

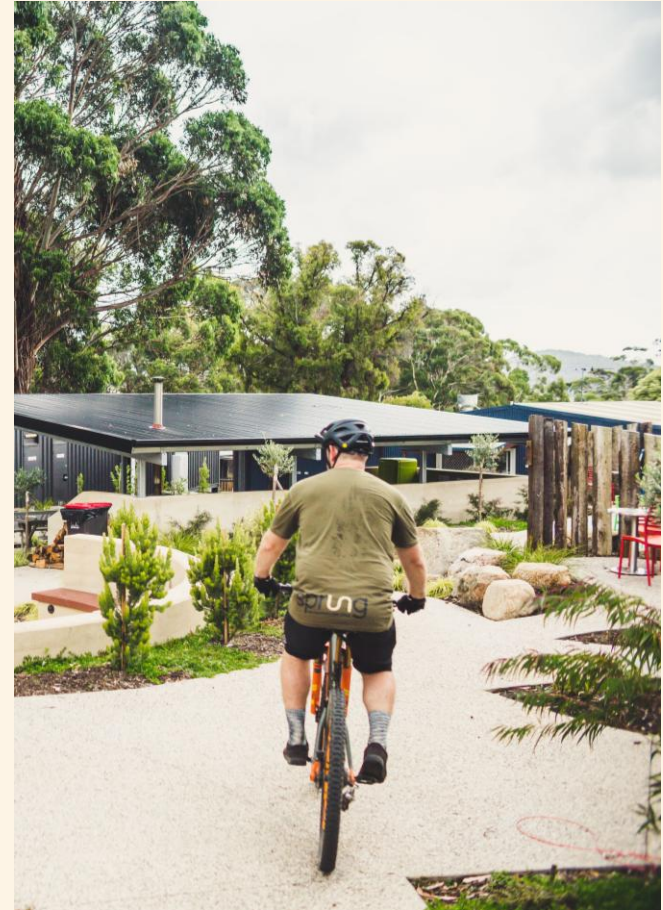
A woman with blonde hair is sitting in a silver folding chair in a campsite. She is wearing a grey sweater and blue jeans, and is holding a drink. In the background, a silver SUV is parked on a gravel area. To the right, there is a wooden table and a fire pit with a fire burning inside. The scene is set against a sunset sky with a bright sun low on the horizon, casting a warm glow over the landscape. The text "Caravanning Tasmania" is overlaid in large white letters across the center of the image.

Caravanning Tasmania

Webinar, 11 March 2026

Caravan & Motorhome Market Profile

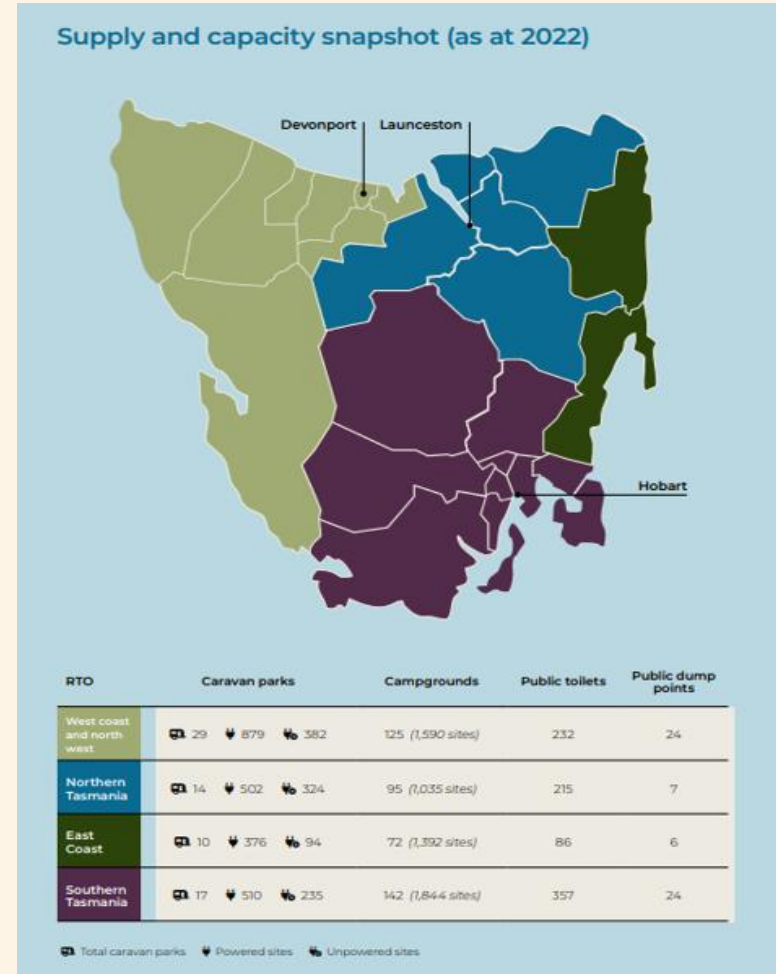
- Spirit of Tasmania IV and V: significant upgrade in lane length and high-space capacity
- Move to Geelong
- Pet friendly accommodation
- Latent demand in mainland market
- Highly engaged market
- Strong visitor growth outlook
- Tasmanians
- 2030 Visitor Economy Strategy – plan for growth



