarily for human occupation whilst stationary' (Vehicle Standard (Australian Design Rule – Definitions and Vehicle Categories) 2005(Cth)). Campervans defined by the Australian Bureau of Statistics are 'self-propelled motor vehicles containing an area primarily used for accommodation. This definition would include vehicles commonly referred to as motorhomes.'

Data source: BITRE, 2025.



Figure 93 Cabin performance indicators 2024, Western Australia.

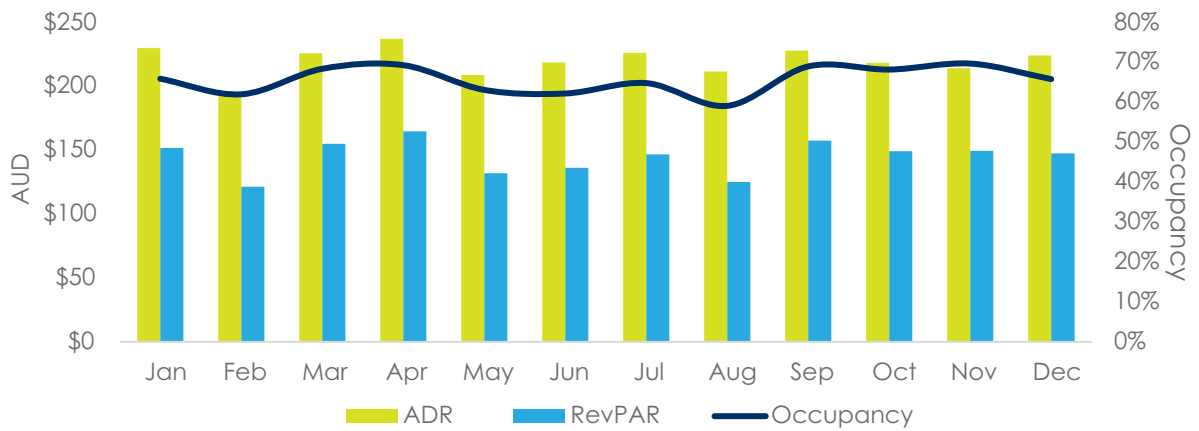


Figure 94 Powered site performance indicators 2024, Western Australia.

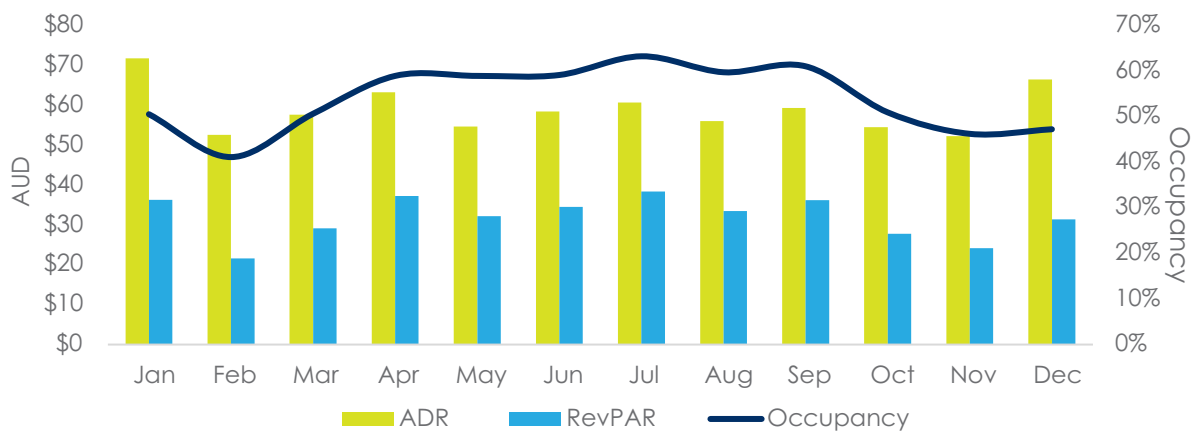
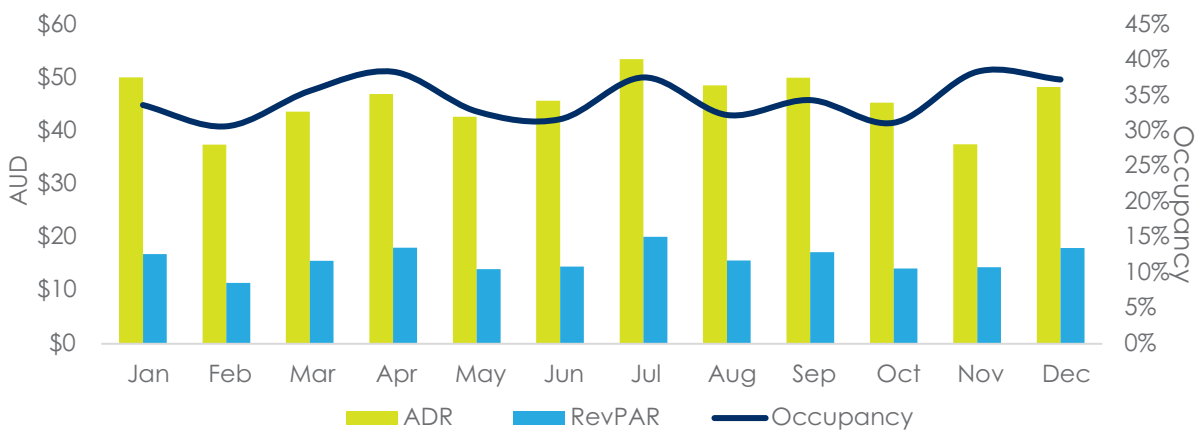


