

Caravanning Supporting Queensland Communities

Michelle Weston, CEO
Caravan Parks Association of Queensland



Year Ending 30 June 2024

3,022,797 ↓ 4%

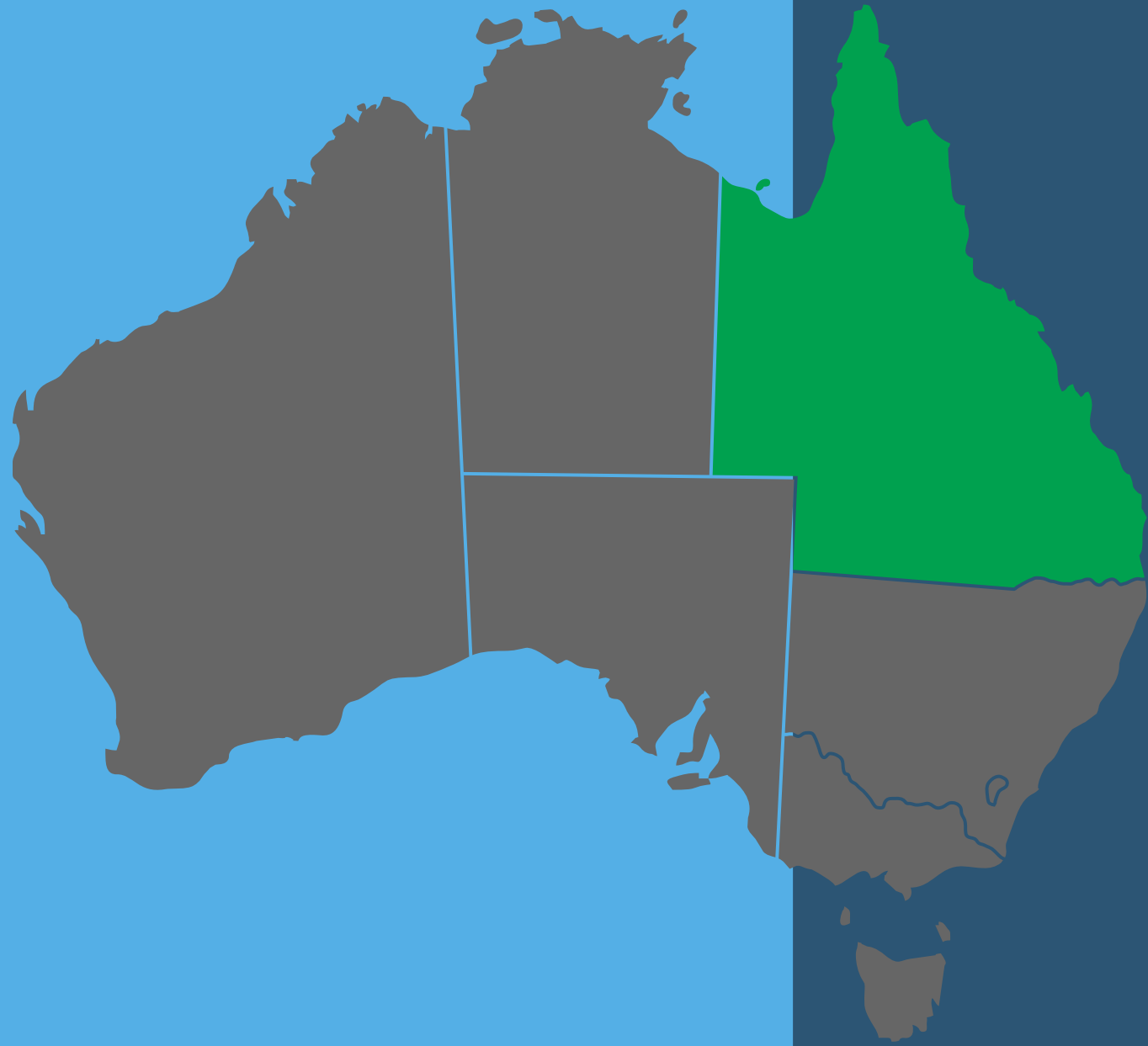
Overnight Trips

