

Sub 84

FNQ Division  
Caravan Parks Association of  
Queensland

16<sup>th</sup> May 2010



Jason O'BRIEN MP  
Ground Floor, Andrejic's Arcade  
62-66 Grafton Street  
Cairns Q 4870

Dear Jason

In reply to your request for suggestions to the Queensland Parliamentary Economic Development committee re increasing the numbers of grey nomads to our area as per the Port Douglas and Mossman Gazette April 22, the members of the Far North Queensland Division of the Caravan Parks Association of Queensland (CPAQ) strongly support your efforts in stimulating business for our sector of the tourism industry.

Australia's Caravan and Holiday parks are championing the Aussie holiday experience, proving that this vital tourism sector can thrive despite the worsening economic climate.

Ben Yates, CEO of Caravan, RV & Accommodation Industry of Australia (CRVA) said the Caravanning Industry, one of Australia's fastest growing tourism sectors, was flourishing even while the credit crunch worsened, because more Australians were seeing the value in caravanning holidays.

There is one main point our Association would put to your committee regarding our industry in Far North Queensland. As an industry group, CPAQ have regional stands at all of the national caravan and camping shows held in major capital cities. These shows are the most well attended of all consumer travel shows held in Australia and can be the most effective and cost efficient way to advertise to the true self drive market – not just the grey nomads but to all demographics. Each individual region can benefit from the promotion of its many attractions, tours, events and accommodation that encourage visitors – generating a flow of spending in the community. These shows have attendance figures varying from just over 42 000 plus to 80 000 plus. For the past couple of years, we have not had any advertising material or support from our local tourism body – Tourism Tropical North Queensland and this is embarrassing. Our member parks and also a number of operators attend these shows on a voluntary basis, covering all of their own expenses in the pursuit of promoting our region. Such promotion requires leadership and also support. Sustainable tourism is responsible tourism that is both ecologically and culturally sensitive. Tourism such as this can only be achieved with effective management at a destination level, such as by TTNQ but with considerable support from local Council's as well. Strong support is required to keep our destination to the forefront of the mind of the traveller in these tough financial times. Without this support, our region will be unable to compete to maintain our market share, crippling our region's growth.

TTNQ is our regional marketing organisation. As an Associate Member of the Caravan Parks Association of Queensland, they are entitled to display any advertising material of their own or their members at our show stands at no cost except freight. Our members, and also a lot of operators from the region, do the work of manning the stand and handing out regional information and selling our location. We feel TTNQ should be encouraged to take advantage of this fantastic opportunity of reaching over 300 000 attending these shows – all of whom are potential visitors to our region. .

In light of the above, we would like to propose that your committee liaise with TTNQ regarding the renewed promotion of our regional grey nomad market working in conjunction with our Caravan Parks Association of Qld.

We again thank you and also look forward to your continued support of our industry.

Regards

Dennis Berzinski, Secretary, FNQ Division of Caravan Parks Association of Qld

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