Caravan Industry Association of Australia

INDUSTRY HEARTBEAT

DECEMBER 2020 QTR

BDO

Welcome to Heartbeat, our quarterly update on tourist accommodation trends.

This Report provides comparative analysis on changes in Occupancy, Average Daily Rate (ADR) and RevPAR across all three tourist accommodation categories of Cabins, Powered Sites and Unpowered Sites. Our analysis compares the current quarter with the same period last year, over time displaying trends to reflect market changes by state and park size. We define park size by the number of available sites and summarise ADR, Occupancy and RevPAR results in the final tables of the Report.

Key Terms

Average Daily Rate (ADR)

This measure identifies the average tariff for a Cabin, Powered Site or Unpowered Site on a daily basis. It is calculated by dividing total revenue received during the quarter for each accommodation category by the number of nights occupied.

Average Occupancy

This measure expresses the occupancy in percentage terms of Cabins, Powered Sites and Unpowered Sites for the quarter. It is calculated by dividing the number of nights occupied by the number of total available nights during the period.

Revenue Per Available Room (RevPAR)

RevPAR is a tool used to measure the overall success of various categories of accommodation within caravan parks. It is calculated by dividing total revenue received for Cabins, Powered Sites and Unpowered Sites during the quarter by the number of nights available in each accommodation category.

Booking Lead Time

is calculated as the days between the booking placed date and the booking arrival date. Only bookings that are not cancelled, with a lead time of less than 370 days, with a stay of between 1 to 31 nights and a booking total amount of at least $1 are included in this calculation.

Average Stay

is calculated as the days between the booking arrival date and the booking departure date. Only bookings that are not cancelled, with a lead time of less than 370 days, with a stay of between 1 to 31 nights and a booking total amount of at least $1 are included in this calculation.

Booking Value

is calculated as the average booking total for accommodation. Only bookings that are not cancelled, with a lead time of less than 370 days, with a stay of between 1 to 31 nights and a booking total amount of at least $1 are included in this calculation.

Our Approach

Working in collaboration with the Caravan Industry Association of Australia, BDO has collected data on behalf of the Industry from participating parks since October 2015 through our CaravanStats.com.au initiative.

With several years of data now available, we are in a position to incorporate year-on-year changes within this Report relating to overall market changes.

Disclaimer

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DEC-19 v DEC-20

Across all three tourist accommodation categories of Cabins, Powered and Unpowered Sites, the Dec-20 quarter showed strong results nationally.

While there was not much to celebrate across the tourism industry in 2020 more broadly, and particularly during the June quarter, the start of summer is showing noticeable signs of improved performance for the first time this year.

Notwithstanding this mostly positive news, COVID-19 related travel restrictions continued into the Dec-20 quarter with shut-downs in South Australia during November, parts of New South Wales (Sydney's northern beaches) and Queensland at the time of Christmas / New Year continuing to cloud domestic tourism travel.

Once again, the resilience of the caravan industry was revealed across this Christmas / New Year uncertainty with both NSW and QLD recording increases in RevPAR across all tourist accommodation categories during the Dec-20 quarter.

Tasmania (and to a lesser extent, Victoria) were the two jurisdictions that recorded weaker RevPAR performance during the Dec-20 quarter compared with last year, mostly driven by occupancy. In the case of Victoria, Powered and Unpowered sites achieved comparable RevPAR to last year while Victoria's Cabin market could not quite recover occupancy to a comparable level with last year.

CABINS

	% Occupancy	($ ADR)	($) RevPAR
Dec-19 QTR	53%	$162	$85
Dec-20 QTR	58%	$169	$97
Change	5%	$7	$12

POWERED SITES

	% Occupancy	($ ADR)	($) RevPAR
Dec-19 QTR	41%	$50	$21
Dec-20 QTR	45%	$52	$23
Change	4%	$2	$2

UNPOWERED SITES

	% Occupancy	($ ADR)	($) RevPAR
Dec-19 QTR	13%	$42	$5
Dec-20 QTR	15%	$44	$7
Change	2%	$2	$2

CABINS

Dec Quarter - 2017 to 2020

The graphs below show the Year on Year change in RevPAR for Cabins over the past 3 years during the Dec Quarter.

RevPAR Change

SA

2017 $79 **2020** $81 3 Yr Diff: $2

2018	2019	2020
$1.7	-$2.9	$3.4

WA

2017 $68 **2020** $102 3 Yr Diff: $34

2018	2019	2020
$1.6	$8.5	$24.0

NT

2017 $62 **2020** $56 3 Yr Diff: -$6

2018	2019	2020
-$34.6	$6.6	$22.3

QLD

2017 $82 **2020** $102 3 Yr Diff: $20

2018	2019	2020
$7.2	$7.9	$4.4

NSW

2017 $93 **2020** $110 3 Yr Diff: $17

2018	2019	2020
-$3.5	$0.5	$20.7

VIC

2017 $75 **2020** $81 3 Yr Diff: $6

2018	2019	2020
$4.5	$6.7	-$5.5

TAS

2017 $82 **2020** $61 3 Yr Diff: -$21

2018	2019	2020
-$6.9	$17.6	-$31.0

Booking Lead Time	**46.3 Days** 54.1 Days Last Year
Average Stay	**2.8 Nights** 2.7 Nights Last Year
Booking Value	**$467 Inc. GST** $424 Inc. GST Last Year

Revenue per Available Room (RevPAR) for Cabins increased during the Dec-20 quarter in all jurisdictions excluding VIC and TAS

The increase was particularly noticed in WA and NSW where both occupancy and daily rate improved. These increases were in the context of rolling lock-down measures announced across CBD Sydney over the Christmas period in response to a COVID-19 cluster outbreak from Sydney's Northern Beaches.

In light of sustained and rapidly-changing travel restrictions that impacted SA, NSW and QLD in particular during the Dec-20 quarter with almost no notice, it was unsurprising that booking lead time for Cabins reduced from 54.1 days in the Dec-19 quarter to 46.3 days in the Dec-20 quarter, reflecting a more reactionary domestic tourist market.

As has been the case throughout 2020, during the Dec-20 quarter guests were generally staying longer and spending more when they did book with their overall spend in the park increasing by $43 to $467 (inc. GST).

