



## Grey Nomads - Fast Facts

Tourism Research Australia (TRA) in partnership with Tourism Western Australia (TWA) commissioned a study to identify and measure the key factors that are likely to affect demand and supply of caravan accommodation in Western Australia both now and in the future.

To download the full report, go to <http://www.tourism.wa.gov.au/caravanresearch>. Alternatively collect the Fact Sheets that provide snapshots of the key findings.

### Overview

- Grey Nomads represent the highest proportion (40%) of 'Travellers' – those caravanners who stay at parks for accommodation on a road trip.
- On average Grey Nomads had stayed in more than 20 caravan parks in the past five years.
- Grey Nomads are usually a couple aged 55 and over, reside interstate, prefer a powered site as they are travelling with very expensive rigs. They want to see Australia (their "own backyard"), have mixed budgets – but all are price conscious as the majority have lower incomes.
- Grey Nomads were most likely to have started their trip in QLD/Gold Coast (29%) or VIC/Melbourne (27%) reflecting where they are from.
- Travellers tend to travel anticlockwise around Australia including 62% of Grey Nomads.
- Grey Nomads stayed an average of 104 nights in Western Australia and were likely to have visited the majority of tourism regions in the state during their stay.
- Most Grey Nomads preferred if there weren't permanents accommodated on a park and would choose a caravan park without permanents if there was a choice. However they accept that in smaller towns this is not possible.
- When choosing a caravan park 51% of Grey Nomads use discussions en-route with other travellers as their highest selection criteria, and state motoring accommodation guides as their second choice.



## Expectations

- Three highest rated expectations across all groups including Grey Nomads: cleanliness of the toilet and shower facilities, a friendly / approachable operator and the general appearance of the park.
- 91% rated clean toilet and shower facilities as the highest expectations with over 40% rating helpful and friendly staff as an important factor.
- Grey Nomads felt that caravan parks in WA were more expensive for the facilities provided compared to the Eastern States (particularly the resort style accommodation on the Gold Coast). However, there was a general appreciation by most travellers that caravan parks in remote areas needed to charge a higher price to make the business viable.
- The park being a member of a chain rated highly with Grey Nomads when evaluating their expectations with 80% being a member of a caravan chain.
- Access to sewage dump facilities is a high expectation of the service facilities of a caravan park for Grey Nomads.
- Grey Nomads were least likely to rate that a 'campers kitchen' was important compared to other segments as this is because most Grey Nomads have their own kitchen facilities and sometimes a portable barbeque.

## The Future Outlook

- 55% of Grey Nomads indicated that they were 'very interested' in staying in a nature or eco-type caravan park.
- Grey Nomads were more likely (29%) to believe that their usage of caravan parks *would decrease* in the next five years.
- There is a trend for an increased demand for accommodation with ensuites particularly with Grey Nomads as they require convenience for growing disabilities.

The report Understanding the Caravan Industry in WA has identified some potential strategies to increase supply of caravan park sites in WA as well as support and protect existing parks. These strategies are currently being considered by the State Government.