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## **Camplify supports travellers looking to enjoy flexible travel post pandemic**

**Newcastle, June 19, 2023** – The passion for road trips has been boosted in the last couple of years, due to Australians looking to enjoy the flexibility of travelling at their own leisure and providing an affordable way of holidaying, with the option for self-contained travel. Demand for domestic travel in Australia continues its strong performance as the country recovers from COVID and with what we're seeing on Camplify, it's a trend that isn't slowing down.

The COVID-19 pandemic had a significant impact globally on consumer travel and in recent months, people's attitudes to travel have again been altered due to increased flight costs and the increase in general cost of living. For Camplify this has accelerated growth and allowed travellers to experience the RV life. This has resulted in an exponential growth of bookings by 413.82% from the start of the pandemic until the end of the 2022 financial year.<sup>1</sup>

In addition, despite the rising cost of living, Camplify is experiencing a continued strong global momentum for RV holidays with hirers continuing to enjoy longer trips leading to strong YOY growth in average booking length. In Q3 FY23, Camplify reported an average booking value of \$1,777.69 which represents a growth of over 55.63% from the same period the previous year. In this quarter, Camplify grew 276.51% compared to the same period last year, with GTV growth for Australia representing 84.90%. In this quarter, Camplify recorded 25.8\$M in future bookings, representing a 114% increase on Q3 FY22.

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<sup>1</sup> Total number of bookings made on Camplify in H1FY23 compared to H1FY19



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RVs can normally host between 2-6 people making it an ideal form of both transportation and accommodation for families looking for an easy and cost-effective way to travel. The average cost of a trip in a Camplify RV or caravan in Australia is just \$1,609 based on Q3FY23 reportings, for a family of four this equals a price per day per person of \$42. Taking into consideration this cost includes travel and accommodation all in one, with most vans self-contained, travellers can rest assured that key factors of their trip are paid for upfront and all together. On top of that, the average daily rate of a powered campsite is \$47.72<sup>2</sup>, resulting in an affordable holiday all around.

Additionally, the Caravan Industry Association of Australia reports a transition from recovery to growth, with 2022 the most successful year recorded for the industry according to the 'State of Industry 2023' report. Caravan and camping holidays are an integral part of our national travelling behaviour and are uniquely positioned to weather these uncertain times. Consumer demand for caravan and camping remains resilient despite challenging economic conditions and was up 20% compared to the previous year with 60.9 million nights spent camping in 2022 and over 10.45 billion in visitor expenditure.<sup>3</sup>

With this incredible rise of interest in RV holidays, the camping and caravanning sector has become one of the largest providers of holiday accommodation in Australia. Camplify Holdings Limited can report 26,411 RV available to hire.

**END**

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<sup>2</sup> Caravan Industry Association of Australia Caravan Park Accommodation Report 2023

<sup>3</sup> Caravan and Camping State of Industry 2023, 8th Edition, Caravan Industry Association of Australia.



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**About Camplify:**

Camplify Holdings Limited (CHL) is a global adventure travel technology company. It was formed in 2021 and consists of three travel brands: Camplify, PaulCamper and MyWay. For more information, visit [chl.global](http://chl.global).

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