Victoria's extended shut-down throughout 2020 in the Greater Melbourne and regional areas is likely to have contributed towards a drop in occupancy of 5.6% during the Dec-20 quarter as booking pick-up since restrictions have eased has not been sufficient to fill available inventory to the same extent as last year.

Tasmania relies heavily on tourism from international guests, as well as domestic travel particularly from Victoria and New South Wales. With no international travel, and extended shut downs in Victoria limiting both Victorians travelling domestically and access to the ferry from Melbourne, Tasmania reported a drop in occupancy of 19%.

Notwithstanding significant headwinds experienced this year, the Cabin market finished 2020 on a high with both Occupancy, ADR and RevPAR during the Dec-20 quarter exceeding last year's results nationally

CABINS

Dec Quarter - 2017 to 2020

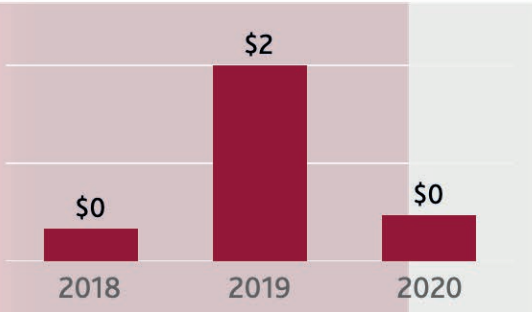
The graphs below show the Year on Year change in Average Daily Rate ($ ADR) and Average Occupancy for Cabins over the past 3 years during the Dec Quarter.