13,262,359 ↓ 2%

Visitor Nights

\$2.2 Billion ↓ 5%

Overnight Visitor Expenditure



Year Ending 30 June 2024

276,125

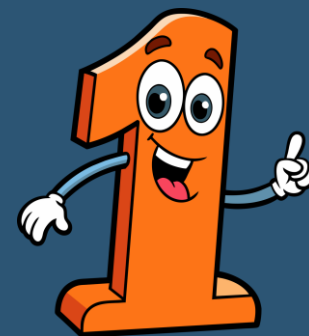
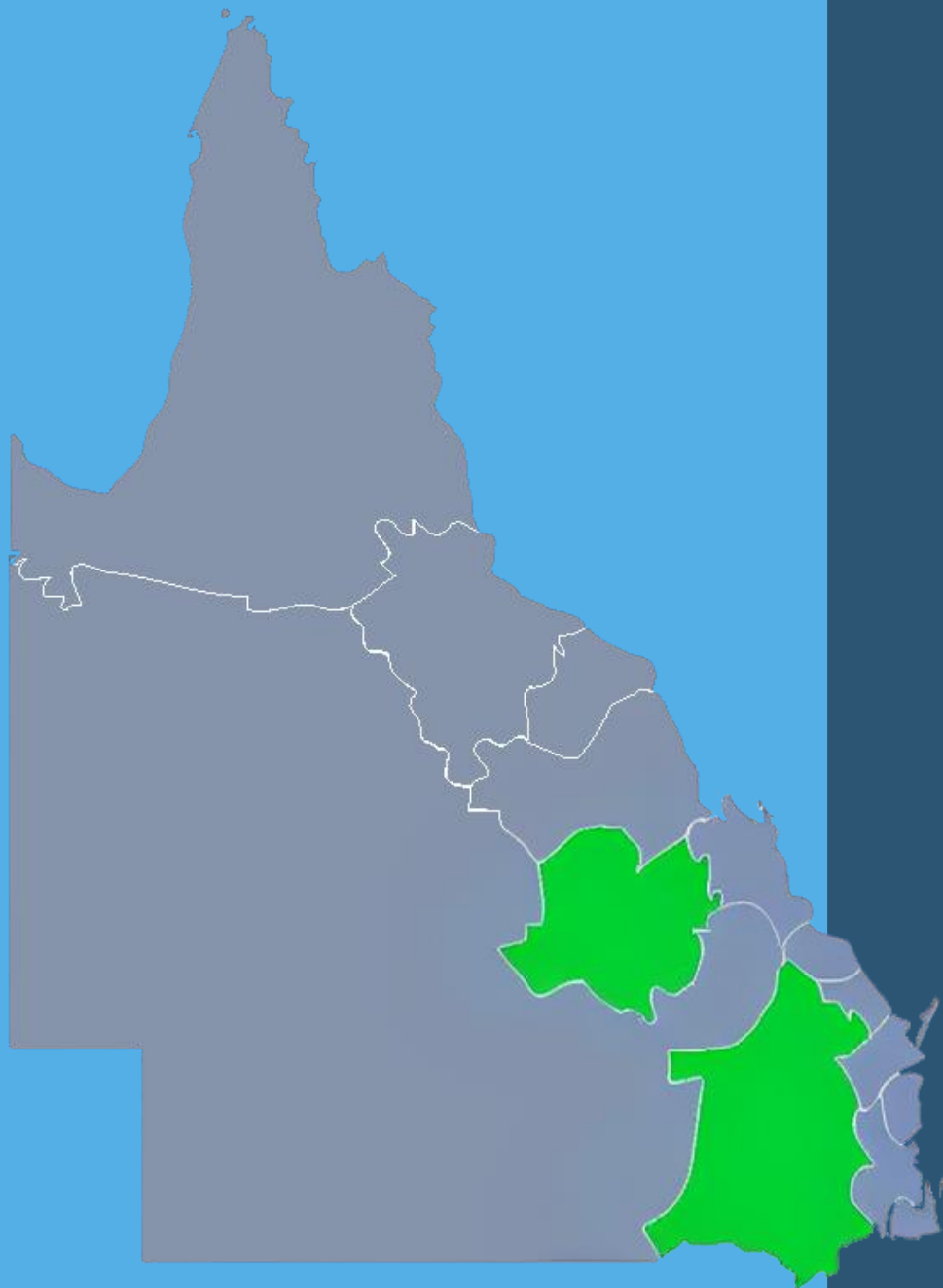
Overnight Trips