St Helens Big4 Holiday Park – Credit: J. Da Seymour Photomedia

Research findings

- Accommodation & infrastructure gaps
- Reliance on public sector infrastructure and facilities
- Competing demands
- Priority to influence visitation
- Coordinated & prioritised investment



Prioritised investment

- PWS priority infrastructure projects to support regional dispersal of the caravan and motorhome market
- Local council dump point and traffic management planning
- Market needs considered in road corridor strategies
- PWS booking system, campground classification and fee model
- Additional accommodation and amenities priorities across all regions



More information



Bakers Point Campground, Narawntapu National Park – Credit: S. Group

Market profile

Total caravan / motorhome market



SPEND
\$221m



VISITORS
46.9k



NIGHTS
1.18m



ASPV*
\$4,700
\$2,574



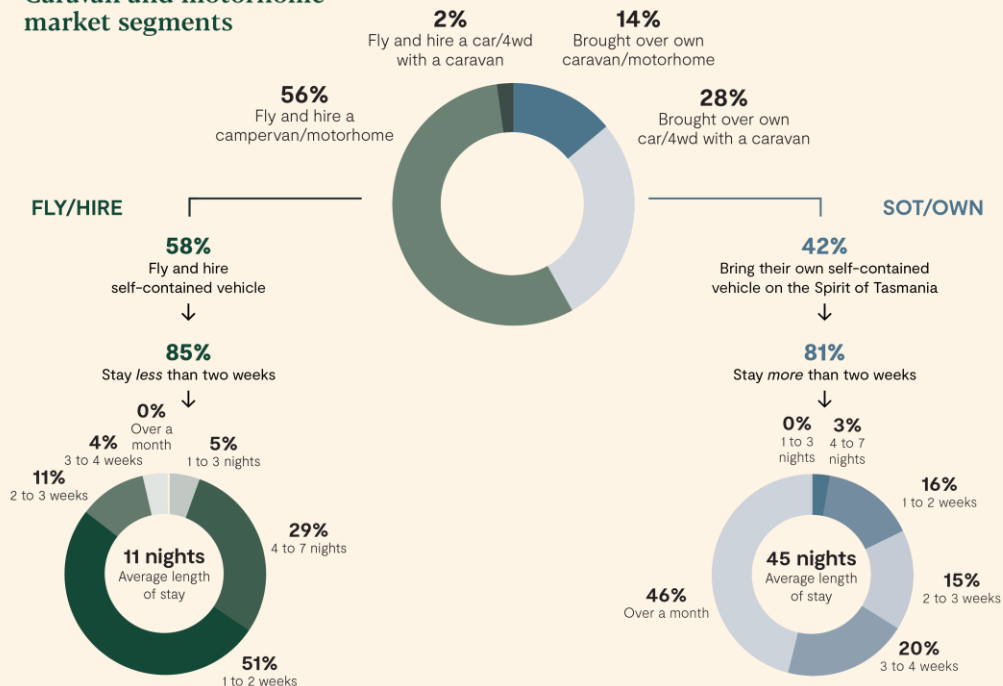
ASPN*
\$187
\$278



ALOS*
25
9.2 → Non-caravan or
motorhome visitors

Market profile

Caravan and motorhome market segments



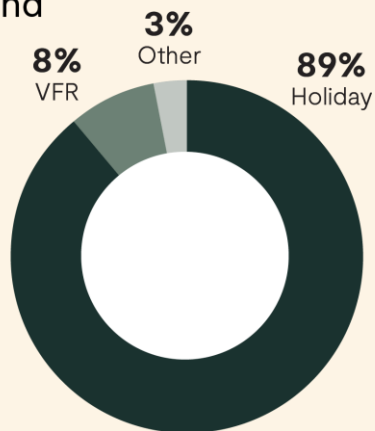
*ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights).

