

How to capitalise on the RV Tourist market

In 2008, the total spend by RV and camping tourists across Australia was \$8 billion, with domestic tourists spending \$5.27 billion and international tourists spending \$2.75 billion⁴.

To assist towns in capitalising on these tourist dollars, CMCA has introduced the RV Friendly Town™ scheme. Towns that participate in this programme provide a number of basic necessities for Self-Contained RV Tourists, such as short and longer term rest areas (with access to a dump point), 24 hour medical services, a pharmacy and potable water. Towns that do not meet the full criterion may be designated as an RV Friendly Location™.

Participation in this scheme will attract more RV tourists, and CMCA will assist in the promotion of your town to its 55,000 plus Members.

The RV Friendly Town™ scheme has proven to be very successful, especially in regional and rural areas, where the dollars spent by these Self-Contained RV Tourists can make a huge difference to the local economy. Research has shown that international and domestic RV tourists are more likely to visit regional Australia (and spend more nights there) than other visitor segments⁴.

CMCA also administers a subsidy scheme for Dump-Ezy dump point units, whereby we provide, at no charge, a dump point to selected councils. Find out if your town qualifies.



With approximately 330,000 campervans, caravans and motorhomes registered across Australia, and with an estimated 80,000 units on the road at any given time, now is the time for your town to capitalise on this expanding market⁶.

Once these RV tourists arrive in your town, it is imperative that every effort be made to supply them with information regarding the attractions they can visit in your area.

Why not have someone visit your rest areas on a daily basis and supply each visitor with an information pack?

It's also important to ensure that your Visitor Information Centre has up to date brochures.

Promote – promote – promote.

Fast Facts - Think about This!

- The industry has been growing at an annual rate of around 15% over the past seven years⁶.
- The RV and camping industry has remained one of the most stable markets since 2000, with little change in international and domestic visitor numbers and nights⁴.
- The senior travel segment has been domestic travel's best performing age group by far⁸, and this age group is strongly represented in the RV tourist market. By 2021 there are expected to be 9 million Australians over the age of 50⁷, and tourism forecasts predict that senior travellers will increase their contribution to the RV industry in the future as the baby boomer generation begins retiring⁹.

There are many ways that rural and regional Australia can entice this market to their region. It's just a matter of recognising the economic value of RV tourists.

So set the wheels in motion - Welcome this market and the businesses in your area will benefit and grow.

Want to find out more about how your town, shire or region can tap into this exciting Self-Contained RV Tourist market?

Want to find out how your town can become an RV Friendly Town™?

Contact:

National Headquarters

Campervan & Motorhome Club of Australia Ltd

ABN: 16 095 568 157

Phone: 02 4978 8788

Email: memberbenefits@cmca.net.au

*All data included in this document is drawn from the following sources:

1. Centre for Regional Tourism Research, 2002, Drive Tourism: Up the Wall & Around the Bend
2. Balfour Consulting, 2008, CMCA Member Survey
3. CMCA Member Survey, 2009, Spend Profiles & Travel Habits, Whyalla Rally
4. Tourism Research Australia, 2008 & 2007, Caravan and Camping Snapshot
5. Tourism Research Australia, 2008, Through the looking glass- the future of domestic tourism in Australia
6. CCA, 2008, Caravan & Camping Industry Profile
7. Australian Bureau of Statistics, 2006, Catalogue no. 3222.0

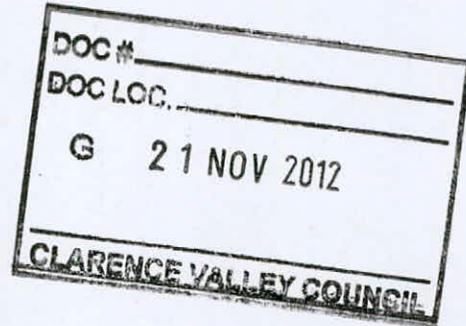


ABN 16 095 568 157

SCANNED

16 November 2012

Clarence Valley Council
 Attention: Scott Lenton
 Locked Bag 23
Grafton NSW 2460



Dear Scott,

Please find enclosed two (2) copies of the Amended Letter of Understanding for the RV Friendly Town™ Scheme to be implemented at **Grafton**.

Would you please have both copies of this document signed where indicated and return them to me in the enclosed stamped, self addressed envelope. I will then have both documents executed, and return one copy to you for your records.

Once this document is returned, I will immediately send the RV Friendly Town™ signs to your council works depot.

May I take this opportunity to congratulate your Council on participating in this Scheme. I am sure that it will bring many benefits to Town Name and I look forward to receiving reports of the ongoing success of this venture.

With Regards,

Elizabeth Dallen
 Member Advantages Team Leader
CAMPERVAN & MOTORHOME CLUB OF AUSTRALIA LIMITED



ABN 16 095 568 157

Letter of Understanding

RE: RV FRIENDLY TOWN™ SCHEME

The Campervan and Motorhome Club of Australia Limited (CMCA) acknowledge that the town of **Grafton** has met the criteria to be accepted as an 'RV Friendly Town™'.

By the signing of this letter, representatives of **Clarence Valley Council** and CMCA acknowledge a mutual understanding for the township of **Grafton** to be part of the Scheme.

CMCA has agreed to supply **Clarence Valley Council** two RVFT signs free of charge. Any further signage may be purchased from CMCA at cost price inclusive of GST and freight.

Clarence Valley Council has agreed to allow street parking adjacent to the shopping precinct suitable for Motorhomes, Campervans and Caravans. This area will be located at **Queen Street (east side, south of Pound St), Duke Street (north of Bacon St) and Fitzroy Street (near intersection of Duke St roundabout & bus bay)**.

Grafton Showground Reserve Trust have agreed to allow short term overnight parking & Long-term parking (**72hrs**) for these self-contained Motorhomes, Campervans and Caravans at **Grafton Showground, Cnr Prince & Dobbie Street**. Permit fees will be **\$20.00** for power and **\$15.00** for Unpowered per night.

CMCA has given an undertaking to promote the township and associated tourist attractions in its magazine *The Wanderer*. CMCA will also promote the town on the CMCA website.

Council and CMCA authorise the implementation of web links between their respective web sites for the purposes of promoting **Grafton** as an RV Friendly Town™.

Getting there is half the fun

The Council and CMCA acknowledge that this agreement is made on behalf of the Recreational Vehicle community as a whole, and is not restricted to Members of CMCA or the Motorhoming community.

CMCA reserves the right to withdraw the RV Friendly Town™ status for **Grafton** should **Clarence Valley Council** withdraw any of the benefits set out in this Letter of Understanding, or alter any such benefits to the extent that they are no longer considered to be in the spirit of this Letter of Understanding.

Withdrawal of medical services, which may not be the responsibility of **Clarence Valley Council**, may also result in the loss of RV Friendly Town™ status.

Should CMCA withdraw the RV Friendly Town™ status for **Grafton, Clarence Valley Council** agrees that all RV Friendly Town™ signage will be removed.

Signed for and on behalf of:

CAMPERVAN & MOTORHOME CLUB OF AUSTRALIA LIMITED

Name: Elizabeth Dallen Position: Member Advantages Team Leader

Signature: _____ Date: _____

Signed for and on behalf of:

COUNCIL

Name: _____ Position: _____

Signature: _____ Date: _____