18% of trips in Qld

1,217,317

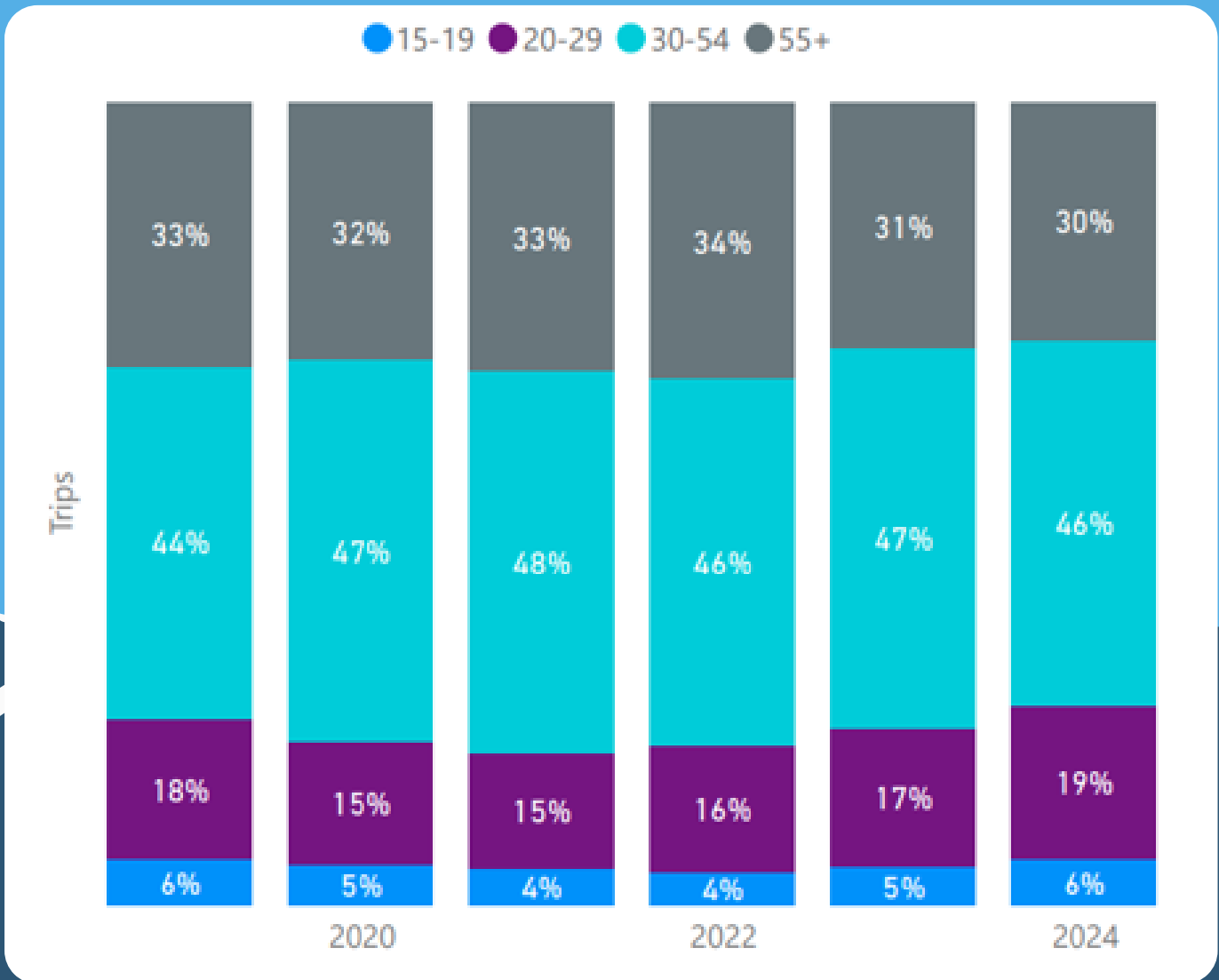
Visitor Nights

14% of nights in Qld

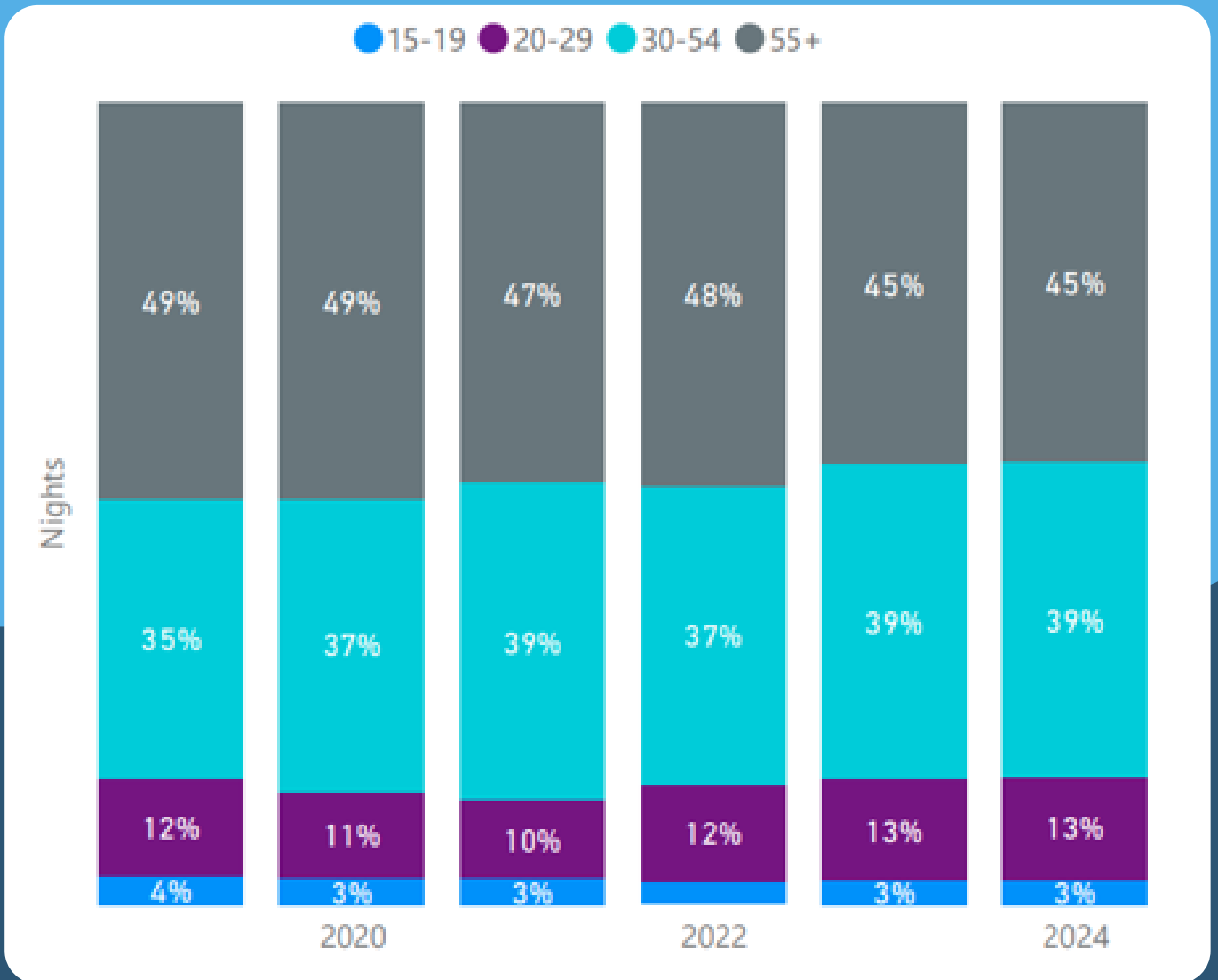


Region for **Trips**
in Queensland

Overnight Trips



Visitor Nights



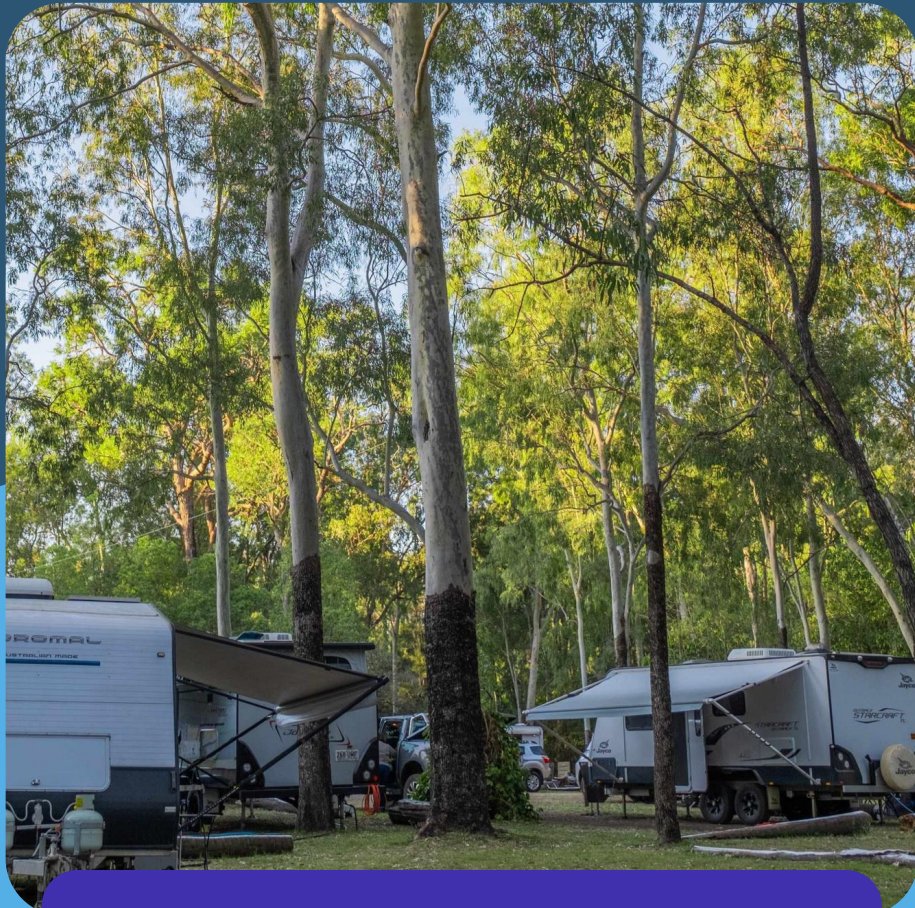
Demographics

Key consumer Trends

- Tightening belts
- Shorter trips
- Softening over 55's market
- Families outside school holidays
- Travelling with pets



Constraints



Regulatory Burden



