

Caravan Parks Case Study: Reflections Holiday Parks

The rise of the road trip and increase in domestic visitors during COVID-19 has aided in the recovery of the caravan park sector in many parts of the country. According to the Caravan Industry Association of Australia Accommodation Insights Report, national cabin occupancy rose by 17% (January 21 YOY).

Stuart Lamont, CEO of Caravan Industry Association of Australia said, “the caravanning and camping sector is playing a significant role in the recovery of tourism during an unprecedented time. The industry’s resilience can be credited not only to its ability to provide a safe way to vacation, but as an outlet for freedom, health and wellness during tough times.”

Despite an overall drop-off in international visitors during summer, TripTech data shows only a 12% decrease in general app engagement (viewing on the app) with Reflections Holidays Parks between December 2020 to January 2021, compared to the prior year. This highlights rising domestic engagement attributed to consistent in-app bookings for Reflections Holiday Parks compared to the same period last year.

Furthermore, visitor numbers, engagement with points of interest and contact requests showed strong results amongst the domestic market over the December 2020 to January 2021 timeframe:

POI views/taps: 49,000

Calls: 400+

Website Clicks: 800+

“Reflections has partnered with the team at CamperMate for over the last 3 years and their platform has been instrumental in contributing over \$861,000 in Revenue in FY20.”

Michelle Griffin

Group Manager Corporate Services, Reflections Holiday Parks

The full report will be detailed in an upcoming Reflections Parks Case Study.