



Caravan Industry  
Association of Australia

# CARAVAN PARK ACCOMMODATION REPORT

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June 2022

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# ACCOMMODATION REPORT

## OVERVIEW

Caravan park data is crucial to understanding trends in the demand for staying in a caravan park, and the evolving preferences of consumers.

Around Australia, there are an estimated 1600 caravan parks with more than 40 sites/cabins in total. In a 'normal' year, caravan park income totals approximately \$2 billion nationwide, making it a vital source of income, jobs and prosperity for regional Australia. Caravan parks provide more holidays nights than any other commercial accommodation type in Regional Australia (Tourism Research Australia) hence it is vital for government & industry to be aware of trends & opportunities in the market.

Until 2015, the Australian Bureau of Statistics collected accommodation data for caravan parks and other accommodations around Australia, however when this was ceased, there was a lack of data available to access. Caravan Industry Association of Australia, in 2016, began working working with caravan parks, property management systems (Newbook, RezExpert and RMS) and an external consultancy (BDO) to ensure that the industry would have access to industry benchmarks.

## METHOD

Deidentified data is provided from 404 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](mailto:research@caravanindustry.com.au)

This document has been carefully prepared, but it has been written in general terms and should be seen as broad guidance only.

## GLOSSARY

**Revenue per available room (RevPAR)** is a performance metric and is calculated by multiplying an accommodation's ADR by its occupancy rate.

**Average Daily Rate (ADR)** is monthly income divided by number of occupied cabins. Also sometimes referred to as 'tariff'.

**Occupancy** is total sites/cabins sold divided by stock available.

## DATA PARTNERS



Working collaboratively with member State Associations on research that benefits the Caravan and Camping Industry