($) ADR Change

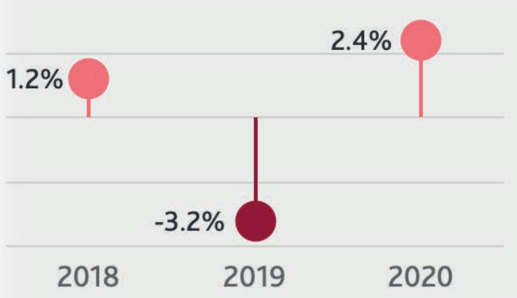
Occupancy Change

SA

2017 $129 **2020** $131 $2

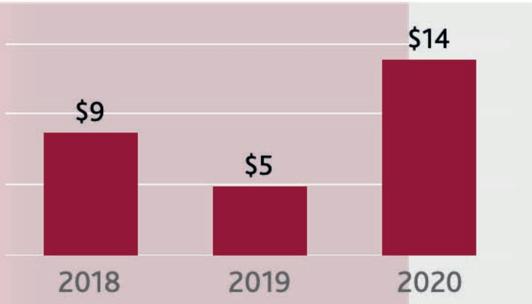


2017 62% **2020** 62% 0%

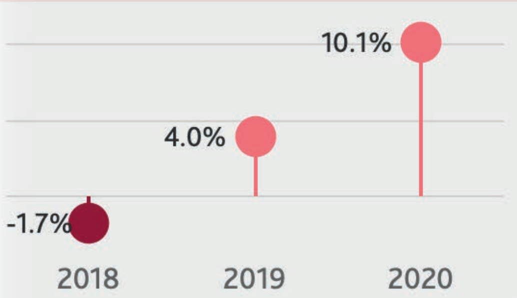


WA

2017 $142 **2020** $169 $27

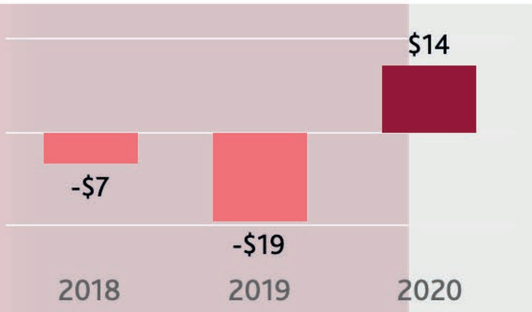


2017 48% **2020** 60% 12%

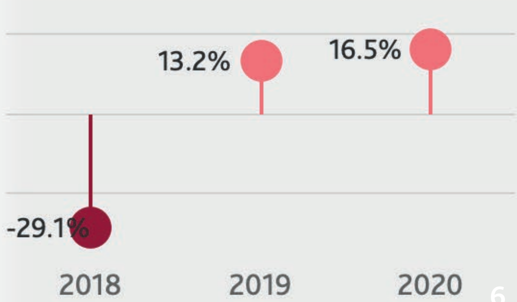


NT

2017 $113 **2020** $102 -$11



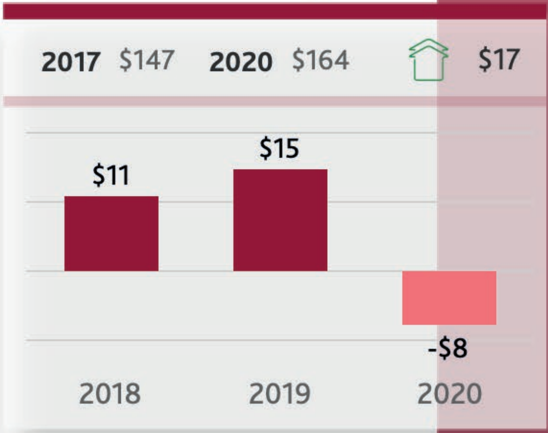
2017 55% **2020** 56% 1%

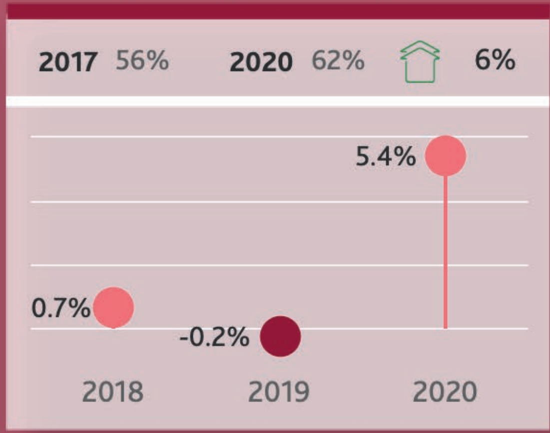


($) ADR Change

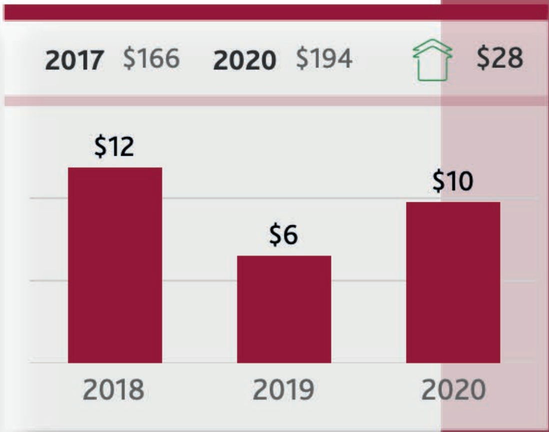
Occupancy Change

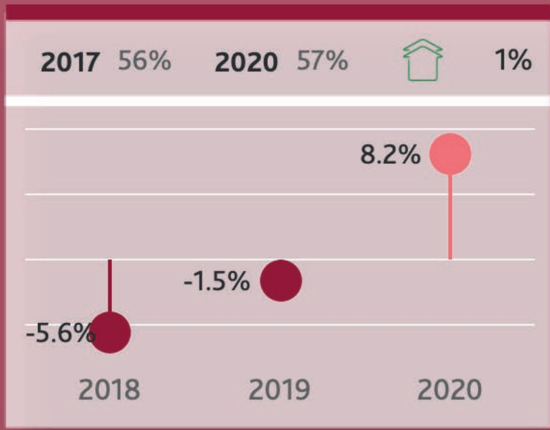
QLD



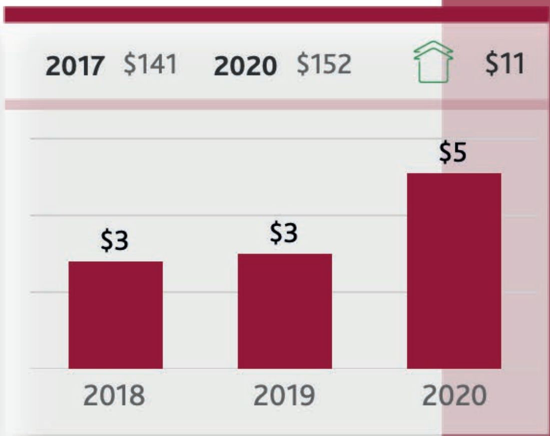


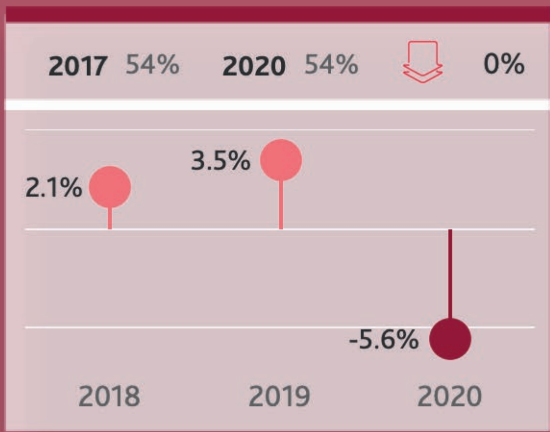
NSW



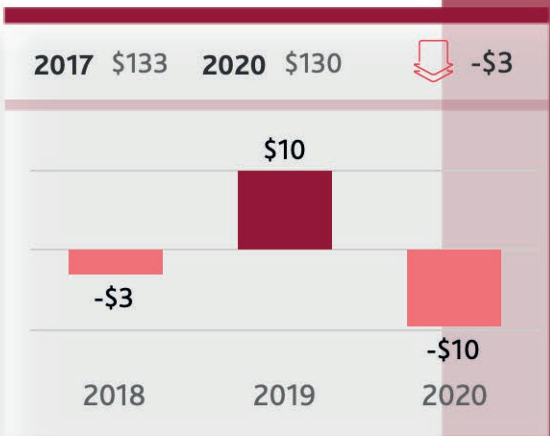


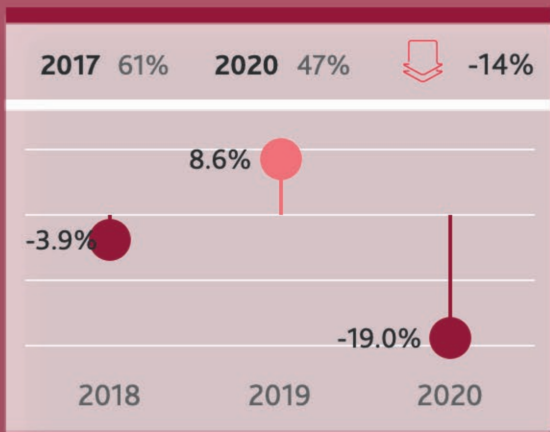
VIC





TAS





POWERED SITES

Dec Quarter - 2017 to 2020

The graphs below show the Year on Year change in RevPAR for Powered Sites over the past 3 years during the Dec Quarter.

RevPAR Change

SA

2017 $15 **2020** $16 3 Yr Diff: $1

2018	2019	2020
$0.6	$1.1	-$0.3

WA

2017 $16 **2020** $19 3 Yr Diff: $3

2018	2019	2020
-$0.7	$2.8	$0.6

NT

2017 $5 **2020** $3 3 Yr Diff: -$2

2018	2019	2020
-$0.8	-$0.7	-$0.5

QLD

2017 $22 **2020** $28 3 Yr Diff: $6

2018	2019	2020
-$1.1	$1.5	$5.3

NSW

2017 $20 **2020** $26 3 Yr Diff: $6

2018	2019	2020
$1.3	$1.5	$3.4

VIC

2017 $17 **2020** $19 3 Yr Diff: $2

2018	2019	2020
$1.3	-$0.1	$0.7

TAS

2017 $21 **2020** $17 3 Yr Diff: -$4

2018	2019	2020
-$0.2	$1.9	-$6.0

Booking Lead Time	**47.8 Days** 46.9 Days Last Year
Average Stay	**4.1 Nights** 3.6 Nights Last Year
Booking Value	**$214 Inc. GST** $185 Inc. GST Last Year

Occupancy, ADR and RevPAR were all stronger for Powered Sites during the Dec-20 quarter compared with last year nationally

While there were favourable results nationally, within the States and Territories these numbers vary significantly.

