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## **MEDIA RELEASE**

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Friday 3 May, 2013

### **Campaign to Bolster Caravanning and Camping in NSW**

Caravanning and camping is the most popular form of holidaying in NSW, particularly with families, with 10 million visitor nights spent in the State's caravan and camping parks last year, Minister for Tourism and major Events, George Souris, said today.

In welcoming the 2013 joint marketing campaign between the Camping and Caravanning Industry Association and Destination NSW, to promote NSW's 400 holiday park destinations, Mr Souris pointed out that last year; it contributed \$1.5 billion to our economy.

"The 2013 Caravanning and Camping campaign promotes some of the best holiday experiences across NSW to families and couples who are looking for great holidays in some of the best locations in Australia," Mr Souris said.

"The campaign, which includes TV commercials and print advertisements, promotes the unique attractions of caravanning and camping in regional NSW, including locations at some of our best beaches, forests and parks."

"Caravanning and camping in NSW allows visitors to step from their accommodation into the best holiday adventures that NSW has to offer.

"This sector of the tourism industry is also of vital importance to local economies because, for every dollar spent staying at a caravan or camping site, \$1.38 is spent at local stores and businesses".

Mr Souris pointed out that one third of all visitor nights spent in NSW are at Caravan and Camping sites; 26 per cent of total holiday visitor nights in Regional NSW is Caravan and Camping and of the more than 900 Caravan Parks in NSW, 30 per cent are located in Crown Lands - close to nature.

"Caravan and Camping Industry Association CEO, Lyndel Gray, said: "We have called the campaign, *Step right into your holiday*, which is a great descriptor of what sets a caravan and campaign holiday apart from all other holiday experiences.

"The fact that you can step out of your cabin, tent, caravan or motorhome straight into holiday parks that are located in some of the most amazing places in NSW is why caravan and camping holidays are increasing so strongly in appeal."

It's important to expand awareness of the terrific experiences that can be had on a caravan and camping holiday in NSW –, there's something for everyone!"

Destination NSW CEO, Sandra Chipchase, said: "Whether you are staying in a caravan, motorhome, tent or luxury cabin, visitors will be able to explore the great attractions of regional NSW."