# CABINS

## MONTHLY SUMMARY

\$156.80

Cabin ADR

56.75%

Cabin Occupancy

\$88.99

Cabin RevPAR

4.0%

Change from Previous Year

15.8%

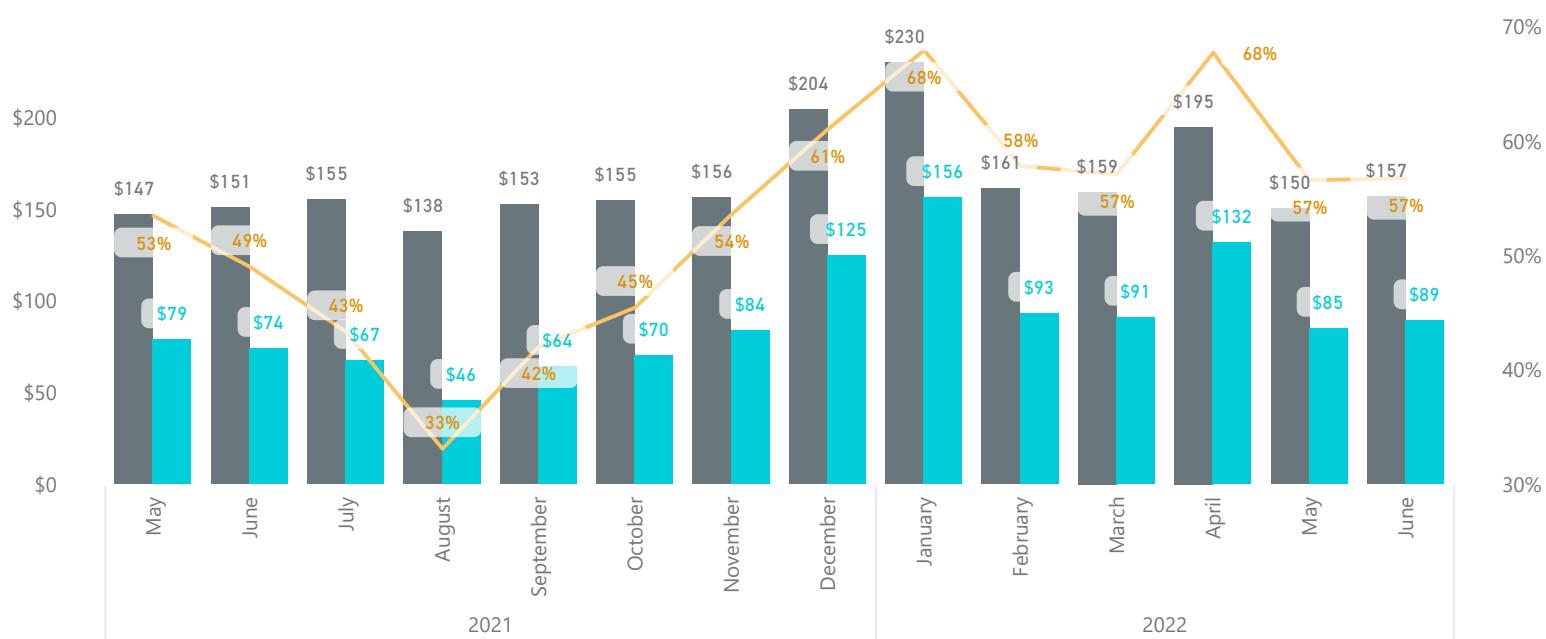
Change from Previous Year

20.4%

Change from Previous Year

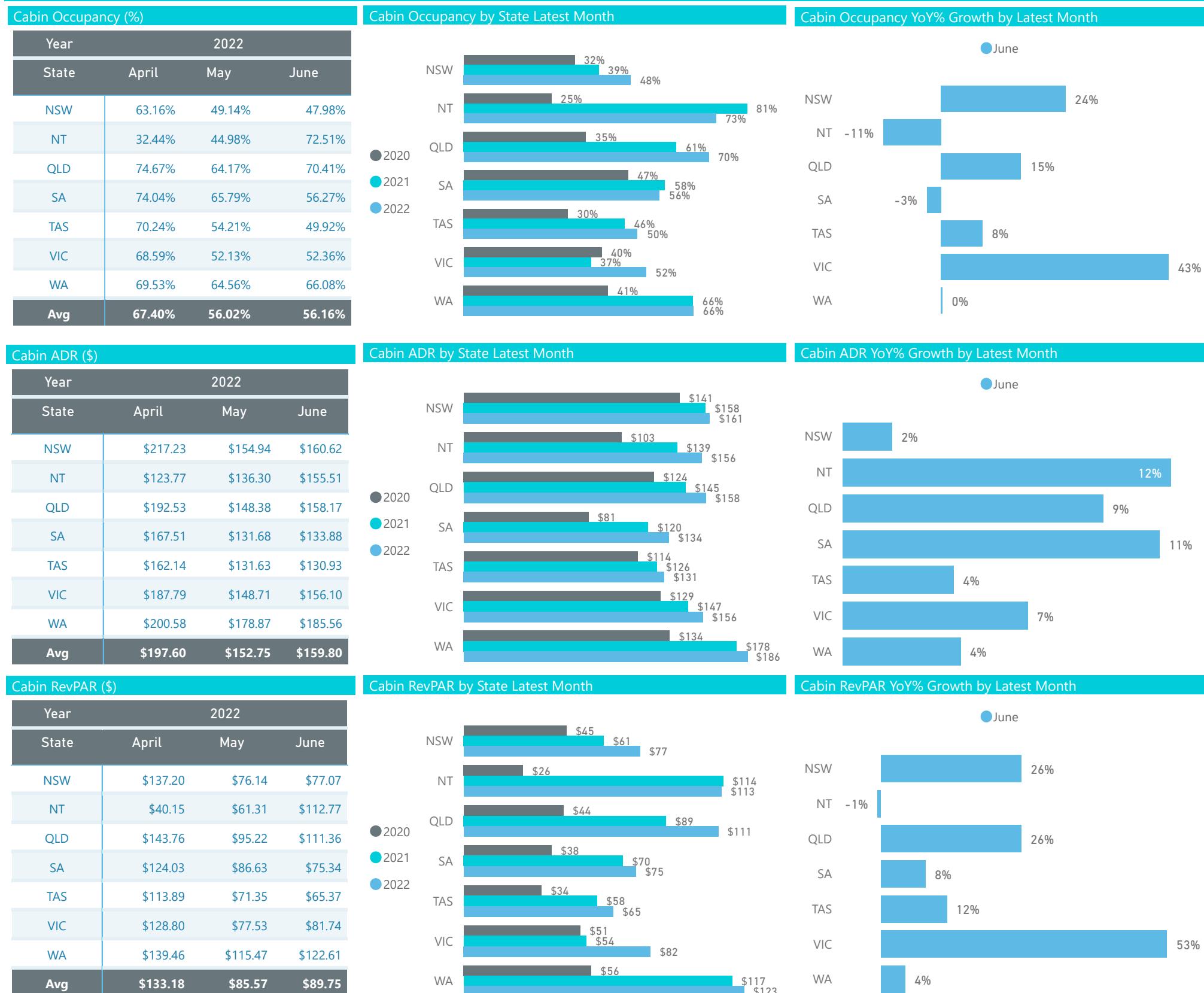
State	ADR	ADR % Change	Occup.	Occup. % Change	RevPAR	RevPAR % Change
NSW	\$160.62	1.7%	47.98%	23.7%	\$77.07	25.8%
NT	\$155.51	11.6%	72.51%	-10.9%	\$112.77	-0.7%
QLD	\$158.17	9.2%	70.41%	15.2%	\$111.36	25.8%
SA	\$133.88	11.1%	56.27%	-2.7%	\$75.34	8.2%
TAS	\$130.93	3.9%	49.92%	7.9%	\$65.37	12.1%
VIC	\$156.10	6.5%	52.36%	43.2%	\$81.74	52.6%
WA	\$185.56	4.1%	66.08%	0.3%	\$122.61	4.4%
<b>Total</b>	<b>\$159.80</b>	<b>6.0%</b>	<b>56.16%</b>	<b>14.6%</b>	<b>\$89.75</b>	<b>21.4%</b>