ADR did not reduce in any jurisdiction during the Dec-20 quarter (relative to last year), however the rate of increase, coupled with movement in Occupancy mostly drove the difference between jurisdictions.

Strict border controls into QLD that were in place during the Sept-20 quarter have eased. This relaxation of border controls into QLD appears to have halted weaker than usual powered site occupancy, with an increase in QLD during the Dec-20 quarter of 10.4% relative to the Dec-19 quarter last year. NSW also reported a strong increase compared to the prior year of 5.6%. Which, in context are the two states that were impacted for the longest period by COVID-19 related outbreaks during the Dec-20 quarter (over the Christmas / New Year period).

In contrast, all other jurisdictions reported a decrease in occupancy for the Dec-20 quarter when compared to the prior year.

RevPAR increased for NSW, QLD and WA, while all other states reported a decrease. The largest decrease was reported in Tasmania as the flow-on effects of international and domestic travel restrictions impacted overall tourist accommodation demand in Tasmania during the Dec-20 quarter.

As with Cabins, and continuing the trend witnessed during the 2020 calendar year more broadly, guests are staying longer and spending more when they are able to book a Powered Site. However, unlike Cabins, Booking Lead Time increased slightly from last year, suggesting comparable forward planning during the Dec-20 quarter compared with last year.

POWERED SITES

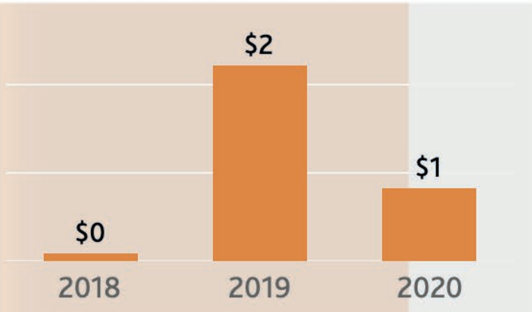
Dec Quarter - 2017 to 2020

The graphs below show the Year on Year change in Average Daily Rate ($ ADR) and Average Occupancy for Powered Sites over the past 3 years during the Dec Quarter.

