



**Caravan
Industry**

Association of Australia

Caravan Park

Guest Review Report 2025

Powered by

Shiji

REVIEWPRO REPUTATION

About This Report

The Caravan Park Guest Review Report 2025 provides a comprehensive analysis of guest feedback and sentiment across Australia's caravan park sector. This report draws on data collected by Shiji ReviewPro Reputation from a sample of 1,000 caravan parks nationwide during the 2024 calendar year.

This report examines multiple dimensions of guest sentiment including:

- Global Review Index™ (GRI) scores
- Review volumes by source
- Department-specific ratings (Cleanliness, Location, Room, Service, Value)
- Management response rates
- Guest demographics by language and country of origin
- Market segmentation by trip type

It is reported at the national, state, and [Caravan Park accreditation](#) level and broken down by review sources, sentiment, and other key metrics.

Methodology

In 2024, a total of 170,688 reviews and 488,171 mentions in review comments were collected by Shiji ReviewPro Reputation from 14 review sites and online travel agencies (OTAs) in 23 languages. The 2024 dataset is based on reviews posted between 1 January and 31 December 2024.

Find out more about how [Shiji ReviewPro Reputation collects reviews here](#).

Sample Sizes

New South Wales (NSW): 290 parks

Northern Territory (NT): 37 parks

Queensland (QLD): 228 parks

South Australia (SA): 109 parks

Tasmania (TAS): 36 parks

Victoria (VIC): 193 parks

Western Australia (WA): 108 parks

Accredited parks: 428

Non-accredited parks: 572

Introduction

The guest experience bounce-back: What's working and *what needs work*



Claudia Schmitz
Insights and Data
Caravan Industry Association of Australia

I'm pleased to present the 2025 Guest Review Report for Australia's caravan park sector. Despite ongoing cost-of-living pressures, our industry has demonstrated remarkable resilience, maintaining a strong National Global Review Index™ of 85.2%.

In analysing over 170,600 guest reviews in 2024, we've discovered encouraging trends, particularly among accredited parks which consistently outperform non-accredited ones. Booking.com (56%) and Google (31%) remain your most important review channels, together representing 87% of all guest opinions.

We're seeing positive signs of international tourism recovery through increasing multilingual reviews, though Australian travellers still provide most feedback. Families continue to be your largest market segment at 44% of all reviews.

I'm particularly encouraged that park managers are committed to reacting to guest feedback, with accredited parks responding to 58% of actionable reviews compared to 51% for non-accredited properties.

Why does this matter? In today's market, reviews directly influence booking decisions and provide invaluable insights for improvement. The parks that actively engage with guest feedback create a continuous cycle of enhancement that drives satisfaction, loyalty and profitability.

This report offers valuable strategies to leverage guest feedback for your park's success. I trust this report provides valuable insights to inform your strategic planning and benchmarking.

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About Shiji ReviewPro Reputation

Shiji ReviewPro Reputation provides the world's leading guest experience software solutions in one powerful platform. Their aim is to help the hospitality industry become more profitable by gathering, understanding, and acting upon guest feedback data. Their unified Guest Experience Platform includes Hotel Reputation, Guest Surveys, Case Management, and Guest Communications.

Shiji's ReviewPro Reputation owns the industry-standard online reputation score, the Global Review Index™ (GRI™), a propriety algorithm based on review data collected from 140+ OTAs and review sites in 45+ languages. Globally renowned brands like Radisson Hotel Group, Kempinski Hotels, and Mèlia Hotels International, rely on Shiji's ReviewPro Reputation to continually learn from their guests, improve their operations, enjoy steady growth, and drive revenue. Shiji ReviewPro Reputation's flexible, cloud-based guest experience platform is fully secure and integrated to enable clients to focus on serving their clients in the best possible way. Shiji ReviewPro Reputation offers over a decade of experience and investment in innovation to ensure they continue to be the benchmark of the industry.

With over 60,000 establishments in 150+ countries, Shiji ReviewPro Reputation offers the technology, support, and education to empower their clients to be better. Find out more about Shiji ReviewPro Reputation at <https://www.shijigroup.com/reviewpro-reputation>

Key Findings

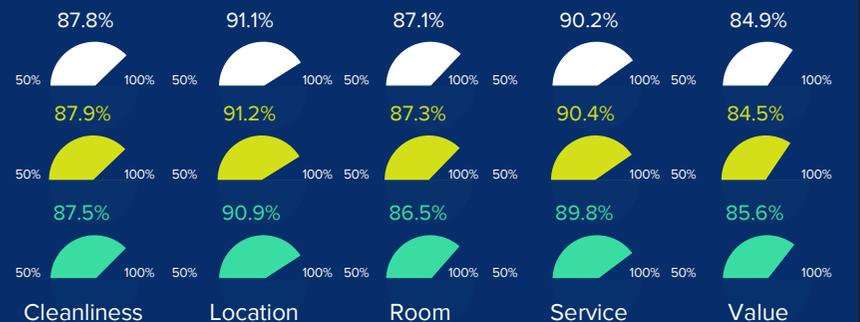
Global Review Index™

An overview of the GRI™ by accredited, non-accredited, and all caravan parks in 2024.



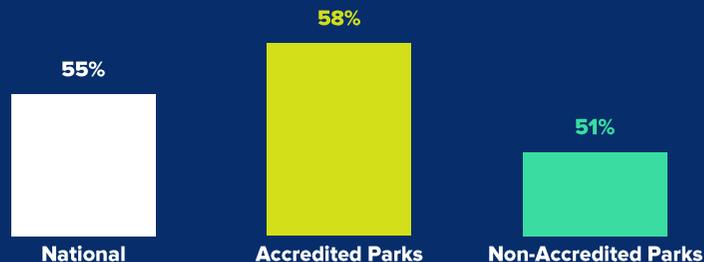
Department Scores

Overview of guest satisfaction of key aspects of caravan parks.



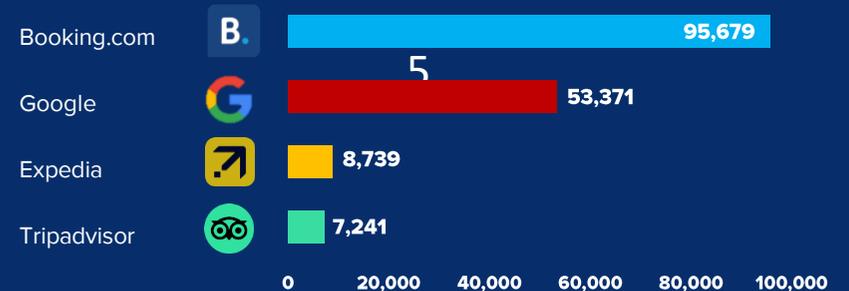
Review Response

The percentage of responsible reviews that accredited, non-accredited, and all caravan parks replied to in 2024.



Review Volume by Source

The total number of reviews registered on review platforms in 2024.

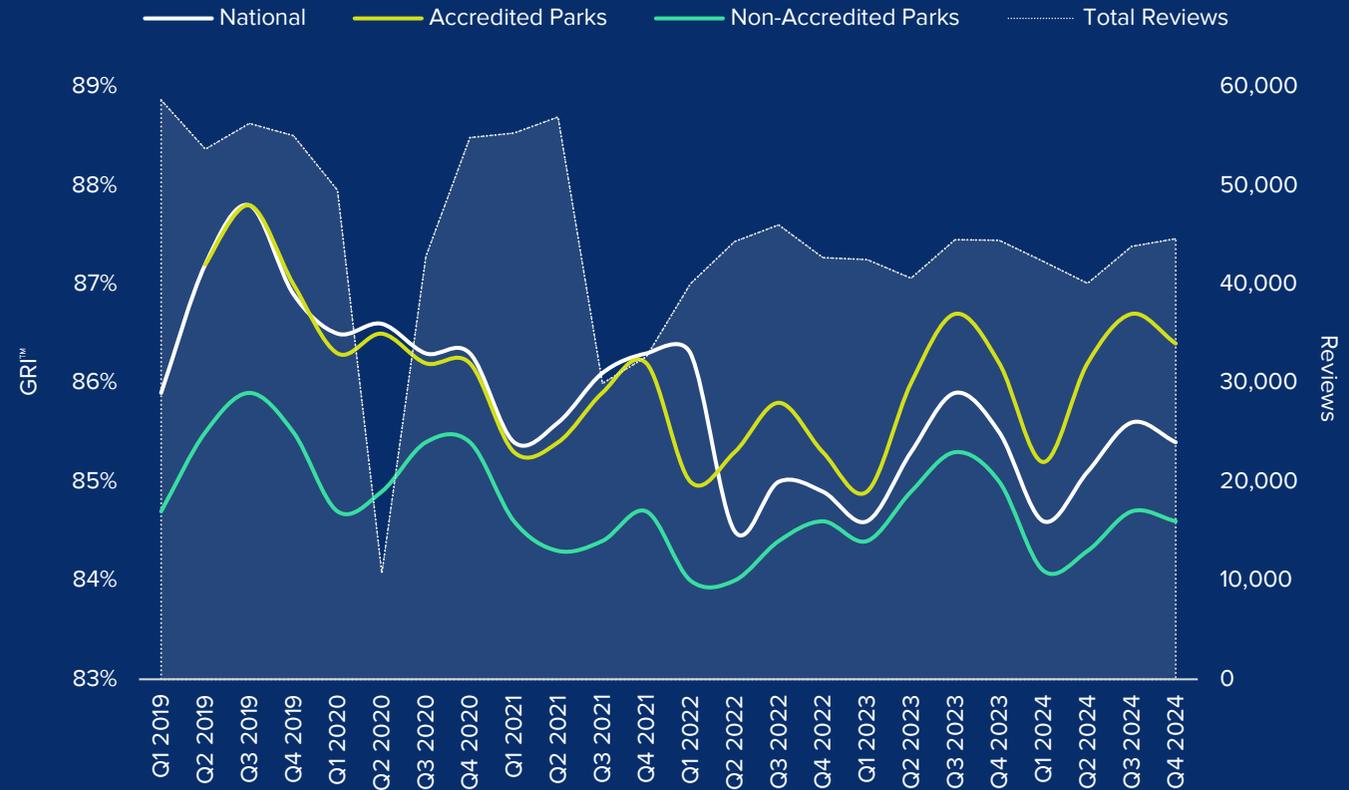


GRI™ Metrics

The national GRI™ reached an average of 85.2% in 2024, with the highest score recorded in the September quarter, at 85.6%.

Accredited caravan parks outperformed non-accredited parks in terms of GRI™ across the year, with an annual gap of 1.7 percentage points. GRI™ scores for both groups were highest in the third quarter of the year and lowest in the January quarter.

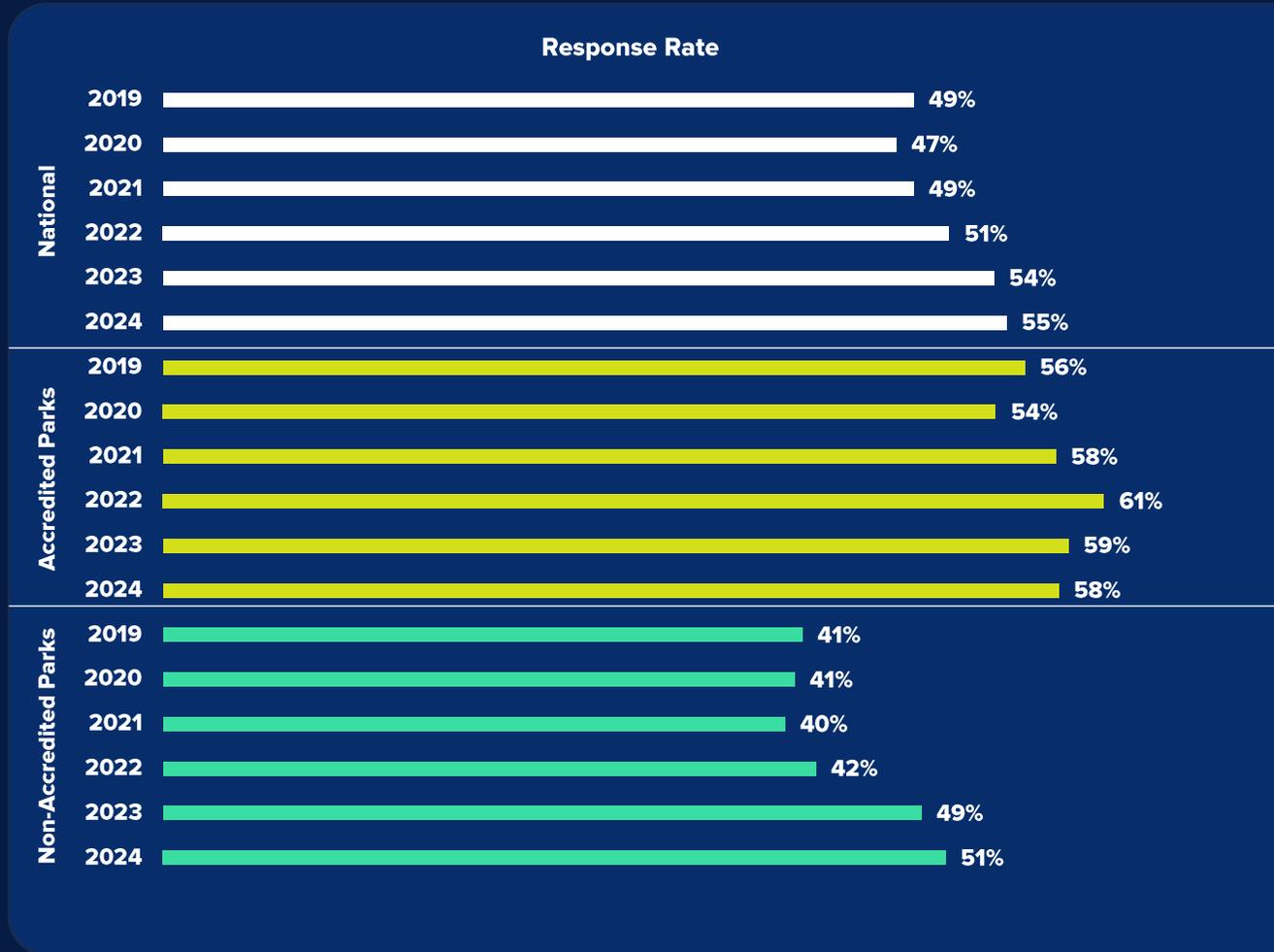
A total of 170,688 reviews were collected across review platforms in 2024, with the second half of the year registering slightly more reviews (52%) compared to the first six months of 2024. The final quarter of the year registered the highest number of reviews among quarters.



Management Responses

Nationally, there were a total of 108,945 responsible reviews posted in 2024. Accredited parks accounted for 55% of the total “responsible” reviews, while non-accredited parks account for 45%. This means accredited parks received more “responsible” reviews than non-accredited parks.

Caravan park managers had a response rate of 58% in 2024, whilst non-accredited park managers responded to half of “responsible” reviews (51%). The higher response rate of accredited park management compared to non-accredited park managers points to a more proactive approach to customer engagement.

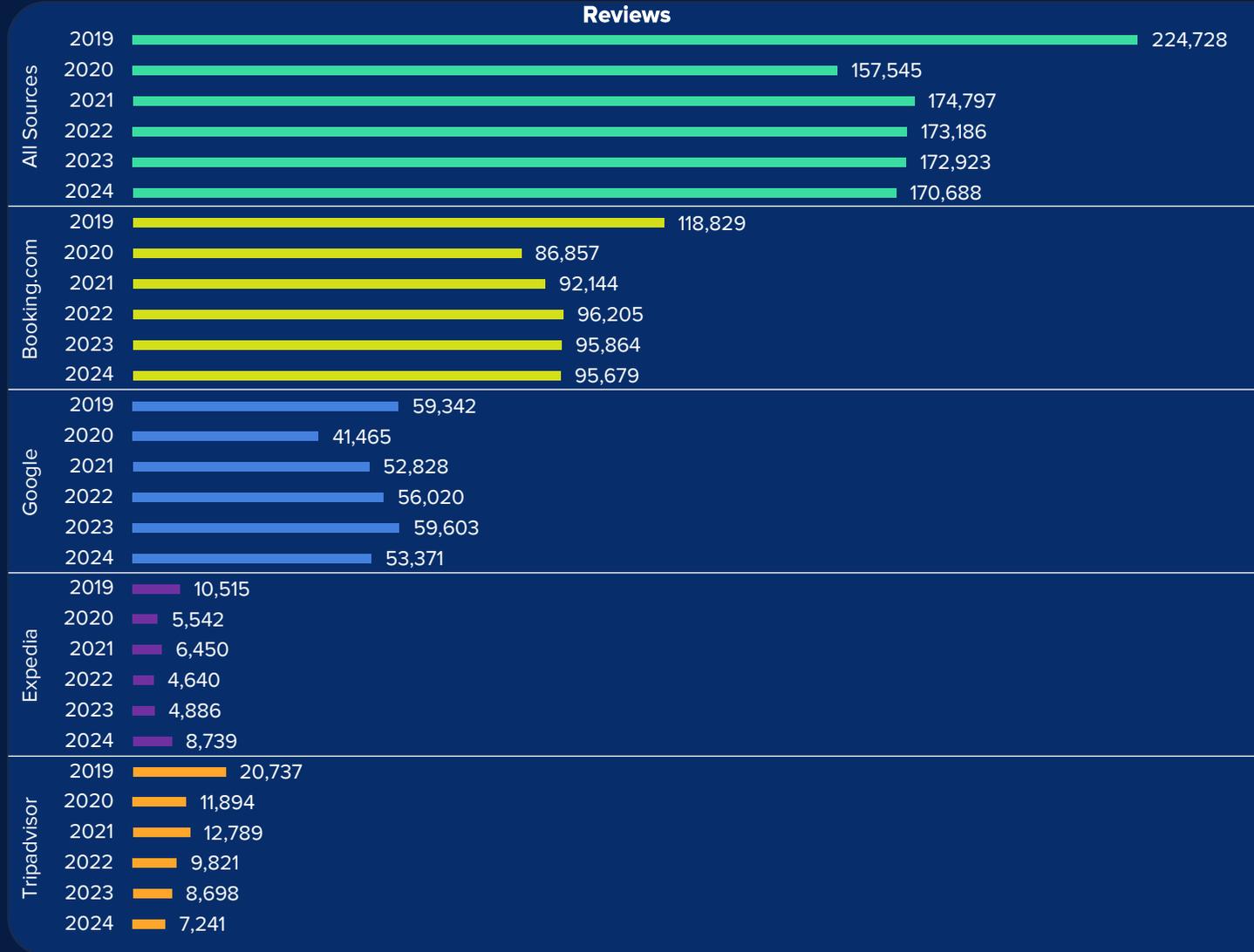


Review Volume by Source

In 2024, a total of 170,688 reviews were captured from guests to Australian caravan parks across online review platforms.

Booking.com emerged as the leading platform, registering over 95,600 reviews, followed by Google with over 53,300 reviews.

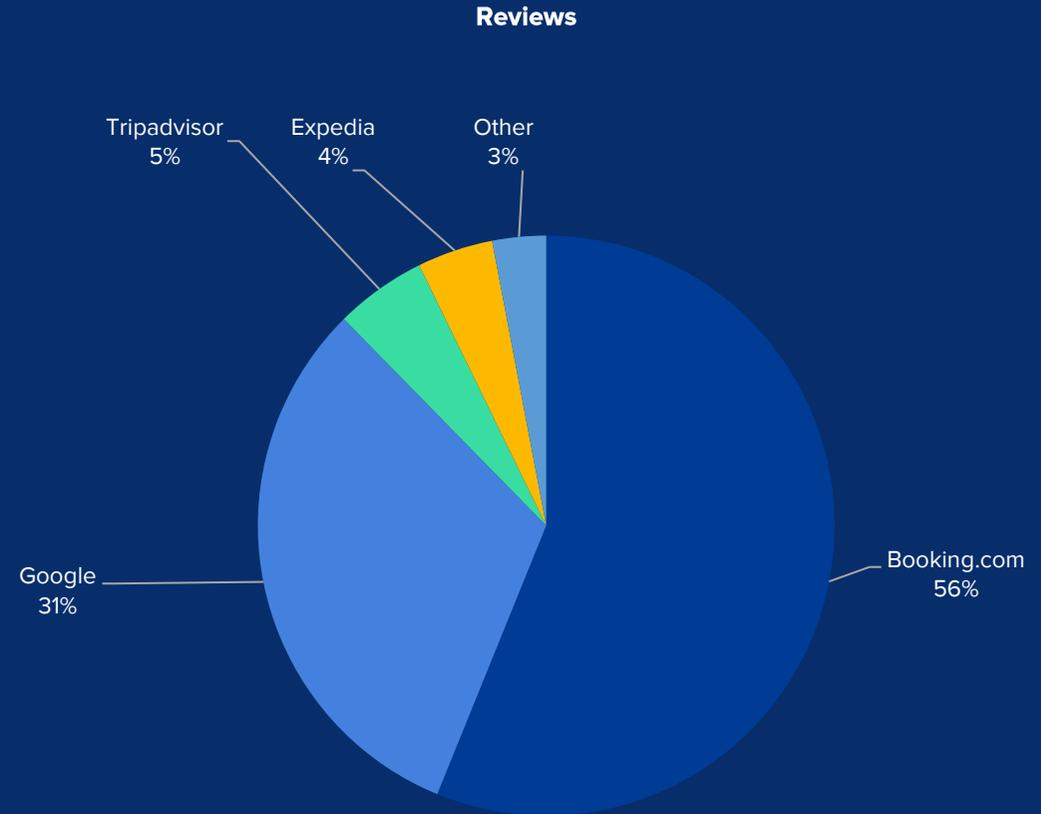
The substantial difference in review volumes between these two platforms and others indicates a consumer preference for Booking.com and Google when sharing guest feedback about staying at Australian caravan parks. This highlights the importance of maintaining a strong presence on these platforms.



Share of Reviews by Source

In 2024, Booking.com maintained its position as the leading review platform, capturing 56% of the total review volume, while Google secured a 31% market share. Together, these two platforms dominated the review landscape, accounting for 87% of reviews recorded in 2024.

These results indicate a strong consumer preference for Booking.com and Google when sharing travel experiences. For businesses, this concentration of reviews on two major platforms could mean increased importance in managing their online presence and reputation on Booking.com and Google specifically.

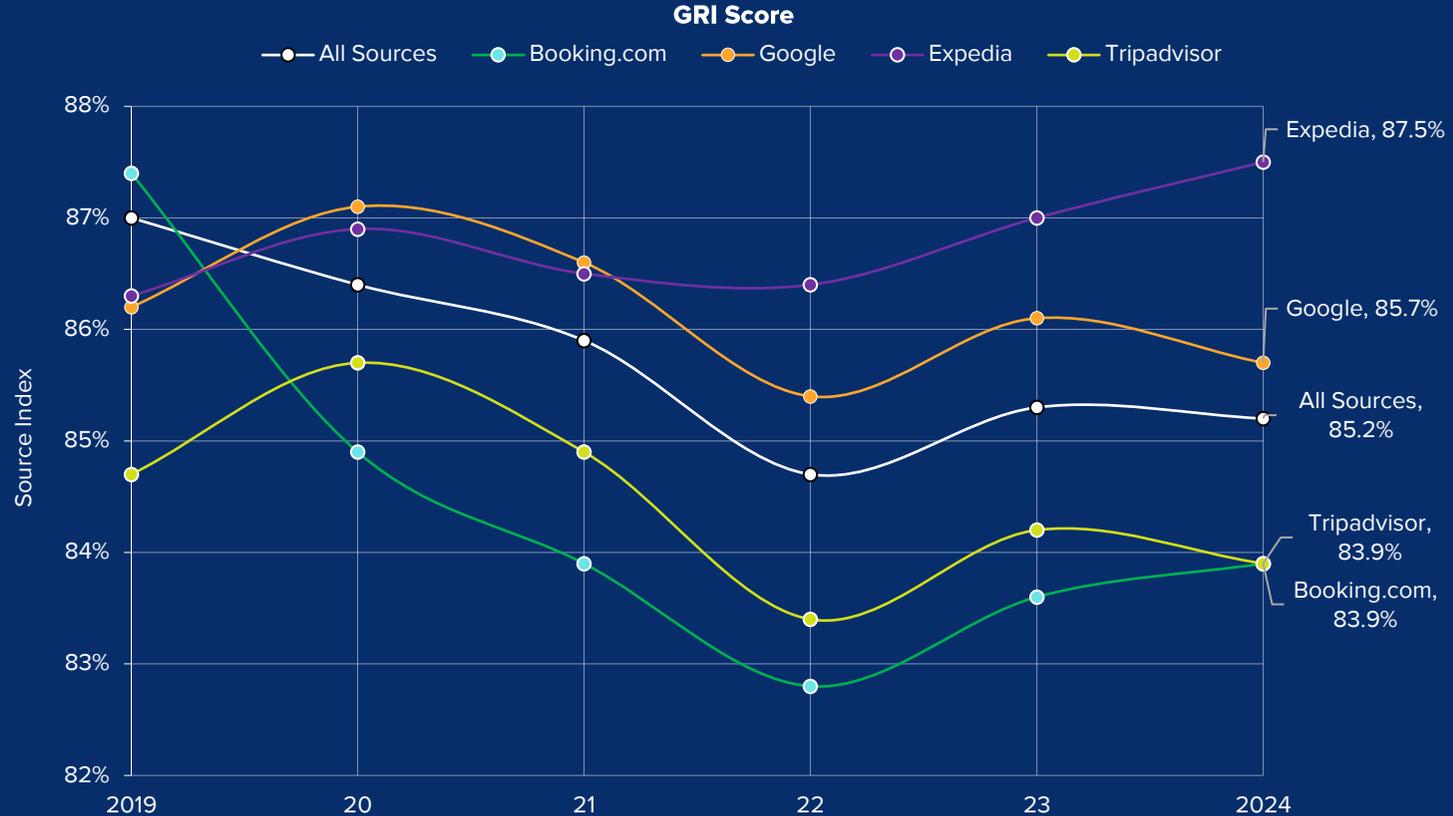


Review Source Indexes

In 2024, Booking.com and Tripadvisor recorded the lowest Source Index among major platforms, at 83.9%. This means that the reputation of the caravan park sector was the weakest on these platforms compared to other major review platforms.

Due to Booking.com's significant market share, its performance negatively impacted the overall GRI™ score, indicating a need for more effective reputation management and service improvement strategies.

