



PILOT PROGRAM 2017



# Welcome

## Presenter

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Breakaway Tourism



[www.breakawaytourism.com.au](http://www.breakawaytourism.com.au)



# Thank You



The Caravan Industry Development Initiative is funded by Tourism Western Australia



# CIDI Program Pilot Delivery



CARAVAN INDUSTRY  
ASSOCIATION  
WESTERN AUSTRALIA



Breakaway  
TOURISM PTY LTD



# Today's Presentation

- **CIDI Program Overview**
- **Sharing Research**
- **Being Competitive**
- **CIDI Outcomes**
- **Takeaway Tools & Resources**
- **Wishlist for Future Programs**



# Thank You

## Our 56 Participating Caravan and Camping Operators

<https://youtu.be/qg7LH8dbg5g>

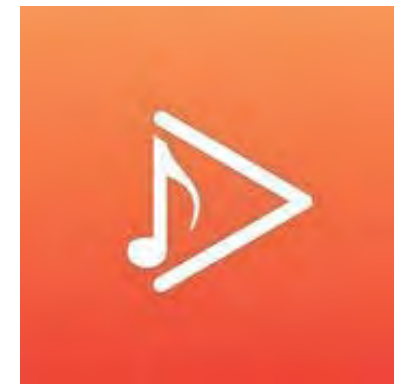


# CIDI Takeaway Resource



## Mobile Device Apps for Product Videos

- Photo Slideshow Director HD Pro App
- Add Music App
- Videohance App
- Fontmania App





# CIDI Overview





# CIDI Goals

- Raising the quality of tourism products and services
- Improving operational capacity and diversity
- Nurturing collaborative industry, community and government networks
- Improving the visitor experience and economic expenditure in regional Western Australia

# Key CIDI Deliverables

- Business Diagnostic Analysis
- Draft CIDI Development Plan
- DropBox Tools & Resources
- Site Visit / PD Session
- Industry Advisor Engagement
- Final CIDI Development Plan



# Concerning Findings

- 76% of businesses did not package their product and/or services with other business operators
- 50% of businesses did not have a risk management plan
- 68% of business employees did not have any formal training qualifications relevant to tourism
- 71% of businesses did not have a strategic marketing plan

# Concerning Findings

- Nearly 60% of businesses were not accredited with any tourism-related accreditation program
- 42% of businesses did not operate an online booking system
- 61% of businesses were not dealing with domestic / local tour operators
- 68% of business employees had not participated in any industry famils over the past year

# Common Industry Issues

- Industry connectivity, collaborations & partnerships
- Formalised operational systems & processes
- Manual, offline booking systems
- Professional development & training
- Business planning
- Credit management
- Strategic marketing



# Biggest Industry Competitors

- Other caravan, camping and accommodation providers in the area
- Free camping sites in the area (offered by local government authorities)
- DPaW nature-based and national park camp sites
- Air BnB properties
- Overflow sites (offered by local government authorities)
- Cheap international resort destinations e.g. Bali



# Encouraging Signs

- Significant investment in caravan park upgrades, redevelopments and new parks in planning or development in WA
- Genuine appetite for business and professional development to enhance operational standards and capacity





# Sharing Research





# Industry Status

- Unprecedented growth in caravan and camping holidays taken by Australians
- Western Australia continued to grow in the domestic market with **caravan and camping trips increasing by 2.4%**, which goes against the broader state-wide trends within the state which saw a decline in total visitors to the state

Source: CIAA Domestic Snapshot, March 2017

# Aussie Caravanners/Campers 2017

- 30-54 year olds      47% of market
- 55 years and over      30% of market
- 20-29 year olds      16% of market

Source: CIAA Domestic Snapshot, March 2017

# Top 10 Daytime Activities

1. Card / Board Games
2. Eating Out (cafes etc.)
3. Hiking
4. Photography
5. Markets and Shopping
6. Swimming
7. Reading
8. Fishing
9. Outdoor Cooking
10. Sight Seeing

# Top 10 Evening Activities

1. Sitting around the Campfire
2. Drinking
3. Cooking
4. Stargazing
5. Listening to Music
6. Reading
7. Card or Board Games
8. Watching TV or Movies
9. Fishing
10. Using Social Media



# CIDI Takeaway Resource



## Caravanning and Camping Consumer Demand Report 2017





**Being Competitive in the Market**

# Being Competitive Checklist

1. Excellence in customer service
2. Beautifully presented and maintained property
3. Unique / diverse range of products and services to suit a variety of markets and price points
4. Participating in collaborative marketing with membership and destination marketing organisations
5. Strategic and professional marketing activities to appeal to, and engage with your target markets (including digital marketing)