### Cabin Performance Indicators

● Cabin ADR
● Cabin RevPAR
● Cabin Occupancy


## Caravan Park Accommodation Insights - Cabins (Monthly)

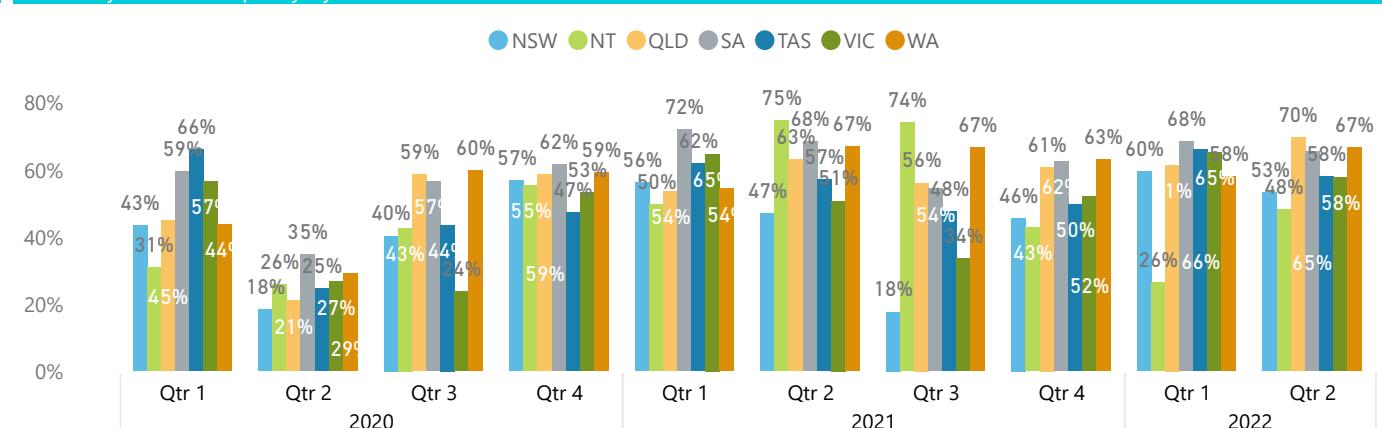
June 2022



## Cabin Qtr Occupancy (%)

State	Quarter		
	2020	2021	2022
NSW	18.35%	47.10%	53.35%
NT	25.77%	74.77%	48.08%
QLD	20.96%	63.11%	69.60%
SA	34.85%	68.43%	65.46%
TAS	24.57%	57.11%	58.07%
VIC	26.64%	50.74%	57.80%
WA	29.11%	66.98%	66.69%
<b>Avg</b>	<b>23.81%</b>	<b>56.10%</b>	<b>59.81%</b>

## Quarterly Cabin Occupancy by State Since 2020



## Cabin Qtr ADR (\$)

State	Quarter		
	2020	2021	2022
NSW	\$124.67	\$176.76	\$180.81
NT	\$98.11	\$125.62	\$141.24
QLD	\$113.21	\$157.99	\$166.76
SA	\$78.54	\$130.78	\$145.90
TAS	\$110.84	\$134.25	\$143.57
VIC	\$108.93	\$159.53	\$166.57
WA	\$114.55	\$182.77	\$188.48
<b>Avg</b>	<b>\$110.37</b>	<b>\$162.63</b>	<b>\$171.55</b>

## Quarterly Cabin ADR by State Since 2020



## Cabin Qtr Rev PAR (\$)

State	Quarter		
	2020	2021	2022
NSW	\$22.88	\$83.25	\$96.46
NT	\$25.28	\$93.93	\$67.90
QLD	\$23.73	\$99.71	\$116.08
SA	\$27.37	\$89.49	\$95.50
TAS	\$27.23	\$76.66	\$83.37
VIC	\$29.02	\$80.95	\$96.28
WA	\$33.34	\$122.42	\$125.69
<b>Avg</b>	<b>\$26.27</b>	<b>\$91.24</b>	<b>\$102.61</b>