[Caravan motorhome visitor profile 2025](#)

Who they are

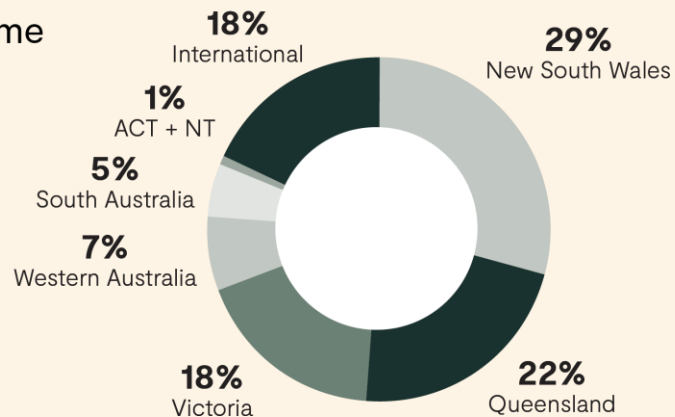
Purpose of visit

All caravan and motorhome visitors



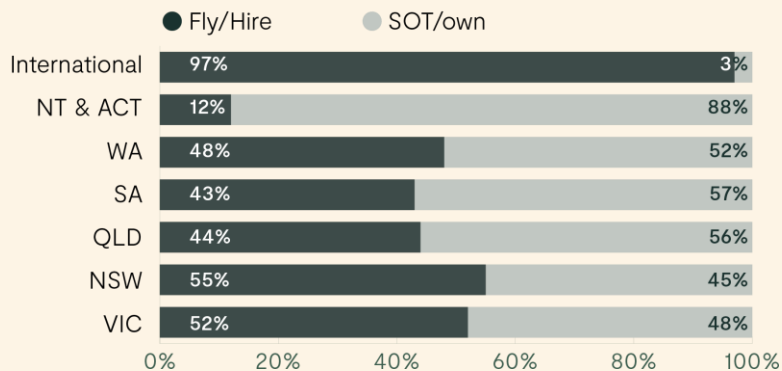
Origin

All caravan and motorhome visitors

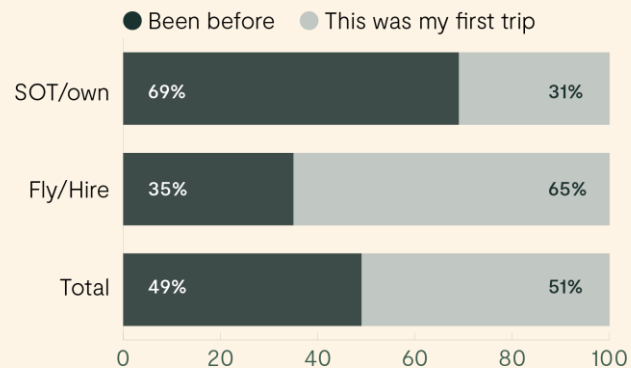


Who they are

Share of market segments per origin

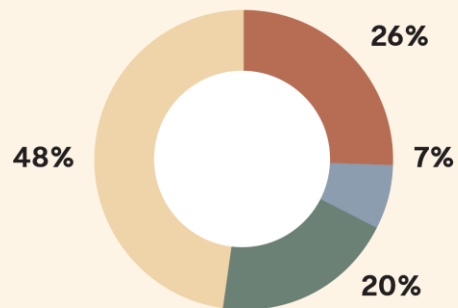


Return visitors



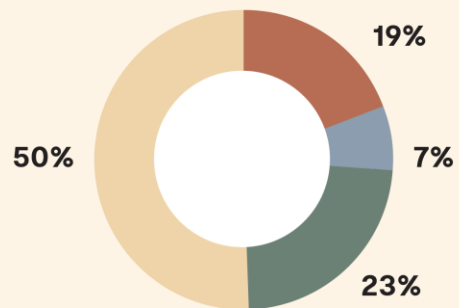
When they come

Season of Visit – Total

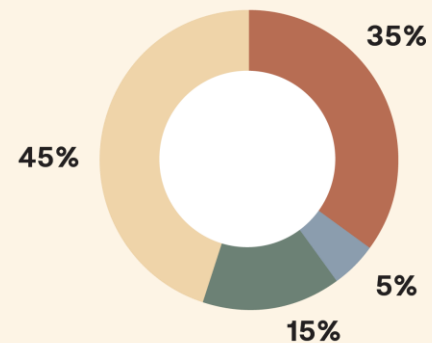


● Summer ● Autumn ● Winter ● Spring

