

Caravan and Camping Tourism

Year Ended December 2023

Source: National and International Visitor Surveys, Tourism Research Australia



Caravan and camping visitors are defined as those who have used overnight caravan and camping accommodation facilities at either commercial sites (caravan parks, camping grounds or cabins) or non-commercial sites (motor home or campervan; or camping by the side of the road, private property, crown land or a national park) for at least one night in NSW. This report summarizes domestic (commercial & non-commercial) and international (total) visitations, respectively.

Total Domestic Caravan and Camping Visitors to NSW

TOTAL DOMESTIC CARAVAN & CAMPING



Visitors
4.9m
+6.3% YoY *



Nights
19.6m
+14.3% YoY



Expenditure
\$3.5bn
+12.3% YoY

* YoY = change on previous year

Domestic Commercial Caravan and Camping Visitors to NSW

DOMESTIC COMMERCIAL CARAVAN & CAMPING



Visitors
3.0m
+12.8% YoY



Nights
13.5m
+19.9% YoY



Expenditure
\$2.6bn
+20.7% YoY



Average spend
\$189 per night (+0.7% YoY)
\$860 per visitor (+6.9% YoY)



Average length of stay
4.5 nights (+0.3 nights)



#1 for visitors
#1 for nights
#1 for expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
36%
+3.5 ppts YoY

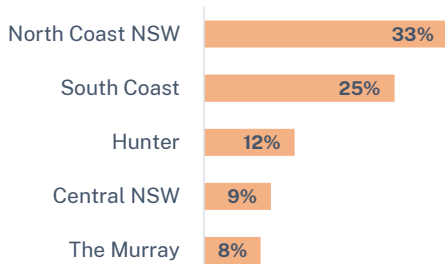


Nights
37%
+6.8 ppts YoY

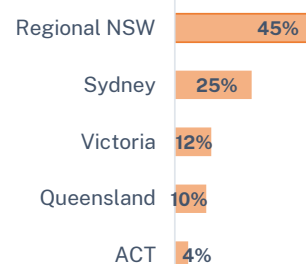


Expenditure
37%
+6.4 ppts YoY

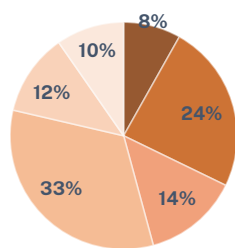
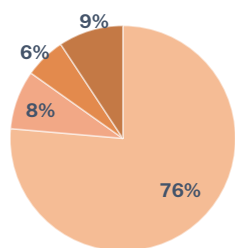
Top regions visited in NSW



Top source markets



Number of stopovers in NSW & Length of trip in NSW



■ 1 Stopover ■ 2 Stopovers
■ 3 Stopovers ■ 4+ Stopovers

■ 1 night ■ 2 nights
■ 3 nights ■ 4 - 7 nights
■ 8 - 14 nights ■ 15+ nights

Seasonality



Spring
29%



Summer
25%



Autumn
28%



Winter
18%

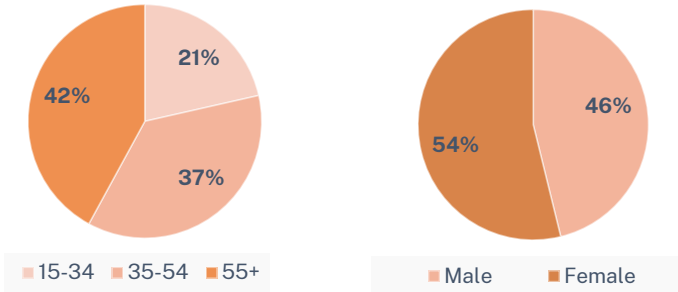
Caravan and Camping Tourism

Year Ended December 2023

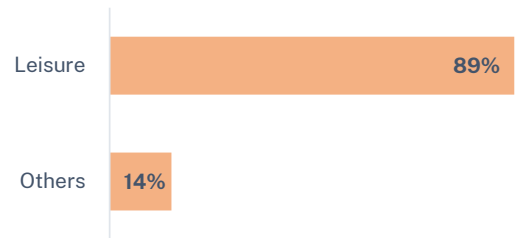
Source: National and International Visitor Surveys, Tourism Research Australia