## Quarterly Cabin RevPAR by State Since 2020





## POWERED SITES MONTHLY SUMMARY

**\$46.35**

Powered Sites ADR

**46.07%**

Powered Sites Occupancy

**\$21.36**

Powered Sites RevPAR

**2.2%**

Change from Previous Year

**2.7%**

Change from Previous Year

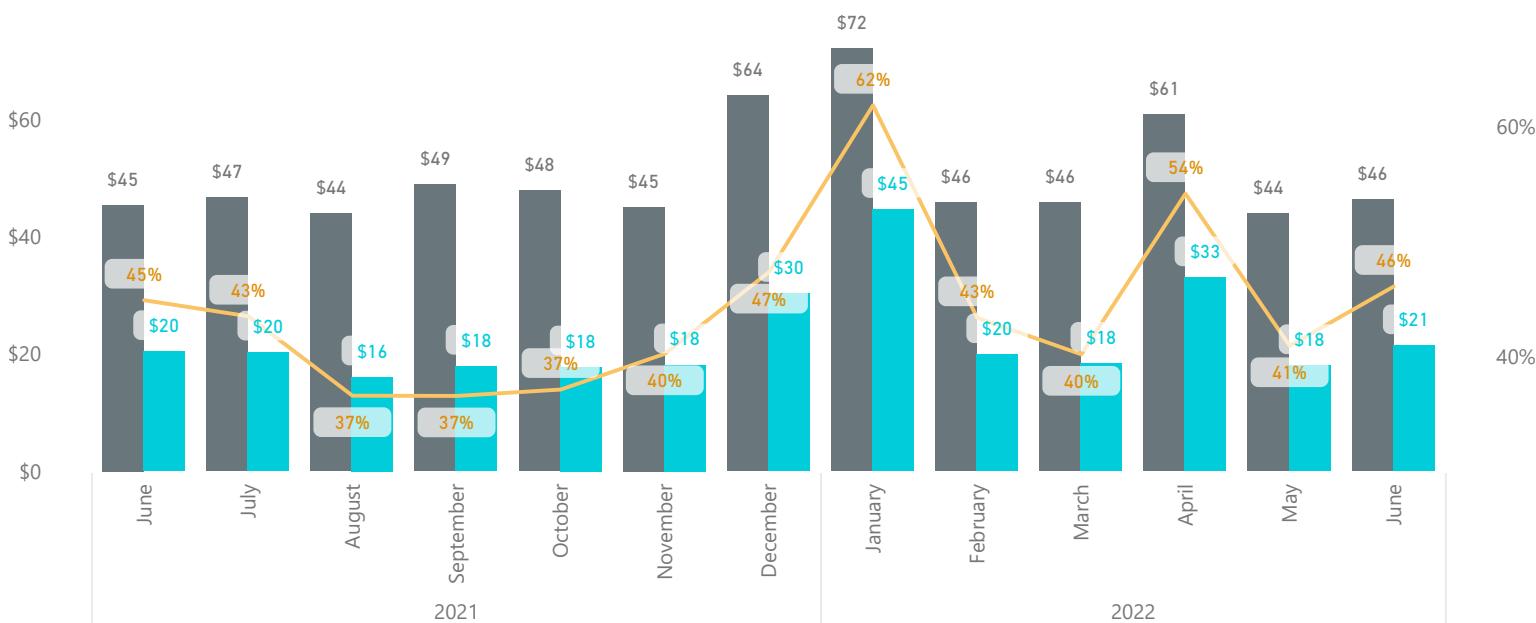
**4.9%**

Change from Previous Year

State	ADR	ADR % Change	Occup.	Occup. % Change	RevPAR	RevPAR % Change
NSW	\$43.28	-0.3%	37.03%	10.9%	\$16.03	10.6%
NT	\$33.32	-33.9%	29.70%	-62.6%	\$9.90	-75.3%
QLD	\$48.71	6.2%	72.73%	3.1%	\$35.43	9.4%
SA	\$39.13	3.0%	36.67%	5.0%	\$14.35	8.1%
TAS	\$37.23	-4.1%	34.03%	6.3%	\$12.67	2.0%
VIC	\$44.63	5.4%	23.75%	36.3%	\$10.60	43.6%
WA	\$52.53	3.3%	54.99%	-12.1%	\$28.89	-9.2%
<b>Total</b>	<b>\$46.41</b>	<b>2.2%</b>	<b>45.99%</b>	<b>2.5%</b>	<b>\$21.35</b>	<b>4.8%</b>

### Powered Sites Performance Indicators

● Powered Sites ADR ● Powered Sites RevPAR ● Powered Sites Occupancy

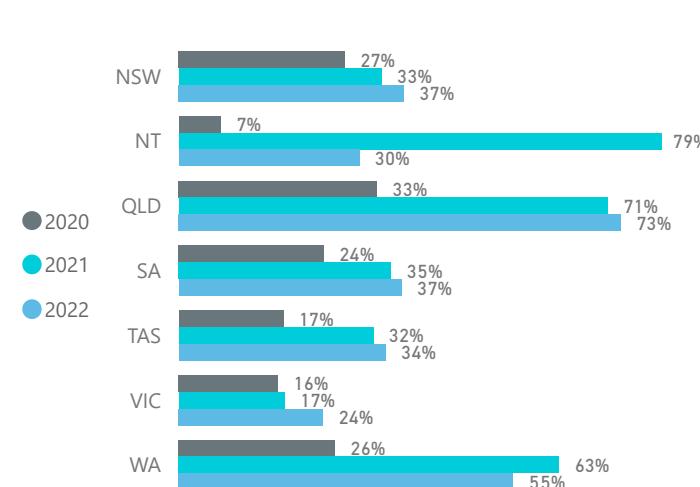


## Caravan Park Accommodation Insights - Powered Sites (Monthly)

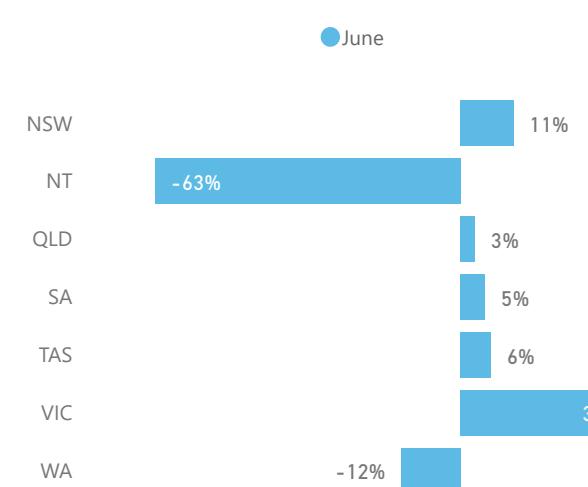
June 2022

Powered Site Occupancy (%)		
Year	2022	
State	April	May
NSW	50.85%	33.91%
NT	7.49%	12.79%
QLD	58.71%	50.31%
SA	62.33%	46.19%
TAS	75.45%	47.97%
VIC	54.99%	30.97%
WA	51.55%	50.60%
<b>Avg</b>	<b>54.01%</b>	<b>40.75%</b>
		<b>45.99%</b>

### Powered Site Occupancy by State Latest Month



### Powered Site Occupancy YoY% Growth by Latest Month



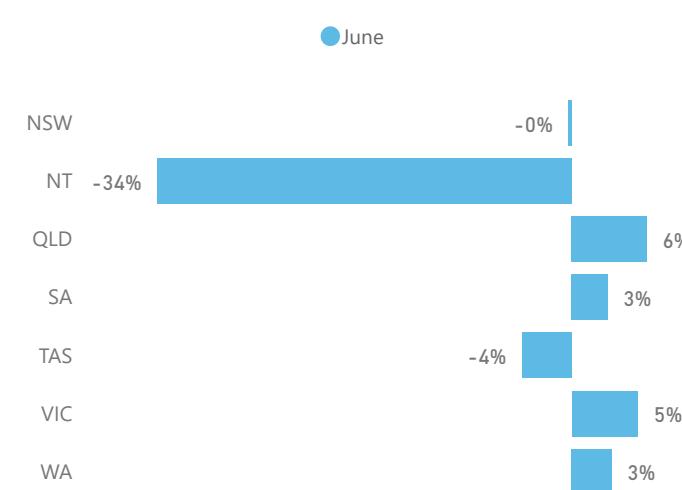
### Powered Site ADR (\$)

Year	2022	
State	April	May
NSW	\$66.04	\$42.25
NT	\$30.54	\$35.32
QLD	\$60.06	\$46.33
SA	\$48.73	\$37.04
TAS	\$47.57	\$37.46
VIC	\$60.80	\$39.78
WA	\$59.16	\$49.90
<b>Avg</b>	<b>\$60.97</b>	<b>\$43.94</b>
		<b>\$46.41</b>

