



# Caravan Touring is the New Black

**2010 was the year of the recreational vehicle, with over 21,000 new units hitting the road, a 32% increase from 2009 according to the Recreational Vehicle Manufacturers Association of Australia (RVMAA).**

“The last time we saw more than 20,000 RVs built in Australia was in 1980,” says Richard Raven, president of the RVMAA. “Only in the 1970s did we see higher figures, and many of those were actually on-site vans for caravan parks and mining towns.”

Even the magazine world is seeing huge growth, with Camper Trailer Australia now the country’s fastest growing magazine, up a massive 28% year-on-year to 13,089 issues every month. Sister publication Caravan World is also up 10% over the same period.

Life is better on the road now than it ever has been, and this massive growth in the industry reflects that. With the Aussie dollar higher than ever, people are still making a conscious decision to travel around Australia. They are eschewing international travel in record numbers.

All of this growth is not just limited to RV sales, though. With so many new people hitting the road, caravan parks, tourist attractions, national parks, restaurants and pubs, not to mention petrol stations are all reaping the rewards.

“RV owners are realising they can travel with all of the luxuries of home,” Mr Raven says, “while still witnessing the natural beauty this country has to offer.”

While the perceived notion of caravanning is that it is mainly done by grey nomads spending the kids’ inheritance, in reality a diverse crowd is getting into this lifestyle and driving some of the growth.

“When you combine the number of young families discovering the affordability of an RV holiday with the number of older couples looking for adventure,” says Mr Raven, “you get a huge influx of new RV owners. And many of them catch the bug long term.”

“The beauty of owning an RV, is that people can go where they want to when they want to, and at their own pace – and economically too.”

This March 10-15, the Caulfield Racecourse will host the Caravan, Camping & Touring Supershow, the largest of its kind in the southern hemisphere. Sponsored by CIL Insurance, it sprawls over 10 acres and is home to the largest display of caravans in one location anywhere in the country. With a \$36,000 caravan up for grabs, organiser and Caravan Trade & Industries Association of Victoria Executive Officer Peter Wright says the Supershow is the perfect one-stop-shop for would-be adventurers. “From the humble tent through to luxurious motor homes, this show has the lot.”

For more information visit [www.caravanshow.com.au](http://www.caravanshow.com.au)