Figure 95 Unpowered site performance indicators 2024, Western Australia.







Methodology

Local Production

Recreational vehicle production figures are provided by RVMAP businesses and reported by nemAustralasia.

Through a monthly reporting mechanism, manufacturers report their production numbers to nemAustralasia who independently verify and deidentify the data before providing to industry. A total of 87 manufacturers provide data. Data is only reported for those units manufactured in Australia and does not include recreational vehicles that are imported.

International Trade

Data is provided by the Australian Bureau of Statistics International Trade Data series and reported on a monthly basis. Data is collected from custom export and import documentation submitted by the importing or exporting business.

ABS Statistical Classification: Trailers and semi-trailers of the caravan type, for housing or camping and parts thereof, not mechanically propelled.

Registrations

In 2021, the ABS discontinued the Motor Vehicle Census. In collaboration with the Bureau of Infrastructure and Transport Research Economics (BITRE), a new statistical instrument has been developed to replace the Motor Vehicle Census drawing upon data from the National Exchange of Vehicle and Driver Information (NEVDIS) system.

Accommodation

Deidentified data is provided from more than 460 caravan parks around Australia collected through Newbook, RezExpert and RMS reservations systems and statistically compiled by BDO.

To become a participant in this project please contact Caravan Industry Association of Australia research@caravanindustry.com.au

Domestic Visitor Economy

Data is provided by Tourism Research Australia's National Visitor Survey (NVS). The NVS is a large-scale telephone survey which has been conducted continuously since January 1998, and is designed to measure domestic travel by Australian residents.

NVS concepts and definitions are based on those developed by the United Nations World Tourism Organization. NVS interviews are distributed evenly across most days of the year with a current annual sample of 120,000 interviews.

Further information can be found here:



National Visitor Survey
methodology



CaravanStats: Built by Industry

This State of Industry Report is part of the <http://www.caravanstats.com.au/> provided by Caravan Industry Association of Australia. Established in 2015 with ongoing support of Member State Associations, CaravanStats has evolved from its origins as an Excel spreadsheet into Australia's most comprehensive data resource dedicated to the caravan and camping industry.

Drawing upon twelve distinct data sources across billions of rows of data, CaravanStats provides businesses with valuable insights into market trends, consumer behaviour, operational benchmarking, visitor demographics, accommodation performance, spending patterns, manufacturing data, vehicle registrations, and international trade figures.

Caravan Industry Association of Australia proudly offers CaravanStats as a research platform that enables businesses to make informed decisions, tailor marketing strategies, optimise operations, and identify new market opportunities.

For more information on accessing additional CaravanStats insights beyond this State of Industry Report, contact the Caravan Industry Association of Australia research team.





This document has been carefully prepared, but it has been written in general terms and should be seen as broad guidance only. The document cannot be relied upon to cover specific situations and you should not act, or refrain from acting, upon the information contained therein without obtaining specific professional advice. Caravan Industry Association of Australia Ltd, their partners, affiliates, members and/or directors, employees and agents do not accept or assume any liability or duty of care for any loss arising from any action taken or not taken by anyone in reliance on the information in this document or for any decision based on it.