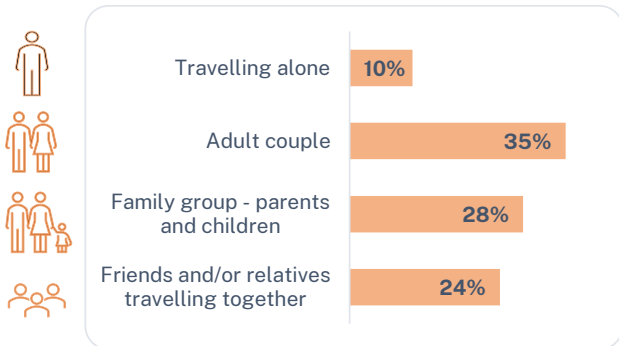
Age & Gender



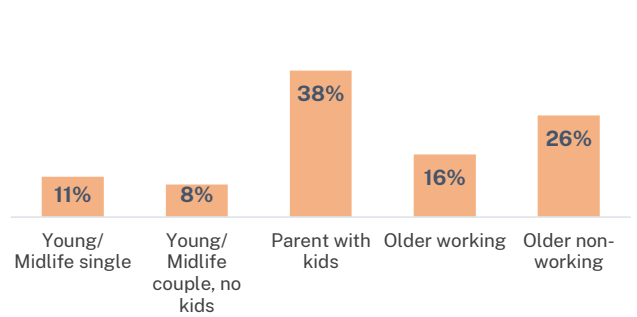
Stopover reason



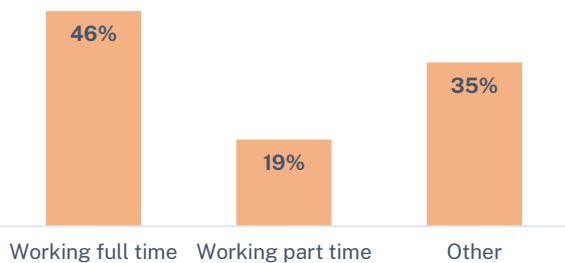
Travel party



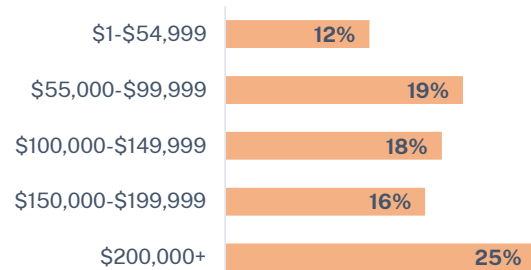
Lifecycle



Employment status



Annual household income



Domestic Non-commercial Caravan and Camping Visitors to NSW

DOMESTIC NON-COMMERCIAL CARAVAN & CAMPING



Visitors
2.1m
-3.3% YoY



Nights
6.1m
+3.6% YoY



Expenditure
\$1.0bn
-5.2% YoY



Average spend
\$157 per night (-8.6% YoY)
\$459 per visitor (-2.0% YoY)



Average length of stay
2.9 nights (+0.2 nights)



1 of visitors
1 of nights
2 of expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
29%
-1.1 pts YoY



Nights
26%
+0.4 pts YoY



Expenditure
25%
-3.6 pts YoY

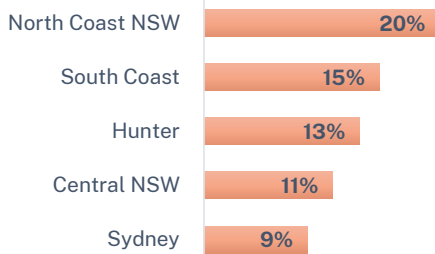
Caravan and Camping Tourism

Year Ended December 2023

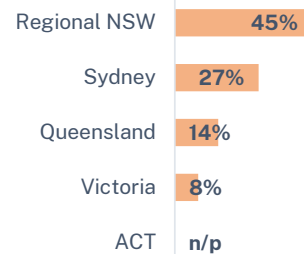
Source: National and International Visitor Surveys, Tourism Research Australia



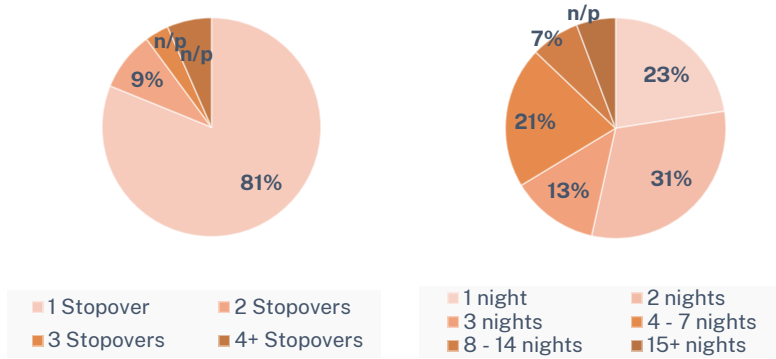
Top regions visited in NSW



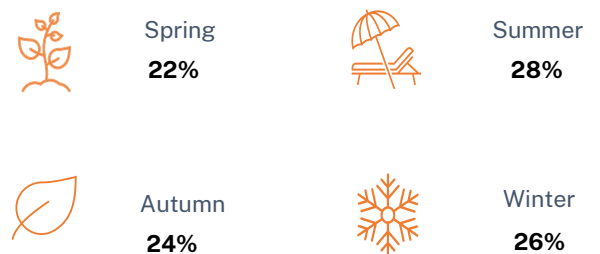
Top source markets



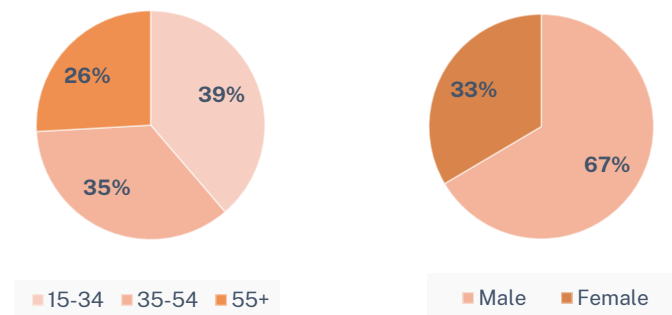
Number of stopovers in NSW & Length of trip in NSW