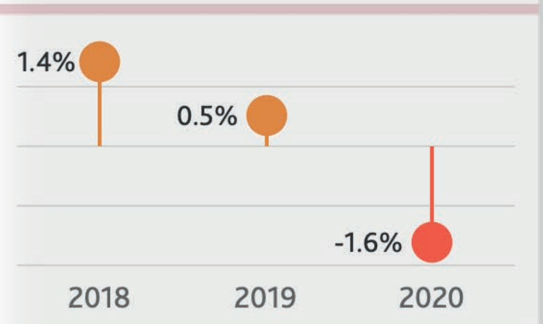
($) ADR Change | Occupancy Change

SA

2017 $38 **2020** $42 $4

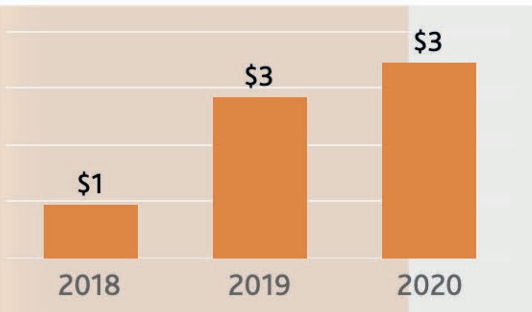


2017 39% **2020** 40% 1%

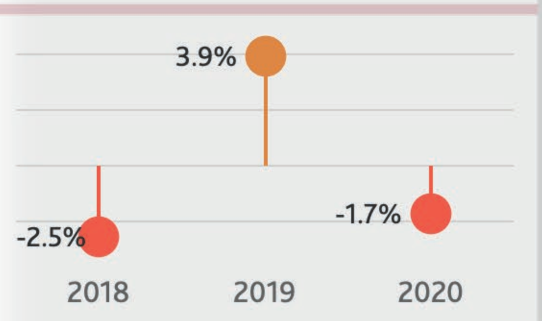


WA

2017 $41 **2020** $48 $7

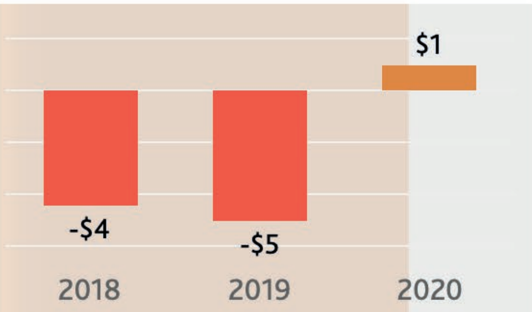


2017 40% **2020** 40% 0%

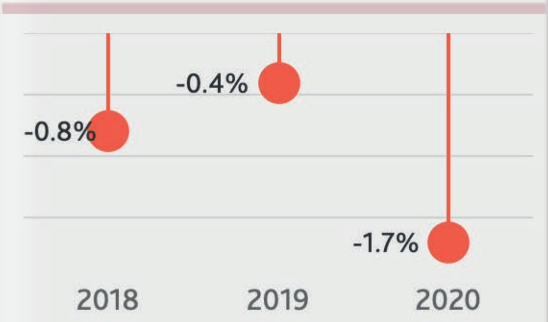


NT

2017 $42 **2020** $33 -$9



2017 12% **2020** 9% -3%

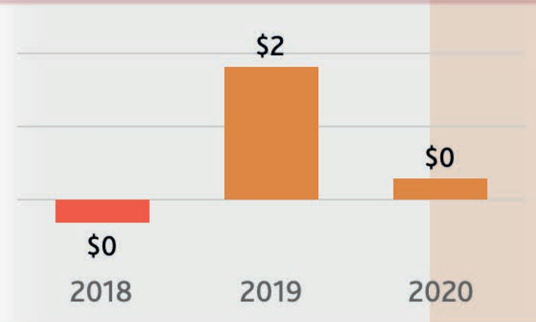


($) ADR Change

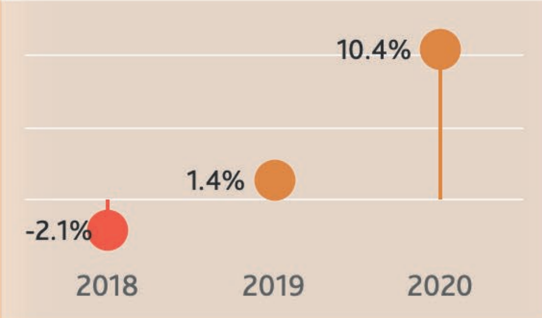
Occupancy Change

QLD

2017 $48 **2020** $50 $2

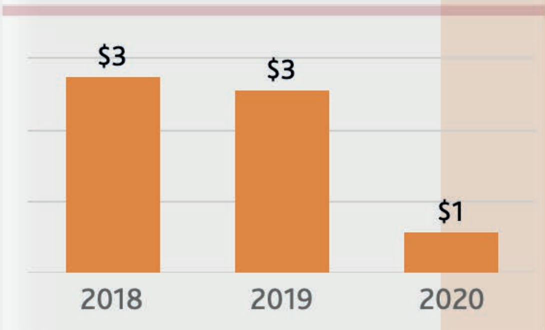


2017 46% **2020** 55% 9%

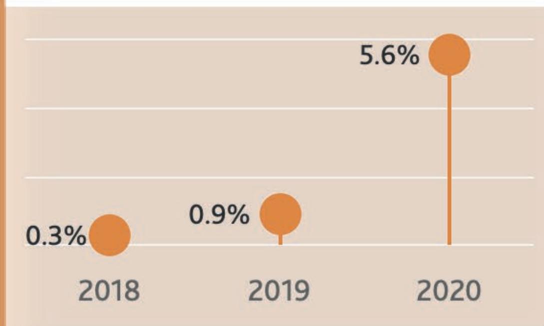


NSW

2017 $51 **2020** $56 $5

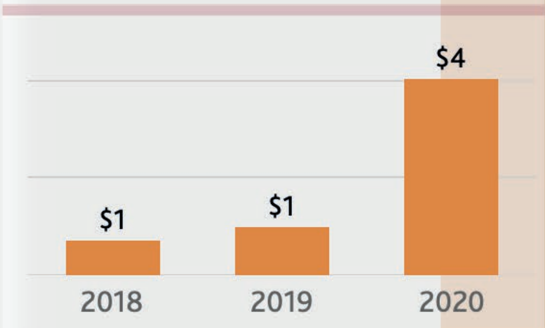


2017 40% **2020** 47% 7%

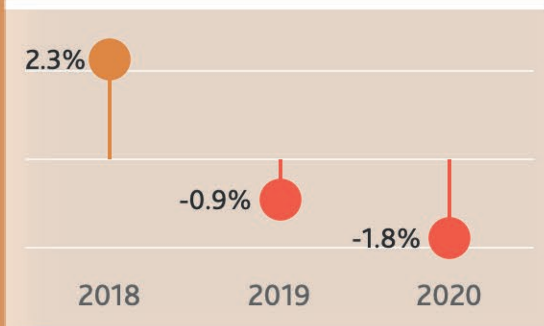


VIC

2017 $45 **2020** $51 $6

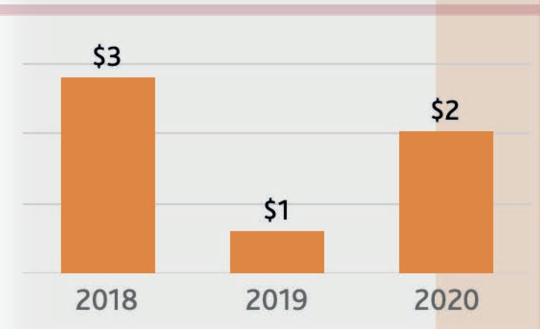


2017 38% **2020** 37% -1%

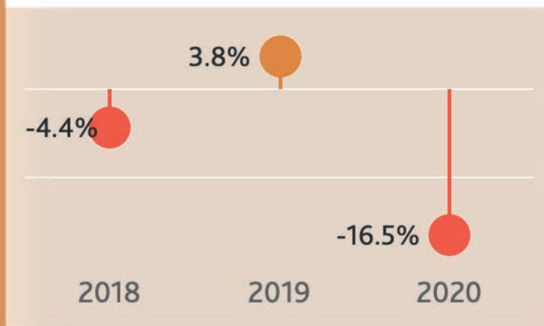


TAS

2017 $38 **2020** $43 $5



2017 56% **2020** 38% -18%



UNPOWERED SITES

Dec Quarter - 2017 to 2020

The graphs below show the Year on Year change in RevPAR for Unpowered Sites over the past 3 years during the Dec Quarter.

RevPAR Change

SA

2017 $4 **2020** $5 3 Yr Diff: $1

2018	2019	2020
-$0.3	$0.5	$0.6

WA

2017 $8 **2020** $8 3 Yr Diff: $0

2018	2019	2020
-$0.1	$0.7	-$0.4

NT

2017 $2 **2020** $1 3 Yr Diff: -$1

2018	2019	2020
$0.6	$0.6	-$2.3

QLD

2017 $6 **2020** $9 3 Yr Diff: $3

2018	2019	2020
$0.4	$0.8	$1.8

NSW

2017 $5 **2020** $6 3 Yr Diff: $1

2018	2019	2020
-$0.3	$0.4	$1.4

VIC

2017 $5 **2020** $7 3 Yr Diff: $2

2018	2019	2020
$0.5	$0.1	$1.4

TAS

2017 $11 **2020** $7 3 Yr Diff: -$4

2018	2019	2020
-$0.1	-$0.4	-$3.5

Booking Lead Time	**22.0 Days** 24.9 Days Last Year
Average Stay	**2.6 Nights** 2.3 Nights Last Year
Booking Value	**$110 Inc. GST** $98 Inc. GST Last Year

Unpowered Site performance was stronger across all measures (Occupancy, ADR and RevPAR) nationally during the Dec-20 quarter

This represents the first quarter during calendar year 2020 where Unpowered Sites have improved their performance relative to 2019.