Conversely, Expedia achieved the highest Source Index among the major platforms, at 87.5%, showing that the sector's reputation was strongest on this platform. However, its influence on the overall GRI™ score was relatively limited due to its lower review volume.



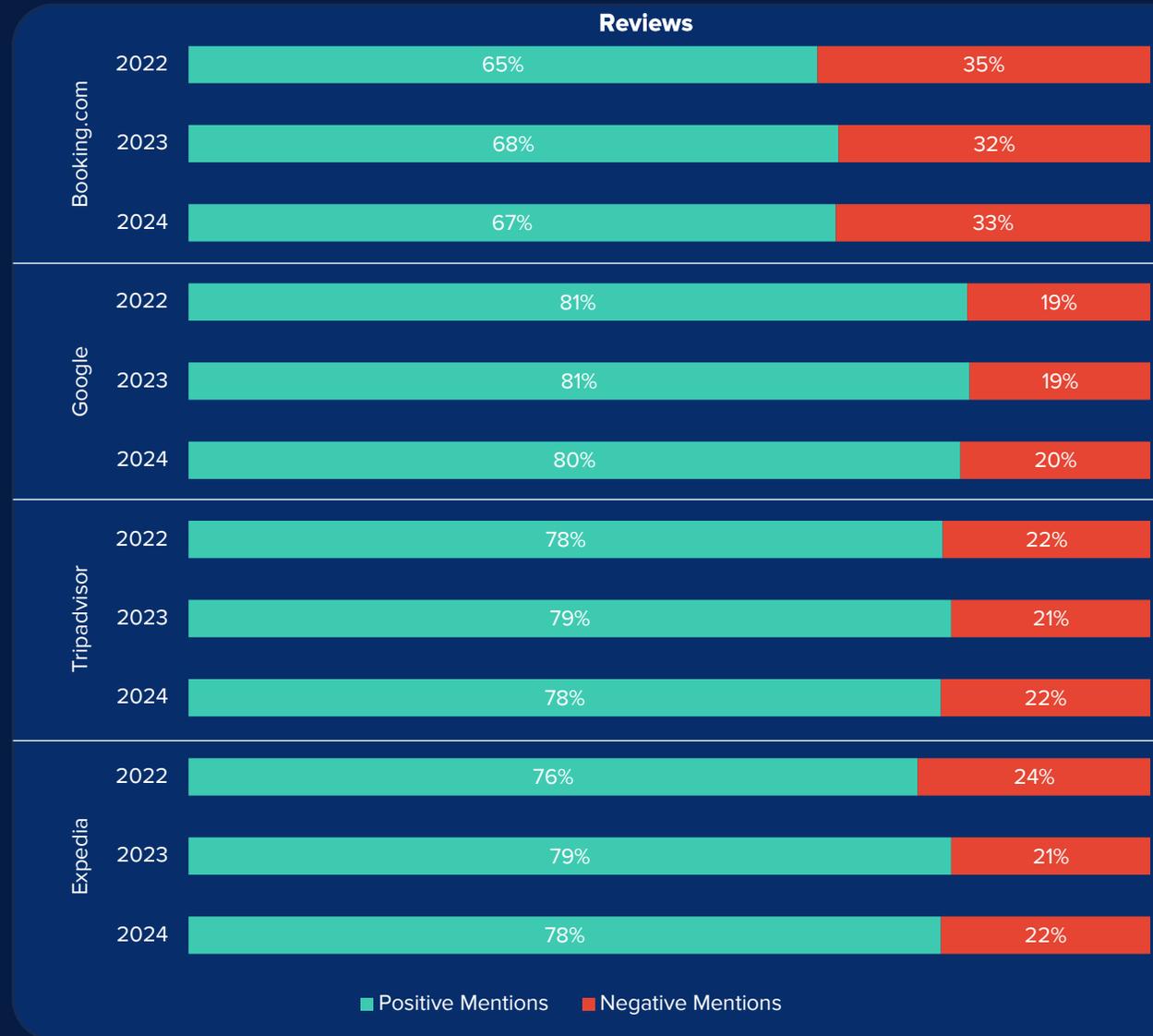
Semantic Analysis by Source

An analysis of 488,171 mentions in review comments showed that three in four (74%) mentions were classified as positive, while 26% were categorised as negative.

Most mentions came from reviews on Booking.com (44%) and Google (38%). This aligns with their high review volumes. Tripadvisor followed with 11% of total mentions.

Google led in positive feedback with just under 150,000 mentions, closely followed by Booking.com with 143,173 positive mentions.

Booking.com showed a higher-than-average negative mention rate at 33%, contributing to 55% of all negative mentions.

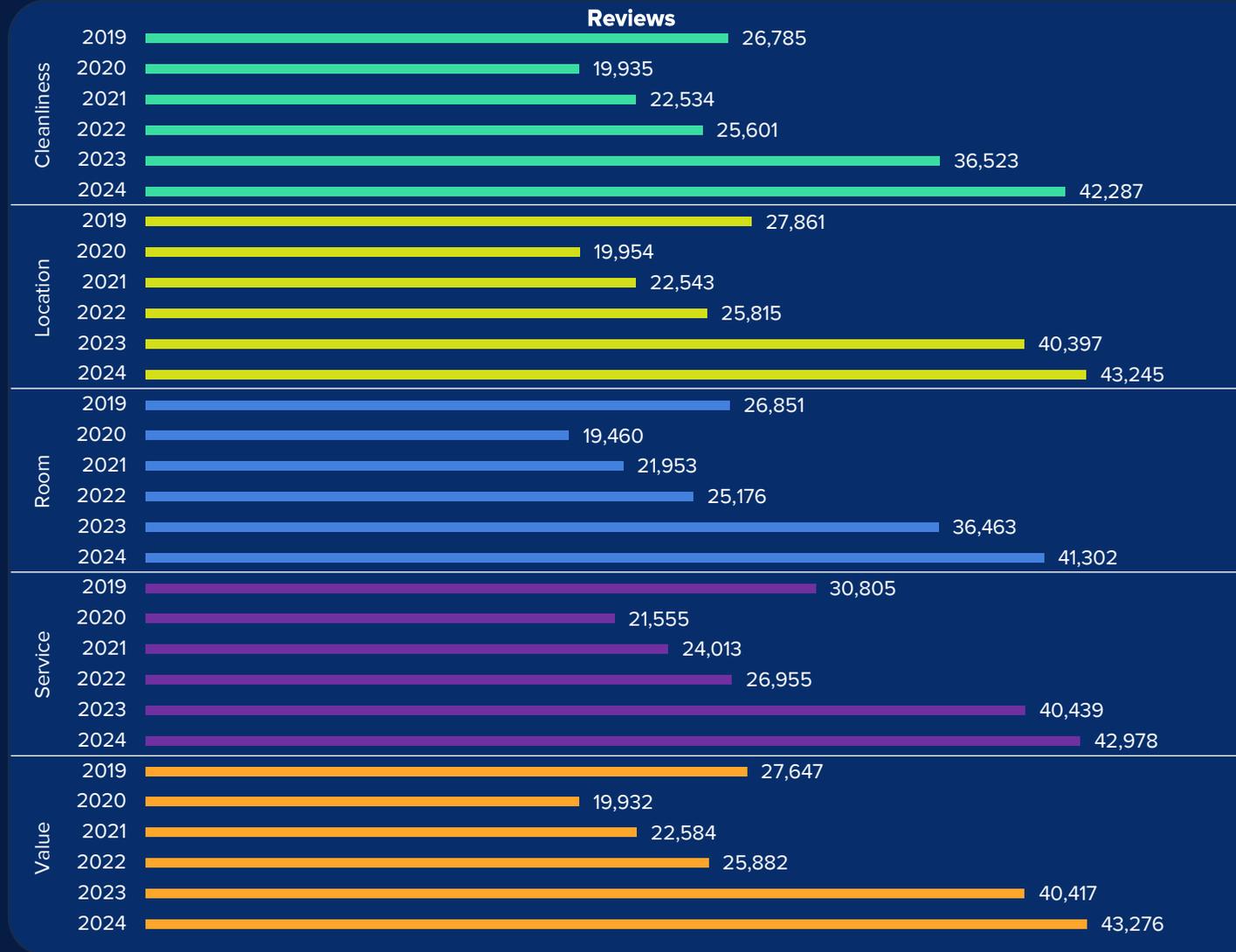


Review Volume by Department

In 2024, the top five departments registered on average 42,617 reviews.

Value emerged as the most rated category, attracting 43,276 reviews.

Location closely followed with 43,245 reviews, while Service ranked third, having been rated 42,978 times.

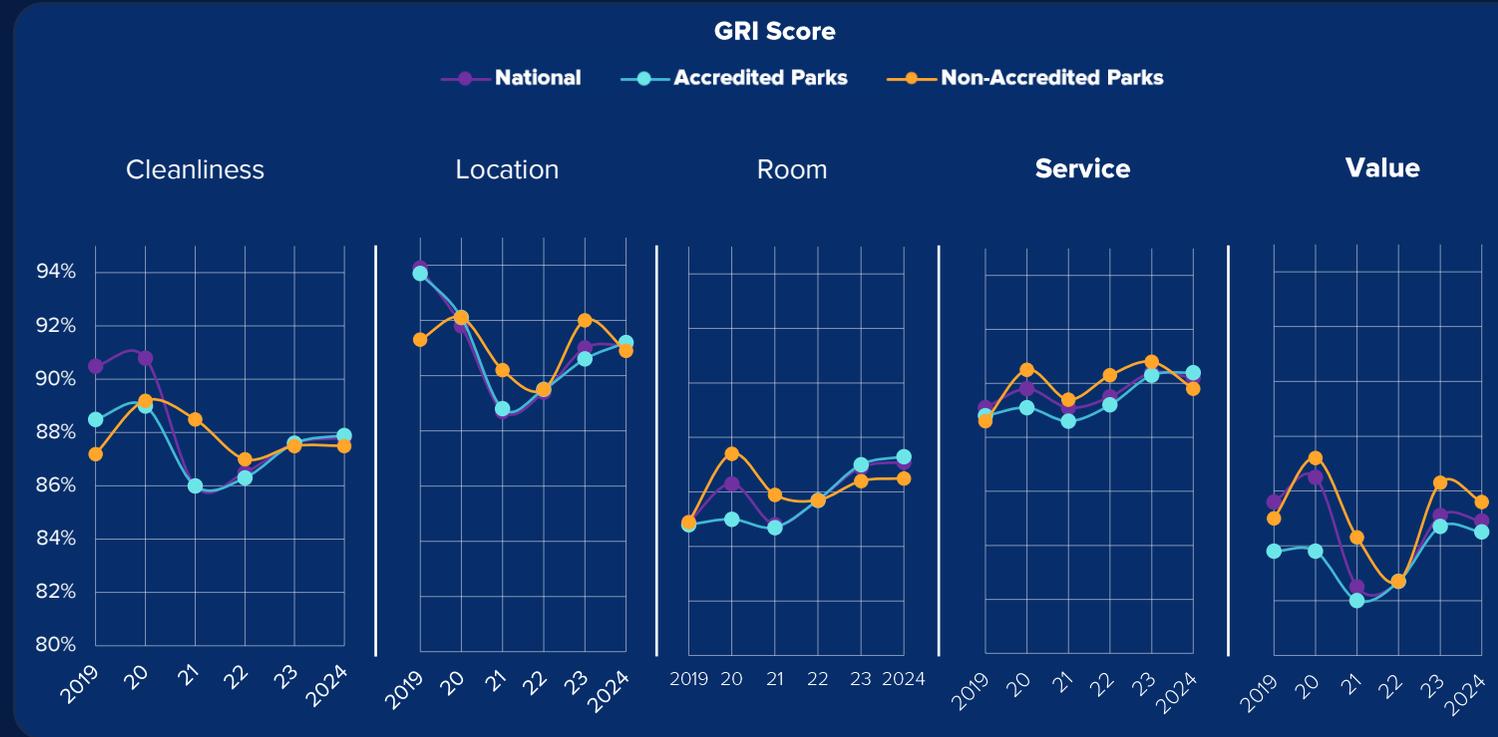


Department Indexes

Among the five key departments, Location emerged as the top performer with a score of 91.1%, receiving 67% positive and 5% negative reviews. This suggests that Australian caravan parks are generally well-situated for their guests.

Service followed at 90.2%, with 69% positive and 5% negative feedback, indicating that most caravan parks are meeting or exceeding guest expectations.

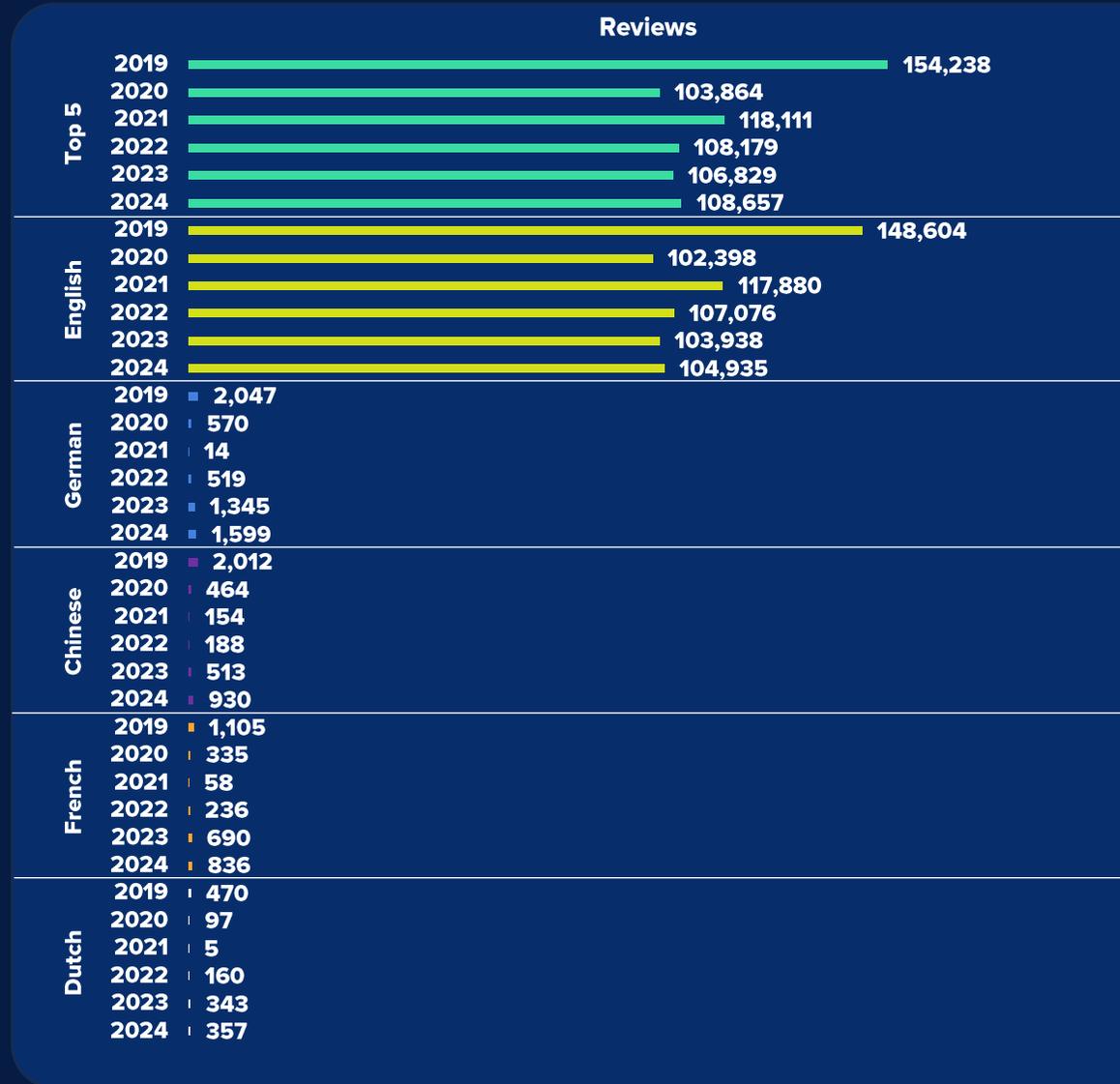
Value received the lowest score at 84.9%, with 57% positive and 12% negative reviews. The lower score, coupled with a higher percentage of negative reviews, suggests that some guests feel the price-to-quality ratio at some caravan parks could be improved.



Review Volume by Language*

In 2024, the top 5 languages by review volume totalled 108,657 reviews, with English dominating at 104,935 reviews. This represented 97% of total reviews recorded in the top 5 languages.

As international tourism rebounds, more reviews written in languages other than English are recorded on review platforms. While they still account for a small fraction of total volume, the trend underscores the appeal of caravan park accommodation to non-English speaking travellers.



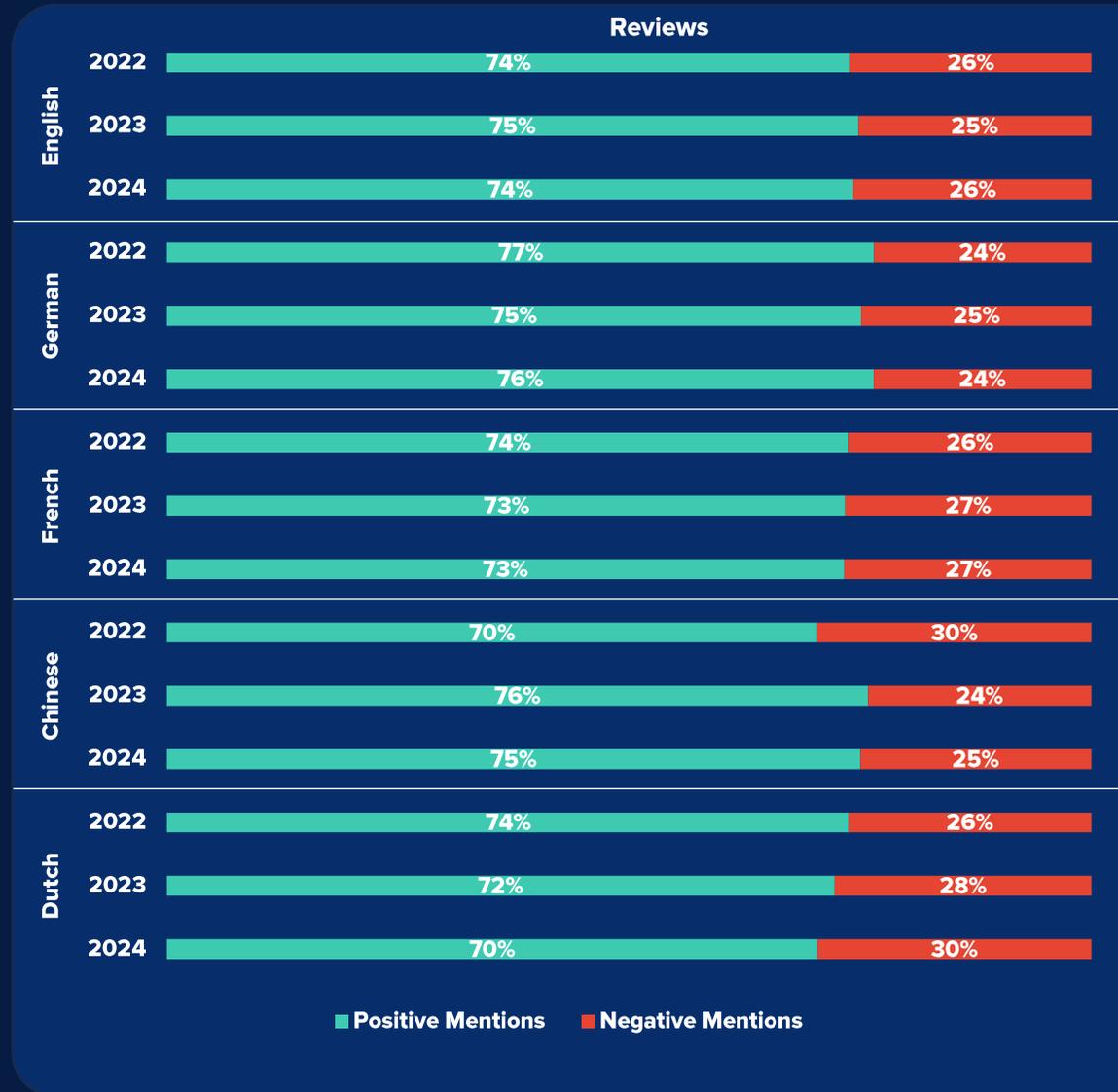
*Top 5 languages by 2024 review volume.

Semantic Analysis by Language*

An analysis of 488,171 mentions reveals English as the dominant language, accounting for 97% of all feedback. The remaining 3% primarily consists of reviews in German and French.

Mentions from reviews written in German stand out with the highest positivity rate at 76%, closely followed by mentions from reviews written in Chinese at 75%. Conversely, Dutch-language reviews show the highest proportion of negative mentions at 30%.

The variation in sentiment across languages highlights the nuanced expectations and experiences of guests from different cultural backgrounds, offering insights for tailoring services to a diverse international clientele.



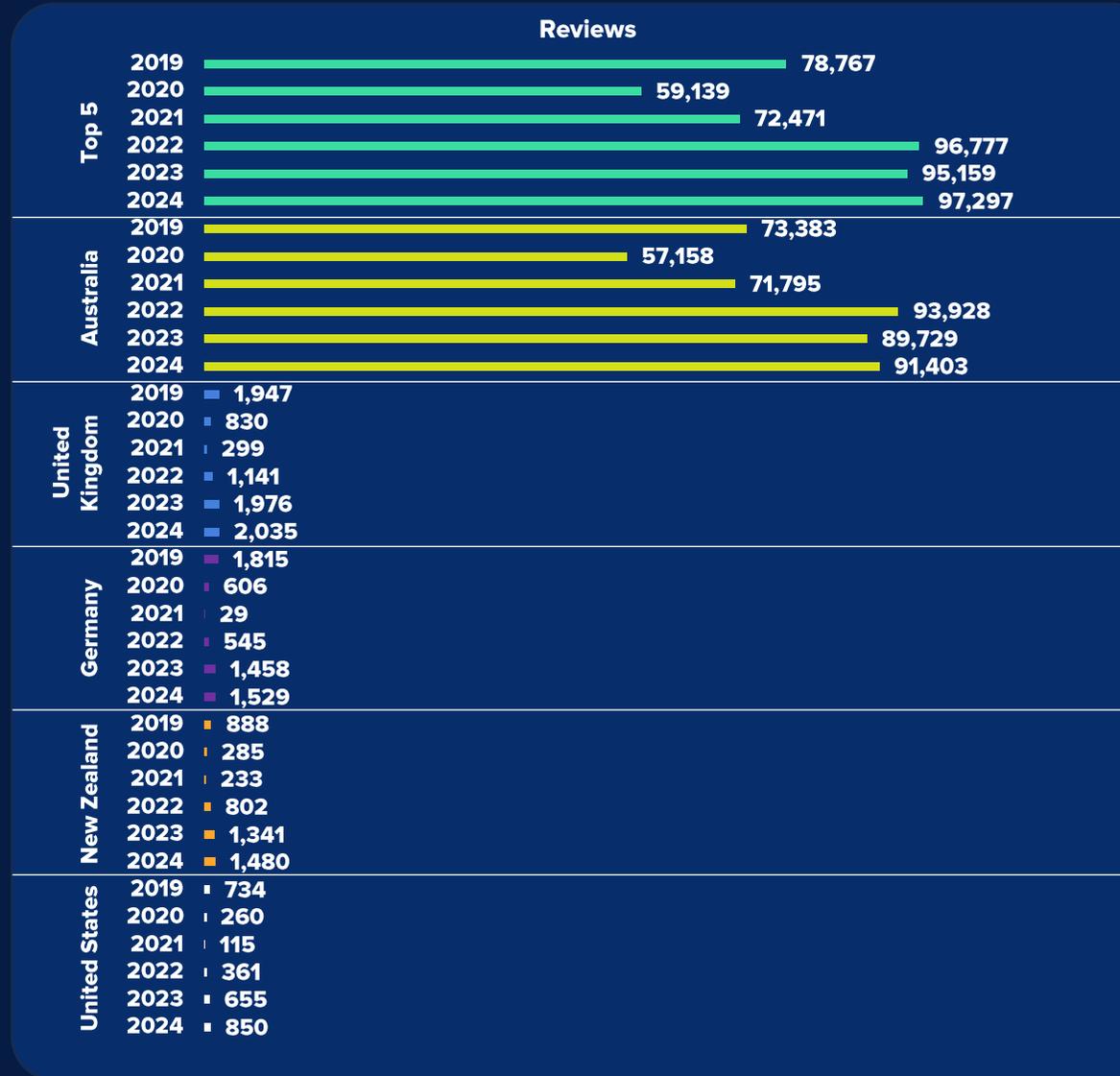
*Top 5 languages by 2024 review volume.

Review Volume by Guest Country*

In 2024, the top 5 guest countries generated a total of 97,297 reviews, with domestic guests contributing an overwhelming 91,403 reviews, or 94% of this volume.

The high proportion of domestic reviews indicates a robust local customer base, highlighting the importance of catering to domestic preferences and expectations.

The top three international markets for Australian caravan parks in 2024 were the United Kingdom, Germany, and New Zealand.