### Powered Site ADR by State Latest Month



### Powered Site ADR YoY% Growth by Latest Month



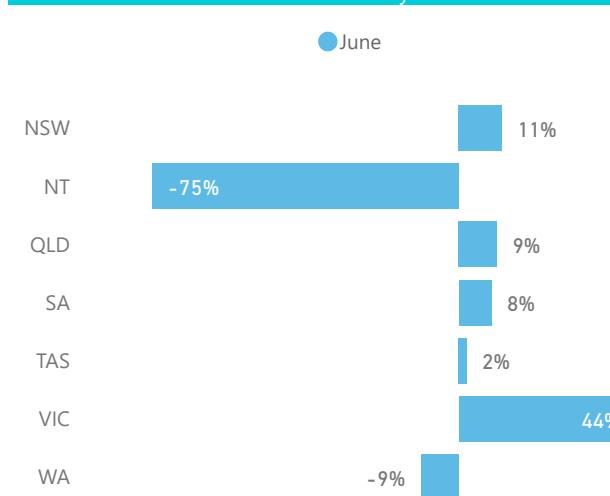
### Powered Site RevPAR (\$)

Year	2022	
State	April	May
NSW	\$33.58	\$14.33
NT	\$2.29	\$4.52
QLD	\$35.26	\$23.31
SA	\$30.38	\$17.11
TAS	\$35.89	\$17.97
VIC	\$33.43	\$12.32
WA	\$30.50	\$25.25
<b>Avg</b>	<b>\$32.93</b>	<b>\$17.91</b>
		<b>\$21.35</b>

### Powered Site RevPAR by State Latest Month



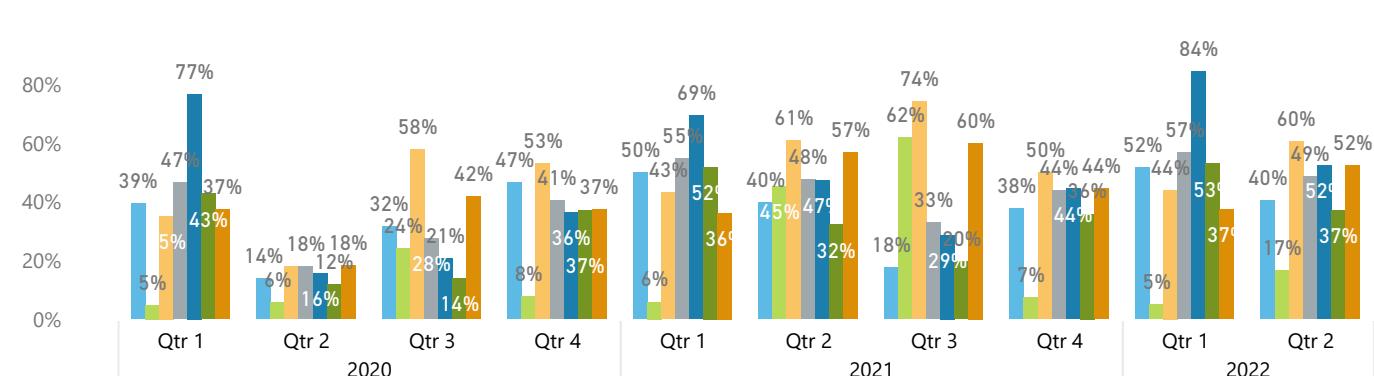
### Powered Site RevPAR YoY% Growth by Latest Month



## Powered Sites Qtr Occupancy (%)

Quarter	Qtr 2			
	State	2020	2021	2022
NSW	13.91%	39.81%	40.47%	
NT	5.72%	45.32%	16.62%	
QLD	18.04%	60.81%	60.46%	
SA	18.03%	47.66%	48.52%	
TAS	15.57%	47.27%	52.36%	
VIC	11.71%	32.22%	37.11%	
WA	18.19%	56.94%	52.40%	
<b>Avg</b>	<b>15.44%</b>	<b>46.94%</b>	<b>46.87%</b>	

## Quarterly Powered Site Occupancy by State Since 2020

● NSW ● NT ● QLD ● SA ● TAS ● VIC ● WA


## Powered Sites Qtr ADR (\$)

Quarter	Qtr 2			
	State	2020	2021	2022
NSW	\$38.44	\$51.88	\$52.26	
NT	\$36.20	\$48.39	\$33.43	
QLD	\$37.64	\$48.49	\$51.64	
SA	\$30.27	\$40.72	\$42.59	
TAS	\$29.96	\$43.10	\$42.21	
VIC	\$35.98	\$49.67	\$51.67	
WA	\$39.00	\$50.74	\$53.79	
<b>Avg</b>	<b>\$36.96</b>	<b>\$49.34</b>	<b>\$51.20</b>	

## Quarterly Powered Site ADR by State Since 2020

● NSW ● NT ● QLD ● SA ● TAS ● VIC ● WA


## Powered Sites Qtr Rev PAR (\$)

Quarter	Qtr 2			
	State	2020	2021	2022
NSW	\$5.35	\$20.65	\$21.15	
NT	\$2.07	\$21.93	\$5.56	
QLD	\$6.79	\$29.49	\$31.22	
SA	\$5.46	\$19.41	\$20.67	
TAS	\$4.66	\$20.37	\$22.10	
VIC	\$4.21	\$16.00	\$19.18	
WA	\$7.09	\$28.89	\$28.18	
<b>Avg</b>	<b>\$5.71</b>	<b>\$23.16</b>	<b>\$24.00</b>	

