



Caravan Industry  
Association of Australia

# CARAVAN PARK ACCOMMODATION REPORT

August 2022



# 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 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 446 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



**\$153.98**

Cabin ADR

**56.96%**

Cabin Occupancy

**\$87.71**

Cabin RevPAR

**11.7%**

Change from Previous Year

**72.2%**

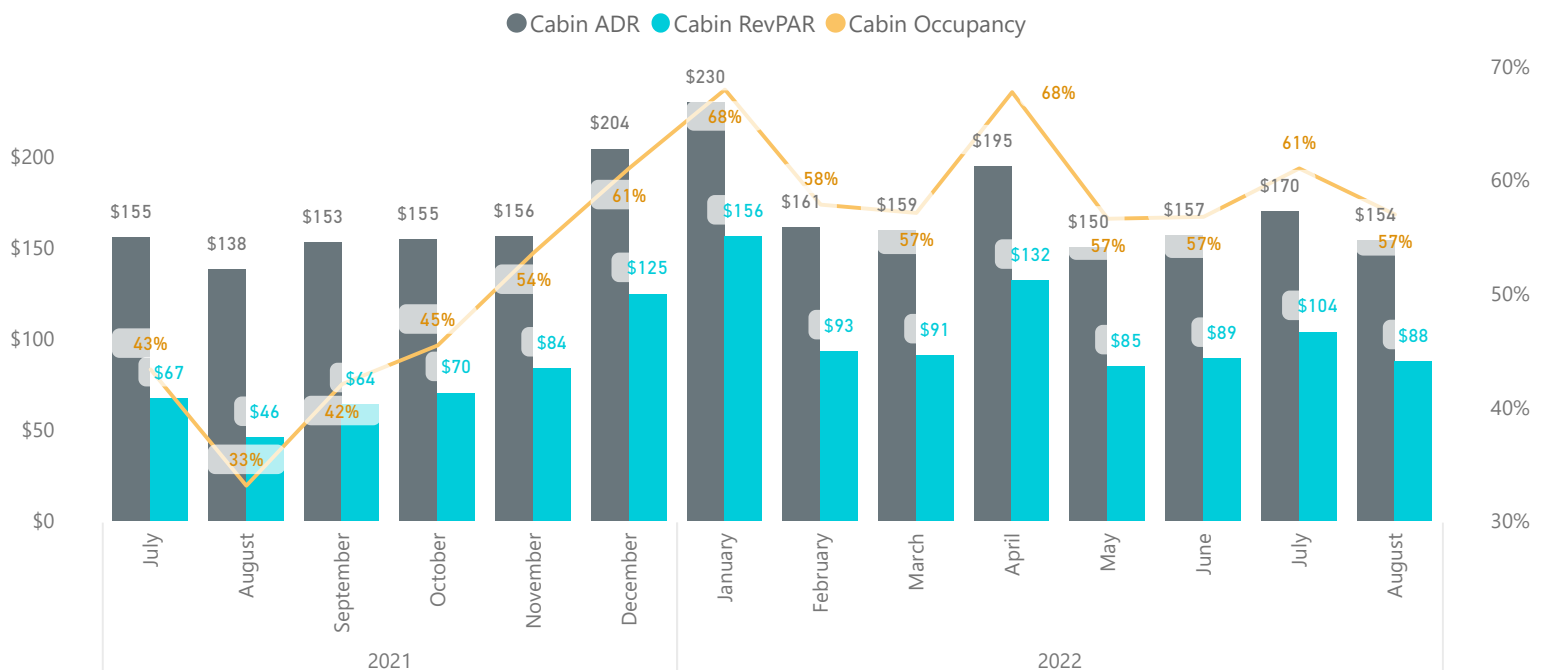
Change from Previous Year

**92.4%**

Change from Previous Year

State	ADR	ADR % Change	Occup.	Occup. % Change	RevPAR	RevPAR % Change
NSW	\$157.38	37.8%	47.35%	254.2%	\$74.52	388.2%
NT	\$158.65	14.1%	73.29%	-6.4%	\$116.27	6.8%
QLD	\$162.00	23.5%	77.80%	72.7%	\$126.04	113.2%
SA	\$122.95	14.1%	58.82%	18.4%	\$72.32	35.1%
TAS	\$127.93	7.1%	50.71%	29.3%	\$64.87	38.5%
VIC	\$144.28	21.2%	46.41%	94.5%	\$66.96	135.8%
WA	\$183.44	-4.9%	66.44%	6.0%	\$121.88	0.8%
<b>Total</b>	<b>\$156.67</b>	<b>13.7%</b>	<b>56.41%</b>	<b>70.5%</b>	<b>\$88.38</b>	<b>93.9%</b>

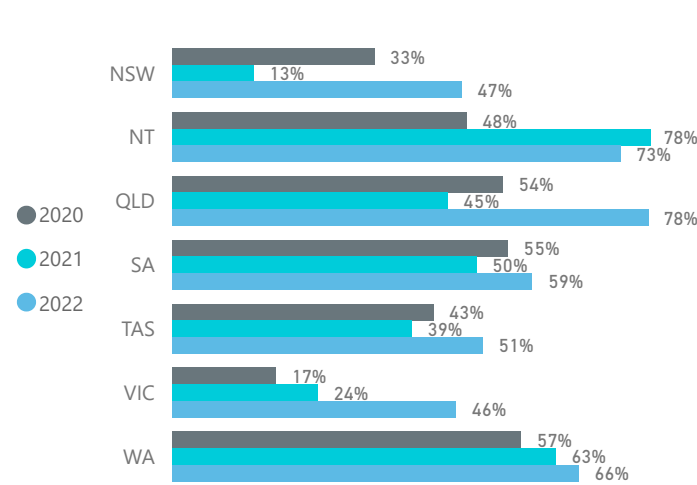
**Cabin Performance Indicators**



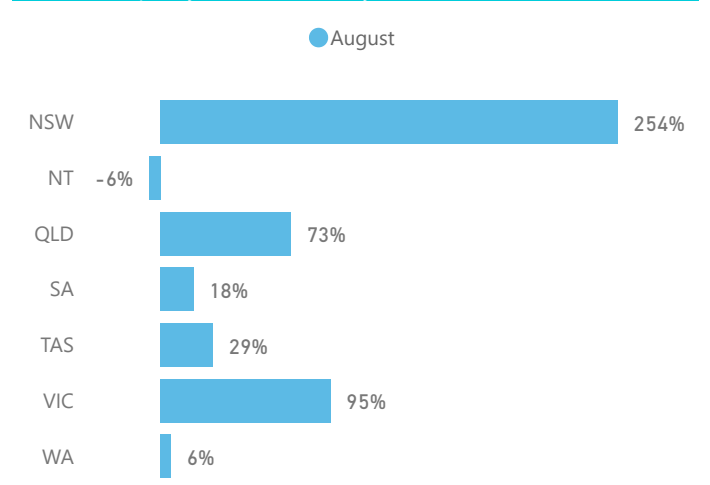
Cabin Occupancy (%)

Year	2022		
State	June	July	August
NSW	47.98%	50.65%	47.35%
NT	72.51%	79.90%	73.29%
QLD	70.41%	80.97%	77.80%
SA	56.27%	61.73%	58.82%
TAS	49.92%	56.94%	50.71%
VIC	52.36%	53.73%	46.41%
WA	66.08%	71.78%	66.44%
<b>Avg</b>	<b>56.16%</b>	<b>60.52%</b>	<b>56.41%</b>