Fly/Hire

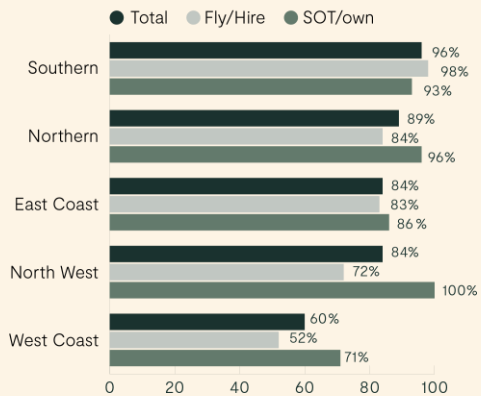


SOT/own

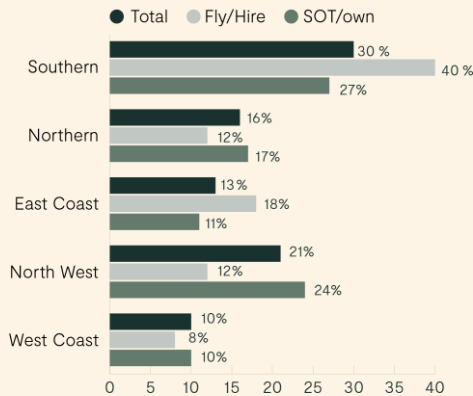


Where they go

Regional Visitation – Visitors



Regional Visitation – Nights



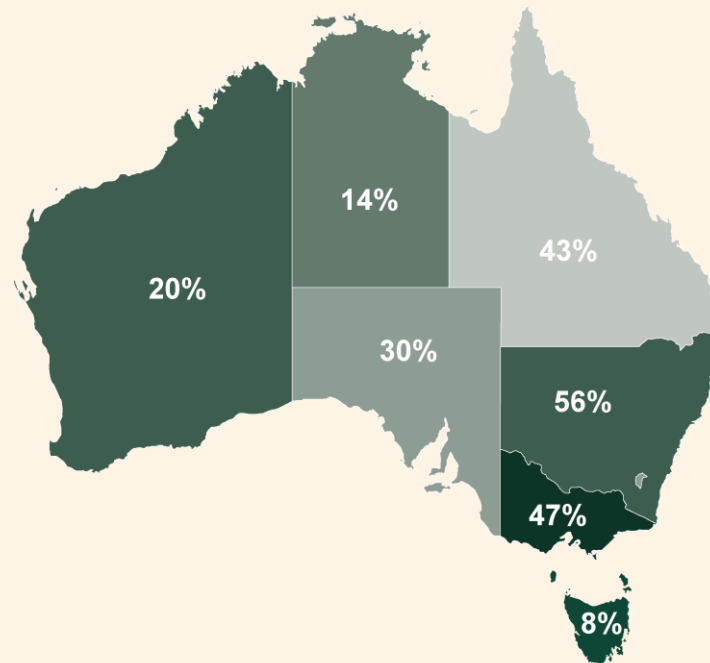
Accommodation

All caravan and motorhome visitors



Opportunity

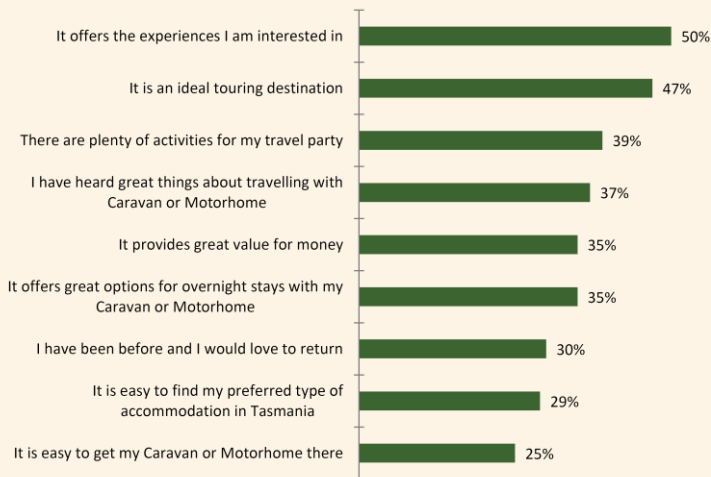
- 8% of caravan or motorhome owners have visited Tasmania with their caravan or motorhome
- NSW and Victoria look to be the most popular destination for caravan/motorhome holidays, followed by Queensland



