



Media Release

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NEW VISITOR ECONOMY CAMPAIGN ELEVATES CARAVAN & CAMPING HOLIDAYS

'Feel More, Live More' is the compelling promise of a new tourism campaign launching this weekend to promote caravan and camping holidays in NSW.

Already the number one holiday accommodation choice in regional NSW, the popularity of holiday parks is set to skyrocket even further thanks to a partnership between Destination NSW and the Caravan & Camping Industry Association (CCIA) NSW.

The 'Feel More, Live More' campaign underpins the NSW Government's 'Feel New' brand, developed to differentiate NSW from other destinations by focusing on its unique and diverse natural wonders and cultural offerings.

Minister for Enterprise, Investment and Trade, Minister for Tourism and Sport and Minister for Western Sydney Stuart Ayres said the caravan and camping industry played a vital role in the visitor economy, with more than 3.5 million caravan and camping trips taken in NSW in 2021 alone, a year impacted by COVID-19*.

"The 'Feel More, Live More' campaign highlights why caravan and camping holidays are so beloved in NSW," Mr Ayres said.

"Camping and caravanning are a great way to appreciate the beauty and wonder of NSW. We know visitors now want more than a checklist of things to see. They want experiences that inspire, amaze and revitalise them and staying at one of our state's fantastic holiday parks is the perfect way to feel new.

"From the beach to the bush and everywhere in between, NSW is spoilt for choice, and I know visitors from far and wide are guaranteed to have a memorable experience. I also encourage NSW residents to get out and explore their own backyard and help turbocharge the visitor economy in regional areas."

CCIA CEO Lyndel Gray said the organisation had proudly partnered with Destination NSW for more than 10 years to deliver marketing campaigns that inspire visitors to enjoy the caravan and camping experience.

"Despite the impact of COVID-19, caravan and camping holidays still accounted for over 13 million visitor nights in NSW last year, generating more than \$2.1 billion in expenditure, much of this in regional communities across the state," Ms Gray said.

"These beautiful ads build on the emotion and strength of the 'Feel New' brand and will connect consumers to www.caravancampingsnsw.com where they can research, plan and book their next holiday."

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The 'Feel More, Live More' campaign will launch on Sunday, 12 June 2022, with television ads profiling some of the great escapes across NSW that are accessible for a caravan and camping getaway.

The TV campaign will be complemented by social and digital media ad placements across NSW targeting families, youth and the over 50-s market.

Learn more: <https://www.caravancampingnsw.com/>

View a preview of the TVC

here: <https://vimeo.com/destinationnsw/review/718578150/2c39615a9e>

For further information on the NSW Government's 'Feel New' campaign visit <https://www.destinationnsw.com.au/tourism/marketing-opportunities/feel-new-visitor-brand>

*Due to COVID-19, NSW caravan and camping visitation fell by 26% in 2020 and 2021.

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