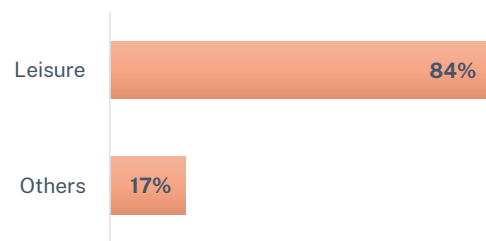
Seasonality



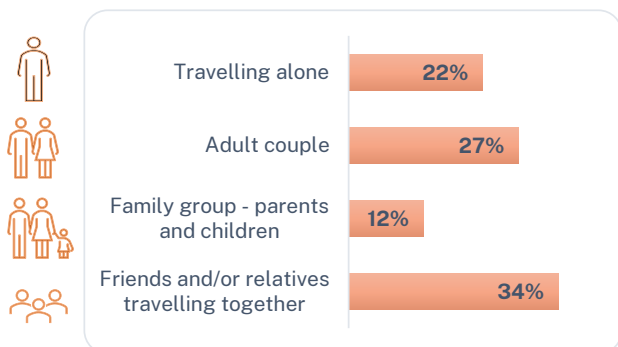
Age & Gender



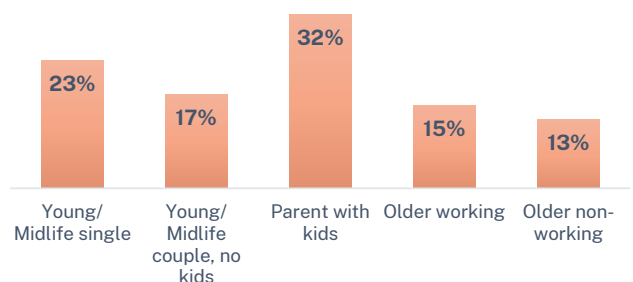
Stopover reason



Travel party



Lifecycle



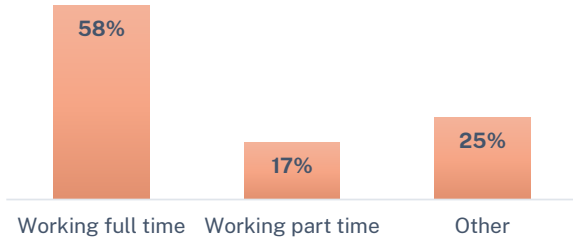
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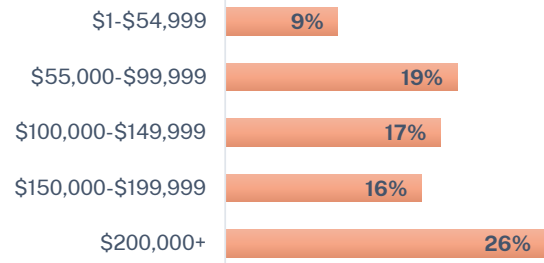
Source: National and International Visitor Surveys, Tourism Research Australia



Employment status



Annual household income



International Caravan and Camping Visitors to NSW

INTERNATIONAL CARAVAN & CAMPING



Visitors
72,700



Nights
502,600



Expenditure
\$49.3m



Average spend
\$98 per night
\$678 per visitor



Average length of stay:
6.9 nights



2 of visitors
3 of nights
3 of expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
31%

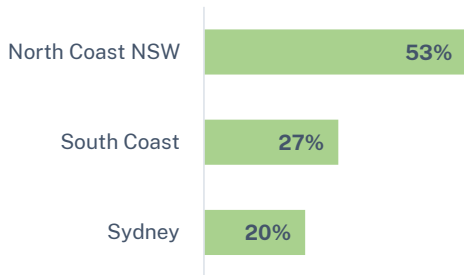


Nights
15%

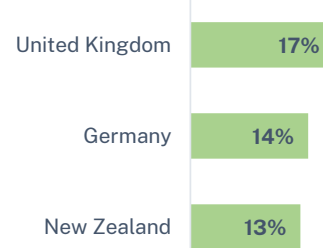


Expenditure
14%

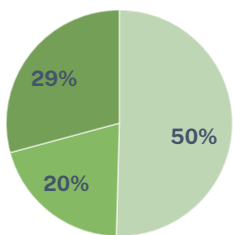
Top regions visited in NSW



Top source markets



Age



15-34 35-54 55+

Travel party