## Quarterly Powered Site RevPAR by State Since 2020

● NSW ● NT ● QLD ● SA ● TAS ● VIC ● WA


# UNPOWERED SITES

## MONTHLY SUMMARY

\$38.20

Unpowered Sites ADR

9.29%

Unpowered Sites Occupancy

\$3.55

Unpowered Sites RevPAR

-2.6%

Change from Previous Year

-4.5%

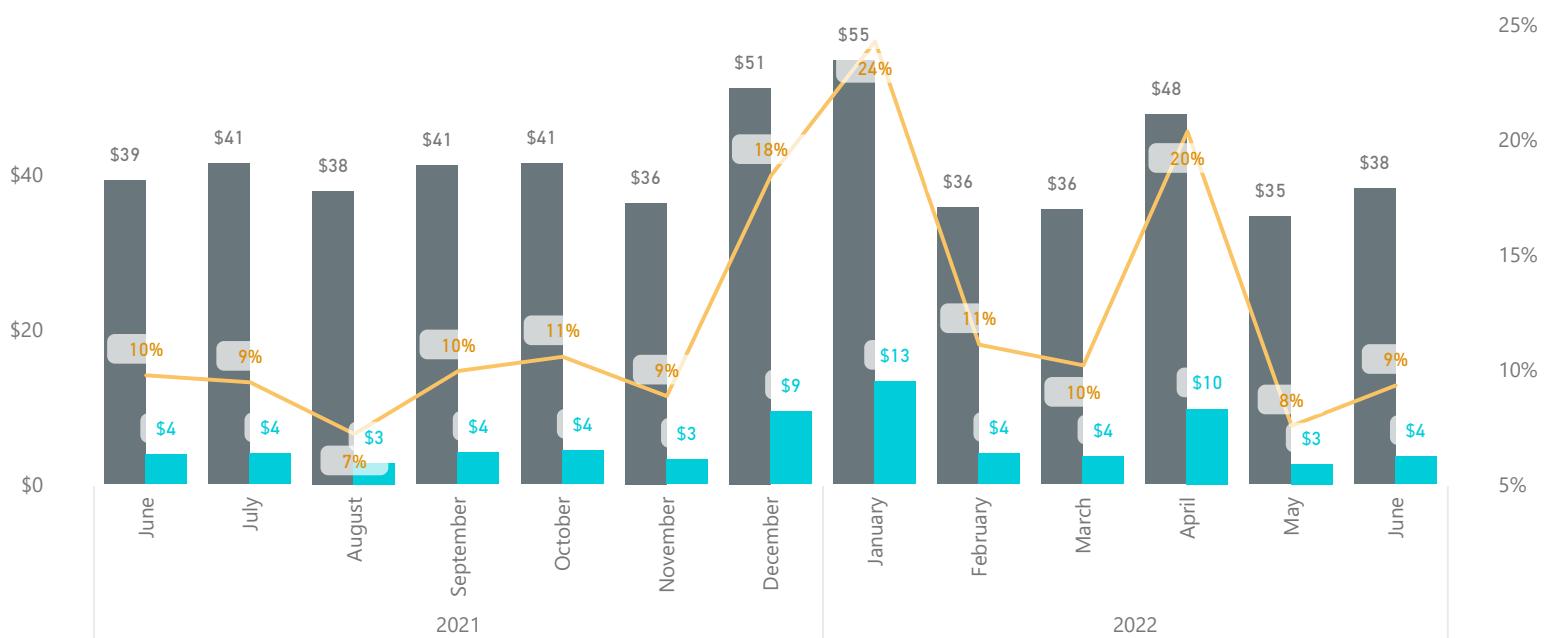
Change from Previous Year

-7.0%

Change from Previous Year

State	ADR	ADR % Change	Occupancy	Occupancy % Change	RevPAR	RevPAR % Change
NSW	\$37.16	1.0%	5.68%	3.2%	\$2.11	4.1%
NT	\$27.28	-3.9%	35.00%	-4.0%	\$9.55	-7.8%
QLD	\$38.14	1.7%	21.98%	6.0%	\$8.38	7.8%
SA	\$36.09	-5.1%	5.77%	0.2%	\$2.08	-4.9%
TAS	\$27.70	-25.6%	6.31%	2.6%	\$1.75	-23.7%
VIC	\$29.94	-6.3%	4.25%	128.5%	\$1.27	114.1%
WA	\$45.01	-3.3%	28.22%	-15.2%	\$12.70	-18.0%
<b>Total</b>	<b>\$38.20</b>	<b>-2.6%</b>	<b>9.36%</b>	<b>-3.9%</b>	<b>\$3.58</b>	<b>-6.4%</b>

### Unpowered Sites Performance Indicators

● Unpowered Sites ADR
● Unpowered Sites RevPAR
● Unpowered Sites Occupancy


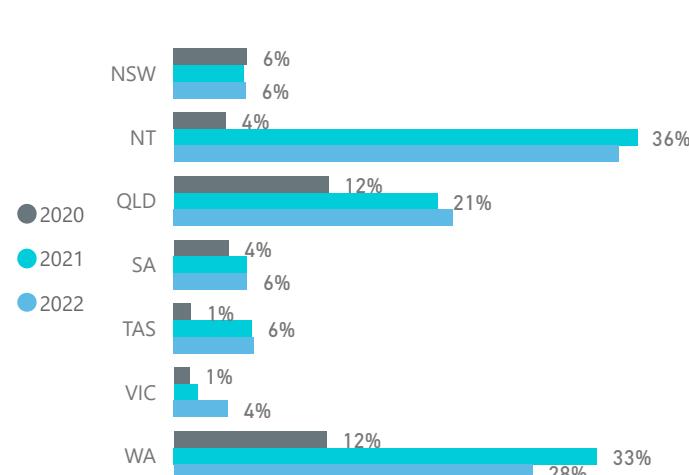
## Caravan Park Accommodation Insights - Unpowered Sites (Monthly)

June 2022

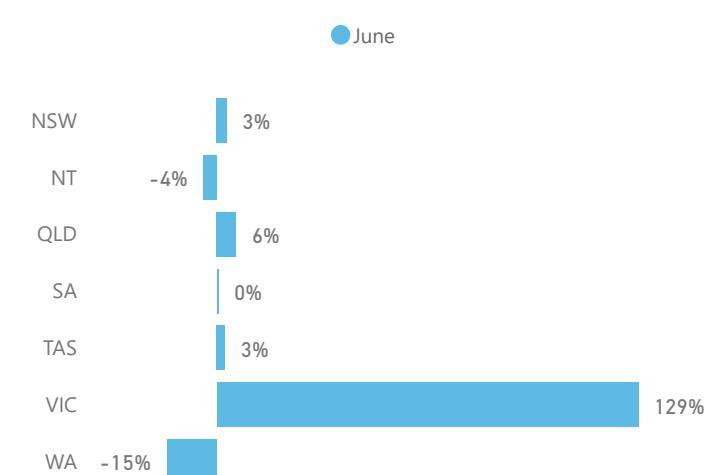
### Unpowered Site Occupancy (%)