Facilitators and barriers

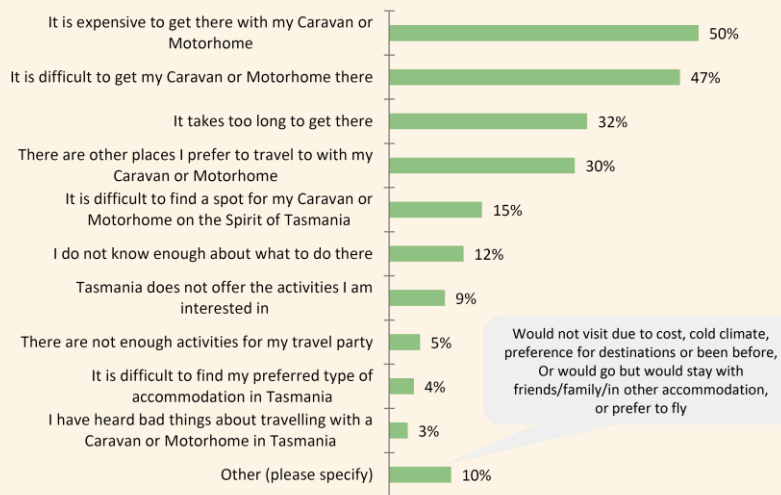
Why visit

You indicated that you are [at least likely] to travel to Tasmania with your Caravan or Motorhome in the next 2 years. Why is this? n=171



Why not visit

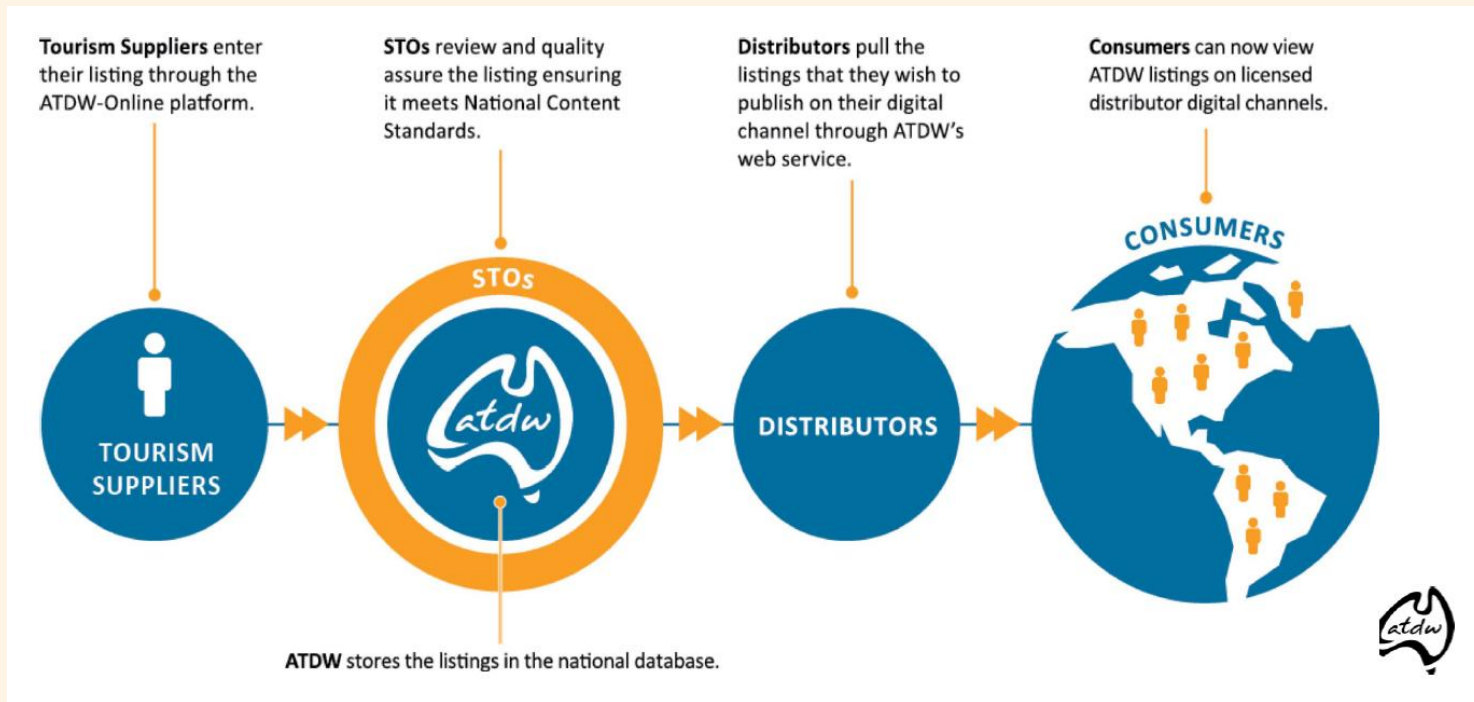
You indicated that you are [at least unlikely] to travel to Tasmania with your Caravan or Motorhome in the next 2 years. What are the reasons behind your lack of interest? n=194