As was the case with Powered Sites, while performance nationally was strong, driven largely by the eastern seaboard (QLD, NSW and VIC), results across the jurisdictions varied significantly.

Tasmania continues to be hardest hit of all States, with a significant drop in Unpowered Site Occupancy of 10.1% resulting in the largest drop in RevPAR of all States at $3.50 compared to the same quarter in the prior year.

Relative to the other jurisdictions, Western Australia has performed well and has weathered calendar year 2020 with comparably minor intrastate economic disruption caused by COVID-19. During the Dec-20 quarter Cabins in WA had the highest increase in RevPAR across all jurisdictions, however RevPAR from Powered Sites in WA were mostly stagnant and RevPAR from Unpowered Sites fell slightly. Across both Powered and Unpowered Sites, Occupancy fell in WA, indicating a preference towards roofed accommodation during the start of summer.

South Australia reported modest growth in RevPAR on the back of an increase in ADR, while Occupancy fell slightly to mostly offset the gains from increasing the tariff.

Across all tourist accommodation categories during the Dec-20 quarter, guests stayed longer in Unpowered Sites compared with last year (2.6 nights, up from 2.3 nights last year) which increased the average booking spend to $100 inc. GST for Unpowered Sites.

UNPOWERED SITES

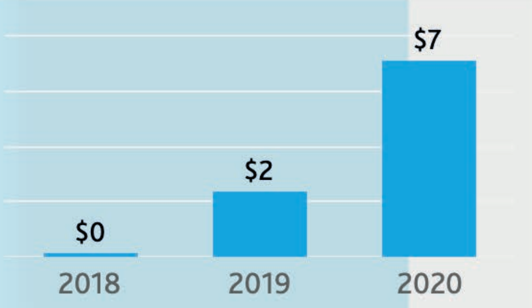
Dec Quarter - 2017 to 2020

The graphs below show the Year on Year change in Average Daily Rate ($ ADR) and Average Occupancy for Unpowered Sites over the past 3 years during the Dec Quarter.