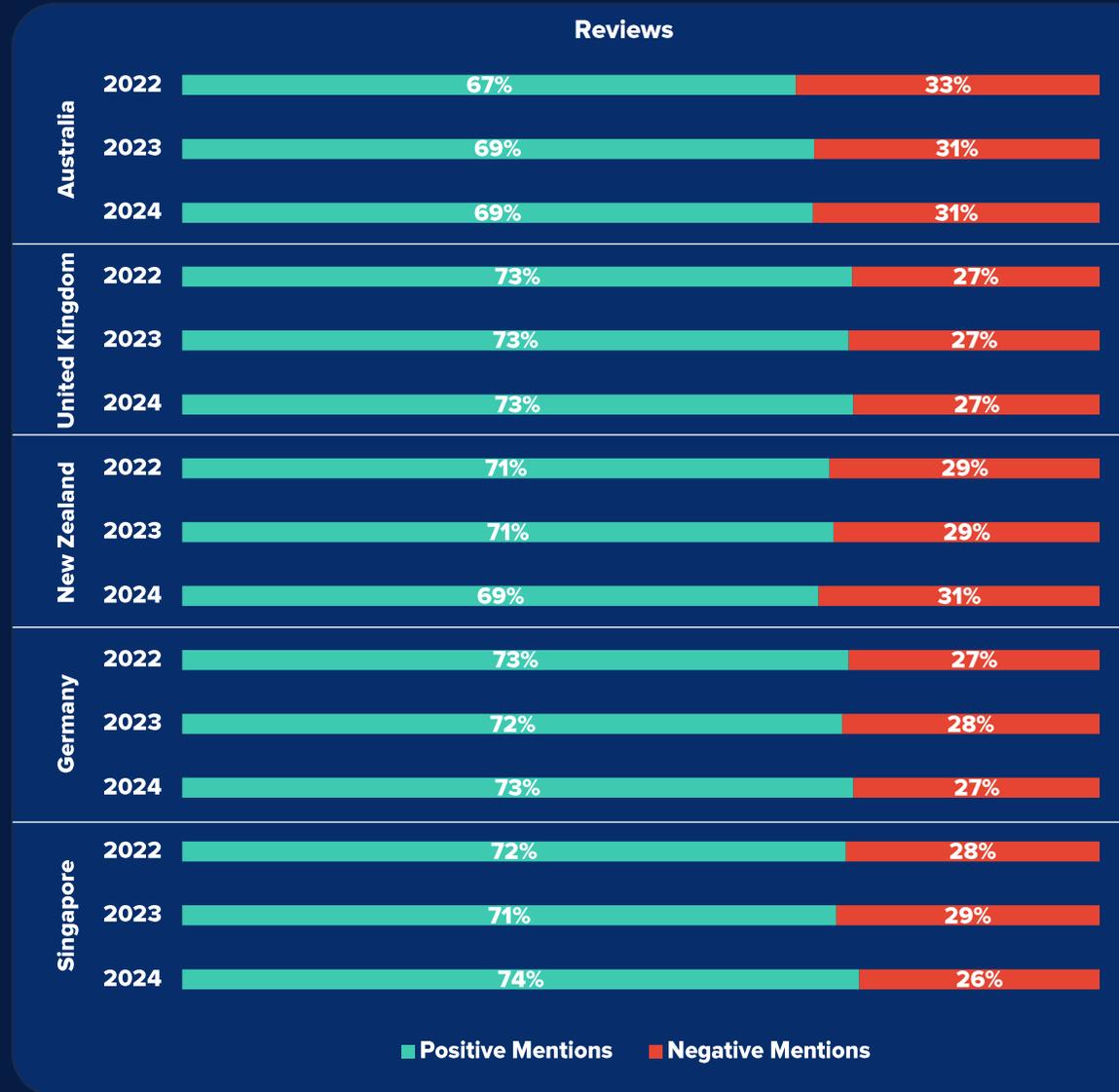
*Top 5 guest countries by 2024 review volume.

Semantic Analysis by Guest Country*

An analysis of 253,933 mentions reveals that domestic travellers dominated, generating 86% of total mentions taken from feedback. Mentions in reviews by guests from the UK and New Zealand contributed 3% and 2%, respectively.

Singaporean guests emerged as the most positive, at 74%.

Conversely, Australian and New Zealand visitors led in the share of negative mentions at 31%.

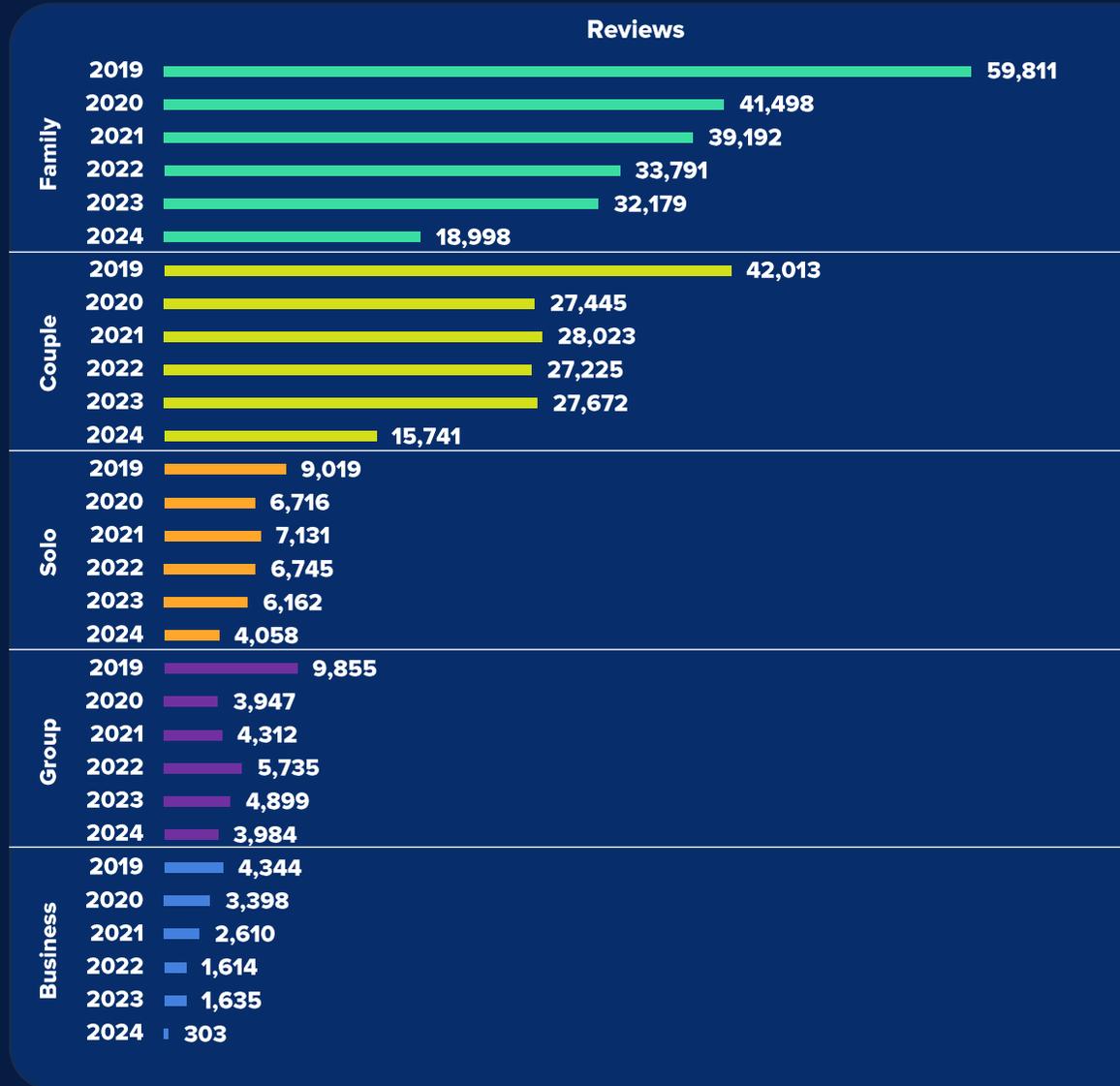


*Top 5 guest countries by 2024 review volume.

Review Volume by Trip Type

In 2024, family travellers emerged as the dominant force in caravan park reviews, with 18,998 reviews representing 44% of the total volume. Couples followed closely, contributing 15,741 reviews and accounting for 37% of the total.

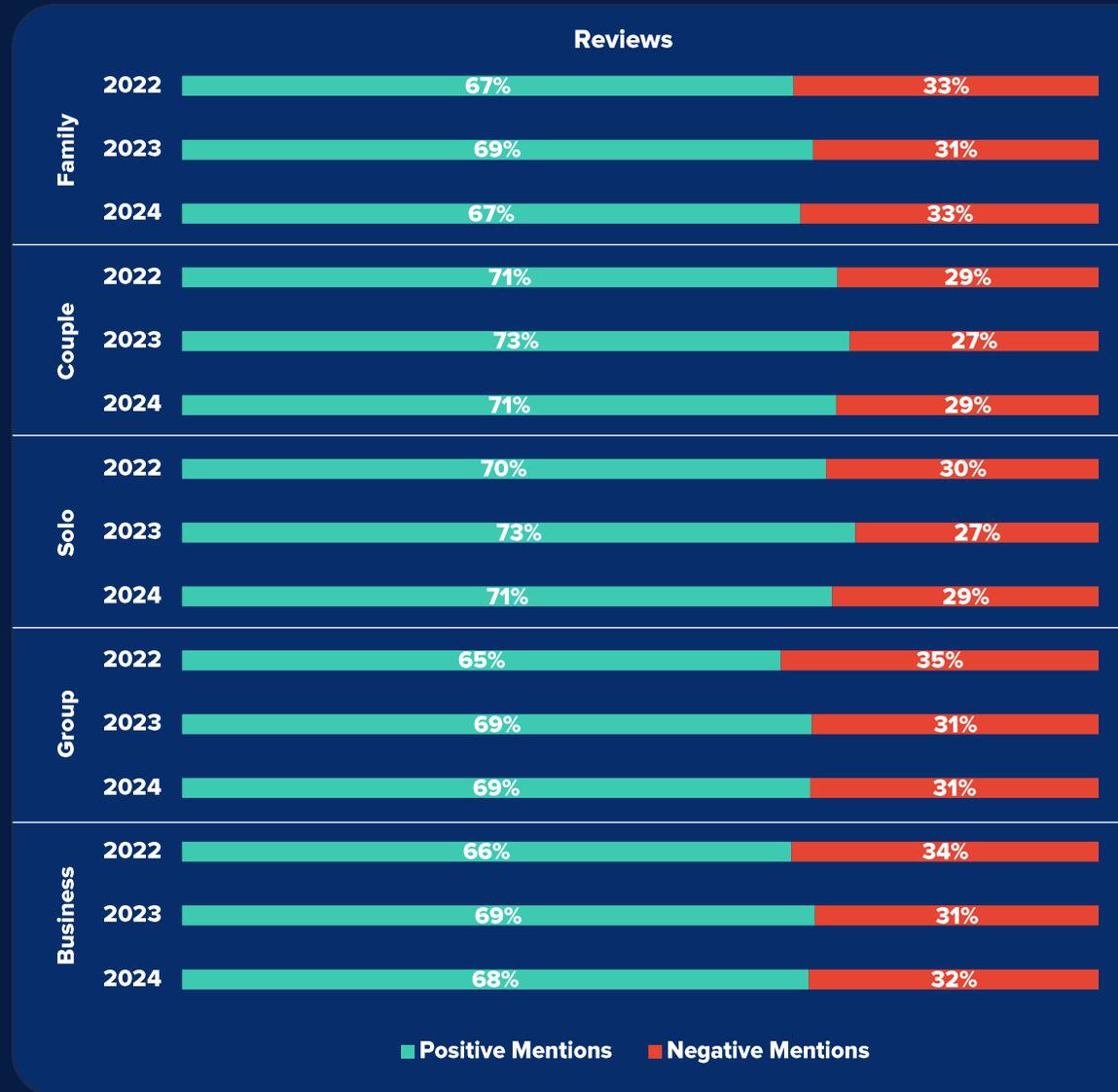
This distribution highlights the strong appeal of caravan parks to family and couple travellers. For caravan park businesses, these figures underscore the importance of catering to the needs and preferences of these two key demographics, and operators might consider tailoring their amenities, activities, and marketing strategies to enhance the experience for families and couples.



Semantic Analysis by Trip Type

Analysing 113,405 mentions shows the following breakdown by traveller type: Reviews from families contributed nearly half (46%) of all mentions, while mentions in reviews written by couples represented 37%. The remaining share of mentions were distributed among solo adventurers (8%), group travellers (7%), and business guests (1%).

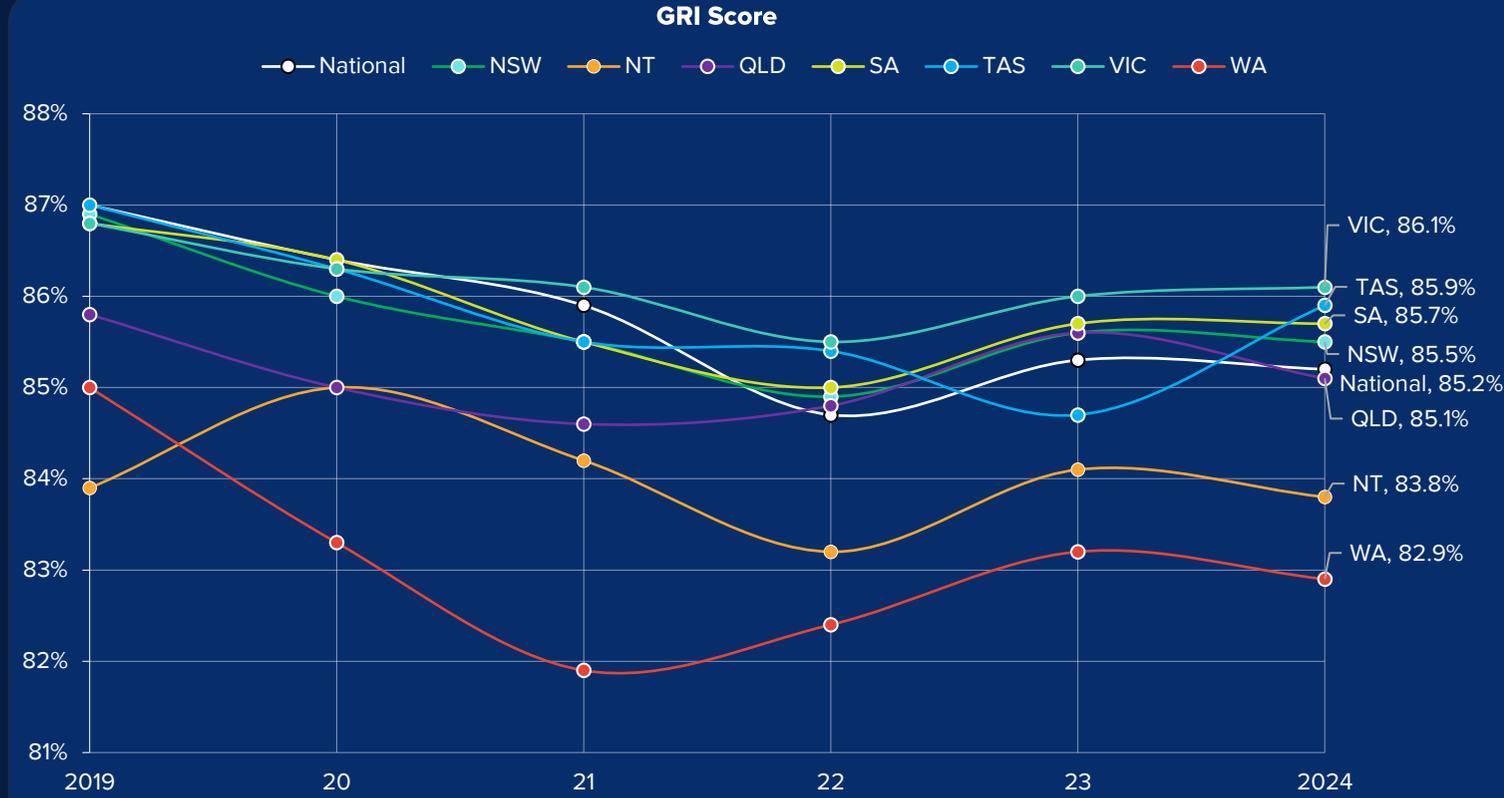
Couples and solo travellers emerged as the most satisfied segments, with 71% of their mentions categorised as positive. This presents caravan park operators with a dual opportunity: to maintain and enhance the elements that resonate well with couples and solo travellers, while simultaneously addressing the needs of the dominant family segment.



GRI™ by State/Territory

In 2024, Victoria emerged as the top performer in the GRI™ rankings among Australian states and territories, securing a score of 86.1%. Tasmania followed closely with 85.9%, while South Australia rounded out the top three at 85.7%.

Caravan parks in the Northern Territory, Queensland, and Western Australia scored below the national average in their GRI™ scores. This might indicate room for enhancement in caravan park facilities and services. Possible improvements might include upgrading amenities or expanding service offerings to elevate the overall guest experience.



Review Volume by State/Territory

In 2024, caravan parks in New South Wales received the most feedback, accumulating almost 49,700 reviews, accounting for 29% of total reviews nationwide. This review volume can be attributed to the state's larger dataset of caravan parks compared to other states.

Tasmania, despite having the smallest sample of caravan parks, demonstrated exceptional engagement levels. Each park in the island state averaged 215 reviews, surpassing other states and territories in terms of feedback per caravan park.



New South Wales



Global Review Index™: New South Wales

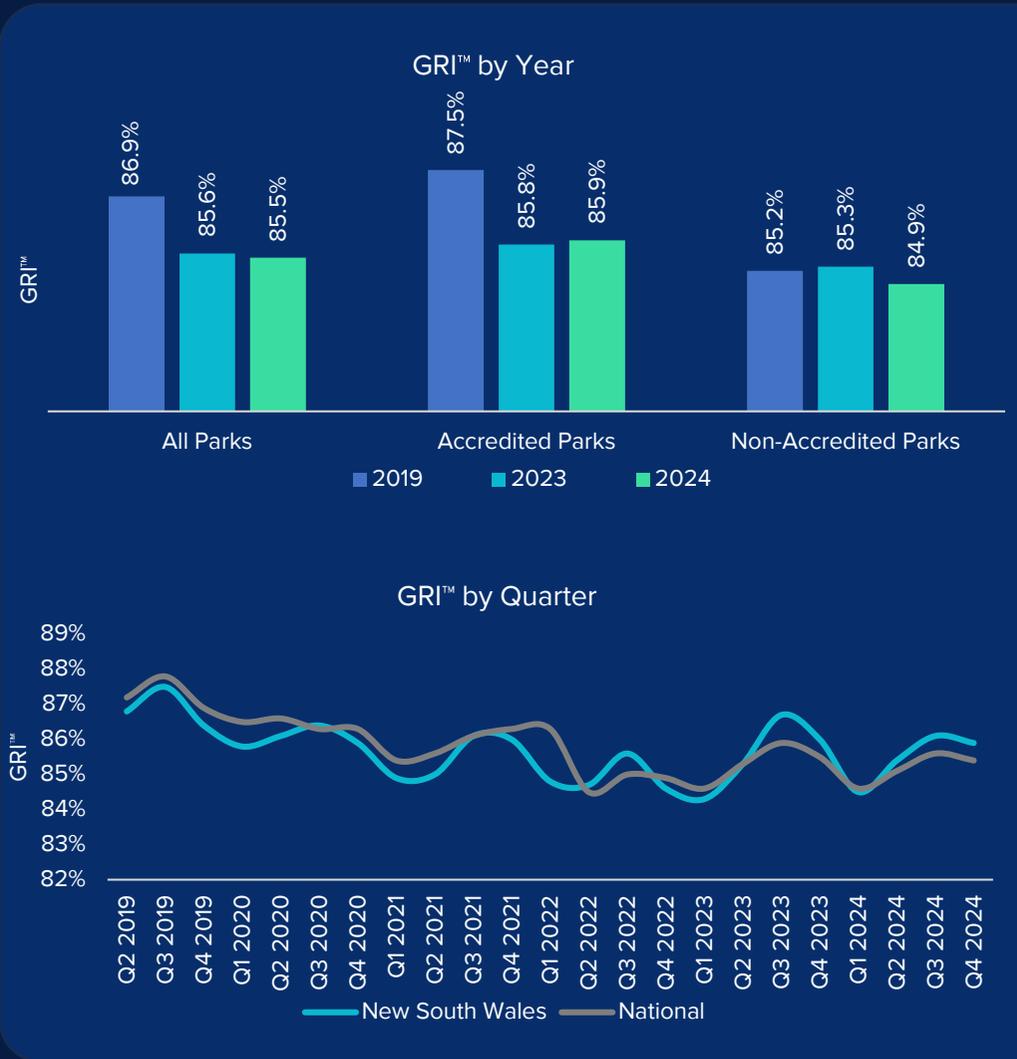
Caravan parks in New South Wales experienced a slight decrease in average¹ occupancy in 2024, reaching 42%, down 0.5 points compared to the previous year. However, the sector saw growth in other key metrics. Average Daily Rate across site types¹ increased by 4% year-over-year, while average¹ RevPAR rose by 3% compared to 2023².

In terms of guest satisfaction, New South Wales caravan parks performed well in 2024. The state's Global Review Index™ reached 85.5%, surpassing the national average by 0.3 points. This score fluctuated throughout the year, peaking during the September quarter and reaching its lowest point in the first quarter.

Accredited caravan parks demonstrated higher guest satisfaction levels compared to their non-accredited counterparts, with the annual GRI™ of accredited parks one percentage point higher than the score of non-accredited parks.

¹ Average is based on annual results for cabins, powered and unpowered sites.

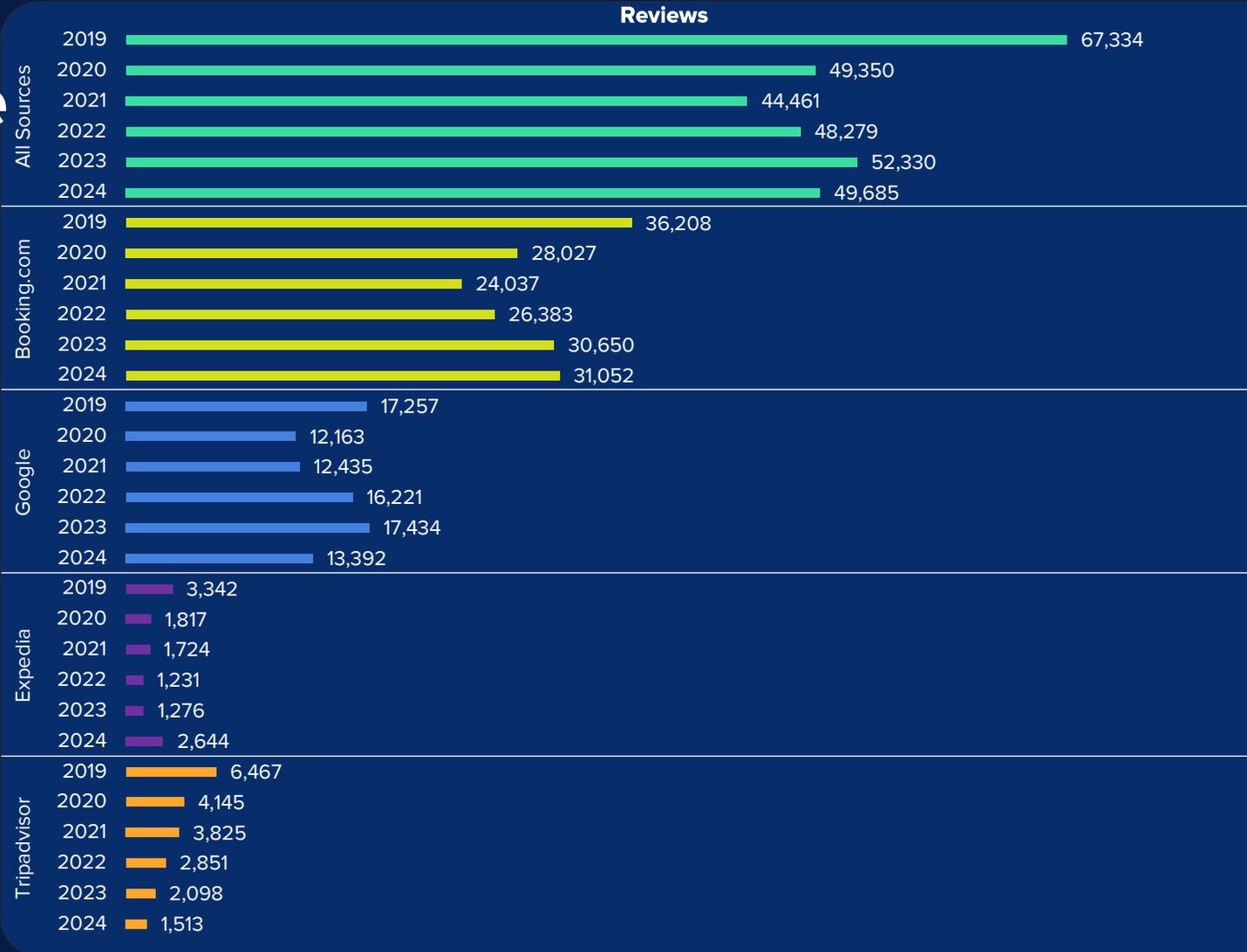
² Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.



Review Volume by Source

In 2024, caravan parks in New South Wales received the most feedback among all states and territories, accumulating almost 49,700 reviews. This represented 29% of all caravan park reviews nationwide in 2024, highlighting the state's prominence in the sector.

The review landscape was predominantly shaped by two platforms, with Booking.com and Google recording the highest number of reviews. This made them the most widely used feedback platforms for guests staying at caravan parks in New South Wales in 2024.

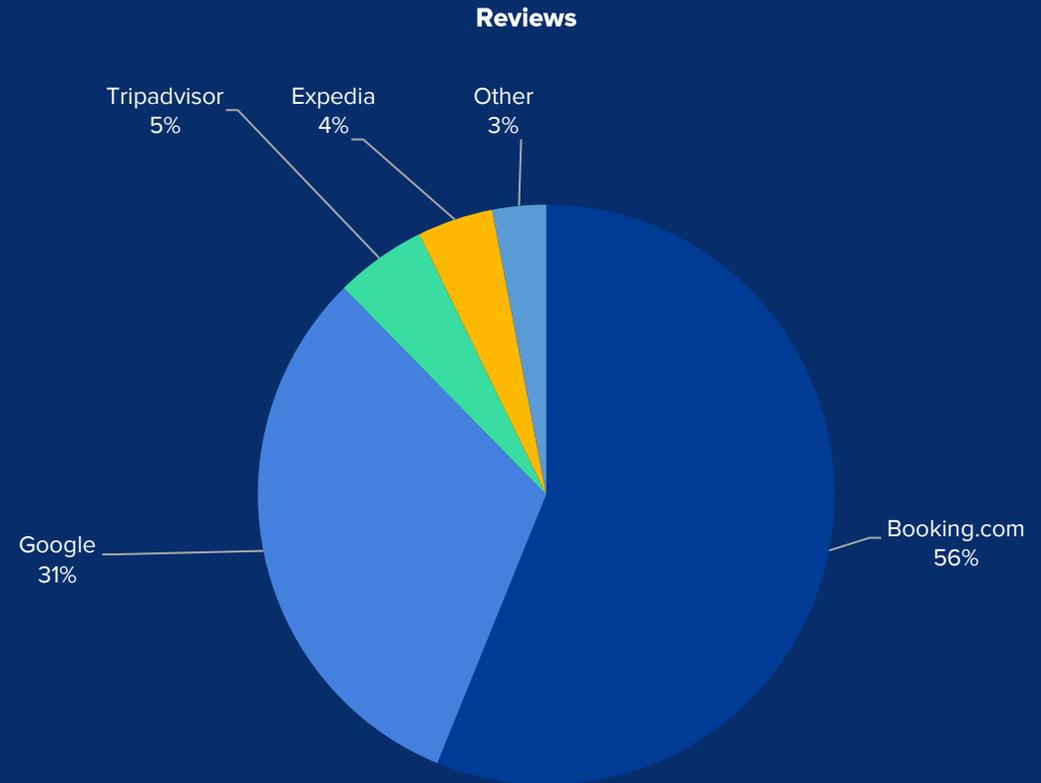


Share of Reviews by Source

In 2024, Booking.com dominated the review landscape for caravan parks in New South Wales, capturing 62% of all reviews. This figure exceeded Booking.com's national market share by six percentage points.