Cabin Occupancy by State Latest Month



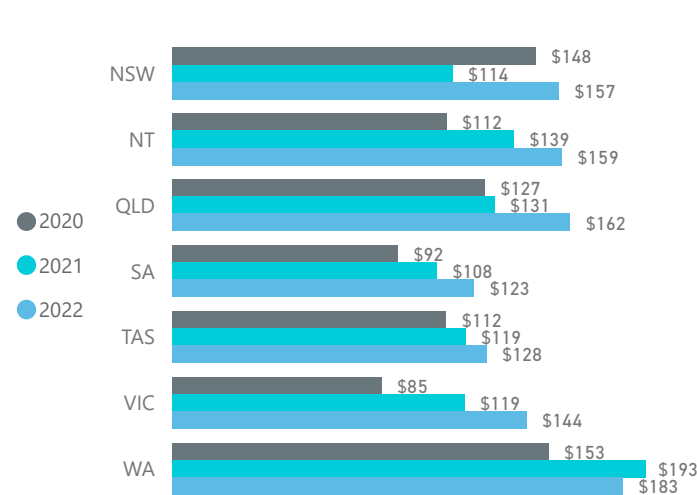
Cabin Occupancy YoY Growth by Latest Month



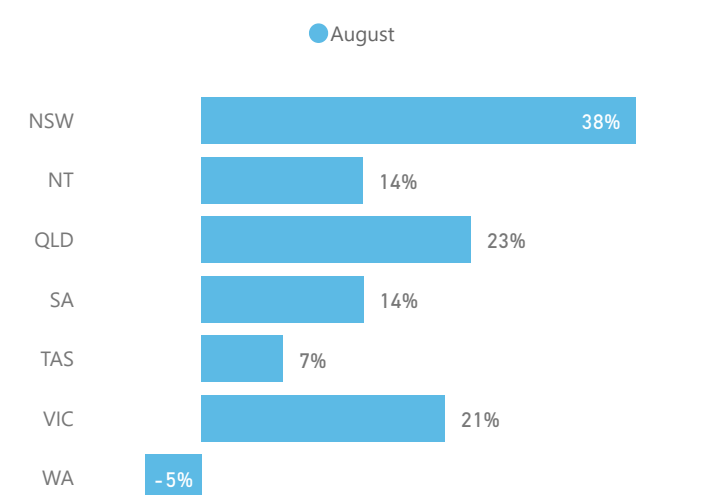
Cabin ADR (\$)

Year	2022		
State	June	July	August
NSW	\$160.62	\$169.36	\$157.38
NT	\$155.51	\$156.29	\$158.65
QLD	\$158.17	\$182.02	\$162.00
SA	\$133.88	\$143.92	\$122.95
TAS	\$130.93	\$135.66	\$127.93
VIC	\$156.10	\$165.20	\$144.28
WA	\$185.56	\$201.98	\$183.44
<b>Avg</b>	<b>\$159.80</b>	<b>\$172.83</b>	<b>\$156.67</b>

Cabin ADR by State Latest Month



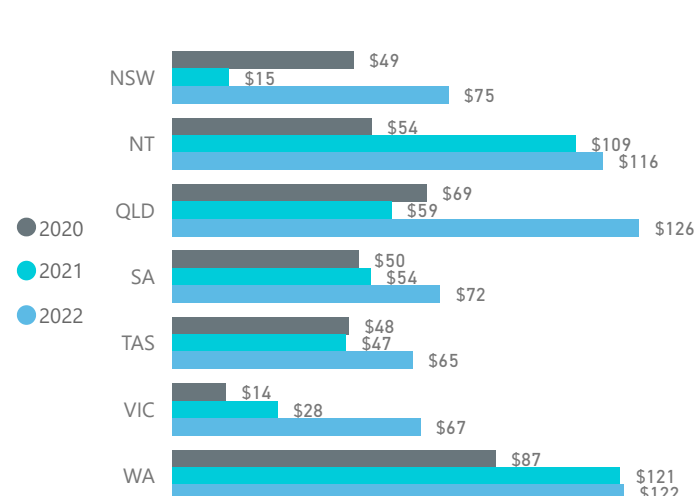
Cabin ADR YoY Growth by Latest Month



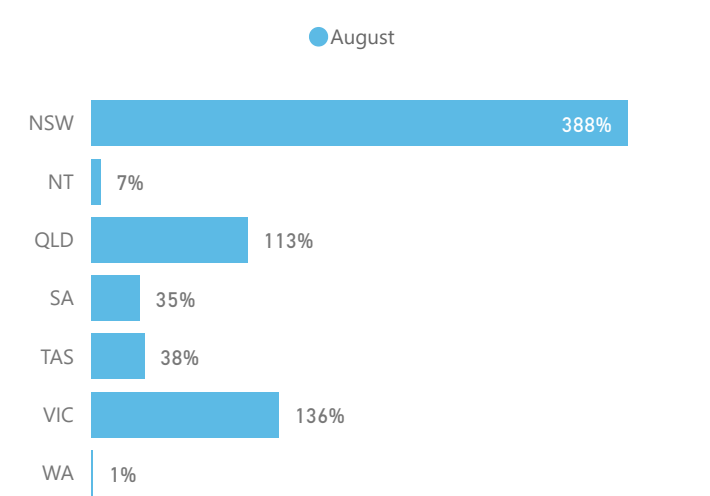
Cabin RevPAR (\$)

Year	2022		
State	June	July	August
NSW	\$77.07	\$85.78	\$74.52
NT	\$112.77	\$124.87	\$116.27
QLD	\$111.36	\$147.39	\$126.04
SA	\$75.34	\$88.84	\$72.32
TAS	\$65.37	\$77.24	\$64.87
VIC	\$81.74	\$88.76	\$66.96
WA	\$122.61	\$144.98	\$121.88
<b>Avg</b>	<b>\$89.75</b>	<b>\$104.59</b>	<b>\$88.38</b>

Cabin RevPAR by State Latest Month



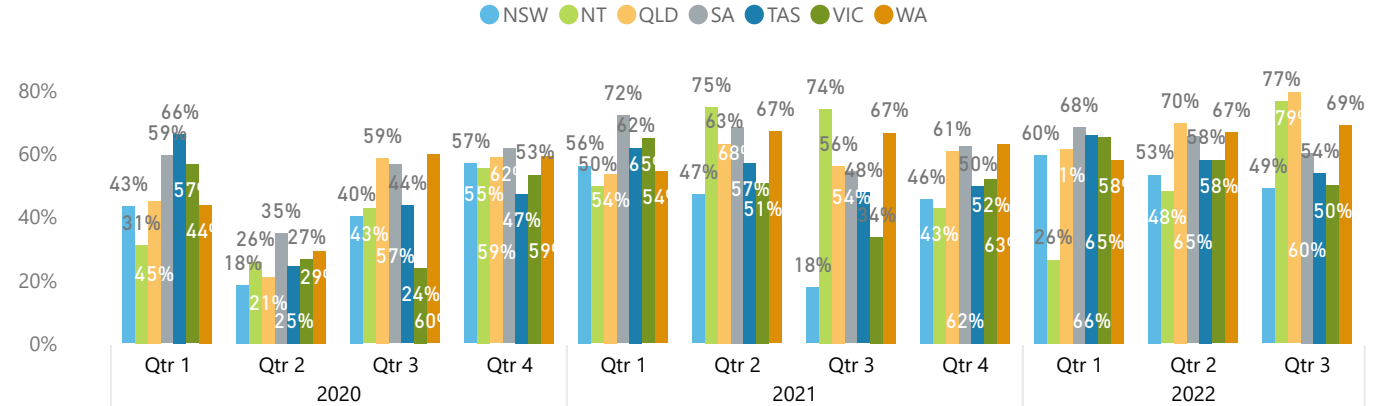
Cabin RevPAR YoY Growth by Latest Month



Cabin Qtr Occupancy (%)

Quarter	Qtr 3		
	2020	2021	2022
NSW	40.29%	17.63%	49.03%
NT	42.69%	74.13%	76.51%
QLD	58.56%	56.12%	79.40%
SA	56.59%	54.39%	60.28%
TAS	43.56%	47.69%	53.84%
VIC	23.86%	33.54%	50.05%
WA	59.79%	66.60%	69.09%
<b>Avg</b>	<b>45.32%</b>	<b>39.44%</b>	<b>58.48%</b>