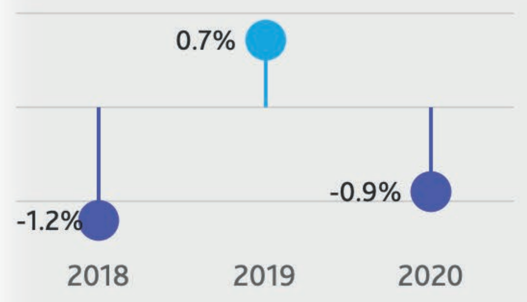
($) ADR Change | Occupancy Change

SA

2017 $29 **2020** $39 $10

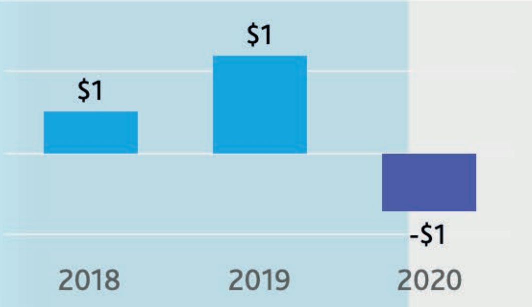


2017 14% **2020** 12% -2%

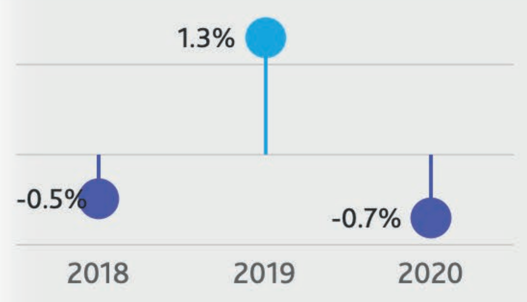


WA

2017 $34 **2020** $35 $1

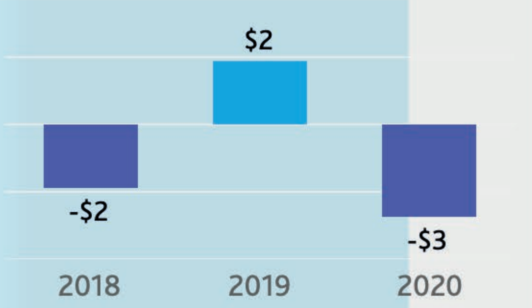


2017 23% **2020** 23% 0%

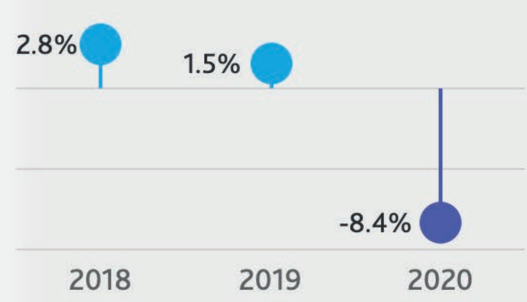


NT

2017 $26 **2020** $24 -$2



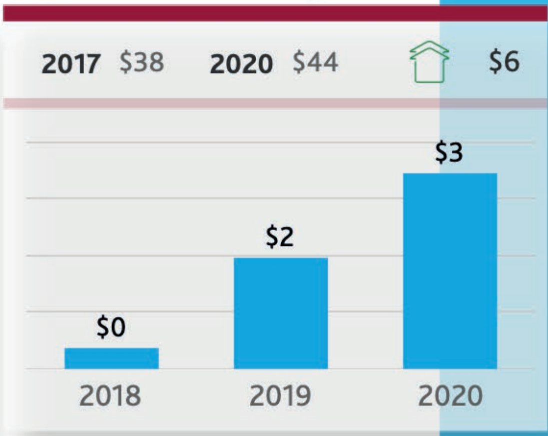
2017 8% **2020** 3% -5%

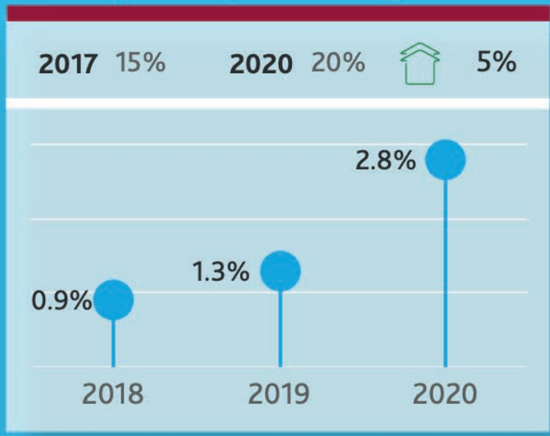


($) ADR Change

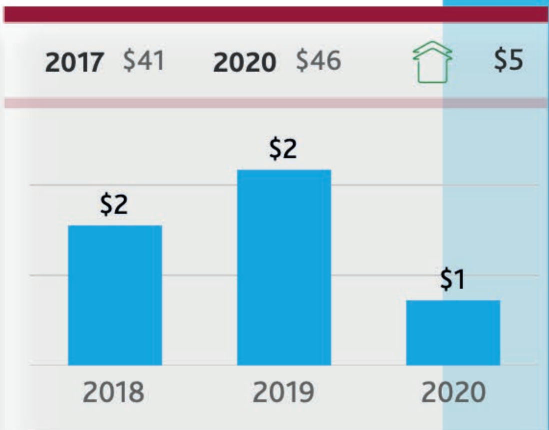
Occupancy Change

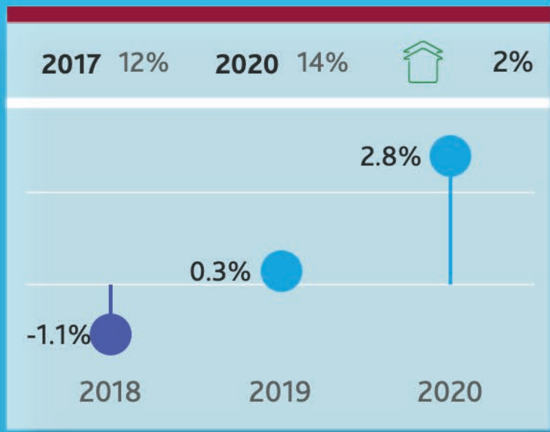
QLD



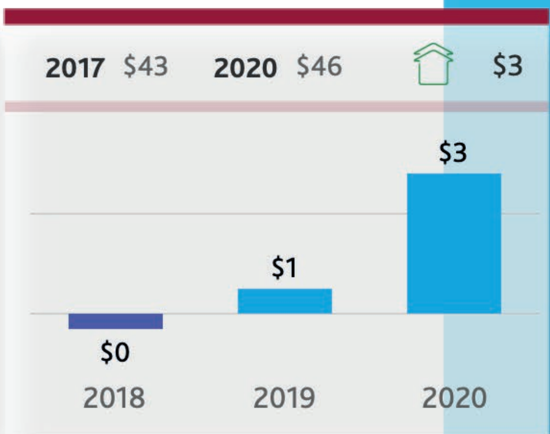


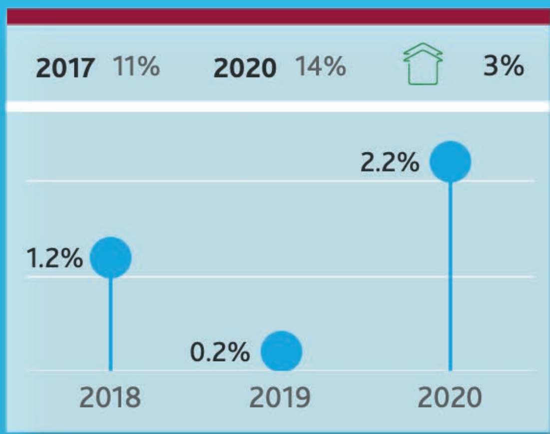
NSW



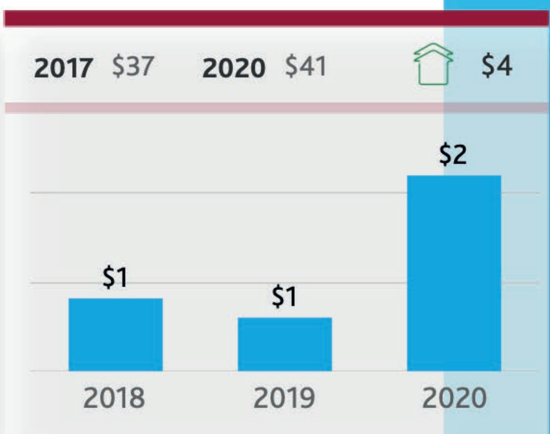


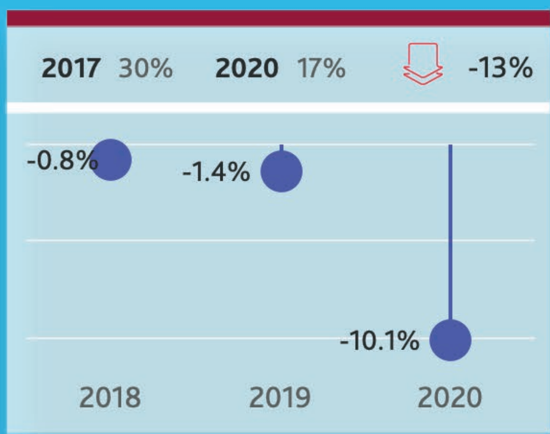
VIC





TAS





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DATA TABLES

Detailed quarterly accommodation performance measures based on Park Size (number of sites), State and Category Type are provided in the following pages.

