

**MEDIA RELEASE**

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## **FAMILY HOLIDAYS ON THE ROAD MORE POPULAR THAN EVER**

### **Families who camp together, stay together**

Apollo Motorhome Holidays' decision to expand its fleet in 2012 has been backed by the latest research released by the Caravan and Recreational Vehicle Association of Australia (CRVA) indicating the popularity of motorhome and campervan holidays is on the rise.

Amongst the findings of the latest CRVA report<sup>1</sup> was an increase in Australian families choosing campervan and caravan holidays. Fifty seven per cent of survey respondents said this type of holiday was 'very good value' in comparison to other accommodation, and fifty eight percent believed this was the least expensive type of holiday.

Apollo Motorhome Holidays CEO Luke Trouchet said the company had seen a strong increase in hires by Australian families of the company's Apollo and Cheapa Campa range of motorhomes, campervans and 4wd vehicles.

"Traditionally the grey nomads have been the ones to hit the road, but we are seeing an almost nostalgic return to the good old fashioned family holiday on wheels," he said.

"Between 2009 and 2011, more people from the 35-49 year old age bracket stayed in campervans than those who fit the 'grey nomad' category, according to this latest research.

"More than half of the visitors to caravan parks around Australia are families holidaying with children, and they cite value and ease as the key motivators for their holiday choice.

"Apollo Motorhomes will expand our hire and sale range in 2012 to accommodate the growing interest in this type of holiday," he said.

Other key findings within the CRVA report included:

- Visitors to campgrounds and caravan parks rose approximately 8% between 2008-2011
- 7 million Australians have visited a camping ground or holiday park in the last 2 years, up from 6.5 million between 2006 - 2008
- There was an increase in Australian families (35+ years) taking motorhome or campervan holidays from 3.9 to 4.5 million visitors
- Almost 3 million (2,920,000) of survey respondents in the 35+ age bracket intend to take this kind of holiday in the next two years
- 54% of visitors to caravan parks are holidaying with children

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<sup>1</sup> The Caravan and Park Industry Final Report, July 2011. Alliance Strategic Research

- Families with oldest child 6 – 12 years old found camping holidays the most relaxing
- 57% believe that this kind of holiday is very good value in comparison to other accommodation
- 58% believe these kinds of holidays are the least expensive holidays you can have

Since its inception in 1985, Apollo has revolutionised the recreational vehicle rental industry. Known for customer friendly initiatives and great service, backed by competitive rental rates, the business has grown to become the largest privately owned RV rental operator in the world. Apollo also designs and builds its entire fleet through its sister-company TALVOR Motorhomes, Australia's largest privately owned manufacturer of recreational vehicles.

Apollo has locations throughout Australia, New Zealand, the United States and Canada. For more information call +61 7 3265 9200, visit the website – [www.apollocamper.com](http://www.apollocamper.com).

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