Google accounted for 27% of total reviews, falling short of its 31% national share.

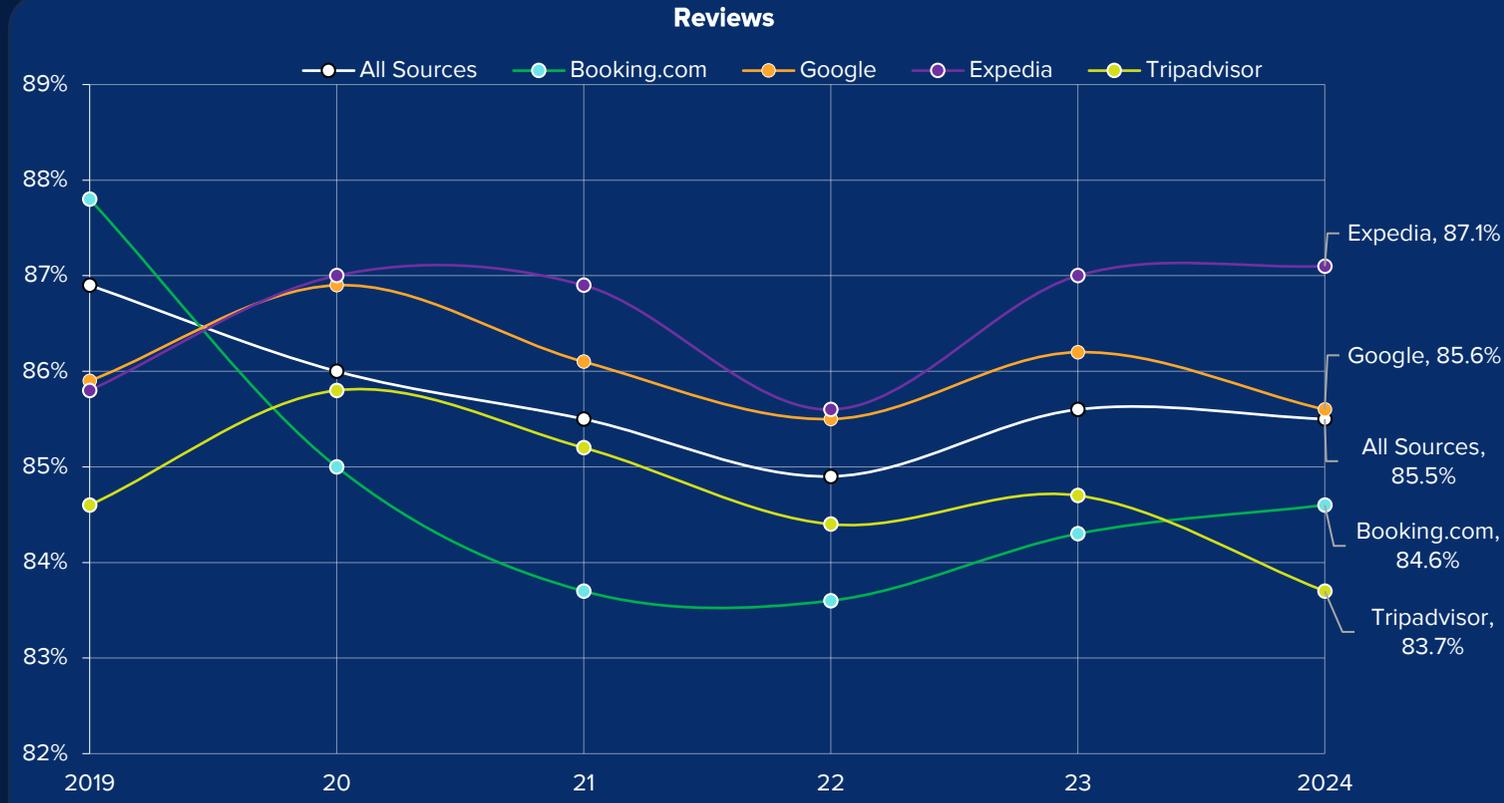
Expedia and Tripadvisor played smaller roles in the review ecosystem. Expedia managed to secure a 5% market share of reviews, while Tripadvisor received 3% of the total review volume.



Review Source Indexes

Among the major review platforms, Expedia emerged as the leader in site performance, recording a Source Index of 87.1%. Next was Google with a Source Index of 85.6%. This result indicates that users leave more favourable reviews on these platforms compared to other platforms.

Tripadvisor recorded the lowest Source Index in 2024, at 83.7%. This can be attributed to the platform having the smallest proportion of positive reviews among the major review platforms.



Department Indexes

In 2024, Location emerged as the top performer among the key departments, achieving an index of 90.7%. Service was a close second, recording a score of 90.4%.

At the opposite end of the performance spectrum, Value recorded the lowest score among the five major departments, with a Department Index of 85.4%.

In 2024, Department Indexes of accredited caravan parks exceeded those of non-accredited parks across the top five departments.



GRI™ Key Drivers

In 2024, guest feedback about New South Wales's caravan parks were predominantly in English from Australian guests on Booking.com.

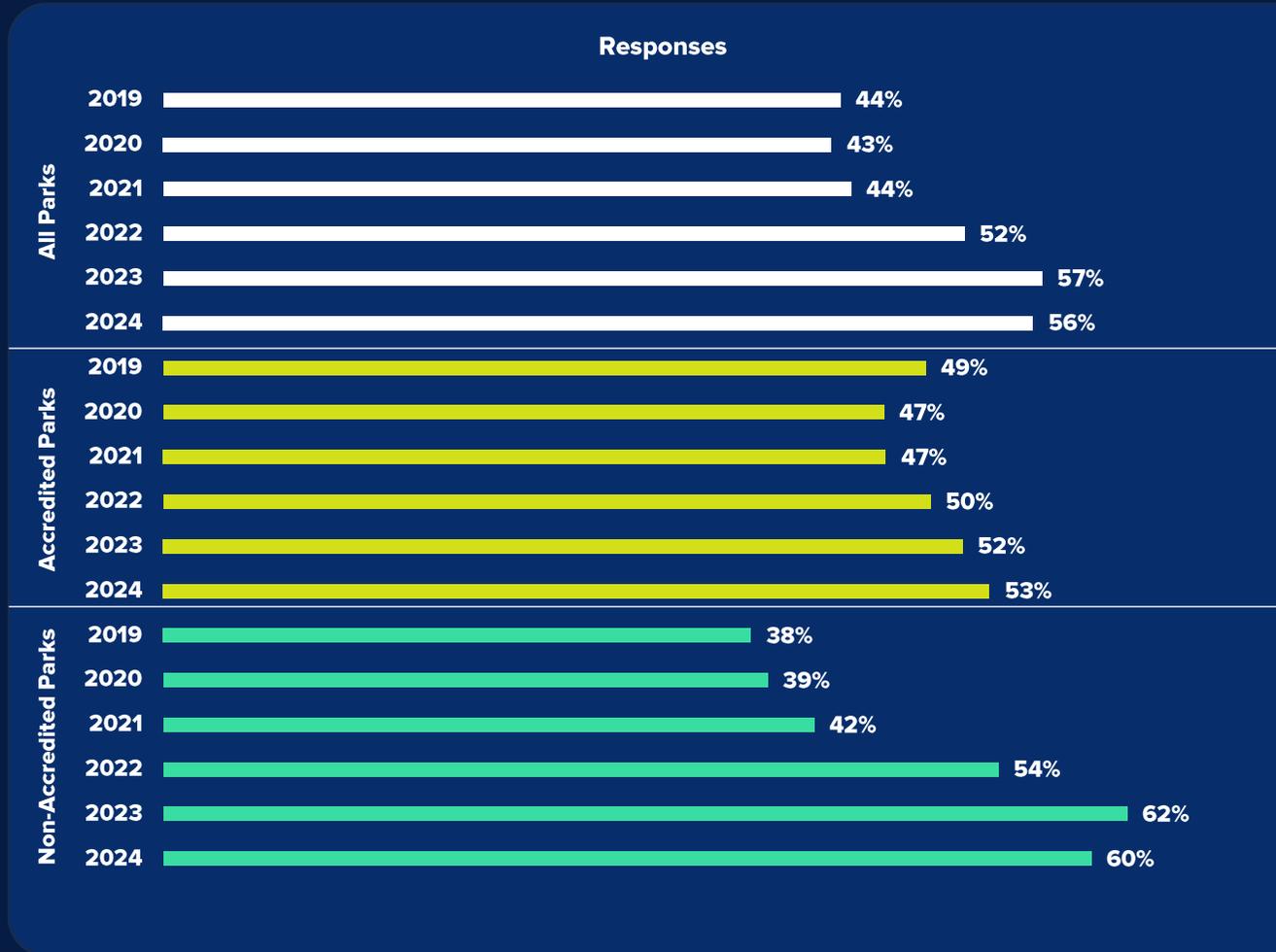
The state tag cloud also included more neutral ratings than the national average, with less positive reviews from Western European and North American visitors staying at caravan parks in New South Wales.



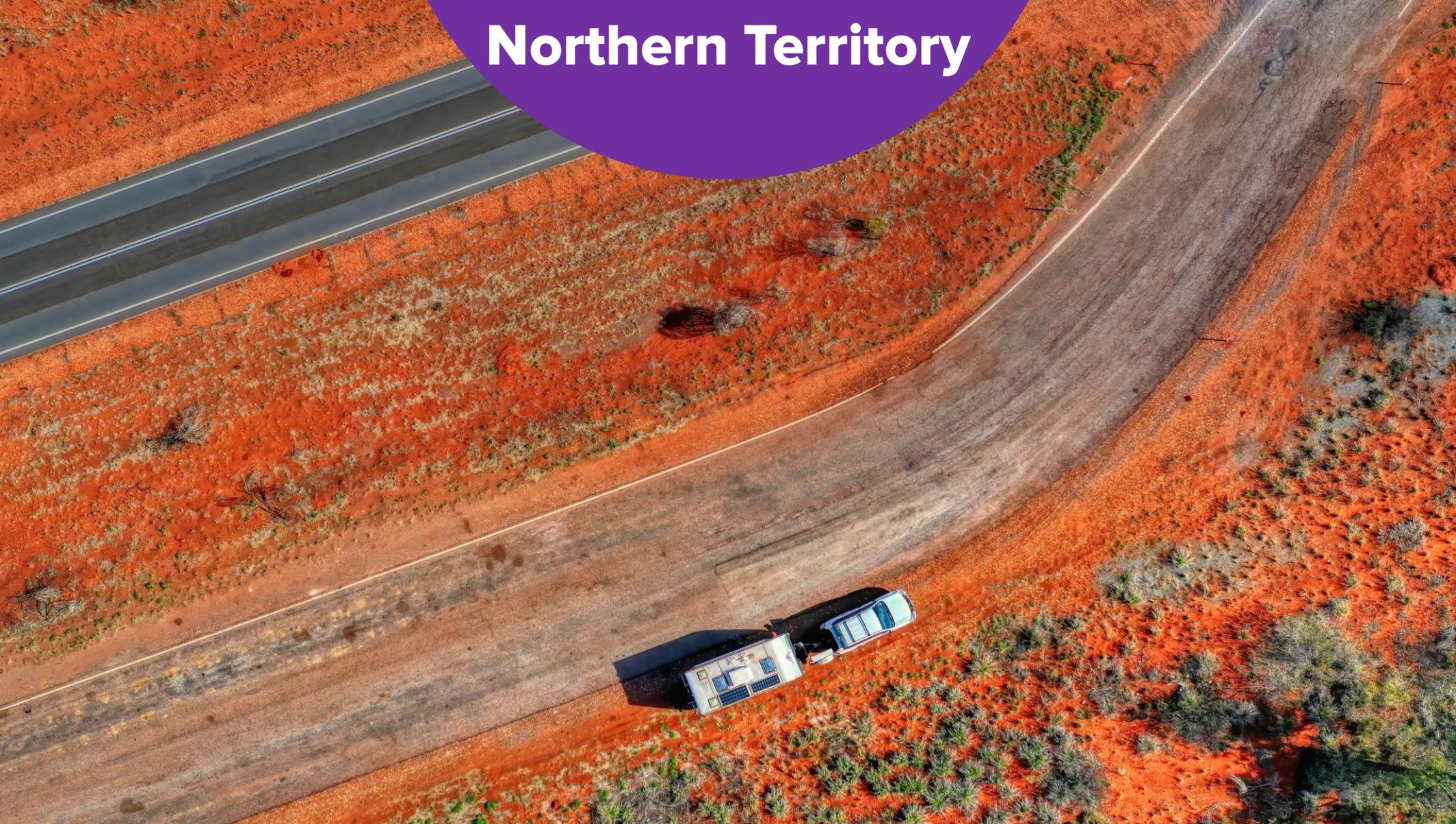
Management Responses

In 2024, caravan parks across New South Wales received 30,355 reviews eligible for response, with park operators engaging with 56% of these reviews.

Further analysis reveals that accredited park managers addressed 53% of their “responsible” reviews. Non-accredited park management exhibited a more proactive stance, responding to six in ten (60%) “responsible” reviews received.



Northern Territory



Global Review Index™: Northern Territory

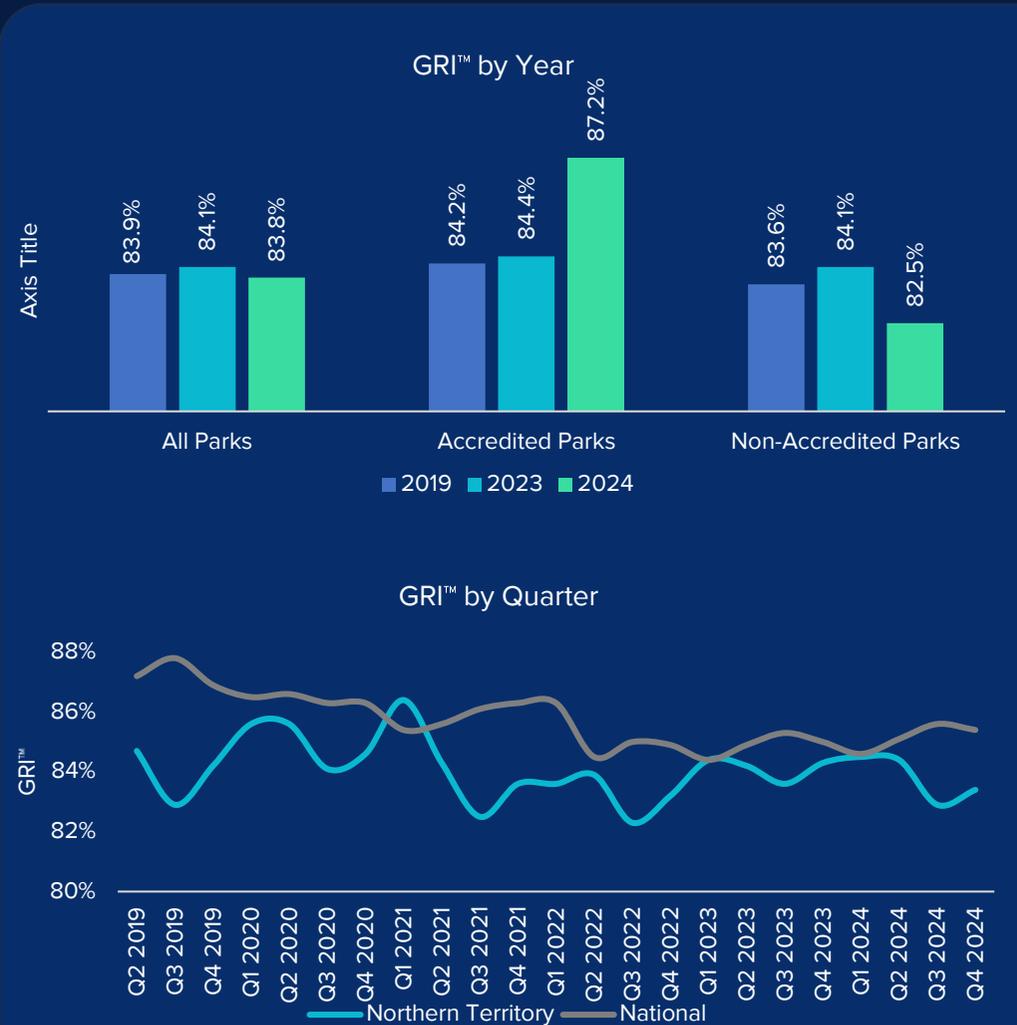
Caravan parks in the Northern Territory saw an uptick in average¹ occupancy during 2024, climbing to 33%. This represents a 3% increase from the previous year. However, Average Daily Rate across various site types¹ experienced a decline of 13% compared to 2023 figures. Average¹ RevPAR also took a hit, dropping by 9% year-on-year².

The territory's Global Review Index™ stood at 83.8% in 2024, underperforming the national average by 1.4 percentage points. Throughout the year, the Northern Territory's GRI™ fluctuated, reaching its peak in the first quarter and was lowest in the third quarter.

Accredited parks outperformed their non-accredited counterparts, reaching an annual GRI™ score that was 4.7 percentage points higher compared to non-accredited parks.

¹Average is based on annual results for cabins, powered and unpowered sites.

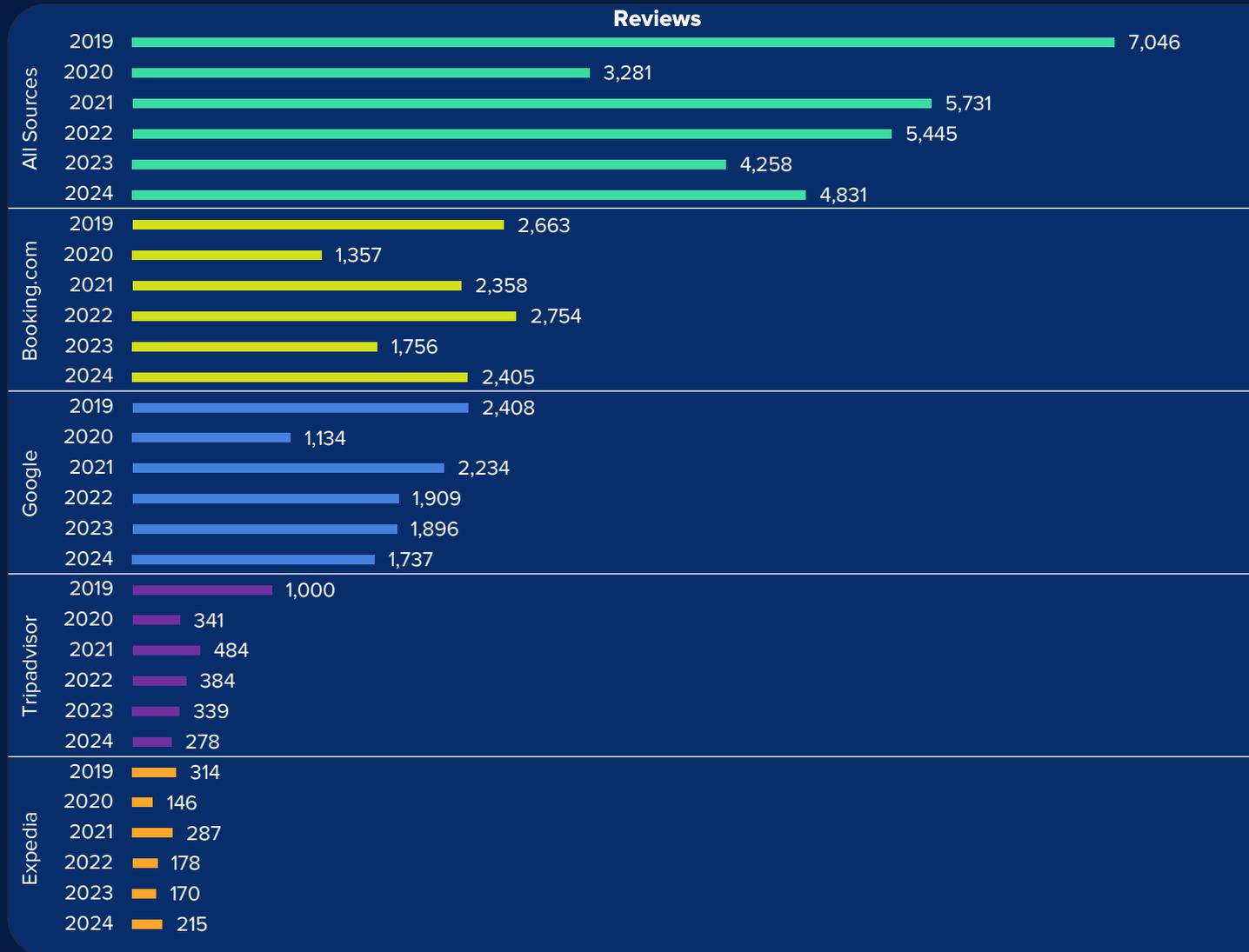
²Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.



Review Volume by Source

There were a total of 4,831 reviews recorded for caravan parks in the Northern Territory in 2024. This was the lowest review volume among states and territories, accounting for 3% of total reviews in 2024.

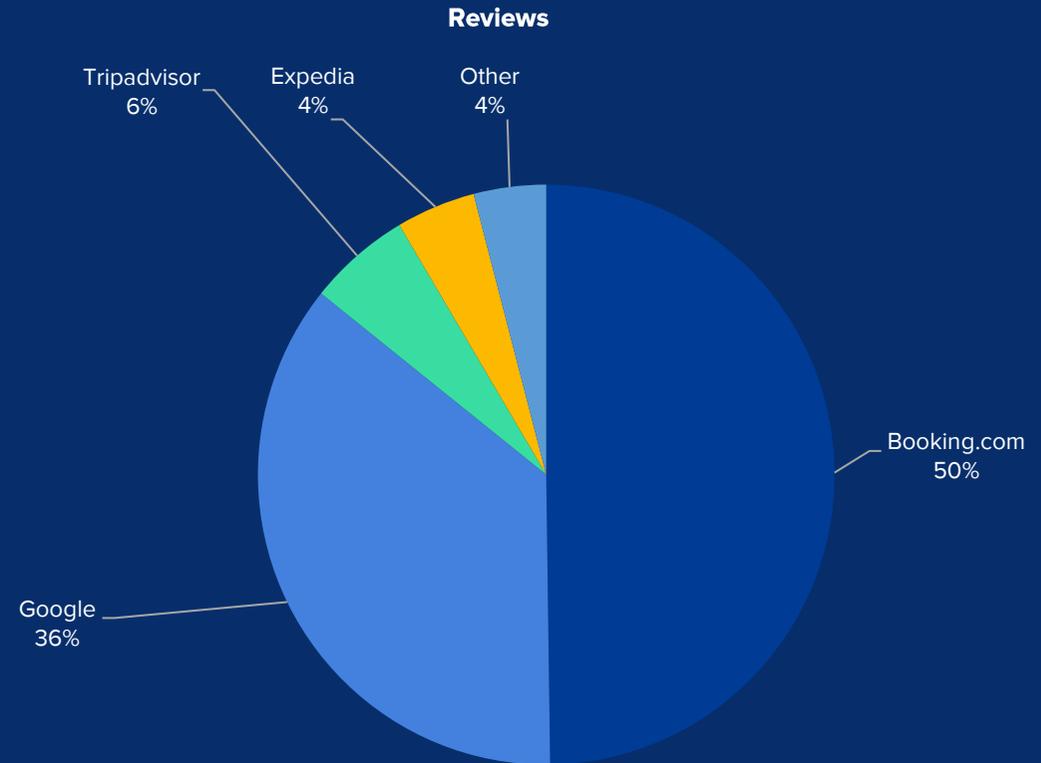
Across review platforms, Booking.com and Google registered the highest number of reviews, making these the most widely used feedback platforms for guests staying at caravan parks in the Northern Territory in 2024.



Share of Reviews by Source

In 2024, Booking.com returned to dominate the review source landscape, accounting for half (50%) of total review volume. This was six percentage points below its national market share. Google captured 36% of reviews, exceeding its national market share of 31%.

Expedia and Tripadvisor played smaller roles in the review ecosystem of caravan parks in the Northern Territory. Tripadvisor captured 6% of market share, while Expedia accounted for 4% of the total review volume.



Review Source Indexes

Among the major review platforms, Expedia claimed the highest Source Index at 85.6%, followed Google at 84.7%. This result indicates that users leave more favourable reviews on these platforms compared to other platforms.

Tripadvisor recorded the lowest Source Index in 2024, at 79.4%, likely due to higher share of negative reviews.



Department Indexes

In 2024, the department receiving the highest rating was Cleanliness, scoring 89.0%, indicating that guest satisfaction was strongest with cleanliness among the major operational areas of caravan parks.

Next was the Room category, recording a Department Index of 87.5%.

In contrast, Value obtained the lowest score among the five key departments, standing at 79.8%. This highlights a weakness in service delivery among Australian caravan parks.

Indexes of accredited caravan parks exceeded those of non-accredited parks across the top five departments.



GRI™ Key Drivers

In 2024, guest feedback about Northern Territorian caravan parks were predominantly in English from Australian guests on Booking.com.