Key takeouts

- Tasmania has relatively low awareness, consideration and intention to visit from this market
- Opportunity with only 8% having visited Tasmania
- Of those who have visited they rate their experience highly
- There was a strong positive response from caravan & motorhome owners to the Tasmanian offer and new Spirit of Tasmania vessels
- Intention to visit almost doubles once these travellers are informed of the experiences and access
- The largest change in motivations for visiting was around ease of access: over a third saw
- Tasmania as easy to get to with a caravan or motorhome once they knew more about it
- Amongst those who were not intending to visit before seeing the information, over a quarter had changes to the ferry as the No.1 reason for their change of intention
- Cost, difficulty and time to get to Tasmania were the key barriers for the quarter of caravan and motorhome owners who were unlikely to visit after they had seen the information

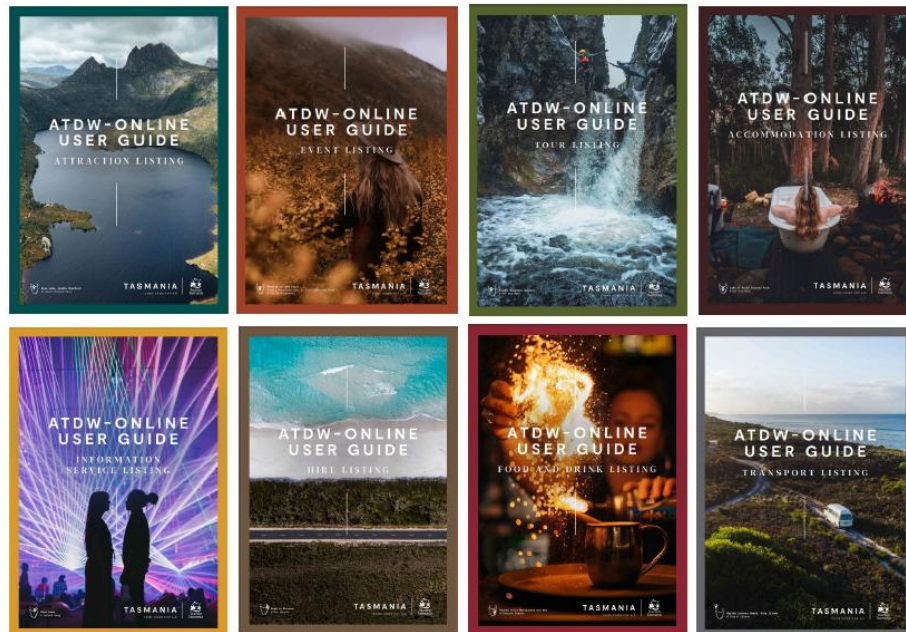
Australian Tourism Data Warehouse (ATDW)



ATDW Guides

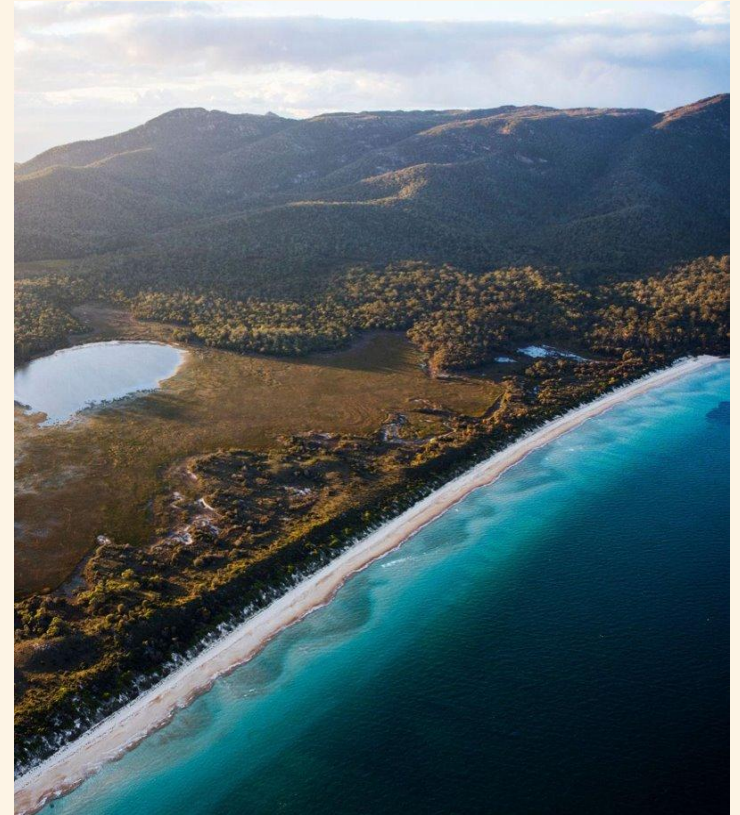
Tourism Tasmania have created operator user guides available on the corporate website for access on how to create each profile type.