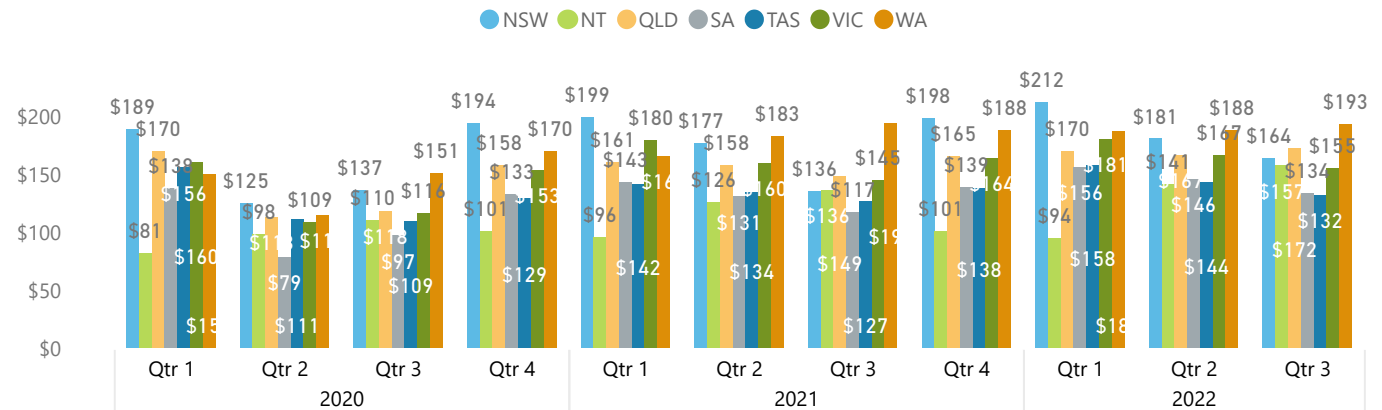
Quarterly Cabin Occupancy by State Since 2020



Cabin Qtr ADR (\$)

Quarter	Qtr 3		
	2020	2021	2022
NSW	\$136.64	\$135.60	\$163.66
NT	\$110.07	\$136.03	\$157.45
QLD	\$118.21	\$148.75	\$172.31
SA	\$97.04	\$117.08	\$133.73
TAS	\$109.31	\$126.92	\$132.04
VIC	\$116.04	\$144.95	\$155.46
WA	\$151.28	\$194.42	\$193.01
<b>Avg</b>	<b>\$126.96</b>	<b>\$149.43</b>	<b>\$165.09</b>

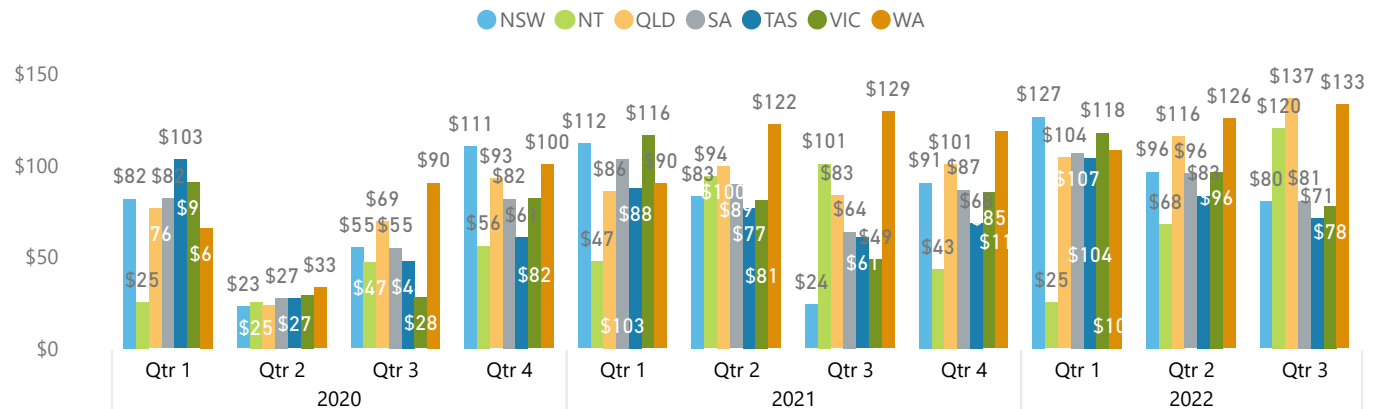
Quarterly Cabin ADR by State Since 2020



Cabin Qtr Rev PAR (\$)

Quarter	Qtr 3		
	2020	2021	2022
NSW	\$55.06	\$23.90	\$80.24
NT	\$46.99	\$100.84	\$120.46
QLD	\$69.23	\$83.47	\$136.82
SA	\$54.91	\$63.69	\$80.61
TAS	\$47.61	\$60.53	\$71.08
VIC	\$27.69	\$48.62	\$77.81
WA	\$90.45	\$129.48	\$133.36
<b>Avg</b>	<b>\$57.54</b>	<b>\$58.94</b>	<b>\$96.54</b>