Costs

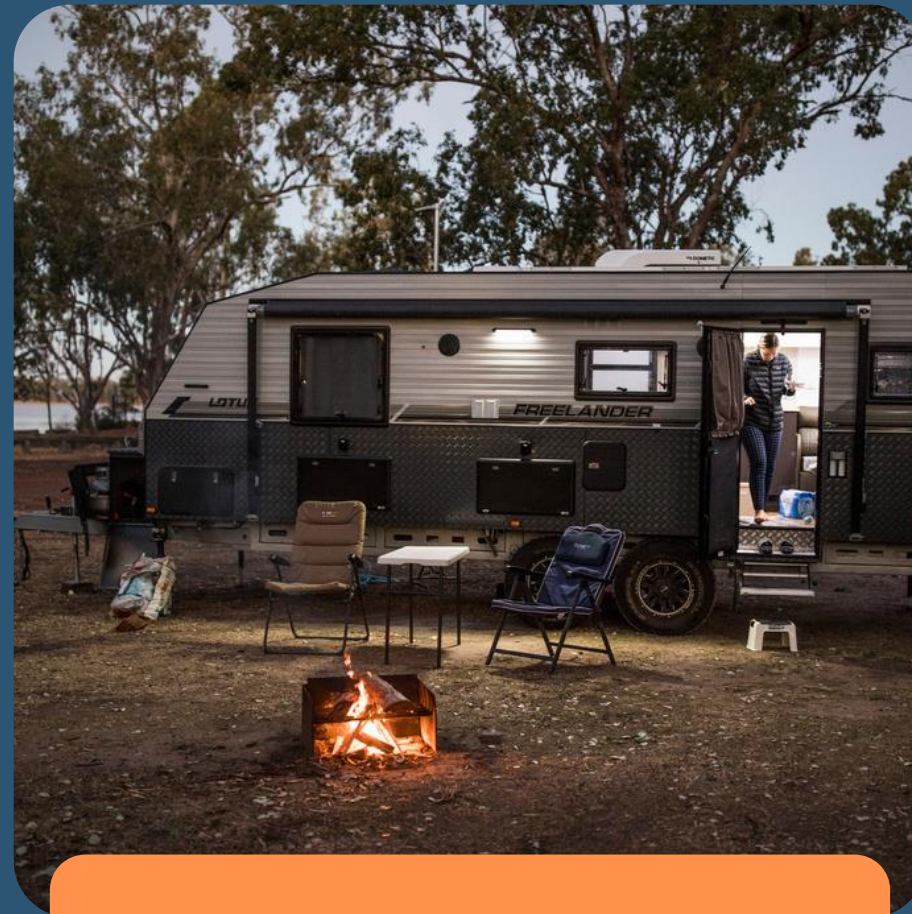


Delays

Despite the constraints, there are plenty of opportunities



Encourage Capacity



Manage Camping



Increase LoS

Opportunities

Quiz!

How much does it cost to develop a single powered site?

A.

\$10,000

B.

\$20,000

C.

\$30,000

D.

\$40,000

Opportunity

Addressing Regulatory Burden and Delays

Establish a Development Support Service

- Ensure Complete Applications
- Streamline the Approval Process
- Remove Roadblocks
- Provide Expert Guidance

Equal application of the rules

- Treat all properties offering caravanning and camping equally
- Consider 'Overflow' for peak periods
- Enforce rules and policies



Easy Wins

- Long vehicle parking near shops
- Clear signage
- Strong referrals between businesses
- Just one more night...

Thank You!

Michelle Weston, CEO
Caravan Parks Association of Queensland



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