# Being Competitive Checklist

6. Working in partnership with other tourism operators, agents, products, services and businesses to create packages or broaden appeal to tour groups, inbound visitors, FIT travellers etc.
7. Review and monitor competitor pricing to ensure your price points reflect current standard of product/facilities and realistic market expectations
8. Promoting your unique points of difference at every opportunity (operational and destination)
9. Strong communication channels and collaboration with local government authorities / agencies and other tourism reliant businesses in your area/region

# Positive Social Impact

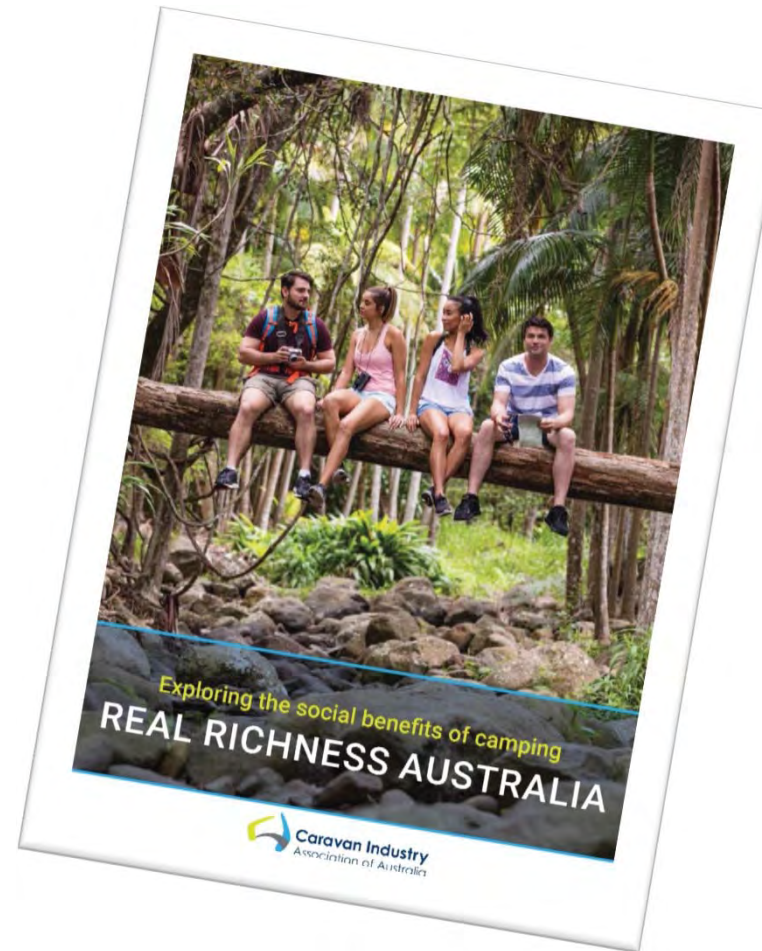
## Real Richness Australia – the upsell...

- 95% of campers believe that camping can make you happier
- 94% of campers believe that camping generates happy memories
- 94% of campers believe that camping recharges your batteries
- 95% of campers believe that camping relieves stress
- 94% Camping teaches children to engage socially

# CIDI Takeaway Resource



## Real Richness Australia 2017







# CIDI Outcomes & Takeaways

# CIDI Outcomes (to date)

- Connecting with tourism industry networks
- Over 180 tools & resources compiled, developed and distributed
- Operational policies & procedures developed
- Industry data & research for business planning
- Memberships and directory listings for high volume marketing reach
- Marketing and social media guides
- Tourism & Caravan Industry Accreditations



# CIDI Takeaway Resources

1. Mobile Device Apps for Product Videos
2. Caravanning and Camping Consumer Demand Report 2017
3. Real Richness Australia
4. Facebook & Instagram Business for Beginners
5. Resilience Kit for Tourism Businesses
6. Recruitment, Retention and Upskilling
7. Tourism WA Media Kit 2017-2018
8. Understanding the Tourism Industry



# CIDI Takeaway Resource



**Today's CIDI  
Presentation**



**<https://tinyurl.com/CIDItakeaway>**



# Wishlist for Industry / Park / Staff Development Initiatives



# Question for Delegates

**What would YOU like to see as a deliverable program or service from the Caravan Industry Association of WA?**





# Invitation to Ask Questions

Ask today or email Michelle

[michelle@breakawaytourism.com.au](mailto:michelle@breakawaytourism.com.au)



# Thank You



CARAVAN INDUSTRY  
ASSOCIATION  
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Breakaway  
TOURISM PTY LTD

The logo for Breakaway Tourism Pty Ltd features a stylized, wavy blue line above the company name. The word "Breakaway" is in a large, dark blue serif font, and "TOURISM PTY LTD" is in a smaller, blue sans-serif font.



# CARAVAN INDUSTRY DEVELOPMENT INITIATIVE

CARAVAN INDUSTRY ASSOC. WESTERN AUSTRALIA

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