Quarterly Cabin RevPAR by State Since 2020





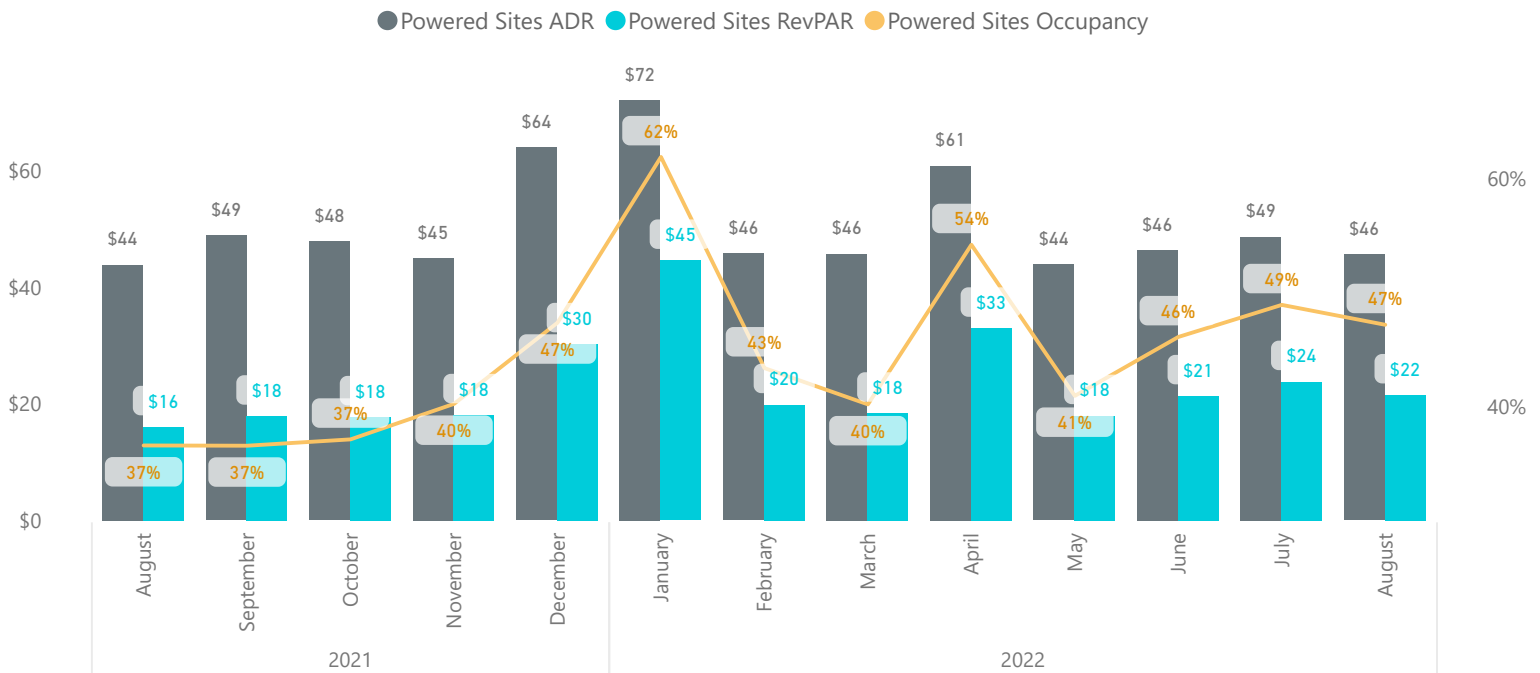
# POWERED SITES MONTHLY SUMMARY

<b>\$45.63</b> Powered Sites ADR	<b>47.14%</b> Powered Sites Occupancy	<b>\$21.51</b> Powered Sites RevPAR
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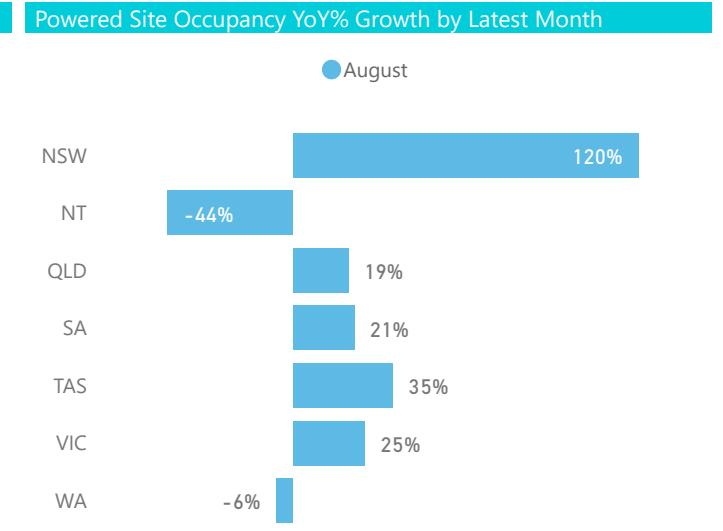
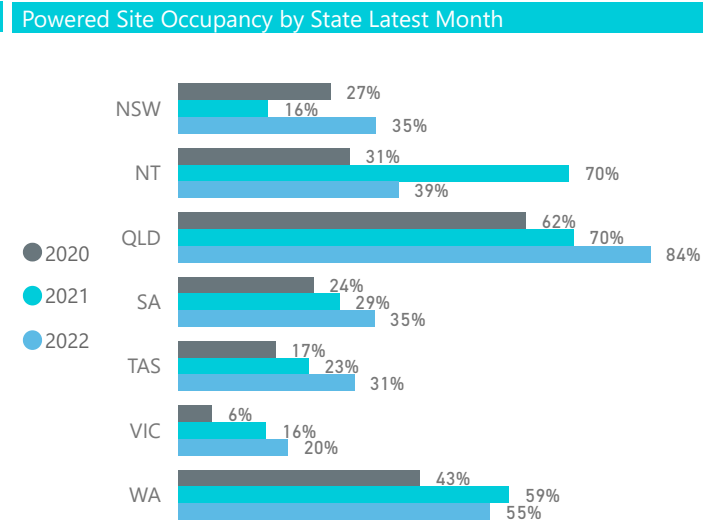
4.0% Change from Previous Year	28.9% Change from Previous Year	34.1% Change from Previous Year
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State	ADR	ADR % Change	Occup.	Occup. % Change	RevPAR	RevPAR % Change
NSW	\$41.54	10.9%	35.25%	120.3%	\$14.64	144.3%
NT	\$51.66	9.2%	39.26%	-43.6%	\$20.28	-38.4%
QLD	\$50.29	10.4%	84.12%	19.4%	\$42.30	31.8%
SA	\$34.23	2.9%	34.93%	21.4%	\$11.96	24.9%
TAS	\$35.57	1.2%	31.36%	34.8%	\$11.15	36.3%
VIC	\$34.00	-2.3%	19.59%	25.0%	\$6.66	22.1%
WA	\$50.19	-2.1%	55.45%	-5.8%	\$27.83	-7.9%
<b>Total</b>	<b>\$45.67</b>	<b>4.0%</b>	<b>47.08%</b>	<b>28.8%</b>	<b>\$21.50</b>	<b>33.9%</b>

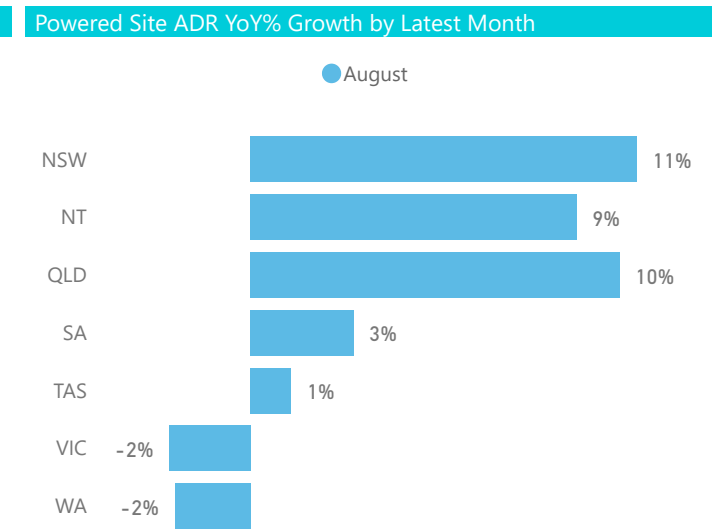
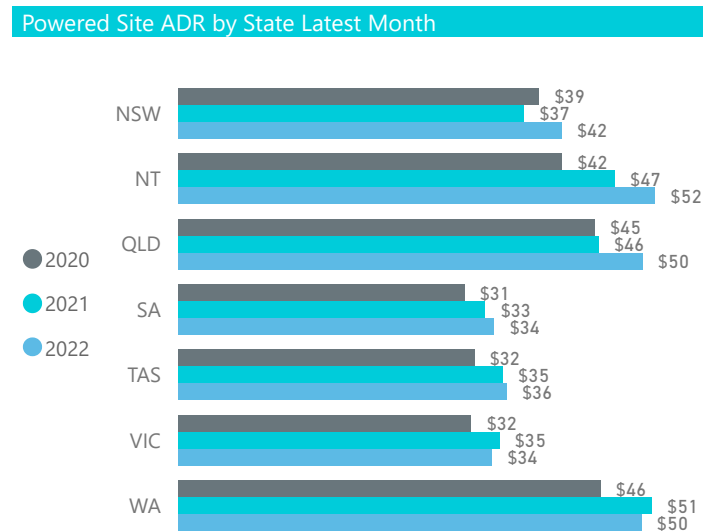
## Powered Sites Performance Indicators