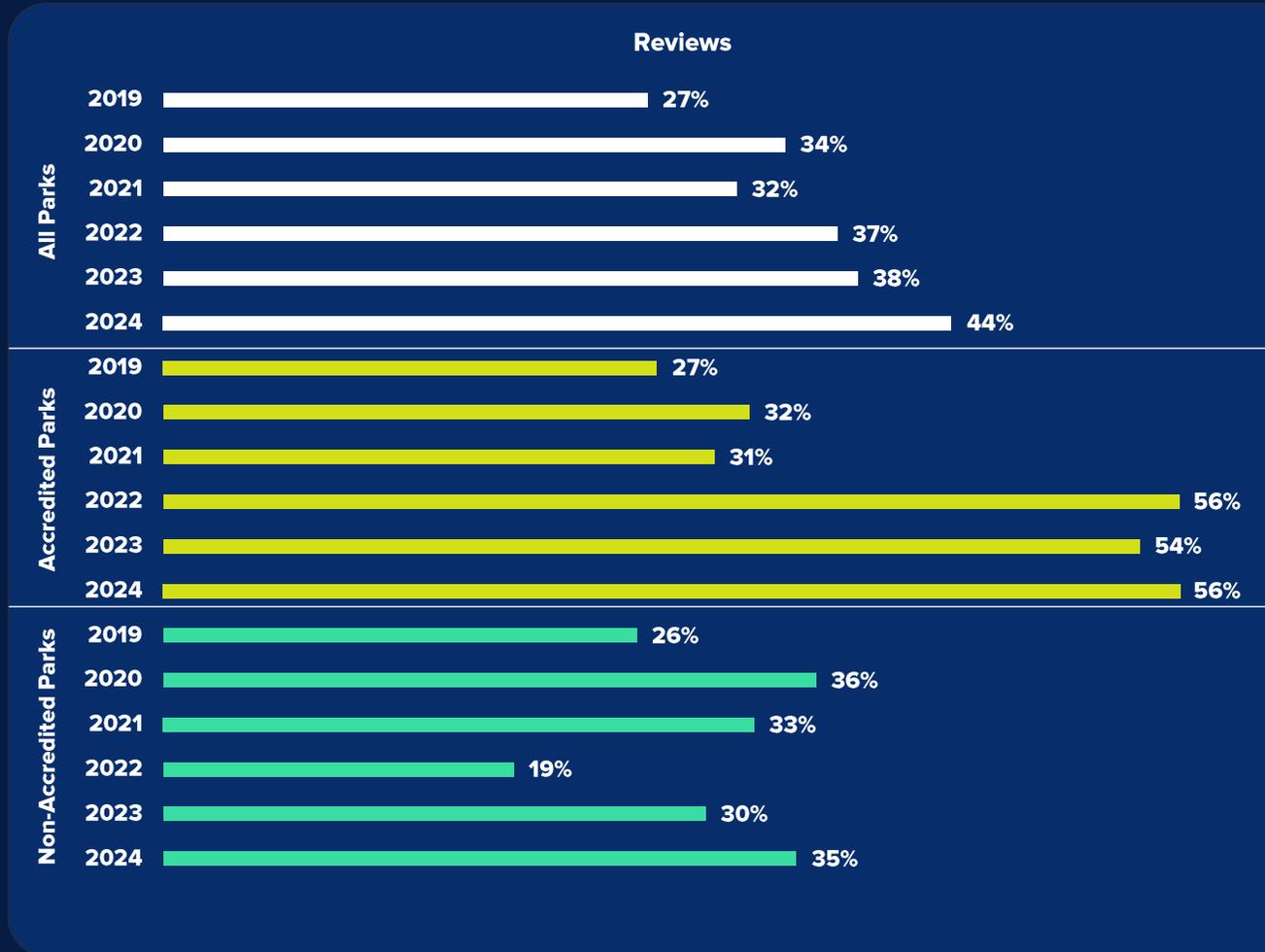
The territory's tag cloud also included more neutral ratings than the national average, with less positive reviews from couples and Western European guests staying at caravan parks in the Northern Territory.



Management Responses

In 2024, caravan parks across the Northern Territory received a total of 3,189 reviews eligible for response, with park operators engaging with 44% of these reviews.

A further breakdown shows that managers of accredited parks replied to 56% of “responsible” reviews, while non-accredited park management addressed three in ten reviews (35%) in 2024.



Queensland



Global Review Index™: Queensland

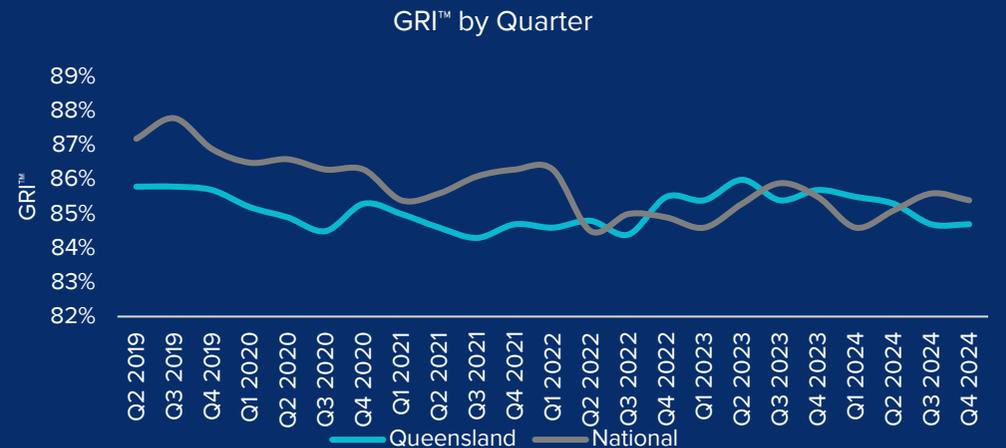
Caravan parks in Queensland recorded average¹ occupancy rate of 48% in 2024, marking a 3% decrease from the previous year. Average Daily Rate across site types¹ experienced an increase of 4% compared to 2023 figures, whilst average¹ RevPAR decreased by 2%, from \$56 to \$55².

The state's Global Review Index™ reached 85.1% in 2024, marginally underperforming the national average by 0.1 percentage points. The GRI™ fluctuated throughout the year, peaking during the January quarter and reaching its lowest point in the second half of 2024.

Accredited caravan parks demonstrated higher guest satisfaction levels compared to their non-accredited counterparts. Throughout the year, the GRI™ score for accredited parks was 2.8 percentage points higher than that of non-accredited parks.

¹ Average is based on annual results for cabins, powered and unpowered sites.

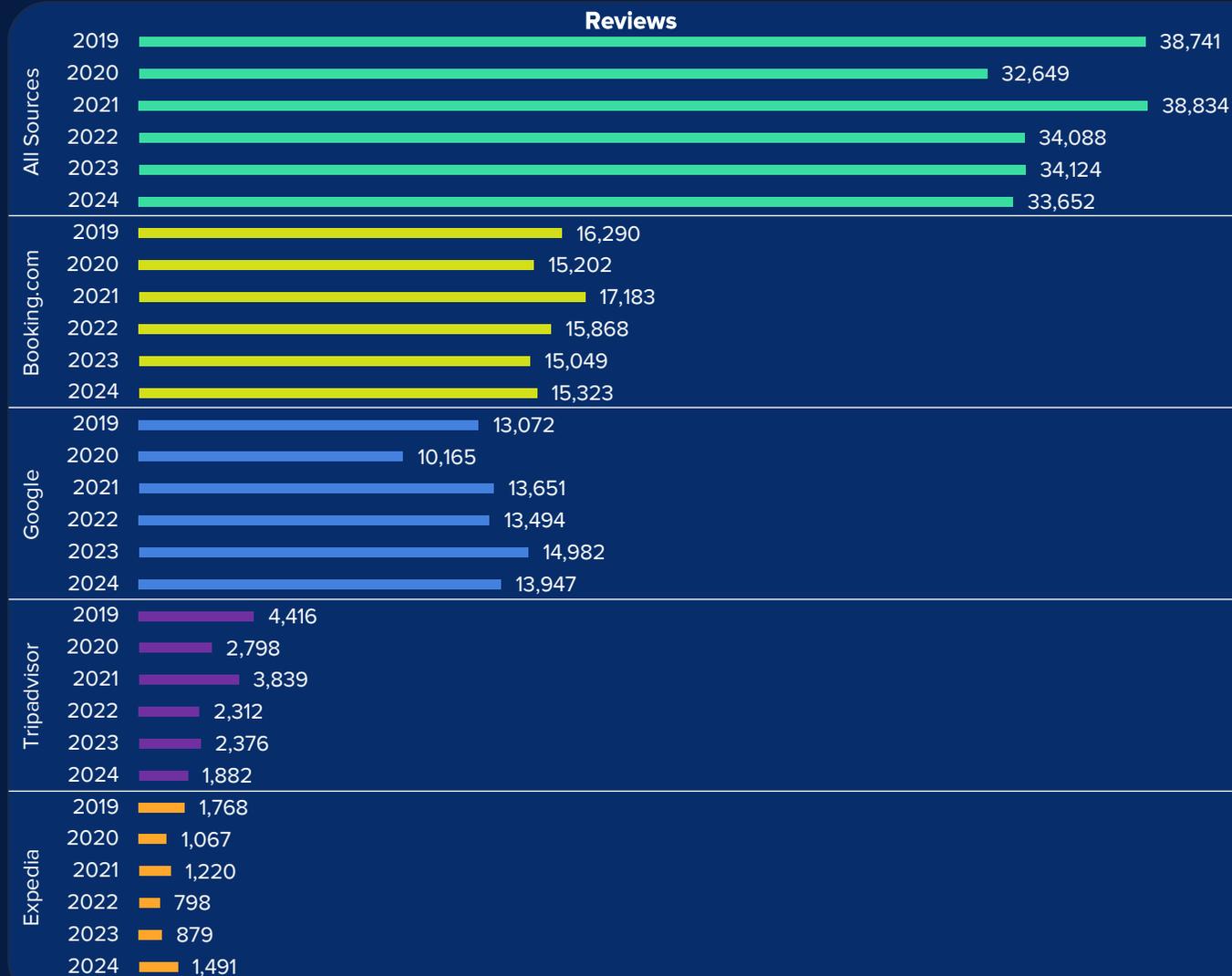
² Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.



Review Volume by Source

Caravan parks in Queensland received a total of 33,652 reviews in 2024. This was the third-highest number of reviews among states and territories, accounting for 20% of total review volume in 2024.

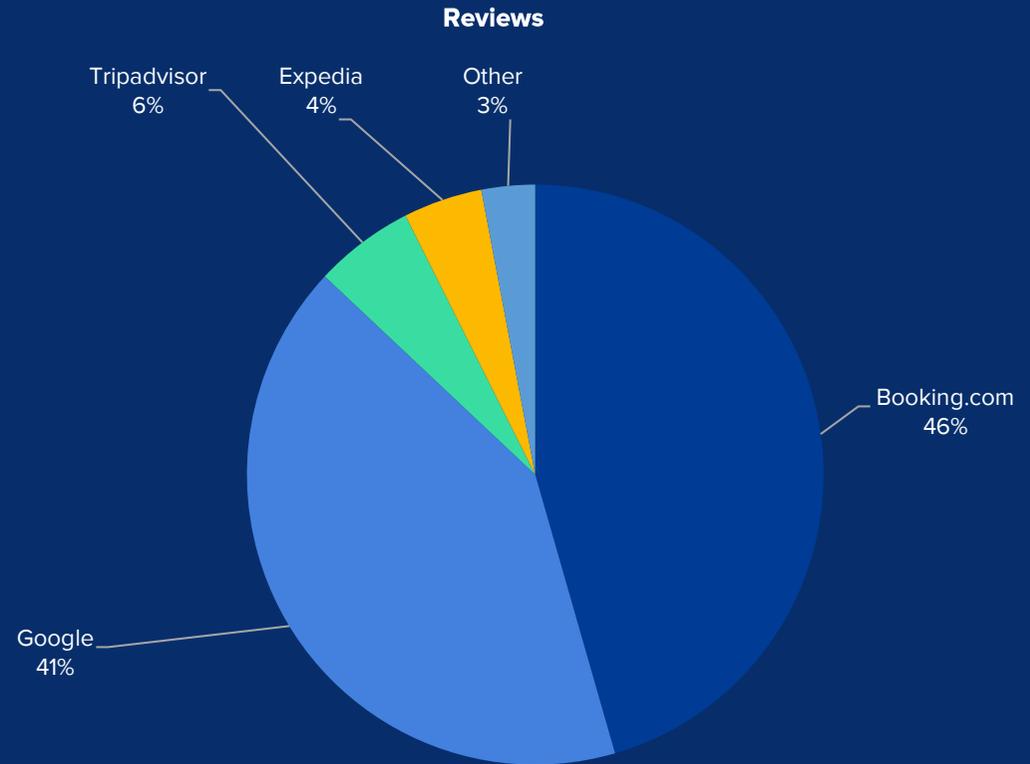
Across review platforms, Booking.com and Google registered the highest review volumes, making these the most widely used feedback platforms for guests staying at caravan parks in Queensland in 2024.



Share of Reviews by Source

In 2024, Booking.com dominated the review landscape for caravan parks in Queensland, capturing 46% of all reviews. This figure was below Booking.com's national market share of 56%. Google was next, accounting for one in four reviews (41%), exceeding its 31% national market share.

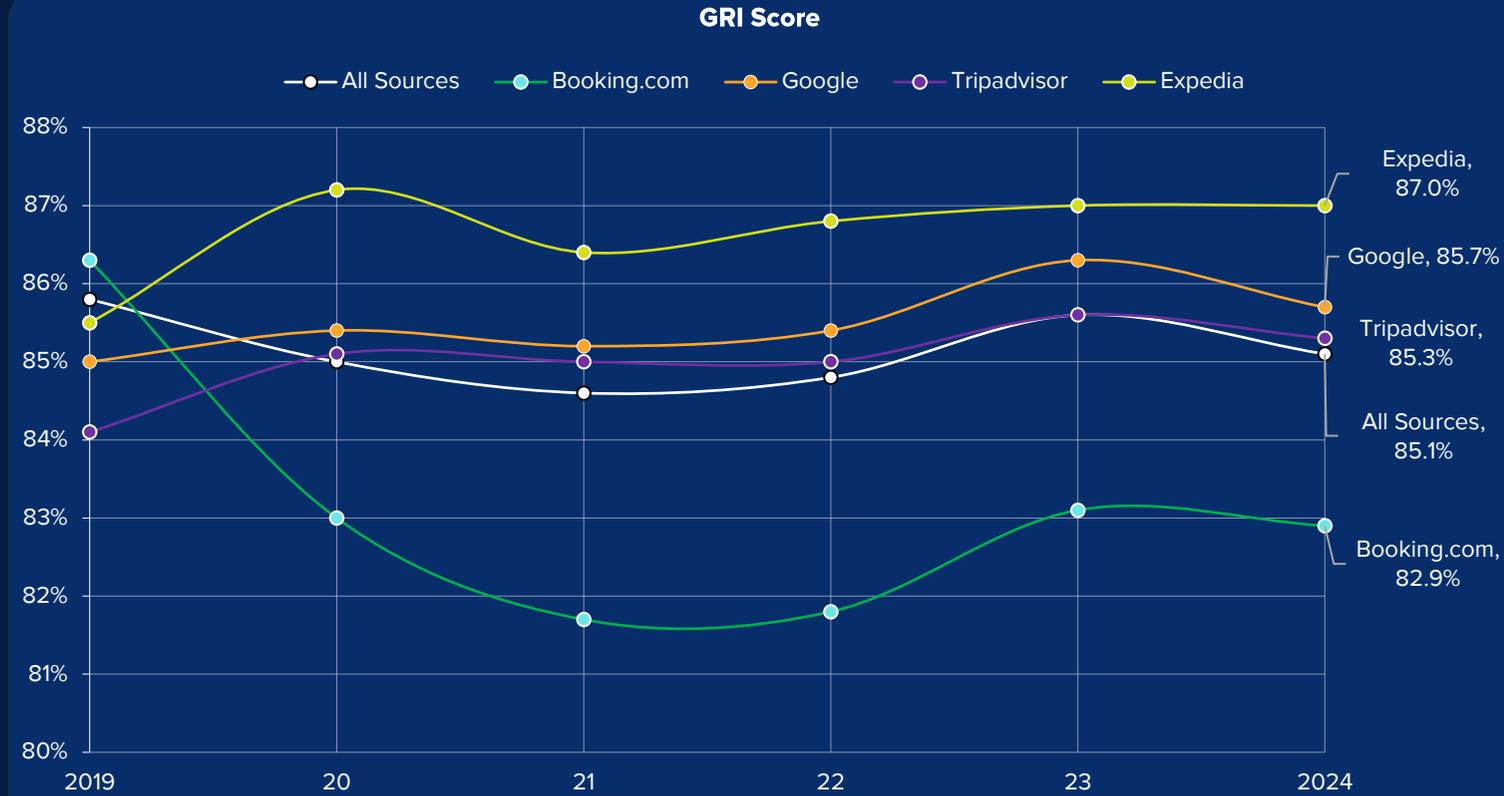
Tripadvisor and Expedia played smaller roles in the review ecosystem. Tripadvisor received 6% of the total review volume, while Expedia recorded 4% of total reviews.



Review Source Indexes

Among the major review platforms, Expedia claimed the highest Source Index in 2024, at 87.0%. Next was Google, at 85.7%. This result indicates that users leave more favourable reviews on these platforms compared to other platforms.

Booking.com recorded the lowest Source Index in 2024, at 82.9%.



Department Indexes

In 2024, Location emerged as the top performing category, recording a Department Index of 91.2%. Service was second, scoring 90.5%.

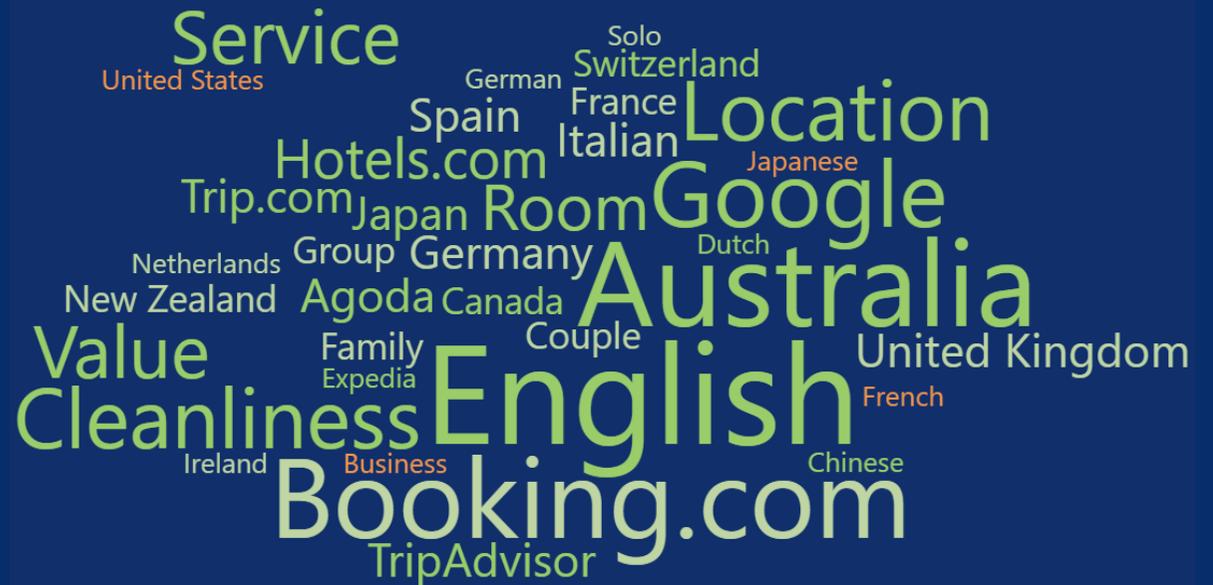
At the opposite end of the performance spectrum, Value recorded the lowest score among the five major departments, with a Department Index.



GRI™ Key Drivers

In 2024, guest feedback about Queensland's caravan parks were predominantly in English from Australian guests on Booking.com.

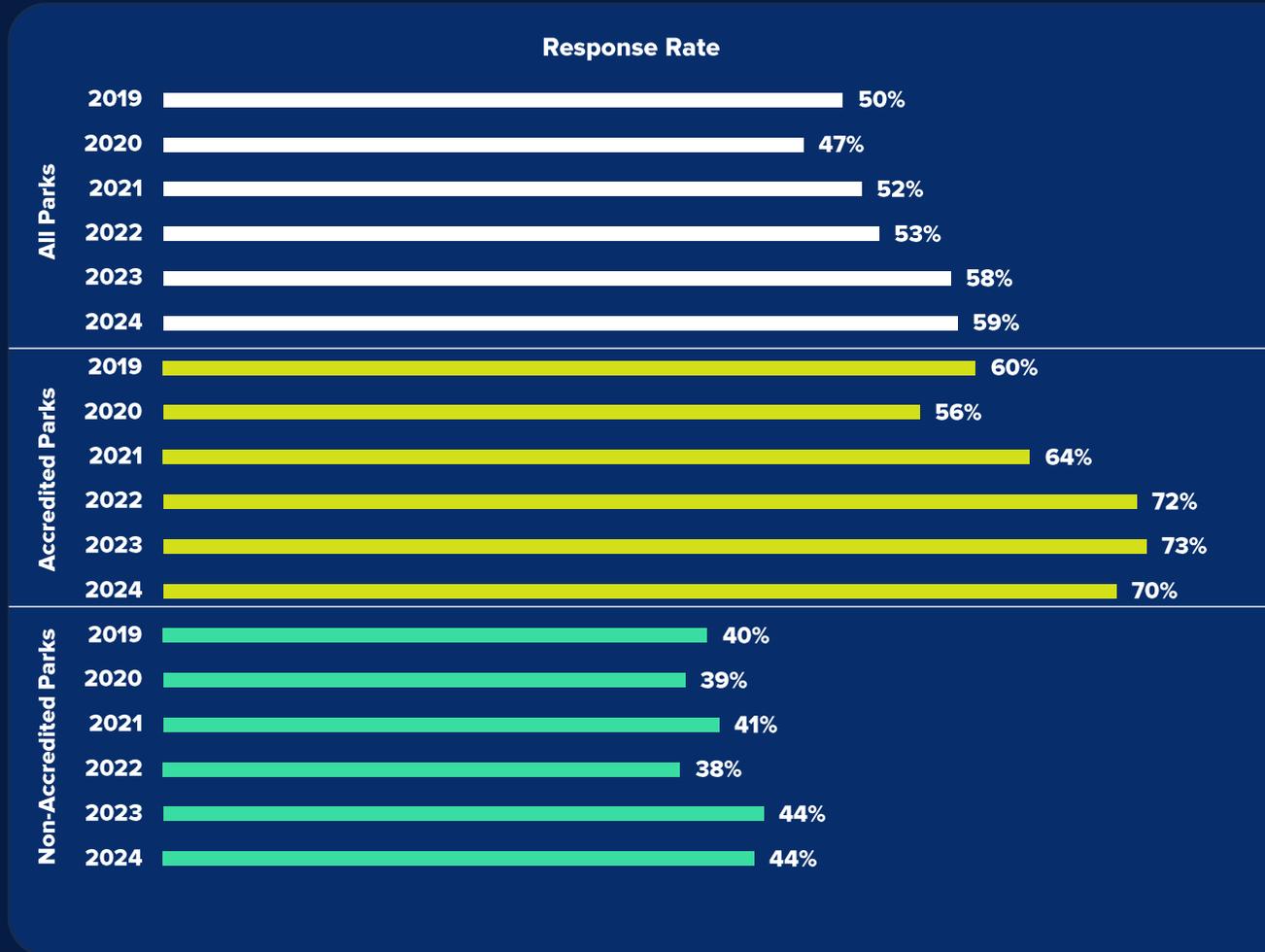
The state's tag cloud also included more neutral ratings than the national average, with less positive reviews from business travellers and some international guests staying at caravan parks in Queensland.



Management Responses

In 2024, caravan parks across Queensland received a total of 23,038 reviews eligible for response, with park operators engaging with 59% of these reviews.

A further breakdown reveals that accredited park managers replied to seven in ten “responsible” reviews (70%), while non-accredited park management addressed four in ten reviews (44%).



South Australia



Global Review Index™: South Australia

Caravan parks in South Australia recorded average¹ occupancy rate of 41% in 2024, marking a 2% decrease from 2023. Average Daily Rate across site types¹ experienced an increase of 3% compared to the previous year, whilst average¹ RevPAR decreased by 5%, reaching \$41².

In terms of guest satisfaction, South Australian caravan parks performed well in 2024. The state's Global Review Index™ stood at 85.7% in 2024, outperforming the national average of 85.2%. The GRI™ fluctuated throughout the year, reaching its peak in the last quarter and was lowest in the January quarter.

Accredited parks outperformed their non-accredited counterparts, reaching an annual GRI™ score that was 1.8 percentage points higher compared to non-accredited parks.

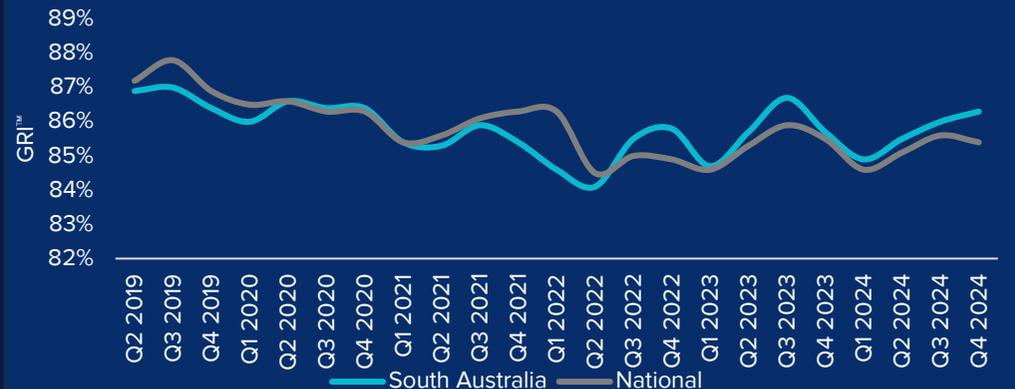
¹ Average is based on annual results for cabins, powered and unpowered sites.

² Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

GRI™ by Year



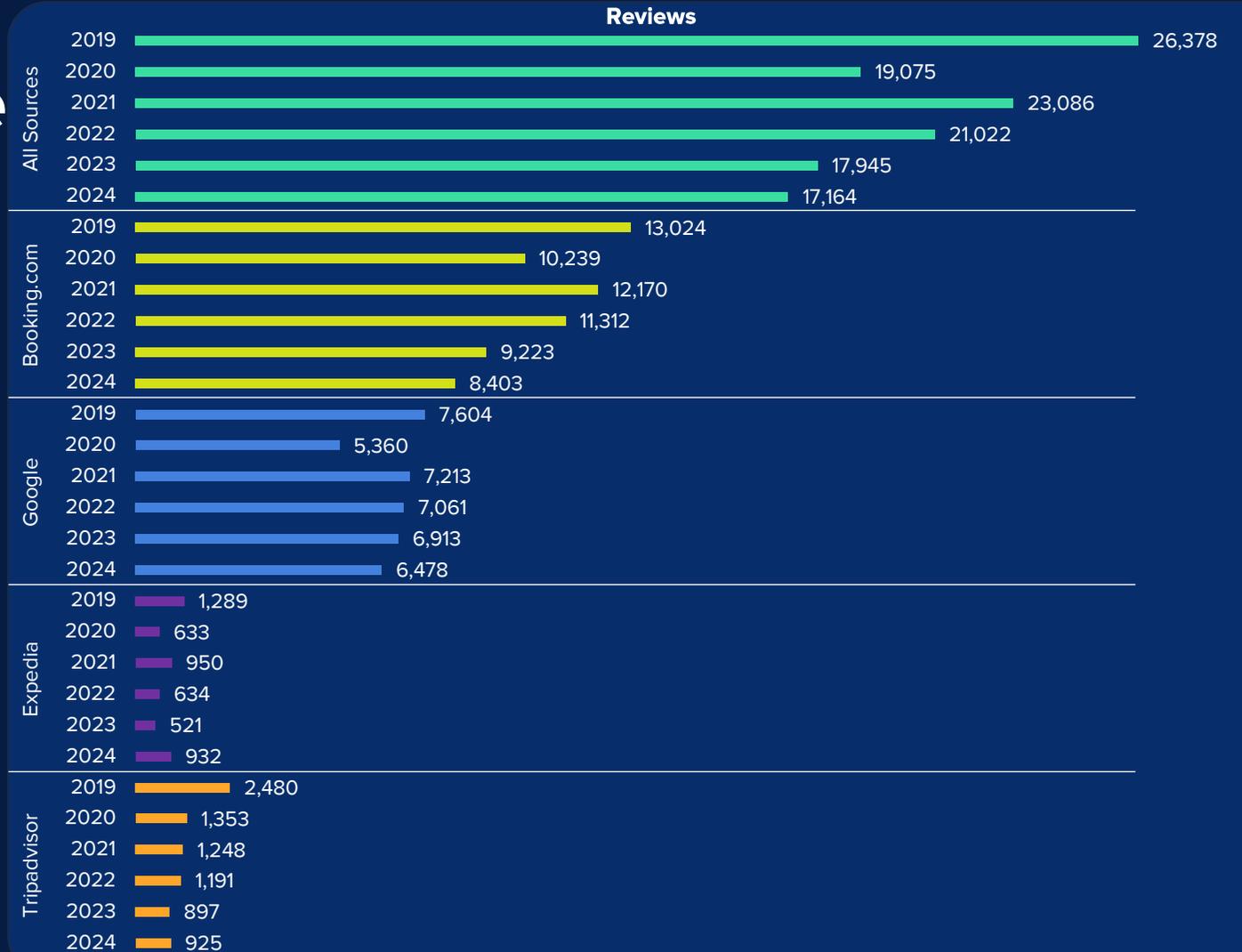
GRI™ by Quarter



Review volume by Source

There were a total of 17,164 reviews recorded for caravan parks in South Australia in 2024. This was equivalent to 10% of total reviews in 2024.

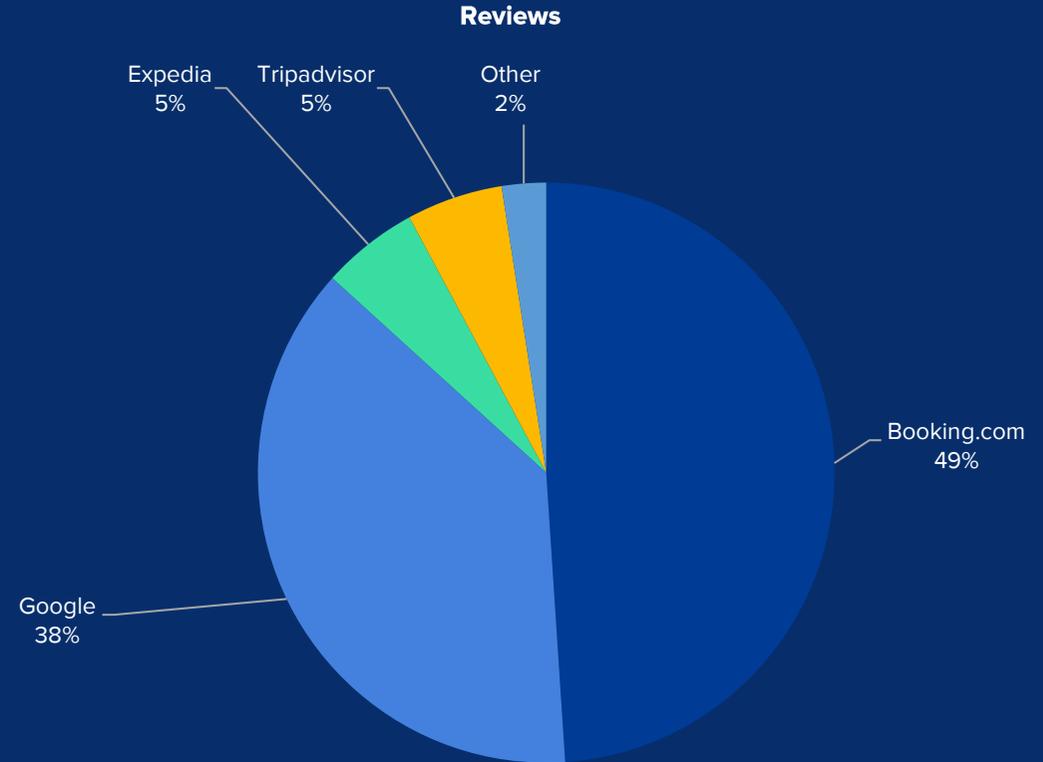
Across review platforms, Booking.com and Google registered the highest number of reviews, making these the most widely used feedback platforms for guests staying at caravan parks in South Australia in 2024.



Share of Reviews by Source

In 2024, Booking.com dominated the review landscape for caravan park guest feedback, capturing 49% of all reviews. This figure was below Booking.com's national market share of 56%. Google was second, accounting for one in four reviews (38%), exceeding its national market share of 31%.

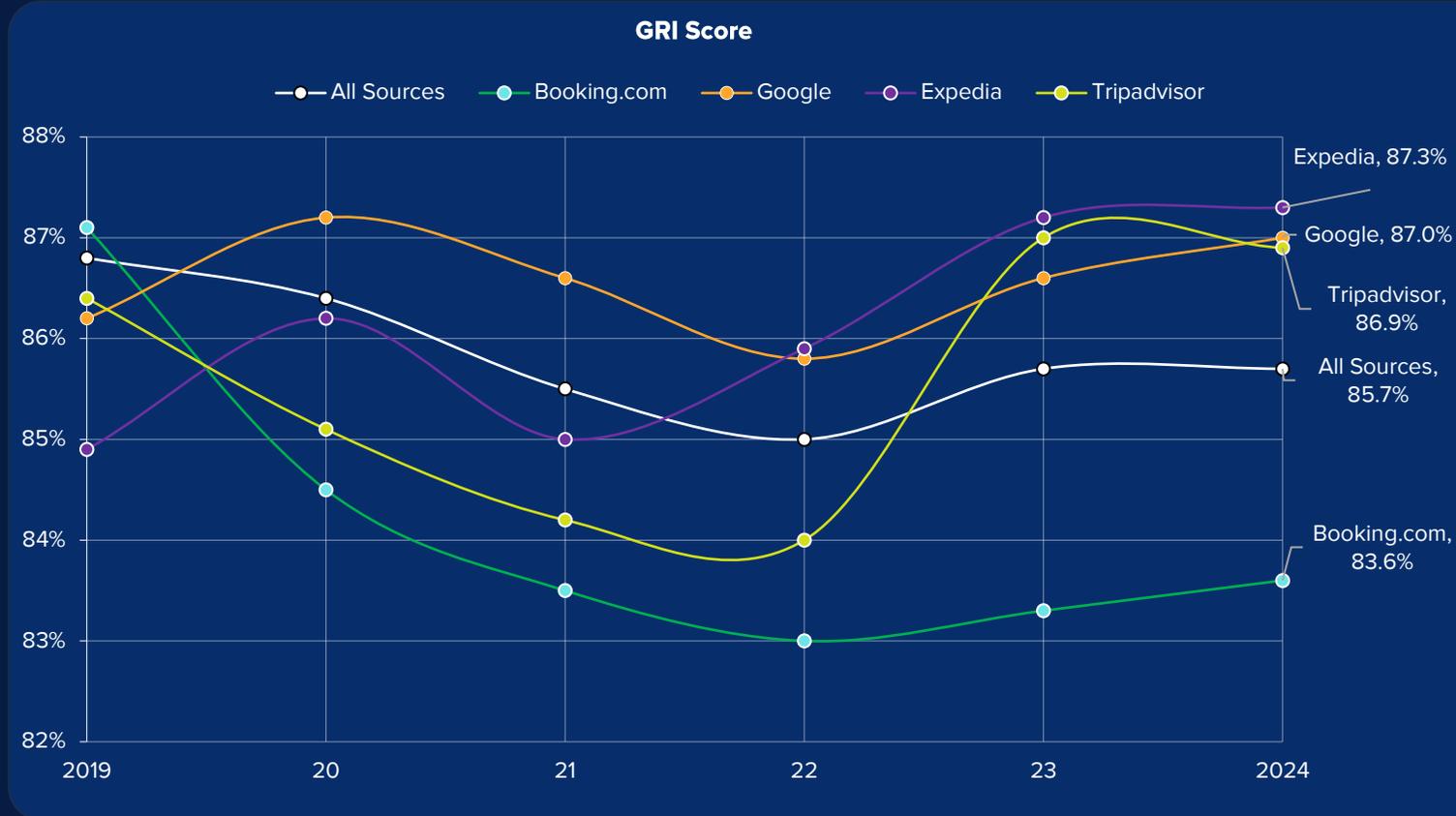
Expedia and Tripadvisor played smaller roles in the review ecosystem of caravan parks in South Australia, both accounting for 5% of the total review volume.



Review Source Indexes

Among the major review platforms, Expedia claimed the highest Source Index at 87.3%, followed by Google at 87.0%. This result indicates that users leave more favourable reviews on these platforms compared to other platforms.

Booking.com recorded the lowest Source Index in 2024, at 83.6%, having the lowest share of positive reviews among review platforms.



Department Indexes

In 2024, Location emerged as the top performing category, recording a Department Index of 93.4%. Service was second, scoring 89.7%.

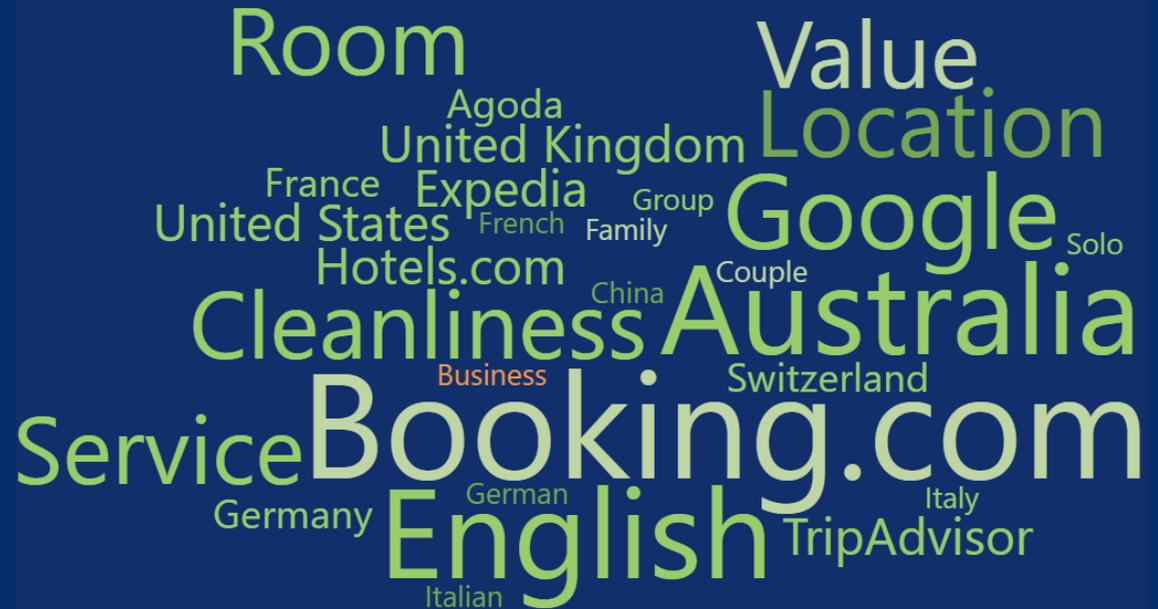
At the opposite end of the performance spectrum, Value recorded the lowest score among the five major departments, with a Department Index of 83.9%.



GRI™ Key Drivers

In 2024, guest feedback about South Australian caravan parks were predominantly in English from Australian guests on Booking.com.

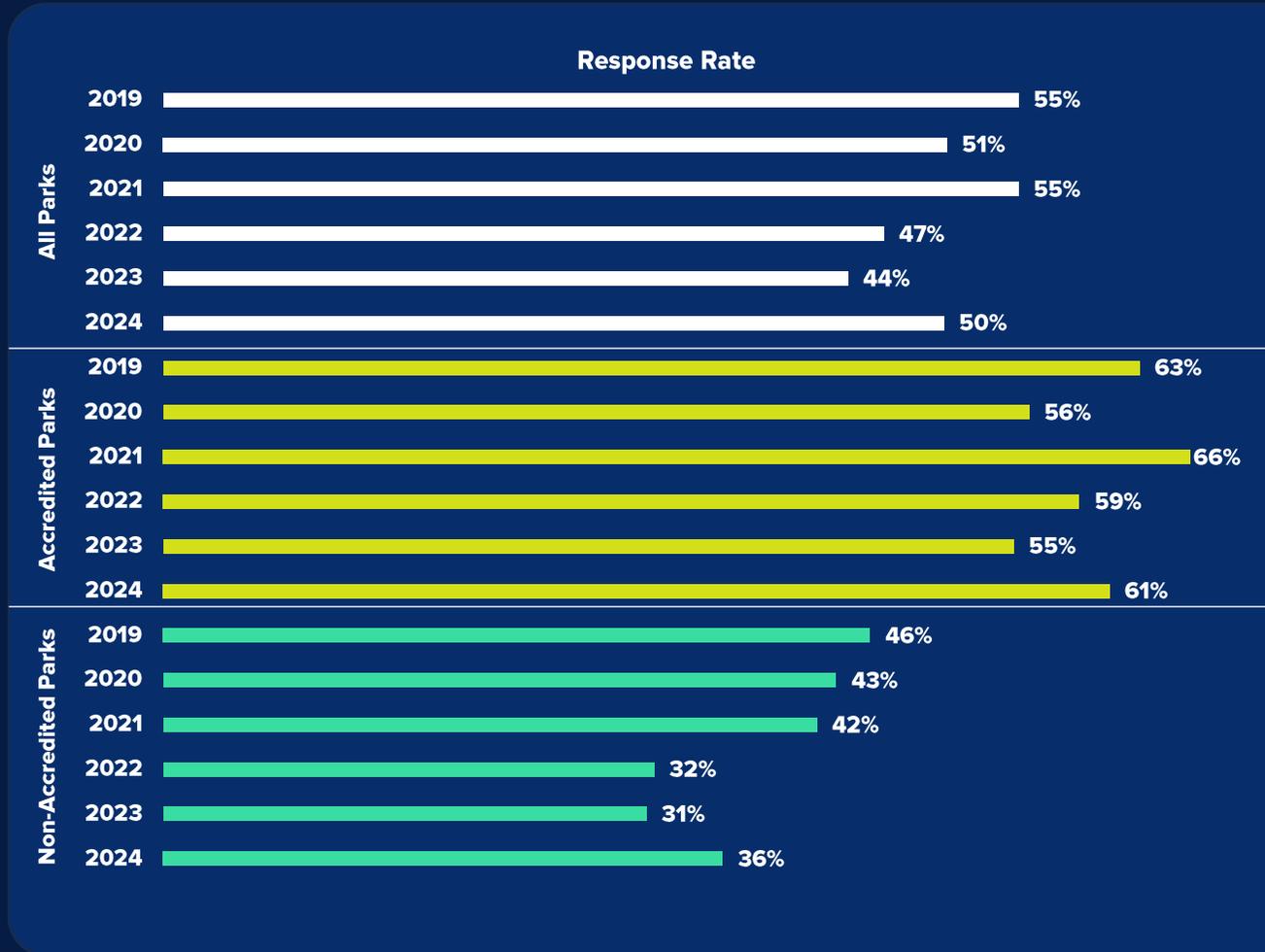
The state's tag cloud also showed that Western Europeans were key international market segments staying at caravan parks in South Australia.



Management Responses

In 2024, caravan parks across South Australia received a total of 11,184 reviews eligible for response, with park operators engaging with 50% of these reviews.

A further breakdown reveals that accredited park managers replied to 61% of “responsible” reviews, while non-accredited park management addressed four in ten reviews (36%).



Tasmania



Global Review Index™: Tasmania

Caravan parks in Tasmania experienced a decrease in average¹ occupancy rate, reaching 46%, down one percentage point compared to 2023. However, the sector saw growth in other key metrics. Average Daily Rate across site types¹ increased by 8% year-over-year, while average¹ RevPAR rose by 7% compared to the previous year².

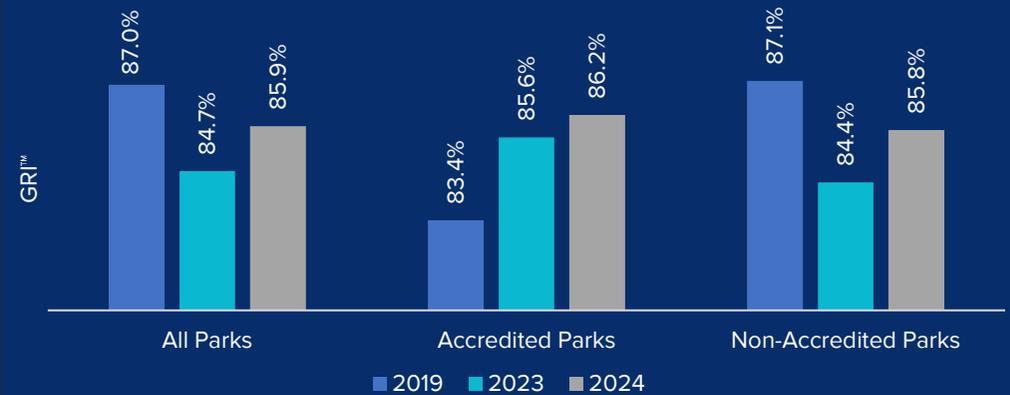
In terms of guest satisfaction, Tasmanian caravan parks performed well in 2024. The state's Global Review Index™ reached 85.9%, surpassing the national average by 0.7 points. The GRI™ fluctuated throughout the year, peaking during the September quarter and reaching its lowest point in the first quarter.

Accredited caravan parks demonstrated higher guest satisfaction levels compared to their non-accredited counterparts. The annual GRI™ for accredited parks was 0.4 percentage points higher than that of non-accredited parks.

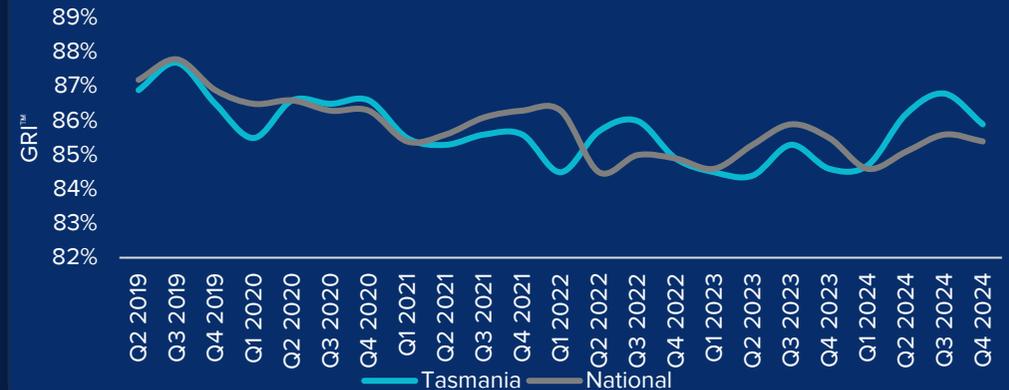
¹ Average is based on annual results for cabins, powered and unpowered sites.

² Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

GRI™ by Year



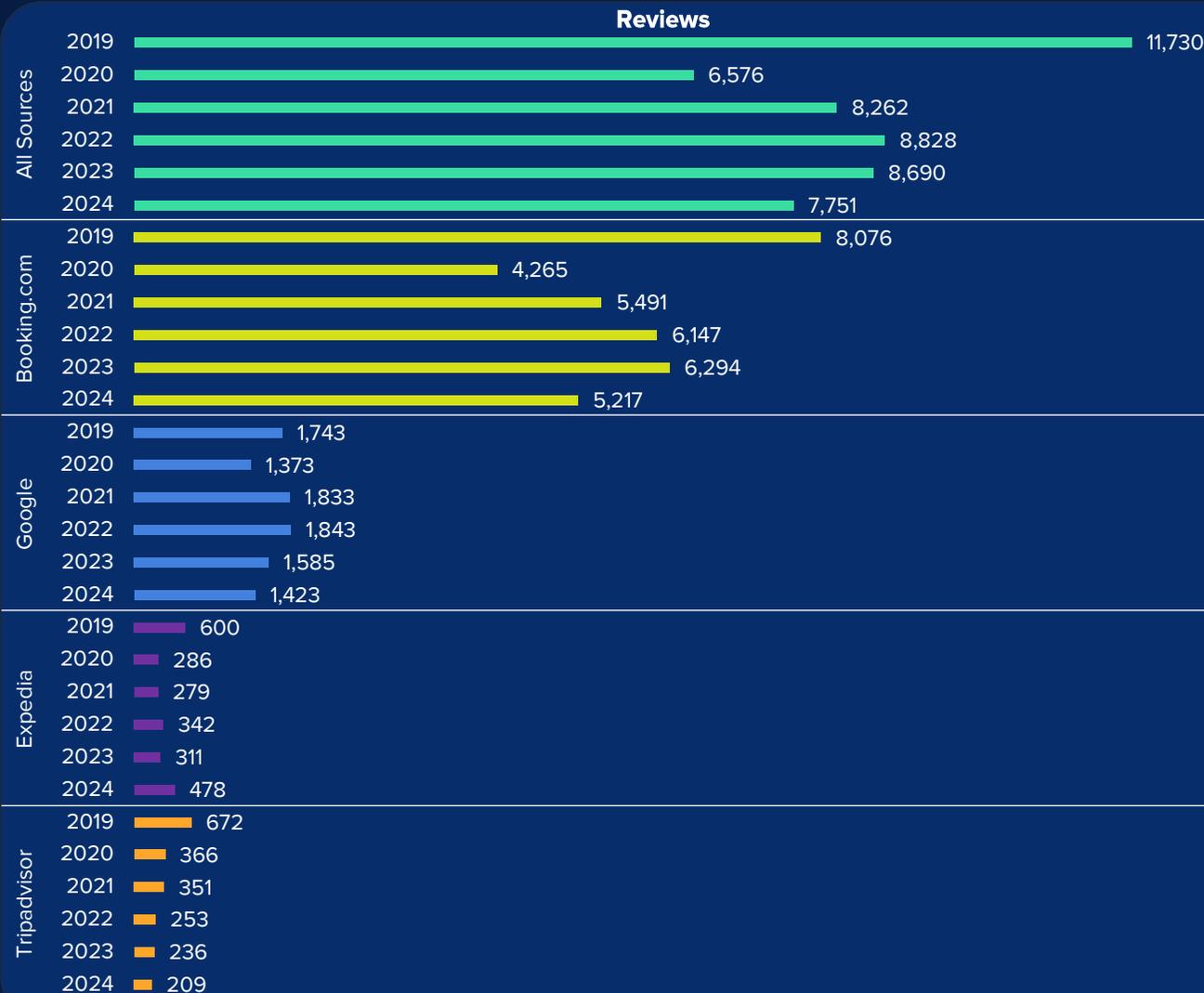
GRI™ by Quarter



Review Volume by Source

There were a total of 7,751 reviews recorded for caravan parks in Tasmania in 2024. This was equivalent of 5% of total reviews in 2024.