ADR, OCCUPANCY & REVPAR TABLES

			($) ADR			(%) Occupancy			($) RevPAR			
Category	State	Sites in Park	2019	2020	Diff.	2019	2020	Diff.	2019	2020	Diff.	Parks In Sample
Cabins Dec Quarter	NSW	< 15 Sites	$148	$158	$10	65%	57%	-8%	$96	$90	-$6	49
		16-35 Sites	$169	$181	$12	52%	57%	5%	$88	$103	$15	64
		36-55 Sites	$203	$216	$13	62%	69%	7%	$126	$148	$22	14
		> 55 Sites	$217	$220	$3	35%	40%	5%	$76	$87	$11	14
	NT	36-55 Sites	$96	$97	$1	37%	57%	20%	$35	$56	$21	3
	QLD	< 15 Sites	$144	$143	-$1	55%	66%	11%	$79	$94	$15	23
		16-35 Sites	$145	$148	$3	59%	67%	8%	$85	$99	$14	25
		36-55 Sites	$125	$96	-$29	41%	61%	20%	$52	$59	$7	6
		> 55 Sites	$214	$207	-$7	62%	57%	-5%	$132	$118	-$14	7
	SA	< 15 Sites	$120	$120	$0	59%	51%	-8%	$71	$62	-$9	9
		16-35 Sites	$141	$141	$0	62%	64%	2%	$87	$91	$4	11
		36-55 Sites	$144	$120	-$24	61%	67%	6%	$88	$80	-$8	8
		> 55 Sites	$121	$131	$10	58%	58%	0%	$70	$76	$6	6
	TAS	16-35 Sites	$137	$117	-$20	70%	56%	-14%	$95	$65	-$30	6
		36-55 Sites		$134			54%			$73		4
	VIC	< 15 Sites	$112	$119	$7	58%	54%	-4%	$65	$64	-$1	23
		16-35 Sites	$133	$134	$1	57%	55%	-2%	$76	$73	-$3	29
		36-55 Sites	$172	$169	-$3	58%	52%	-6%	$100	$88	-$12	12
		> 55 Sites	$162	$181	$19	70%	56%	-14%	$113	$102	-$11	4
	WA	< 15 Sites	$153	$134	-$19	49%	51%	2%	$75	$69	-$6	8
		16-35 Sites	$160	$144	-$16	52%	60%	8%	$83	$86	$3	21
		36-55 Sites		$136			58%			$79		5
		> 55 Sites	$152	$177	$25	48%	59%	11%	$73	$104	$31	9

ADR, OCCUPANCY & REVPAR TABLES

Category	State	Sites in Park	($) ADR 2019	($) ADR 2020	($) ADR Diff.	(%) Occupancy 2019	(%) Occupancy 2020	(%) Occupancy Diff.	($) RevPAR 2019	($) RevPAR 2020	($) RevPAR Diff.	Parks In Sample
Powered Sites Dec Quarter	NSW	< 15 Sites	$36	$42	$6	45%	42%	-3%	$16	$18	$2	9
		16-35 Sites	$42	$43	$1	41%	42%	1%	$17	$18	$1	24
		36-55 Sites	$44	$43	-$1	40%	42%	2%	$18	$18	$0	22
		> 55 Sites	$58	$58	$0	41%	46%	5%	$24	$27	$3	81
	NT	> 55 Sites	$32	$33	$1	11%	10%	-1%	$4	$3	-$1	4
	QLD	16-35 Sites		$40			39%			$16		5
		36-55 Sites	$43	$47	$4	40%	59%	19%	$17	$27	$10	12
		> 55 Sites	$50	$52	$2	46%	59%	13%	$23	$31	$8	42
	SA	16-35 Sites		$29			42%			$12		3
		36-55 Sites	$48	$41	-$7	55%	55%	0%	$26	$23	-$3	7
		> 55 Sites	$40	$43	$3	40%	38%	-2%	$16	$16	$0	20
	TAS	16-35 Sites	$37	$41	$4	66%	37%	-29%	$24	$15	-$9	4
		36-55 Sites	$44	$44	$0	48%	37%	-11%	$21	$17	-$4	6
		> 55 Sites		$49			38%			$19		3
	VIC	< 15 Sites	$38	$37	-$1	39%	48%	9%	$15	$18	$3	6
		16-35 Sites	$40	$43	$3	39%	34%	-5%	$15	$15	$0	17
		36-55 Sites	$41	$43	$2	41%	41%	0%	$17	$18	$1	14
		> 55 Sites	$49	$51	$2	39%	37%	-2%	$19	$19	$0	31
	WA	16-35 Sites		$33			45%			$15		4
		36-55 Sites	$47	$41	-$6	53%	35%	-18%	$25	$15	-$10	8
		> 55 Sites	$45	$46	$1	40%	38%	-2%	$18	$18	$0	25

ADR, OCCUPANCY & REVPAR TABLES

			($) ADR			(%) Occupancy			($) RevPAR			
Category	State	Sites in Park	2019	2020	Diff.	2019	2020	Diff.	2019	2020	Diff.	Parks In Sample
Unpowered Sites Dec Quarter	NSW	< 15 Sites	$49	$47	-$2	31%	34%	3%	$15	$16	$1	28
		16-35 Sites	$46	$47	$1	24%	23%	-1%	$11	$11	$0	28
		36-55 Sites	$45	$54	$9	30%	27%	-3%	$14	$15	$1	6
		> 55 Sites	$43	$44	$1	7%	10%	3%	$3	$5	$2	19
	QLD	< 15 Sites	$37	$38	$1	17%	25%	8%	$6	$9	$3	15
		16-35 Sites	$42	$42	$0	32%	36%	4%	$13	$15	$2	13
		> 55 Sites	$40	$47	$7	13%	16%	3%	$5	$7	$2	6
	SA	< 15 Sites	$33	$35	$2	29%	18%	-11%	$10	$6	-$4	5
		16-35 Sites	$33	$37	$4	18%	14%	-4%	$6	$5	-$1	5
		> 55 Sites	$31	$43	$12	9%	10%	1%	$3	$5	$2	4
	TAS	< 15 Sites	$23			24%			$5		-$5	3
		16-35 Sites		$39			26%			$10		3
	VIC	< 15 Sites	$46	$49	$3	29%	29%	0%	$13	$14	$1	9
		16-35 Sites	$37	$39	$2	15%	13%	-2%	$6	$5	-$1	8
		> 55 Sites	$45	$46	$1	11%	14%	3%	$5	$6	$1	8
	WA	< 15 Sites	$28	$21	-$7	21%	27%	6%	$6	$6	$0	11
		16-35 Sites	$33	$39	$6	36%	24%	-12%	$12	$9	-$3	6

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