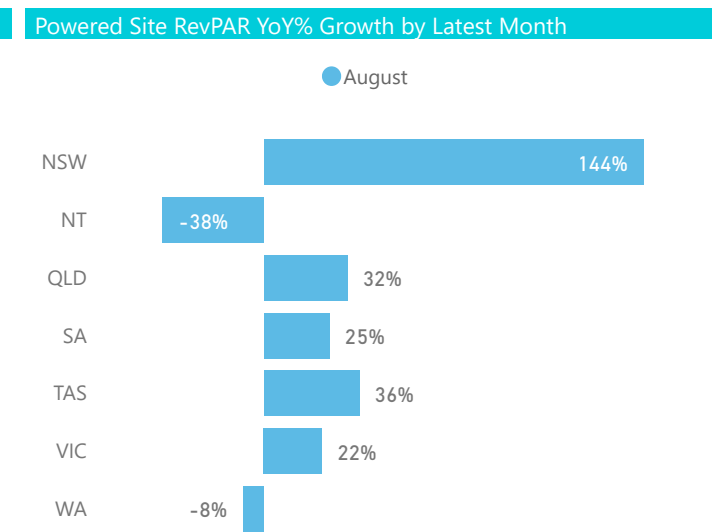
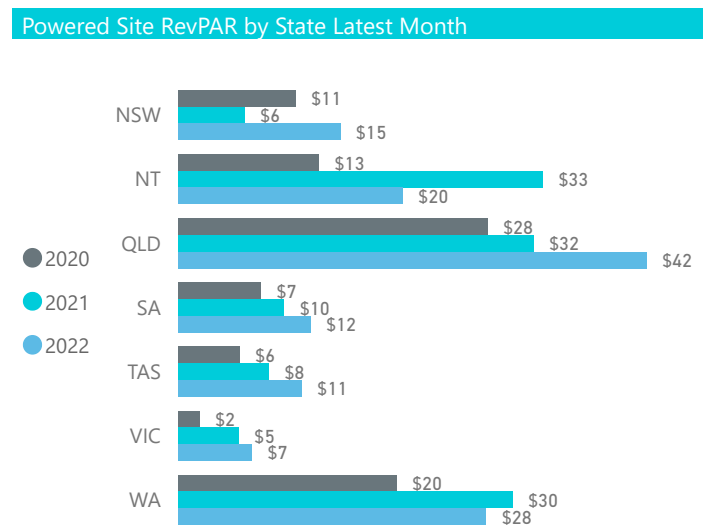
Powered Site Occupancy (%)			
Year	2022		
State	June	July	August
NSW	37.03%	36.50%	35.25%
NT	29.70%	30.43%	39.26%
QLD	72.73%	87.92%	84.12%
SA	36.67%	33.68%	34.93%
TAS	34.03%	33.40%	31.36%
VIC	23.75%	19.26%	19.59%
WA	54.99%	58.93%	55.45%
<b>Avg</b>	<b>45.99%</b>	<b>48.81%</b>	<b>47.08%</b>



Powered Site ADR (\$)			
Year	2022		
State	June	July	August
NSW	\$43.28	\$44.02	\$41.54
NT	\$33.32	\$35.92	\$51.66
QLD	\$48.71	\$52.34	\$50.29
SA	\$39.13	\$38.49	\$34.23
TAS	\$37.23	\$38.44	\$35.57
VIC	\$44.63	\$42.89	\$34.00
WA	\$52.53	\$55.12	\$50.19
<b>Avg</b>	<b>\$46.41</b>	<b>\$48.72</b>	<b>\$45.67</b>



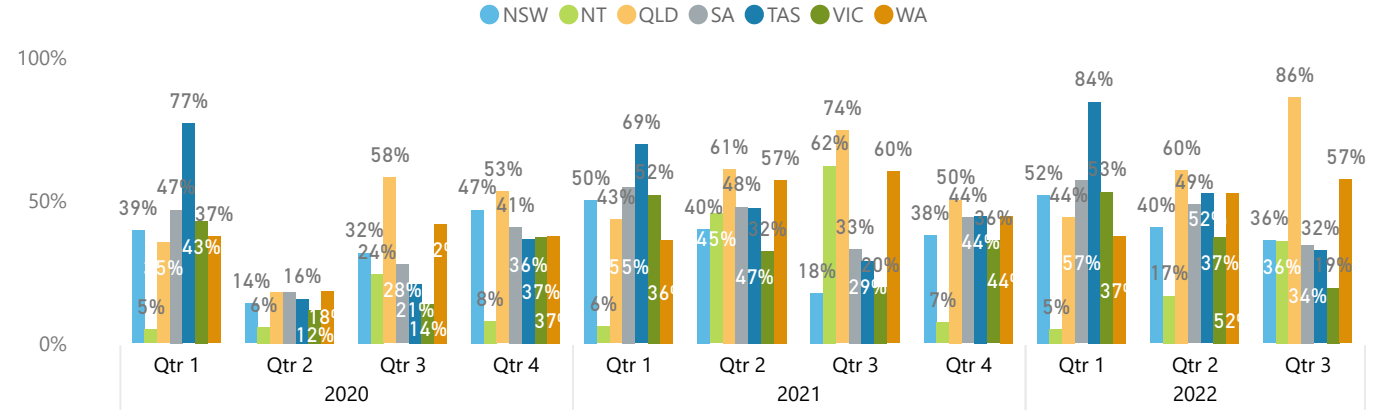
Powered Site RevPAR (\$)			
Year	2022		
State	June	July	August
NSW	\$16.03	\$16.07	\$14.64
NT	\$9.90	\$10.93	\$20.28
QLD	\$35.43	\$46.02	\$42.30
SA	\$14.35	\$12.97	\$11.96
TAS	\$12.67	\$12.84	\$11.15
VIC	\$10.60	\$8.26	\$6.66
WA	\$28.89	\$32.48	\$27.83
<b>Avg</b>	<b>\$21.35</b>	<b>\$23.78</b>	<b>\$21.50</b>



Powered Sites Qtr Occupancy (%)

Quarter	Qtr 3		
	2020	2021	2022
NSW	31.66%	17.54%	35.87%
NT	24.17%	62.04%	35.65%
QLD	57.91%	74.36%	86.02%
SA	27.59%	32.97%	34.30%
TAS	20.78%	28.69%	32.40%
VIC	13.84%	19.67%	19.43%
WA	41.72%	60.04%	57.20%
<b>Avg</b>	<b>36.30%</b>	<b>38.91%</b>	<b>47.94%</b>

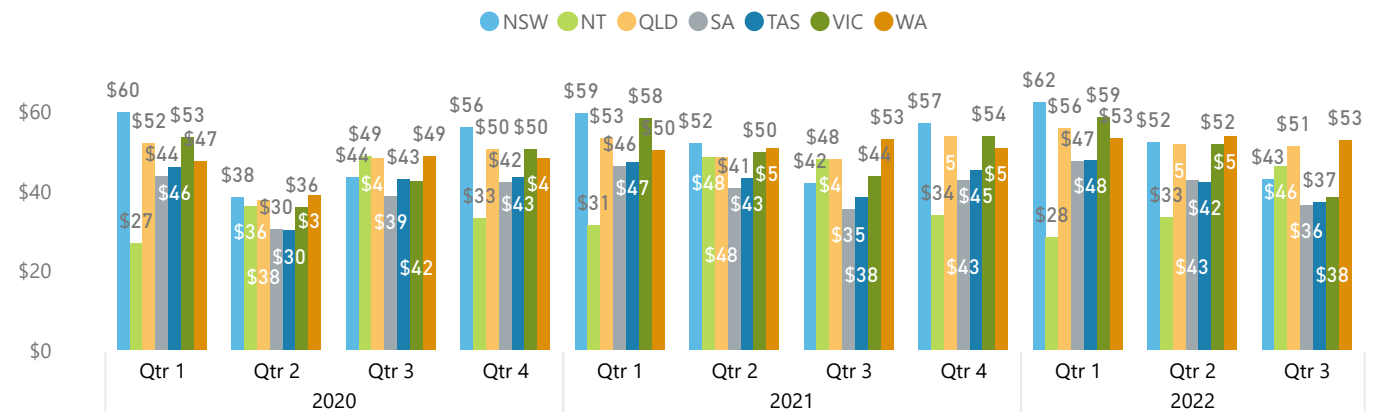
Quarterly Powered Site Occupancy by State Since 2020



Powered Sites Qtr ADR (\$)

Quarter	Qtr 3		
	2020	2021	2022
NSW	\$43.52	\$41.95	\$42.79
NT	\$48.76	\$47.92	\$46.17
QLD	\$48.13	\$47.89	\$51.34
SA	\$38.65	\$35.31	\$36.33
TAS	\$42.93	\$38.41	\$37.07
VIC	\$42.32	\$43.56	\$38.40
WA	\$48.64	\$52.88	\$52.75
<b>Avg</b>	<b>\$45.58</b>	<b>\$46.52</b>	<b>\$47.22</b>