<https://www.tourismtasmania.com.au/marketing/atdw/>



Profile inclusions

- Description (50 –200 words)
- Images (up to 10)
- Video (up to 10)
- Contact details
- Direct booking/purchase URL
- Pricing
- Facilities
- Social media
- Accreditations
- Deal or special offer



Avoid using...

- First person language ('we' or 'our'), rather use third person
- Abbreviations or slang (BYO, TV, BBQ)
- Dot points
- Symbols (&, !!, @)
- Contact details (Call Sam to book on 0439...)
- Pricing (Adult \$30, Conc \$20)
- Website links (<https://lukescottage.com>)
- Unnecessary capitalisation only use for names, regions or specific places

Optimise your profile

Use engaging tourism imagery – source and identify key imagery for your business and the destination;

Put your most captivating image first –this will be your 'hero' image;

Use key words and highlight what makes your offering unique in descriptions;

Use the deals & offers functionality or events category to back up marketing initiatives;

Update profiles regularly (and seasonally) with updated copy and images;

Choose photos that highlight your USP. Depict the experience;

Show your location at its best but be careful about giving false first impressions;

Show a variety of photos with/without people, close up/far away, inside/outside, of different room types (accommodation), different meals (dining) and different vehicles or destinations (hire or tours).

Accommodation profile – example description

Luxury Lodge offers cottage and lodge style accommodation set amidst 20 acres and only metres from the sheltered waters of Eastern Cove.

The cottages accommodate two to five guests and each has a patio that overlooks the ocean. Queen size beds are featured throughout, and you'll find modern cooking facilities, smart televisions and en suites.

The lodge accommodates two to four guests with two double beds in each Room. All rooms have decks with outdoor settings and barbecues to help you enjoy the peaceful setting.

It's just a two minute walk to the wharf and boat ramp, ideal for fishing. There's also free fishing advice from local professional fisherman and fishing charters available.

Luxury Lodge is a 3 hour drive from Hobart or 2 hours from Launceston.

ACCOMMODATION

THE DRAGONFLY INN



Add to trip 📖

Share ↗️



📍 14 Saint Andrews Street, West Launceston, Launceston, Tasmania, 7250

📞 03 6776 0466

🌐 Visit website

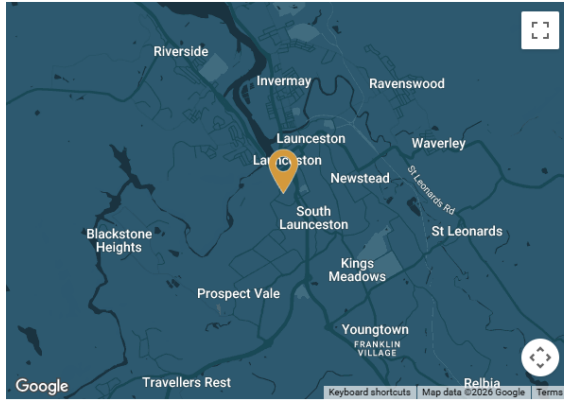
✉️ info@thedragonflyinn.com.au

💰 \$150 - \$200




Add to trip 📖


Book now





 14 Saint Andrews Street, West Launceston, Launceston, Tasmania, 7250

 14 Saint Andrews Street, West Launceston, Launceston, Tasmania, 7250


 03 6776 0466

 Visit website

 info@thedragonflyinn.com.au

 \$150 - \$200



Add to trip 

Book now

FACILITIES

ACCESSIBILITY



Carpark



Communal Lounge



Non Smoking



Outdoor Furniture

ATDW image guidelines

Minimum size –1600 x 1200 pixels. Upload images in their largest size and resolution.

Landscape orientation–Portrait images will be cropped and important content may be cut off.

No text or logos over images–These may be cropped and displayed poorly on distributor websites.