Year		2022		
State	April	May	June	
NSW	16.75%	5.02%	5.68%	
NT	10.21%	18.75%	35.00%	
QLD	22.84%	12.14%	21.98%	
SA	25.40%	8.84%	5.77%	
TAS	45.33%	12.32%	6.31%	
VIC	29.56%	5.34%	4.25%	
WA	30.62%	25.82%	28.22%	
<b>Avg</b>	<b>20.43%</b>	<b>7.54%</b>	<b>9.36%</b>	

### Unpowered Site Occupancy by State Latest Month



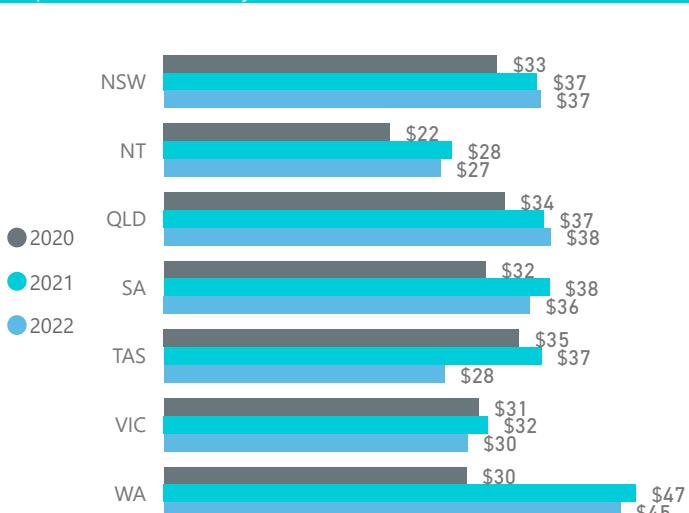
### Unpowered Occupancy YoY% Growth by Latest Month



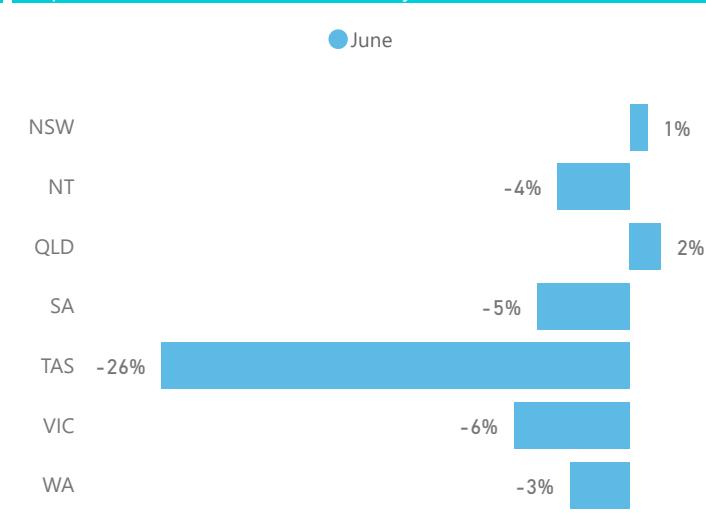
### Unpowered Site ADR (\$)

Year		2022		
State	April	May	June	
NSW	\$48.04	\$32.76	\$37.16	
NT	\$28.05	\$26.52	\$27.28	
QLD	\$47.71	\$34.75	\$38.14	
SA	\$43.05	\$30.97	\$36.09	
TAS	\$43.02	\$28.45	\$27.70	
VIC	\$53.04	\$31.66	\$29.94	
WA	\$42.03	\$42.75	\$45.01	
<b>Avg</b>	<b>\$47.79</b>	<b>\$34.56</b>	<b>\$38.20</b>	

### Unpowered Site ADR by State Latest Month



### Unpowered Site ADR YoY% Growth by Latest Month



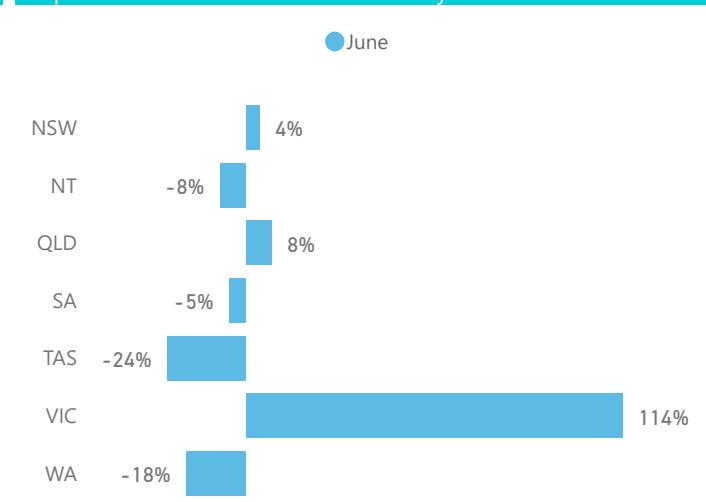
### Unpowered Site RevPAR (\$)

Year		2022		
State	April	May	June	
NSW	\$8.05	\$1.65	\$2.11	
NT	\$2.86	\$4.97	\$9.55	
QLD	\$10.90	\$4.22	\$8.38	
SA	\$10.94	\$2.74	\$2.08	
TAS	\$19.50	\$3.50	\$1.75	
VIC	\$15.68	\$1.69	\$1.27	
WA	\$12.87	\$11.04	\$12.70	
<b>Avg</b>	<b>\$9.77</b>	<b>\$2.60</b>	<b>\$3.58</b>	