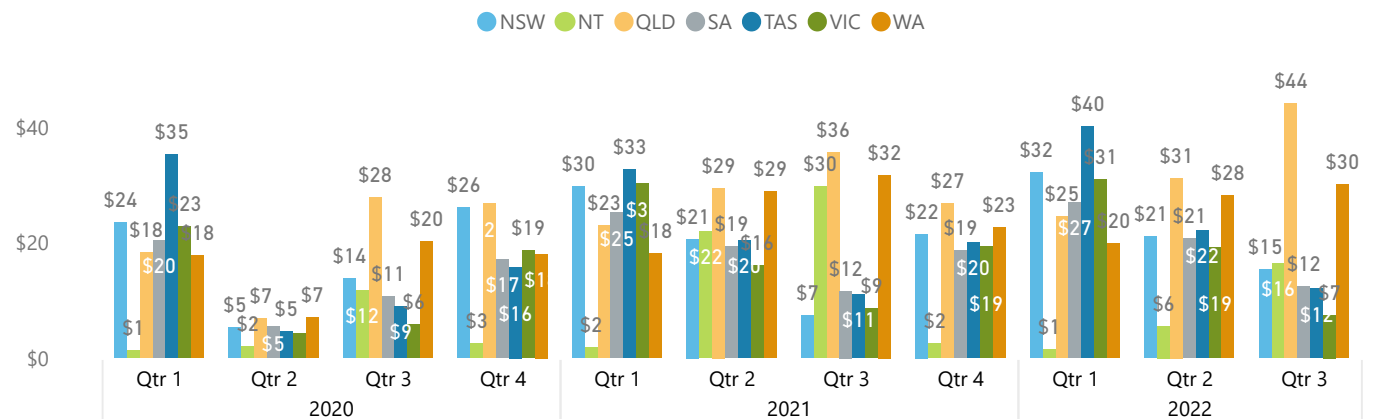
Quarterly Powered Site ADR by State Since 2020



Powered Sites Qtr Rev PAR (\$)

Quarter	Qtr 3		
	2020	2021	2022
NSW	\$13.78	\$7.36	\$15.35
NT	\$11.79	\$29.73	\$16.46
QLD	\$27.87	\$35.61	\$44.16
SA	\$10.66	\$11.64	\$12.46
TAS	\$8.92	\$11.02	\$12.01
VIC	\$5.86	\$8.57	\$7.46
WA	\$20.29	\$31.75	\$30.17
<b>Avg</b>	<b>\$16.55</b>	<b>\$18.10</b>	<b>\$22.64</b>

Quarterly Powered Site RevPAR by State Since 2020





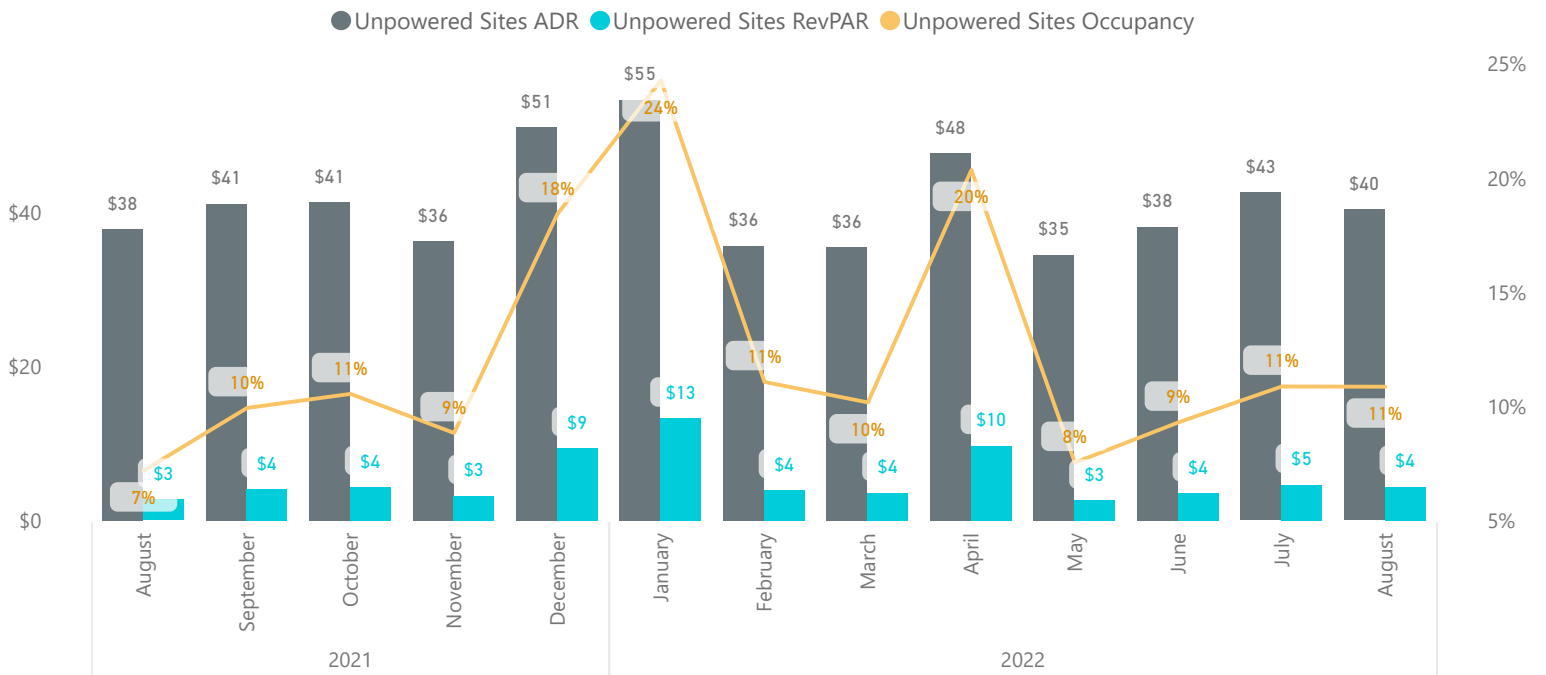


<b>\$40.42</b>	<b>10.86%</b>	<b>\$4.39</b>
Unpowered Sites ADR	Unpowered Sites Occupancy	Unpowered Sites RevPAR

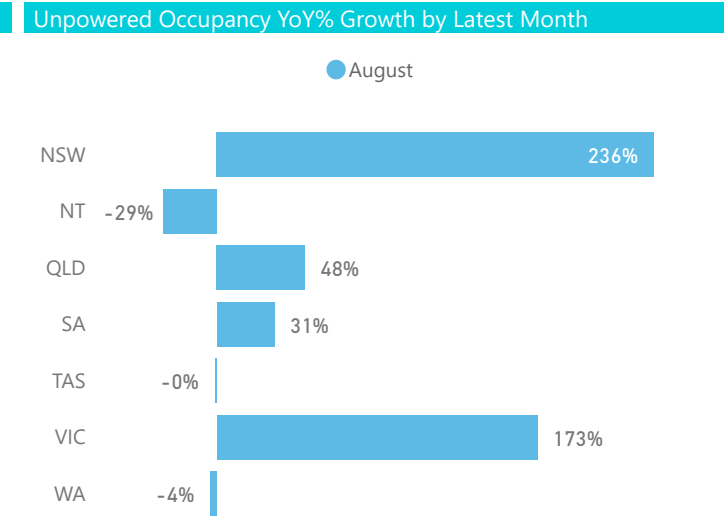
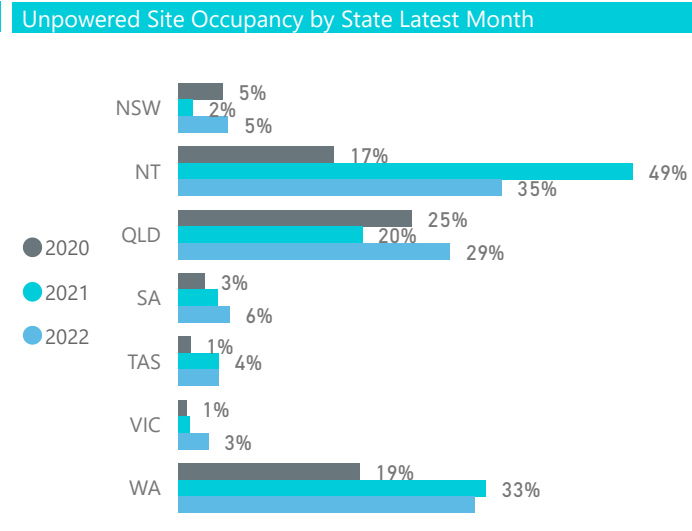
<b>6.7%</b>	<b>51.2%</b>	<b>61.3%</b>
Change from Previous Year	Change from Previous Year	Change from Previous Year