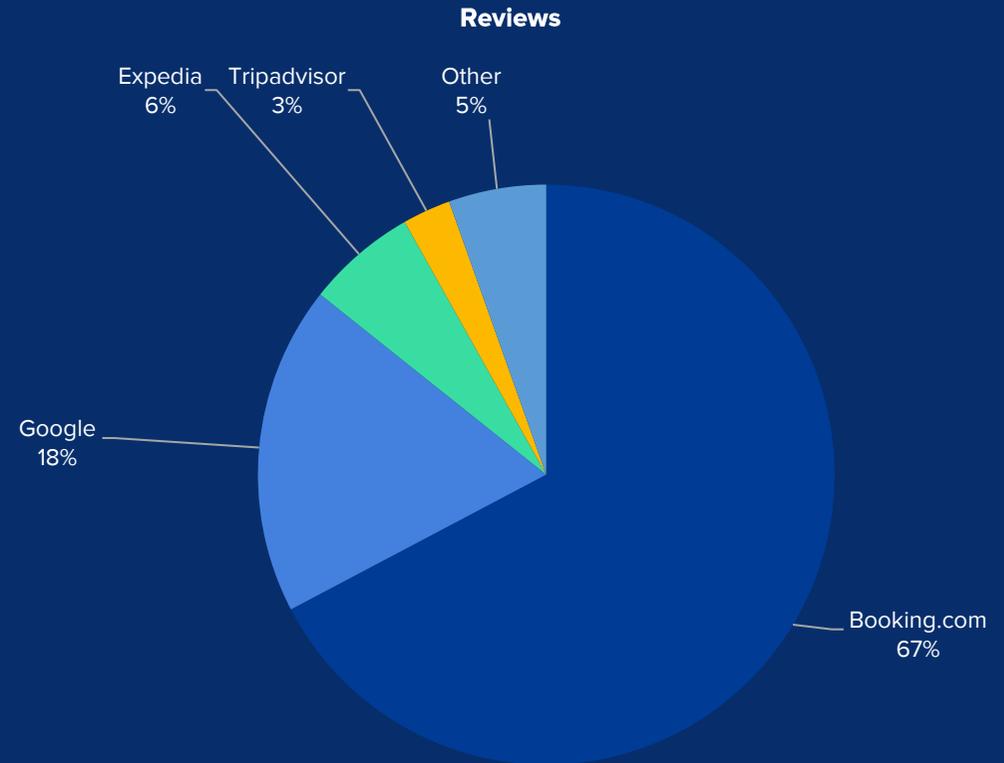
Across review platforms, Booking.com and Google registered the highest number of reviews, making these the most widely used feedback platforms for guests staying at caravan parks in Tasmania in 2024.



Share of Reviews by Source

In 2024, Booking.com dominated the review source landscape for Tasmanian caravan parks, accounting for two third (67%) of total review volume. This figure exceeded Booking.com's national market share by 11 percentage points. Google was second, accounting for 18% of total reviews, falling short of its 31% national share.

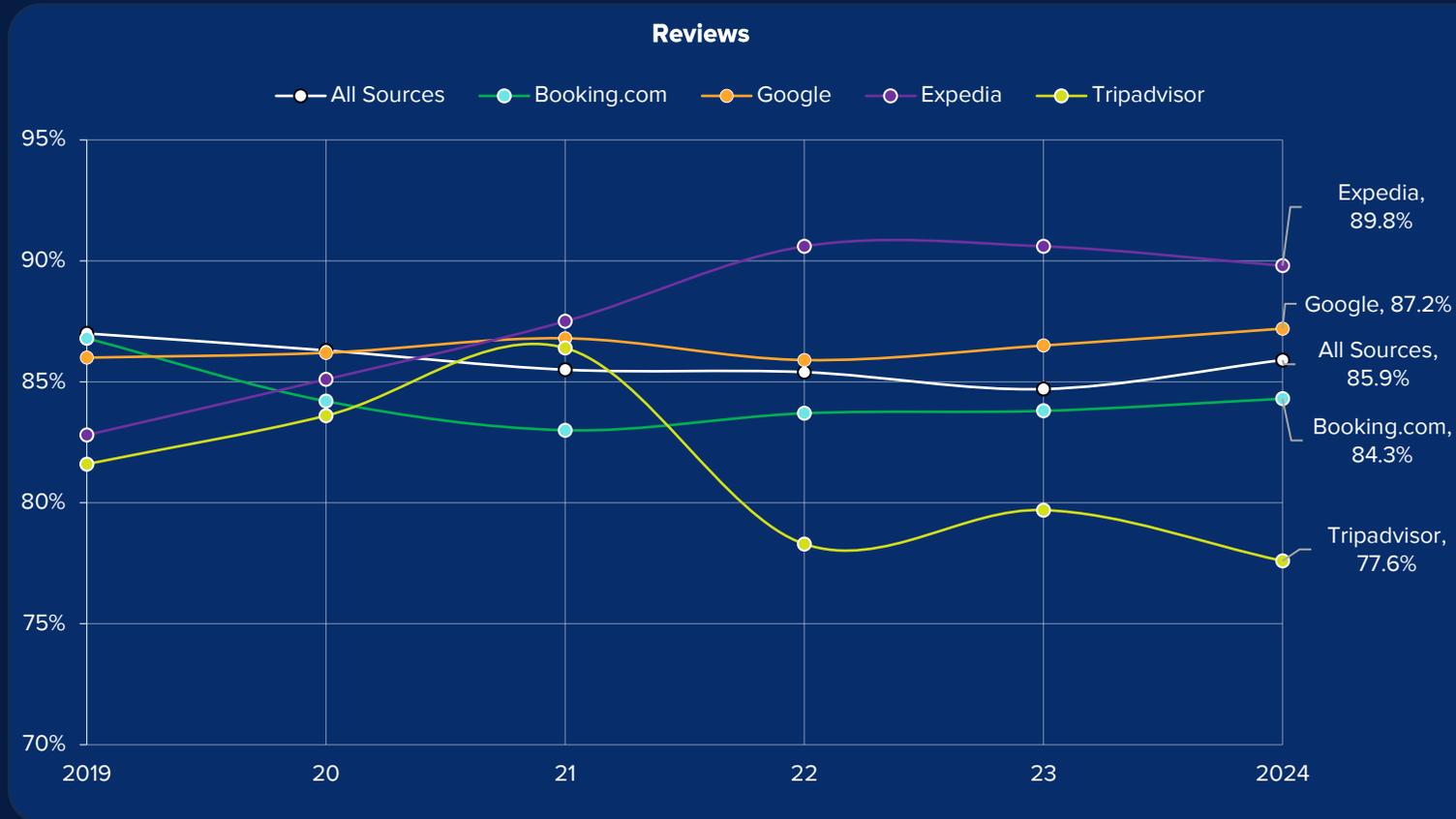
Expedia and Tripadvisor played smaller roles in the review ecosystem. Expedia captured 6% of market share, while Tripadvisor accounted for 3% of the total review volume.



Review Source Indexes

Among the major review platforms, Expedia claimed the highest Source Index at 89.8%, followed by Google at 87.2%. This result indicates that users leave more favourable reviews on these platforms compared to other platforms.

Tripadvisor recorded the lowest Source Index in 2024, at 77.6%.



Department Indexes

In 2024, the department receiving the highest rating was Service, scoring 91.9%. Next was Location, at 90.4%.

In contrast, Value obtained the lowest score among the five key departments, standing at 85.0%.

Indexes of non-accredited caravan parks exceeded those of accredited parks across the top five departments.



GRI™ Key Drivers

In 2024, guest feedback about Tasmanian caravan parks were predominantly in English from Australian guests on Booking.com.

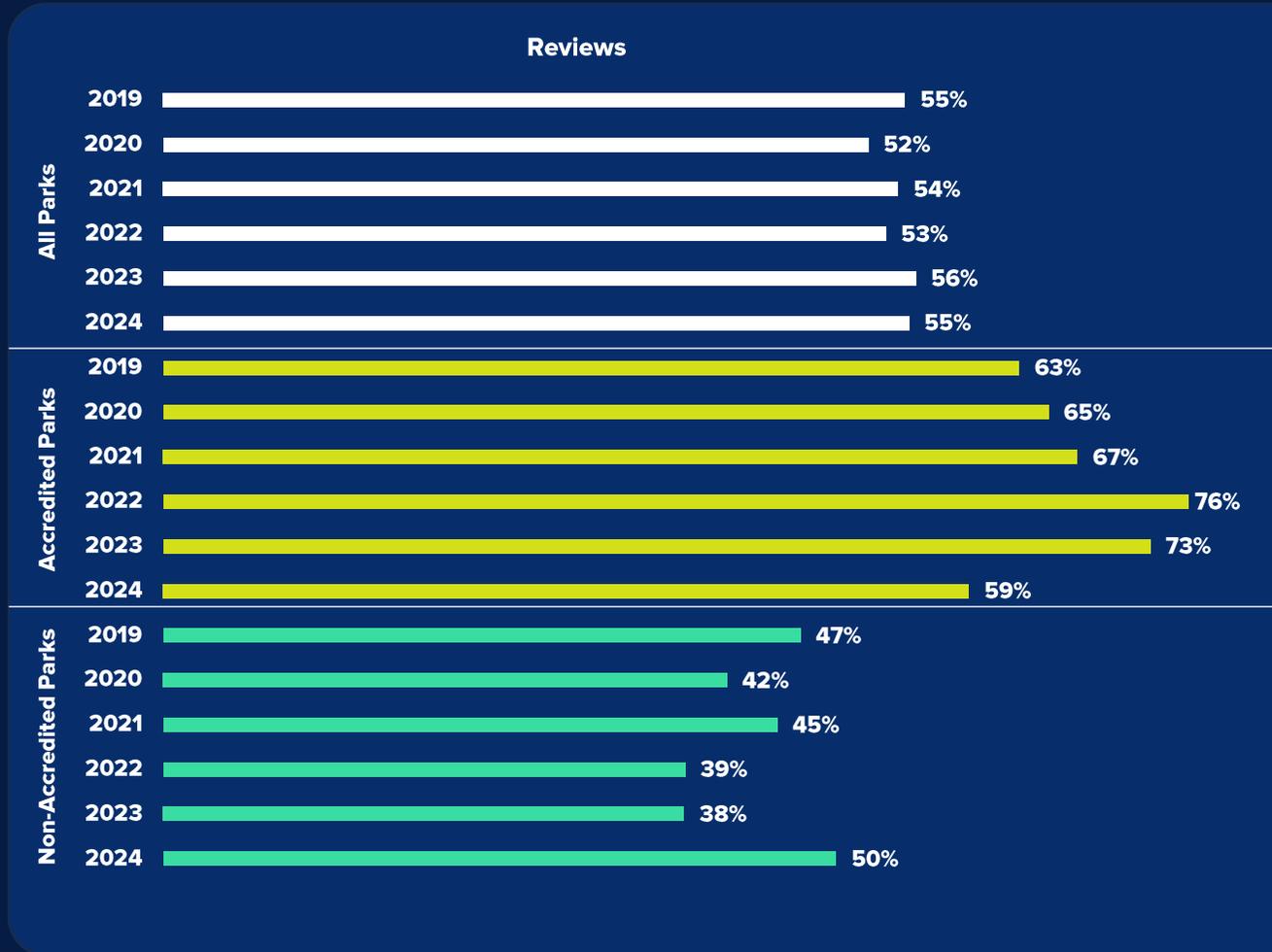
The state's tag cloud also included more neutral ratings than the national average, with less positive reviews from some international guests staying at caravan parks in Tasmania.



Management Responses

In 2024, caravan parks across Tasmania received a total of 4,871 reviews eligible for response, with park operators engaging with 55% of these reviews.

A further breakdown reveals that accredited park managers replied to six in ten “responsible” reviews (59%), while non-accredited park management addressed five in ten reviews (50%) in 2024.



Victoria



Global Review Index™: Victoria

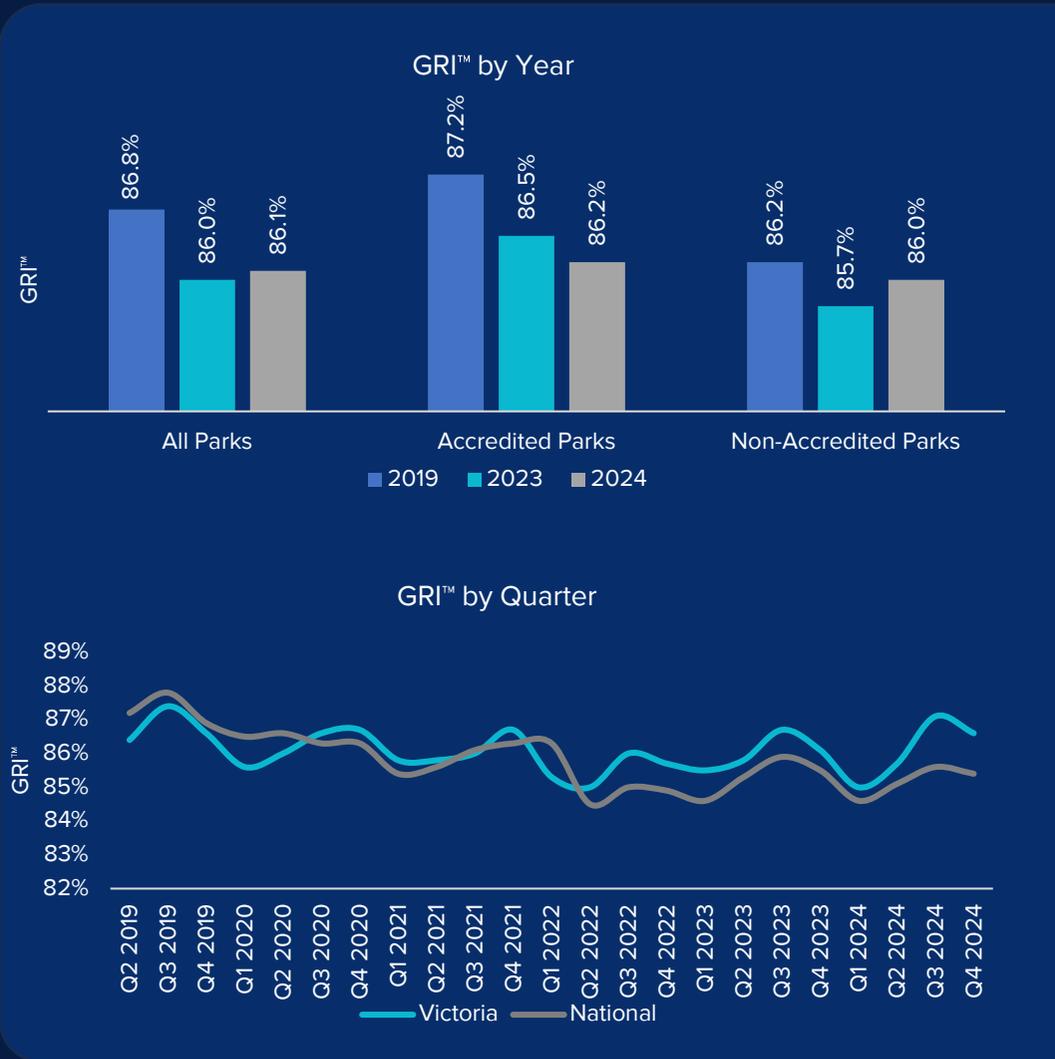
Victorian caravan parks saw growth across accommodation metrics in 2024. Average¹ occupancy increased by 0.1 percentage points, to 36%. Average¹ ADR grew by 2% over 2023 and average¹ RevPAR was up by 5% from the previous year².

In terms of guest satisfaction, Victoria's caravan parks performed well in 2024. The state's Global Review Index™ reached 86.1%, surpassing the national average by 0.9 points. The GRI™ fluctuated throughout the year, peaking during the September quarter and reaching its lowest point in the first quarter.

Accredited caravan parks demonstrated higher guest satisfaction levels compared to their non-accredited counterparts. The annual GRI™ score for accredited parks was 0.2 percentage point higher than that of non-accredited parks.

¹ Average is based on annual results for cabins, powered and unpowered sites.

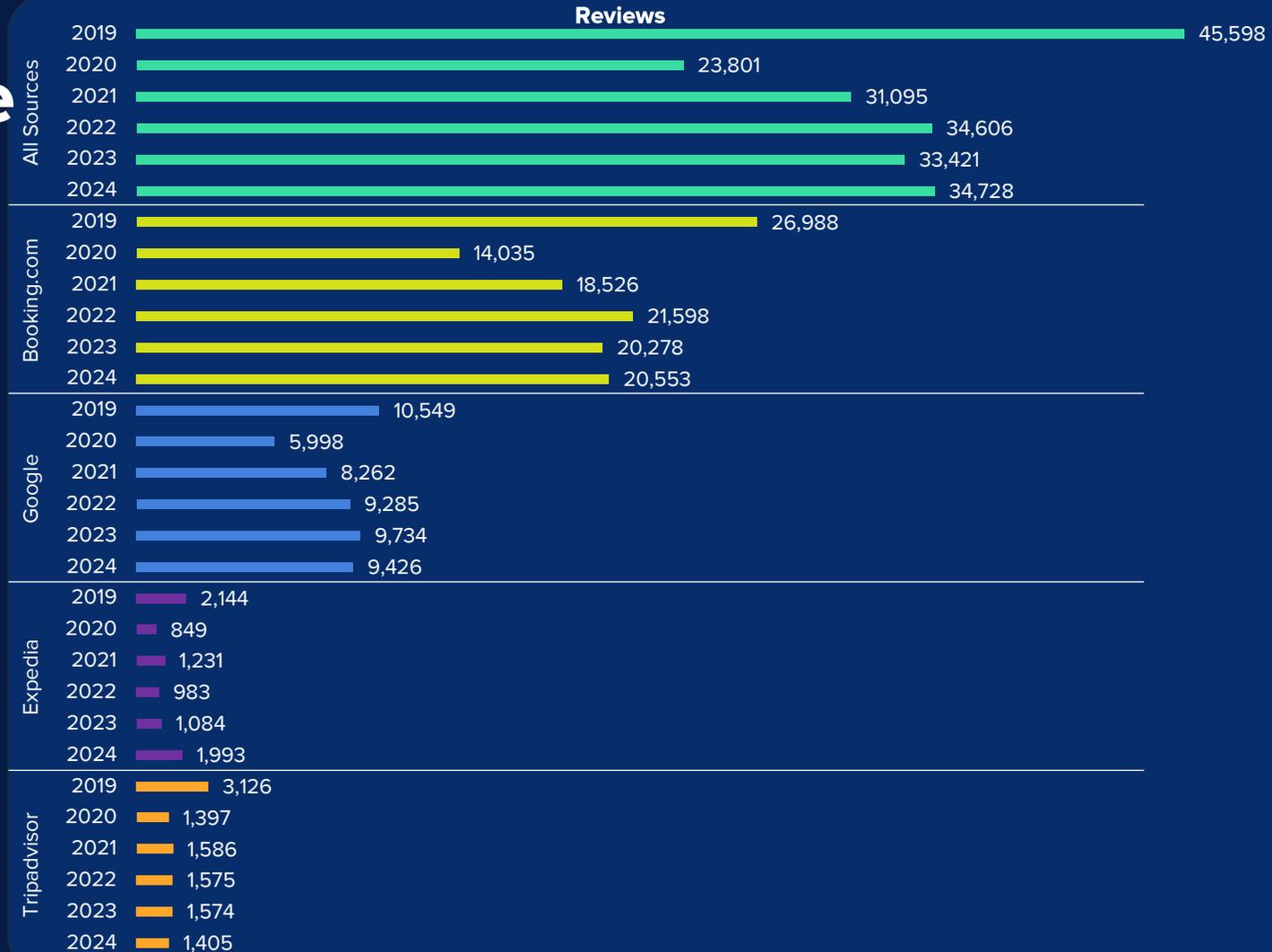
² Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.



Review Volume by Source

In 2024, Victorian caravan parks received the second-highest review volume among all states and territories, accumulating over 34,700 reviews. This was equivalent of 20% of caravan park reviews nationwide in 2024.

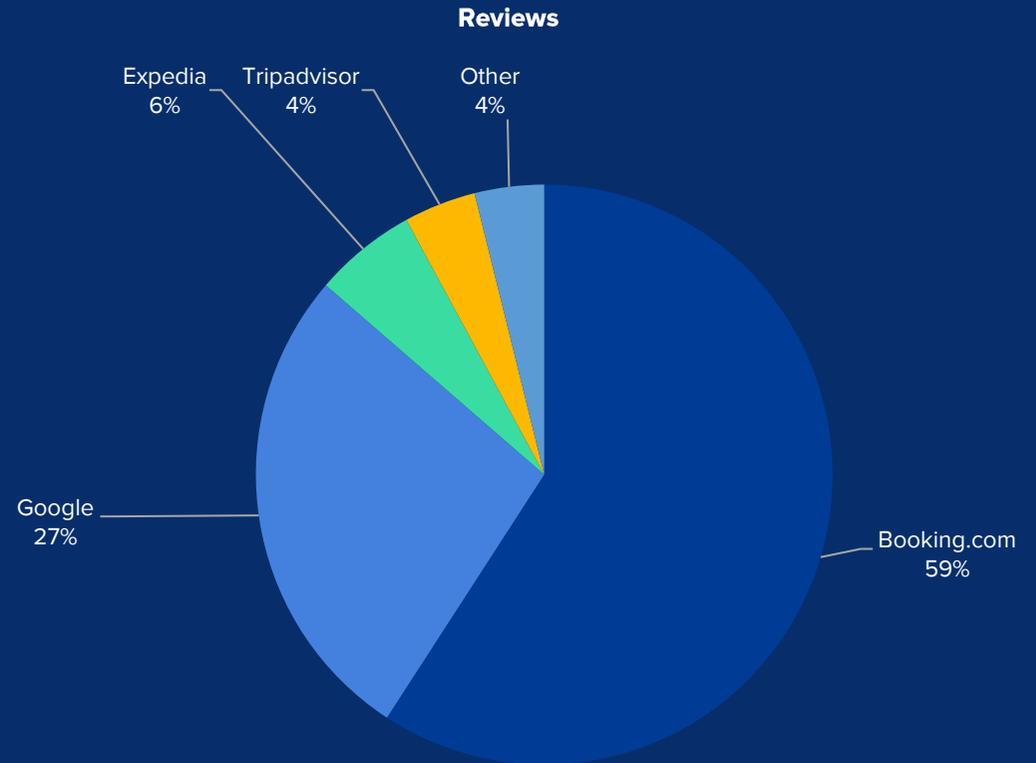
The review landscape was predominantly shaped by Booking.com as the primary channels for visitor feedback, followed by Google. This made them the most widely used feedback platforms for guests staying at caravan parks in Victoria in 2024.



Share of Reviews by Source

In 2024, Booking.com dominated the review landscape for caravan parks in Victoria, capturing 59% of all reviews. This figure exceeded Booking.com's national market share by three percentage points. Google was next, accounting for 27% of total reviews, falling short of its 31% national share.

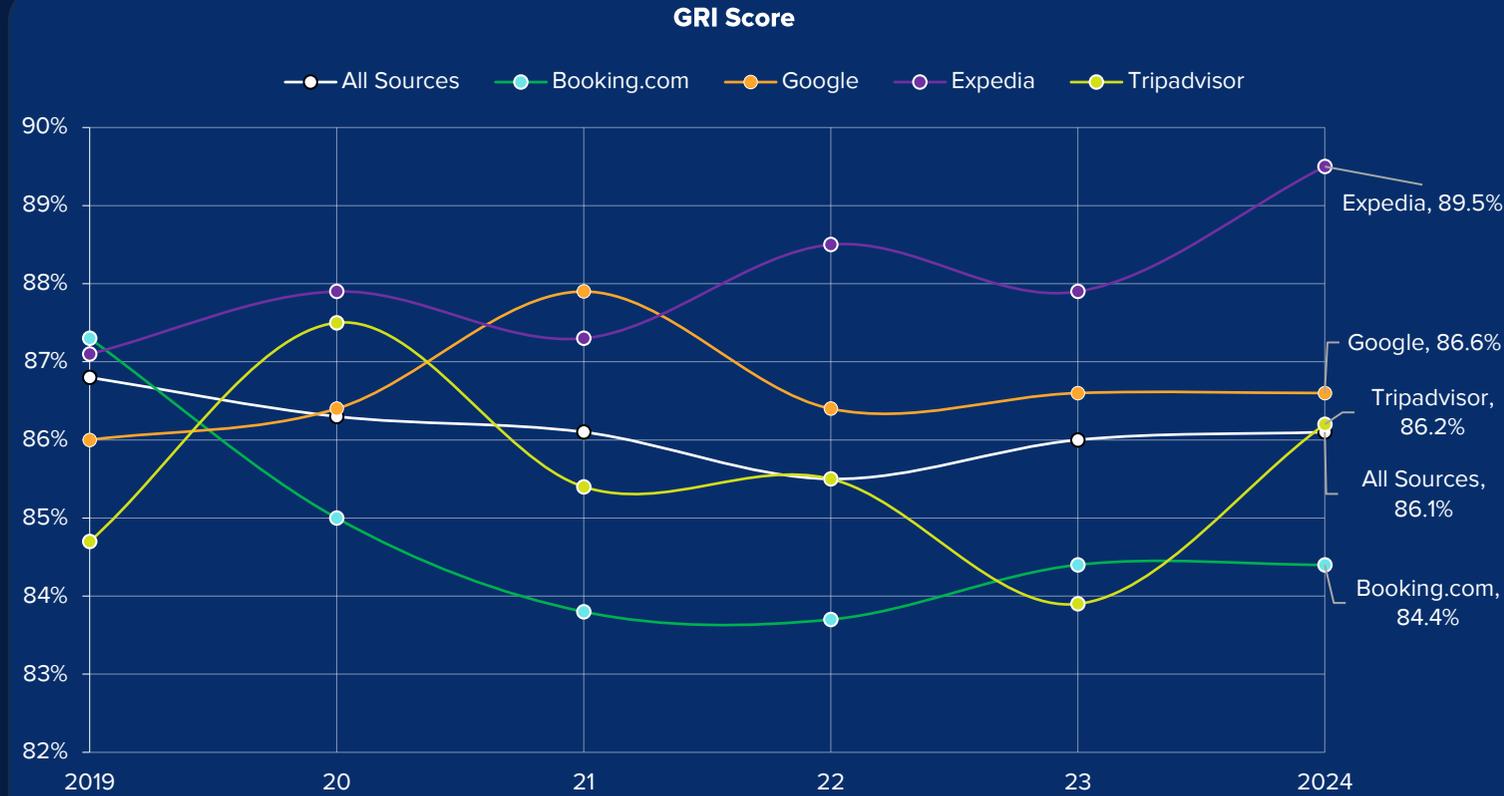
Expedia and Tripadvisor played smaller roles in the review ecosystem. Expedia managed to secure a 6% market share of reviews, while Tripadvisor received 4% of the total review volume.



Review Source Indexes

Among the major review platforms, Expedia emerged as the leader in site performance, boasting a Source Index of 89.5%. Next was Google with a Source Index of 86.6%. These results indicate that users leave more favourable reviews on these platforms compared to other platforms.

Booking.com recorded the lowest Source Index in 2024, at 84.4%.



Department Indexes

In 2024, Location emerged as the top performing category, achieving a Department Index of 92.3%. Service was a close second, recording a score of 91.5%.