### Unpowered Site RevPAR by State Latest Month



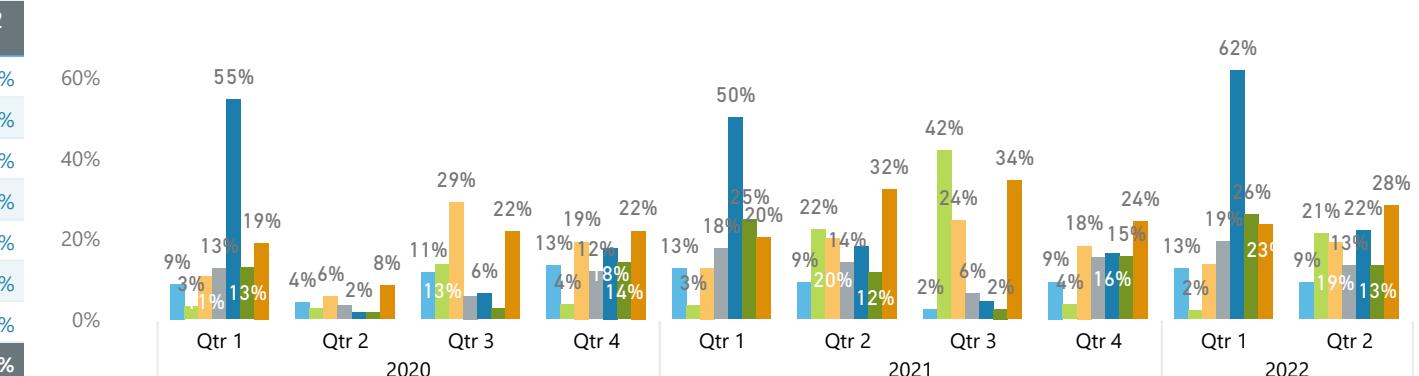
### Unpowered Site RevPAR YoY% Growth by Latest Month



## Unpowered Sites Qtr Occupancy (%)

Quarter	Qtr 2			
	State	2020	2021	2022
NSW	4.02%	9.13%	9.03%	
NT	2.52%	22.18%	21.29%	
QLD	5.58%	20.06%	18.94%	
SA	3.41%	14.03%	13.28%	
TAS	1.71%	18.11%	21.96%	
VIC	1.54%	11.66%	13.31%	
WA	8.43%	32.18%	28.19%	
<b>Avg</b>	<b>4.30%</b>	<b>13.13%</b>	<b>12.39%</b>	

## Quarterly Unpowered Site Occupancy by State Since 2020



## Unpowered Sites Qtr ADR (\$)

Quarter	Qtr 2			
	State	2020	2021	2022
NSW	4.02%	9.13%	9.03%	
NT	2.52%	22.18%	21.29%	
QLD	5.58%	20.06%	18.94%	
SA	3.41%	14.03%	13.28%	
TAS	1.71%	18.11%	21.96%	
VIC	1.54%	11.66%	13.31%	
WA	8.43%	32.18%	28.19%	
<b>Avg</b>	<b>4.30%</b>	<b>13.13%</b>	<b>12.39%</b>	

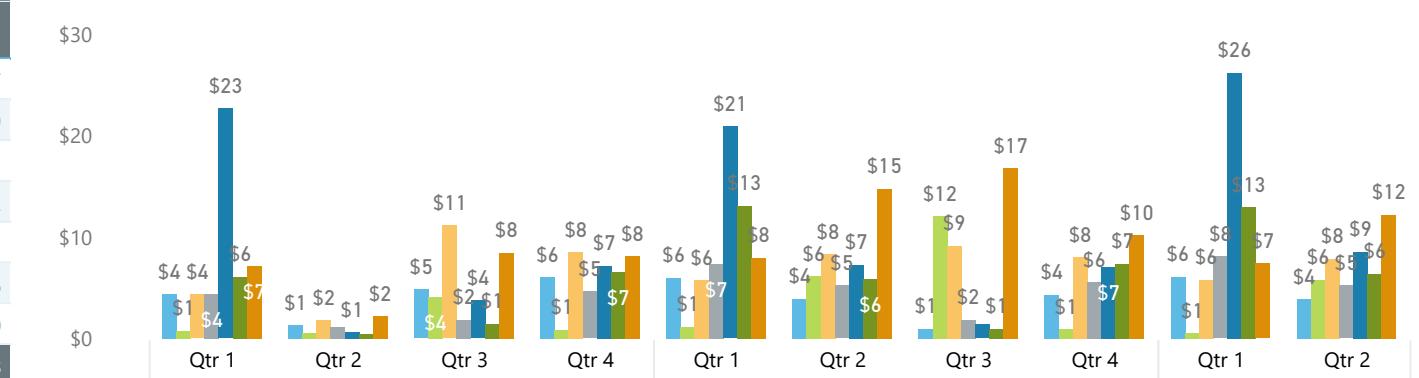
## Quarterly Unpowered Site ADR by State Since 2020



## Unpowered Sites Qtr Rev PAR (\$)

Quarter	Qtr 2			
	State	2020	2021	2022
NSW	\$1.30	\$3.93	\$3.87	
NT	\$0.56	\$6.14	\$5.79	
QLD	\$1.81	\$8.30	\$7.83	
SA	\$1.12	\$5.22	\$5.22	
TAS	\$0.61	\$7.25	\$8.53	
VIC	\$0.40	\$5.83	\$6.36	
WA	\$2.20	\$14.78	\$12.20	
<b>Avg</b>	<b>\$1.36</b>	<b>\$5.67</b>	<b>\$5.28</b>	

## Quarterly Unpowered Site RevPAR by State Since 2020





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