State	ADR	ADR % Change	Occupancy	Occupancy % Change	RevPAR	RevPAR % Change
NSW	\$42.54	20.3%	5.34%	236.4%	\$2.27	304.5%
NT	\$29.14	6.4%	34.68%	-28.9%	\$10.10	-24.4%
QLD	\$38.50	13.0%	29.17%	47.7%	\$11.23	66.9%
SA	\$27.72	6.0%	5.51%	31.3%	\$1.53	39.1%
TAS	\$28.12	1.5%	4.35%	-0.1%	\$1.22	1.4%
VIC	\$22.58	-5.0%	3.25%	173.4%	\$0.73	159.8%
WA	\$48.82	3.2%	31.85%	-3.5%	\$15.55	-0.4%
<b>Total</b>	<b>\$40.44</b>	<b>6.8%</b>	<b>10.94%</b>	<b>52.3%</b>	<b>\$4.42</b>	<b>62.6%</b>

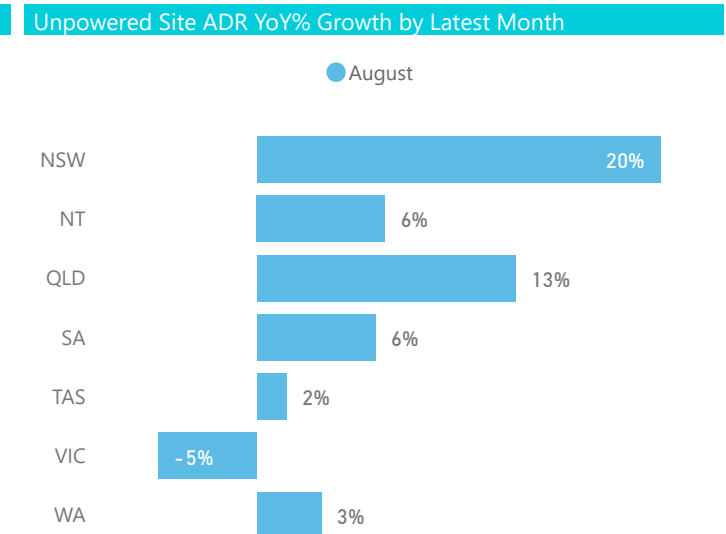
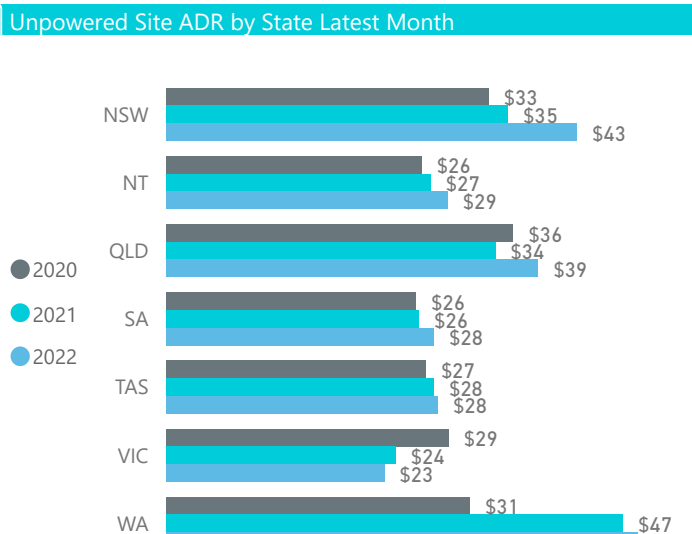
**Unpowered Sites Performance Indicators**



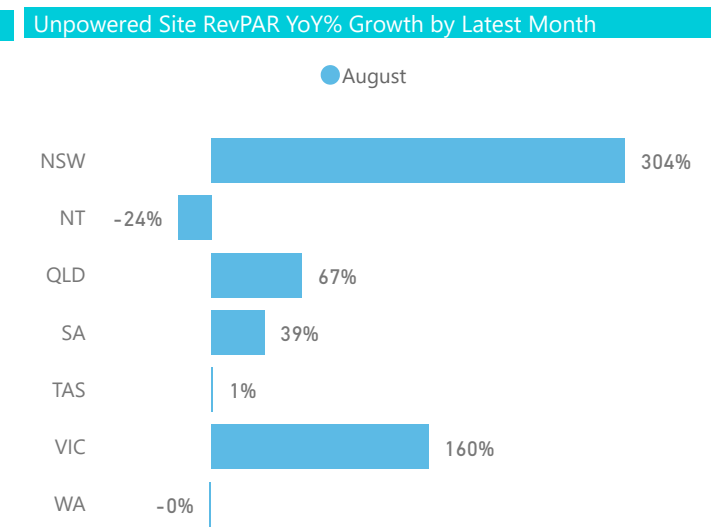
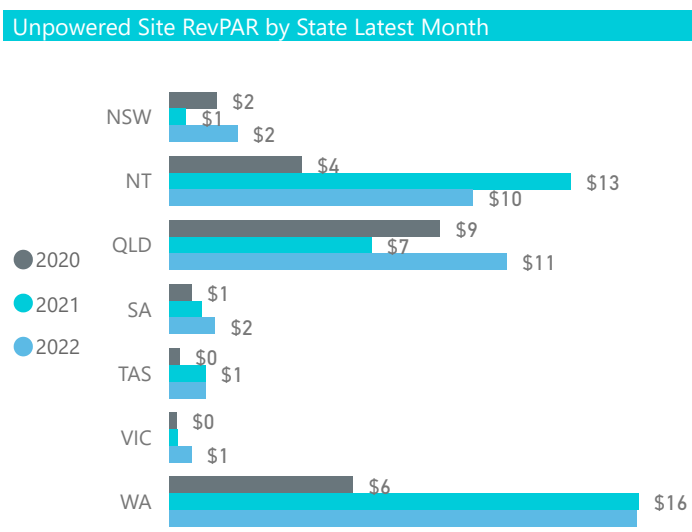
Unpowered Site Occupancy (%)			
Year	2022		
State	June	July	August
NSW	5.68%	5.40%	5.34%
NT	35.00%	42.74%	34.68%
QLD	21.98%	30.46%	29.17%
SA	5.77%	4.23%	5.51%
TAS	6.31%	5.16%	4.35%
VIC	4.25%	3.54%	3.25%
WA	28.22%	33.92%	31.85%
<b>Avg</b>	<b>9.36%</b>	<b>10.95%</b>	<b>10.94%</b>



Unpowered Site ADR (\$)			
Year	2022		
State	June	July	August
NSW	\$37.16	\$44.18	\$42.54
NT	\$27.28	\$30.52	\$29.14
QLD	\$38.14	\$40.53	\$38.50
SA	\$36.09	\$32.25	\$27.72
TAS	\$27.70	\$29.72	\$28.12
VIC	\$29.94	\$28.59	\$22.58
WA	\$45.01	\$50.83	\$48.82
<b>Avg</b>	<b>\$38.20</b>	<b>\$42.64</b>	<b>\$40.44</b>