No banners, posters, flyers, collages or white borders.

Alt text is mandatory. A brief description of the image for readers who are unable to see it.

Make sure the image is clear, not blurry or out of focus.



Deals and packages

Deals uploaded through ATDW give you added exposure on distributor websites

Your deal could be a package, bonus gift, or collaboration with another business

Does not always have to be a discount.

Your deal should clearly demonstrate value

Up to 3 deals are live for maximum three months



Final tips

Include your product name and location in the first line of your description –helps with SEO and site search;

Be consistent with your business name and contact details in your listing and the other channels where you advertise;

Fill out all relevant fields–click on the listing progress bar at the top to see what is left to complete;

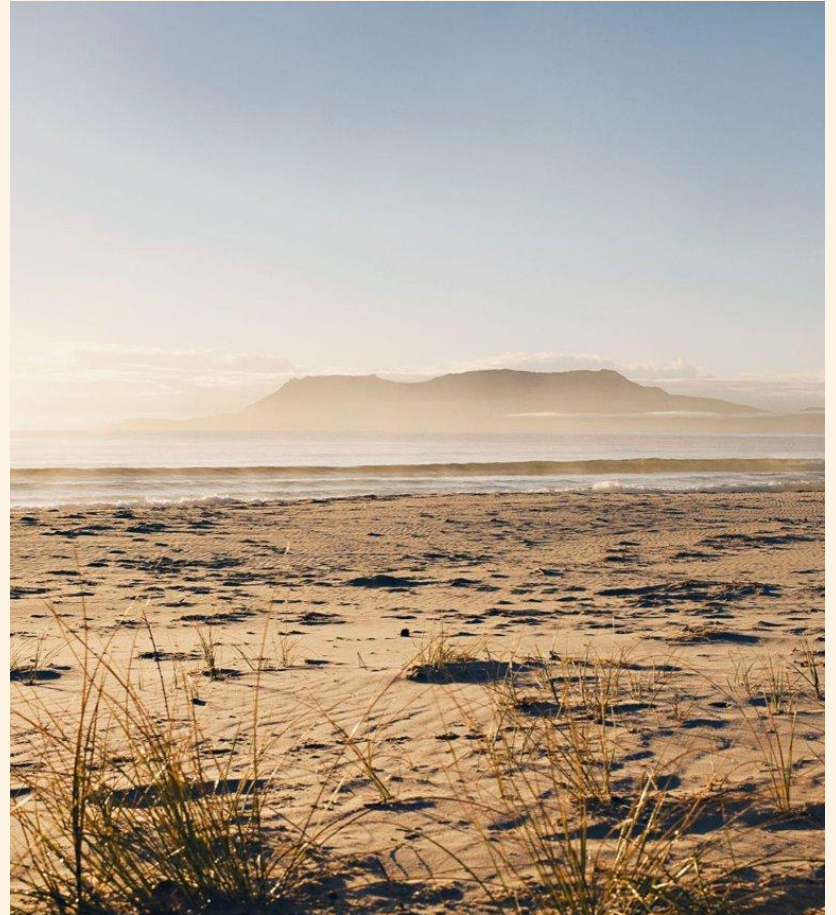
Provide multiple points of contact –website, booking, social etc.

Keep your listing up to date –images, opening hours, deals, check for expired links;

Rotate your images with the seasons;

Champion what is unique about your business in your profile – ask your guests, reviews into AI

Review and update your profile every 12 months – 6 monthly even better!



Off Season industry sneak peek

Online: [Thursday 12 March 2026, 1:00 - 1:45PM](#)

Tourism Tasmania Industry Updates

Launceston: [Monday 13 April, 4pm - 6pm | Albert Hall](#)

Burnie: [Tuesday 14 April, 12pm - 2pm | Burnie Arts Centre](#)

St Helens: [Wednesday, 15 April, 10am - 12pm | The Panorama Hotel](#)

Hobart: [Thursday 16 April, 4:30pm 6:30pm | Franklin Wharf Function Centre](#)

Online: [Friday 17 April, 11am - 12pm](#)

Industry Online Hub – launching in April

Evolution of our corporate site – industry support will be at its core

Clear pathway of support for new businesses & business development for existing

Single source of truth/advice:

- Industry resources
- Research & insights
- Industry news and events
- About us
- Travel Trade

Intended to be continually improved, to align with industry needs and trends

Marketing – practical tools, campaign toolkits, digital and social asset guidelines

Funding opportunities – links to current opportunities on external sites

Thank you

TASMANIA
COME DOWN FOR AIR