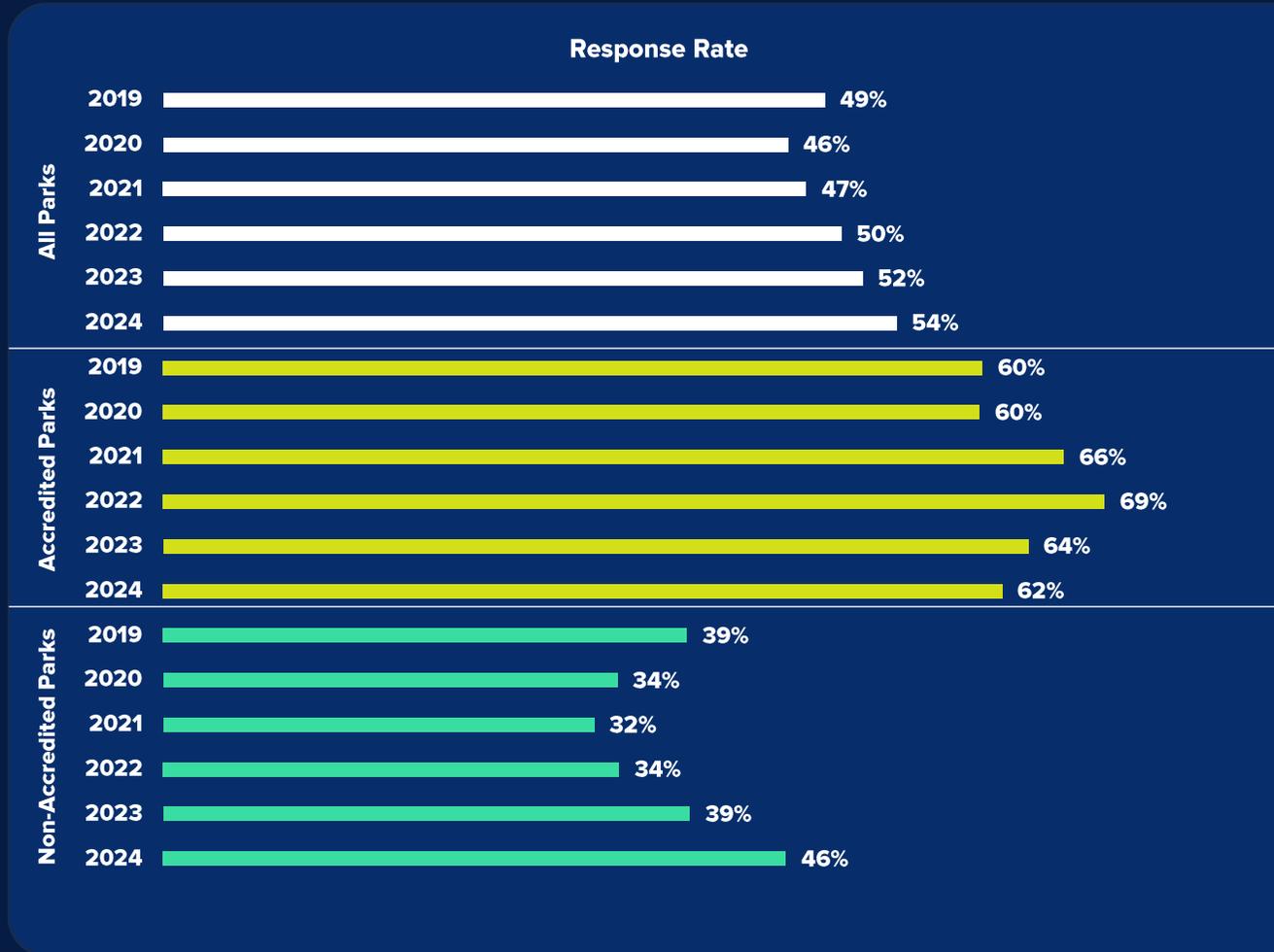
At the opposite end of the performance spectrum, Value recorded the lowest score among the five major departments, with a Department Index of 87.2%.



Management Responses

In 2024, caravan parks across Victoria received 21,758 reviews eligible for response, with park operators engaging with 54% of these reviews.

Further analysis reveals that accredited park managers addressed 62% of their “responsible reviews”, while non-accredited park management responded to five in ten (46%) reviews received.



Western Australia



Global Review Index™: Western Australia

Western Australia's caravan parks saw growth across accommodation metrics in 2024. Average¹ occupancy increased by one percentage points, to 51%. Average¹ ADR grew by 5% over 2023 and average¹ RevPAR was up by 6% from the previous year².

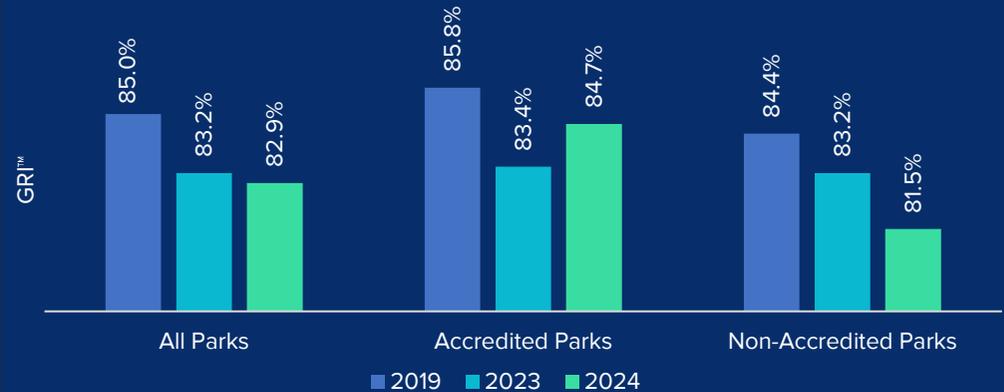
The state's Global Review Index™ stood at 82.9% in 2024, underperforming the national average by 2.3 percentage points. Throughout the year, the state's GRI™ fluctuated, reaching its peak in the December quarter and was lowest in the first quarter.

Accredited parks outperformed their non-accredited counterparts, reaching an annual GRI™ that was 3.2 percentage points higher compared to non-accredited parks.

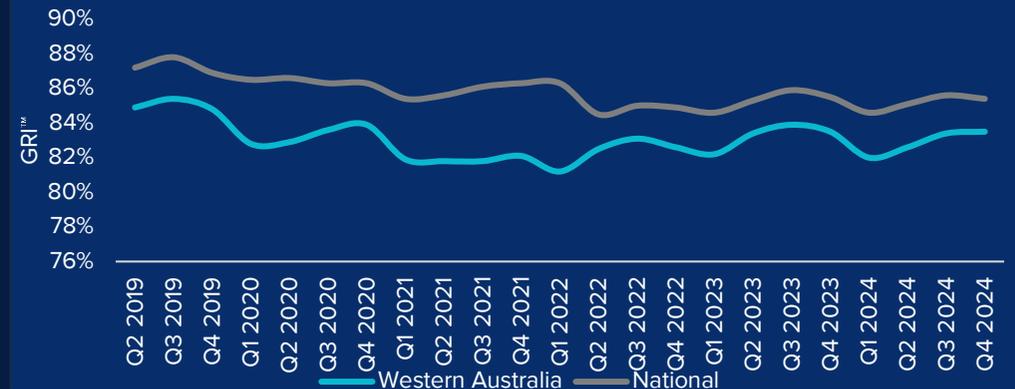
¹ Average is based on annual results for cabins, powered and unpowered sites.

² Data source: BDO, 2025; Newbook, 2025; RezExpert, 2025; RMS, 2025.

GRI™ by Year



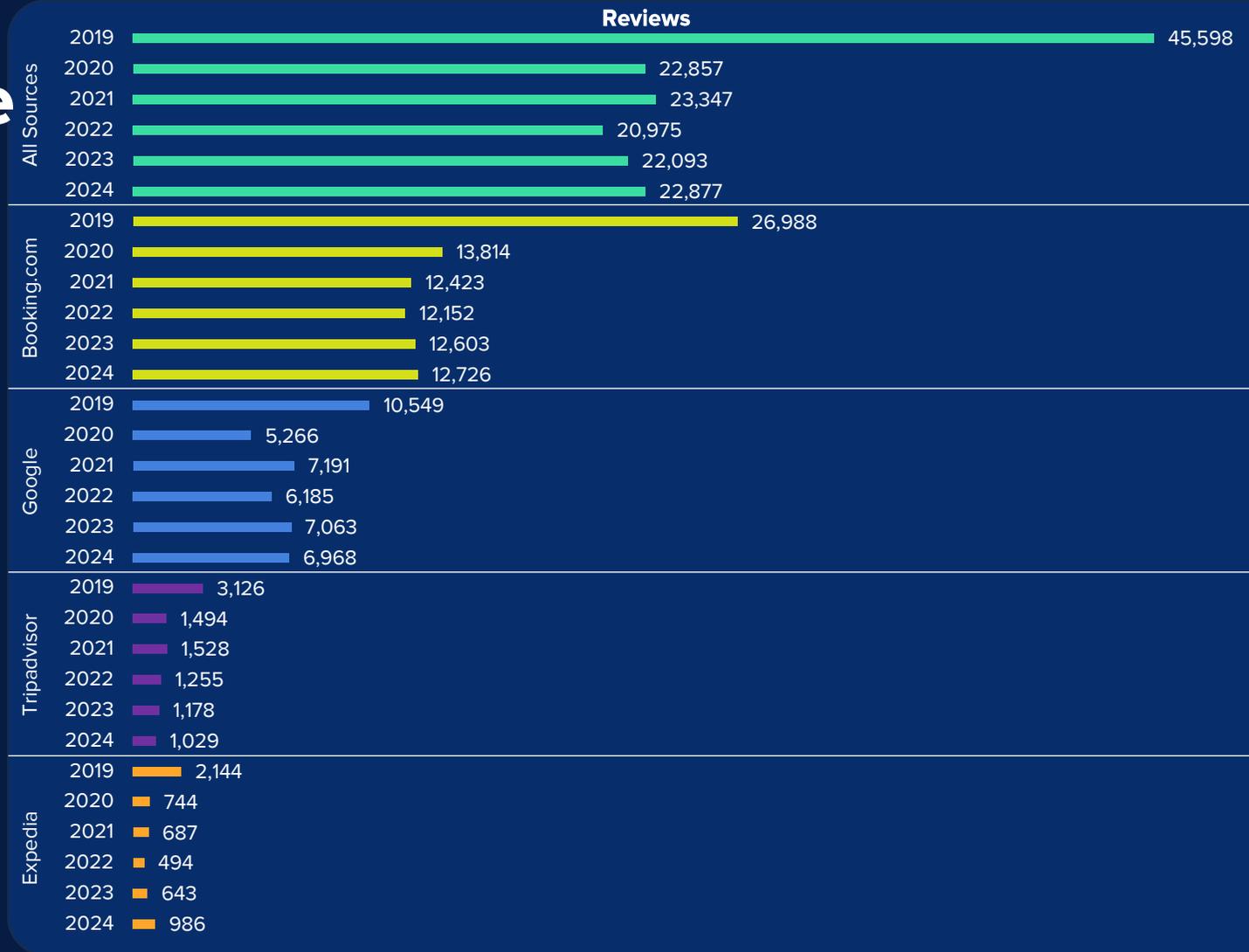
GRI™ by Quarter



Review Volume by Source

There were a total of 22,877 reviews recorded for caravan parks in Western Australia in 2024. This was equivalent of 13% of total reviews in 2024.

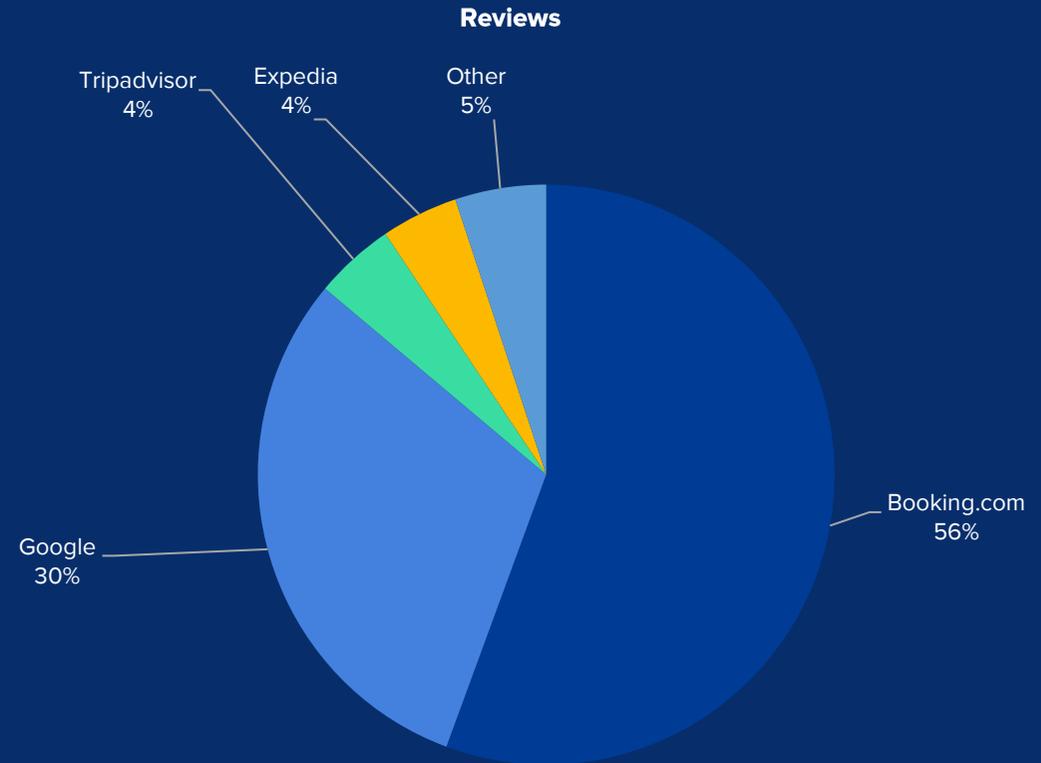
Across review platforms, Booking.com and Google registered the highest number of reviews, making them the most widely used feedback platforms for guests staying at caravan parks in Western Australia in 2024.



Share of Reviews by Source

In 2024, Booking.com dominated the review landscape for Western Australia's caravan parks, capturing 56% of all reviews, on par with its national market share. Google was next, accounting for 30% of total reviews, just short of its national share of 31%.

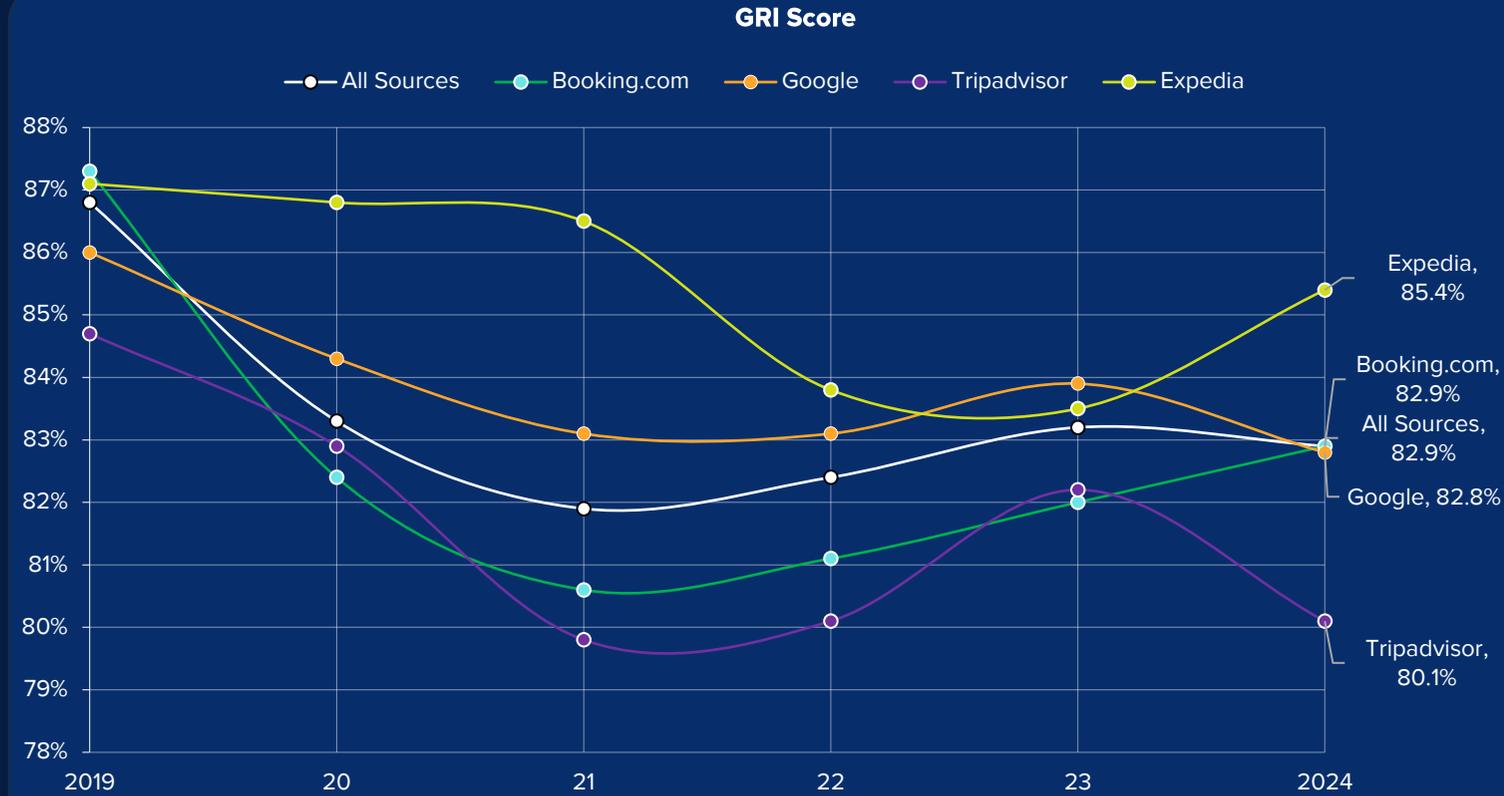
Tripadvisor and Expedia played smaller roles in the review ecosystem. Tripadvisor managed to secure a 5% market share of reviews, while Expedia received 4% of the total review volume.



Review Source Indexes

Among the major review platforms, Expedia emerged as the leader in site performance, boasting a Source Index of 85.4%. Booking.com followed with a Source Index of 82.9%. This result indicates that users leave more favourable reviews on these platforms compared to other platforms.

Tripadvisor recorded the lowest Source Index, at 80.1%. This was likely due to a 16% share of negative reviews, the highest proportion among review platforms.



Department Indexes

In 2024, Location emerged as the top performing category, achieving a Department Index of 89.7%. Service was second, recording a score of 88.2%.

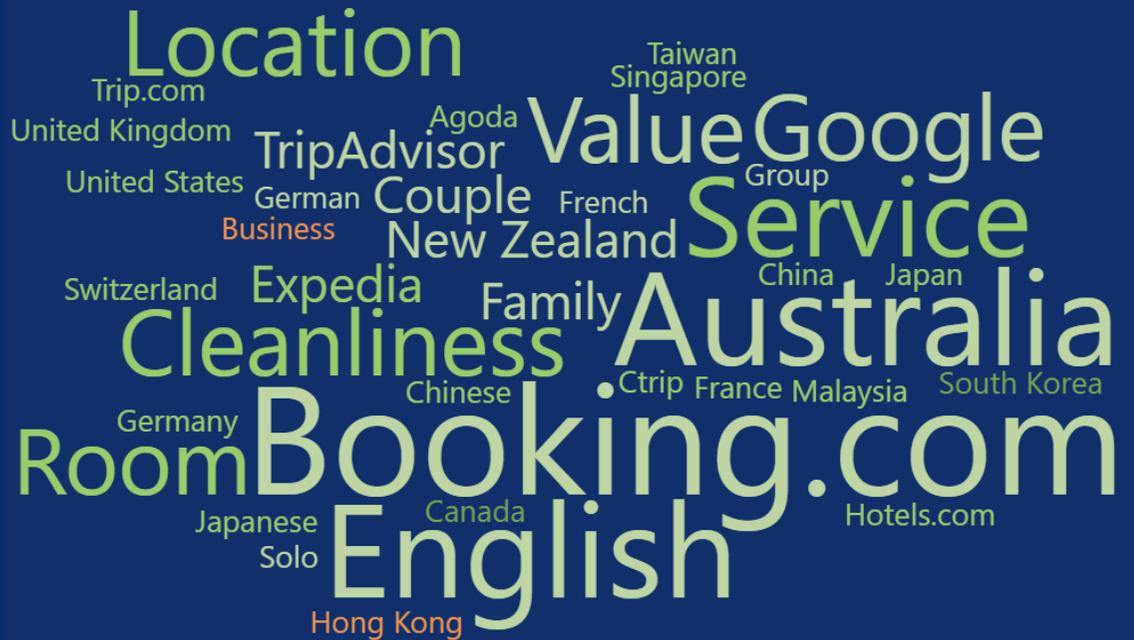
At the opposite end of the performance spectrum, Value recorded the lowest score among the five major departments, with a Department Index of 82.0%.



GRI™ Key Drivers

In 2024, guest feedback about Western Australians caravan parks were predominantly in English from Australian guests on Booking.com.

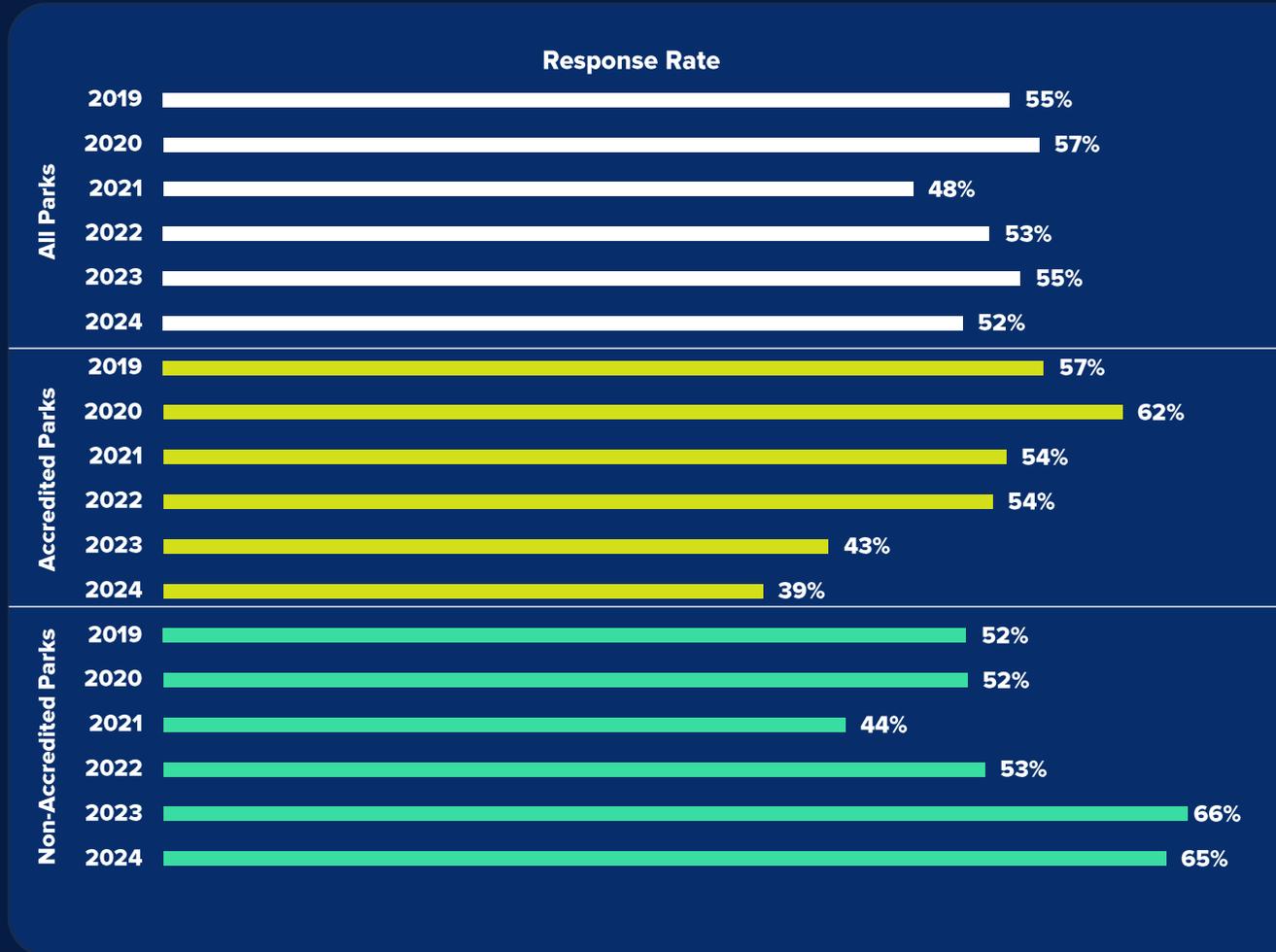
The state's tag cloud also showed that Western European and Asian markets were key international market segments staying at caravan parks in Western Australia.



Management Responses

In 2024, caravan parks across Western Australia received 14,552 reviews eligible for response, with park operators engaging with 52% of these reviews.

Further analysis reveals that accredited park managers addressed 39% of their “responsible” reviews, while non-accredited park management exhibited a more proactive stance, responding to six in ten (65%) reviews received.





CaravanStats: Built by *Industry*

This report is part of the [CaravanStats research platform](#) provided by Caravan Industry Association of Australia. Established in 2015 with ongoing support of Member State Associations, CaravanStats has evolved from its origins as an Excel spreadsheet into Australia's most comprehensive data resource dedicated to the caravan and camping industry.

Drawing upon twelve distinct data sources across billions of rows of data, CaravanStats provides businesses with valuable insights into market trends, consumer behaviour, operational benchmarking, visitor demographics, accommodation performance, spending patterns, manufacturing data, vehicle registrations, and international trade figures.

Caravan Industry Association of Australia proudly offers CaravanStats as a research platform that enables businesses to make informed decisions, tailor marketing strategies, optimise operations, and identify new market opportunities.

For more information on accessing additional CaravanStats insights beyond this Guest Report, contact the Caravan Industry Association of Australia research team.

Working collaboratively with other caravanning associations to benefit the caravan and camping industry





Caravan Industry

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