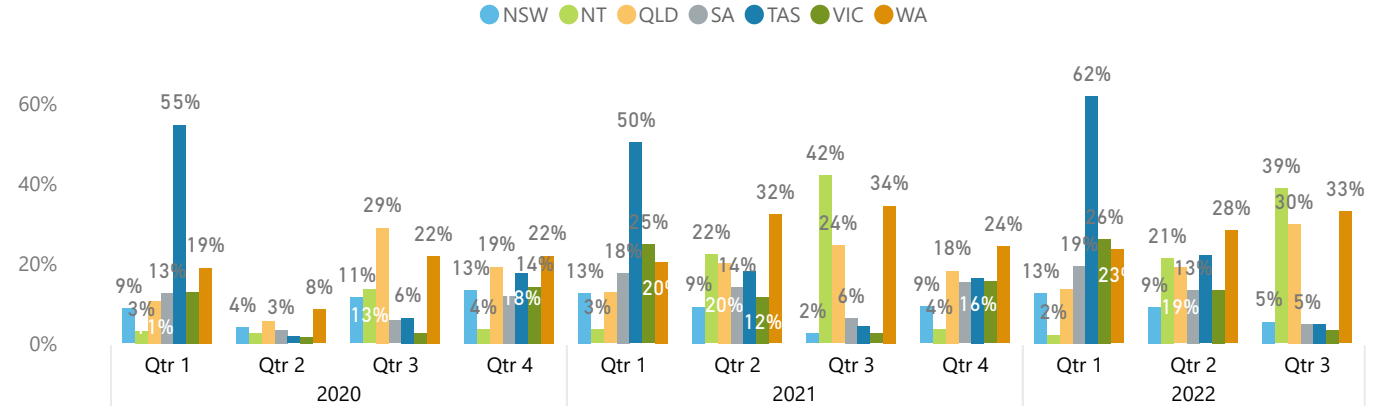
Unpowered Site RevPAR (\$)			
Year	2022		
State	June	July	August
NSW	\$2.11	\$2.39	\$2.27
NT	\$9.55	\$13.04	\$10.10
QLD	\$8.38	\$12.35	\$11.23
SA	\$2.08	\$1.36	\$1.53
TAS	\$1.75	\$1.53	\$1.22
VIC	\$1.27	\$1.01	\$0.73
WA	\$12.70	\$17.24	\$15.55
<b>Avg</b>	<b>\$3.58</b>	<b>\$4.67</b>	<b>\$4.42</b>



Unpowered Sites Qtr Occupancy (%)

Quarter	Qtr 3		
State	2020	2021	2022
NSW	11.48%	2.44%	5.37%
NT	13.48%	41.92%	38.71%
QLD	28.85%	24.44%	29.81%
SA	5.72%	6.28%	4.79%
TAS	6.35%	4.41%	4.76%
VIC	2.66%	2.49%	3.39%
WA	21.75%	34.38%	32.91%
<b>Avg</b>	<b>13.62%</b>	<b>8.84%</b>	<b>10.94%</b>

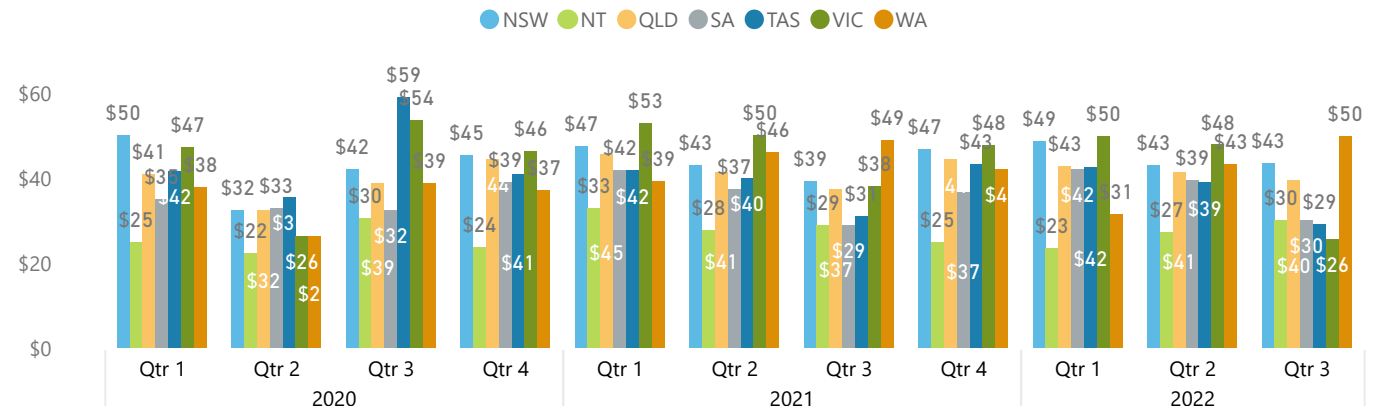
Quarterly Unpowered Site Occupancy by State Since 2020



Unpowered Sites Qtr ADR (\$)

Quarter	Qtr 3		
State	2020	2021	2022
NSW	11.48%	2.44%	5.37%
NT	13.48%	41.92%	38.71%
QLD	28.85%	24.44%	29.81%
SA	5.72%	6.28%	4.79%
TAS	6.35%	4.41%	4.76%
VIC	2.66%	2.49%	3.39%
WA	21.75%	34.38%	32.91%
<b>Avg</b>	<b>13.62%</b>	<b>8.84%</b>	<b>10.94%</b>

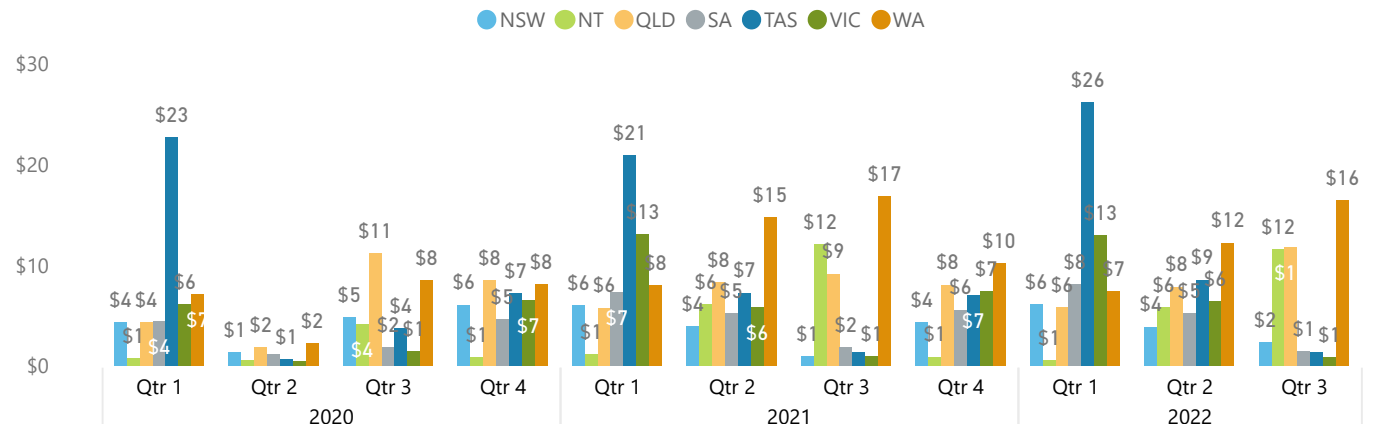
Quarterly Unpowered Site ADR by State Since 2020



Unpowered Sites Qtr Rev PAR (\$)

Quarter	Qtr 3		
State	2020	2021	2022
NSW	\$4.82	\$0.96	\$2.33
NT	\$4.10	\$12.07	\$11.57
QLD	\$11.15	\$9.13	\$11.78
SA	\$1.85	\$1.81	\$1.44
TAS	\$3.74	\$1.37	\$1.38
VIC	\$1.42	\$0.95	\$0.87
WA	\$8.44	\$16.80	\$16.42
<b>Avg</b>	<b>\$5.54</b>	<b>\$3.57</b>	<b>\$4.55</b>

Quarterly Unpowered Site RevPAR by State Since 2020





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