



# Camplify: 2022 Trends

Jan 2022



# Aussies are planning to travel-big, far and wide in Australia in 2022.

Camplify shares six trends shaping why, where and how Aussie's will travel in 2022.

## **Tuesday 11th January 2022:**

Recent research by Camplify, one of Australia's leading van-sharing platforms, reveals Australians intend to travel for longer periods far and wide across Australia in 2022.

Most will self-drive and many (86%) aspire to be on the road for multiple weeks or months. Their key motivations for road trip travel is to feel free, reconnect with people and nature, and spend time in Australia's most iconic, far away places.

Camplify has identified six key trends shaping how people will travel in 2022, with road trips a key component and a surge of younger people redefining camping as we know it.







SIX KEY TRAVEL TRENDS

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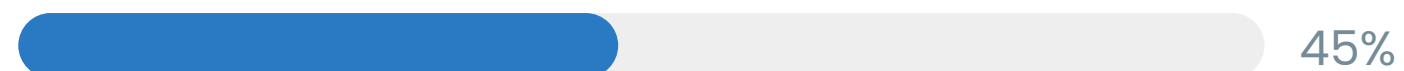
01

# Aussies plan to travel further, see more, do more and stay longer.

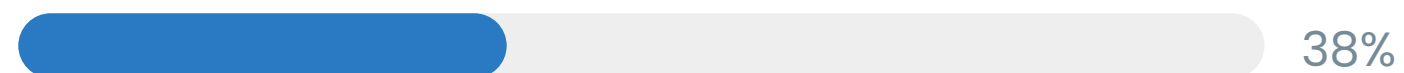
Visiting and watching the sunset at Uluru



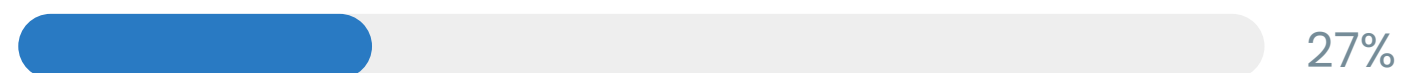
Driving down the Great Ocean Road



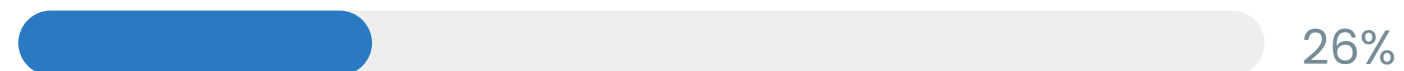
Exploring outback Australia



Hiking Cradle Mountain



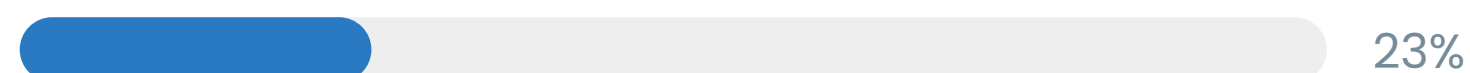
Swimming with whale sharks in Exmouth



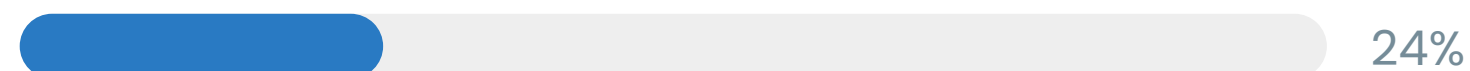
Aussie travel 'must-dos' in 2022 include visits to iconic destinations and quintessentially Australian experiences.

According to Camplify research of more than 1,000 people in late 2021, 54% of respondents would like to travel in a van for around two months or more in 2022.

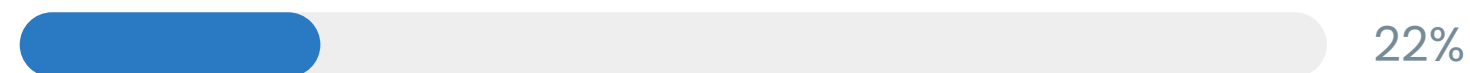
Enjoying snow sports in the Snowy Mountains



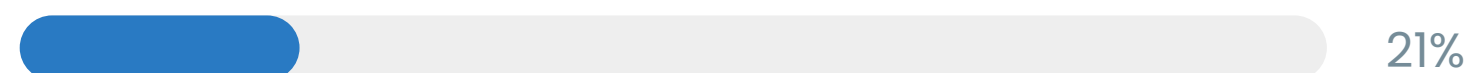
Spotting penguins on Phillip Island



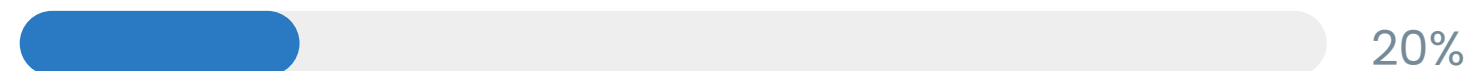
Snapping a selfie with a Quokka



Sightseeing with crocodiles



Seeing a Koala in the wild



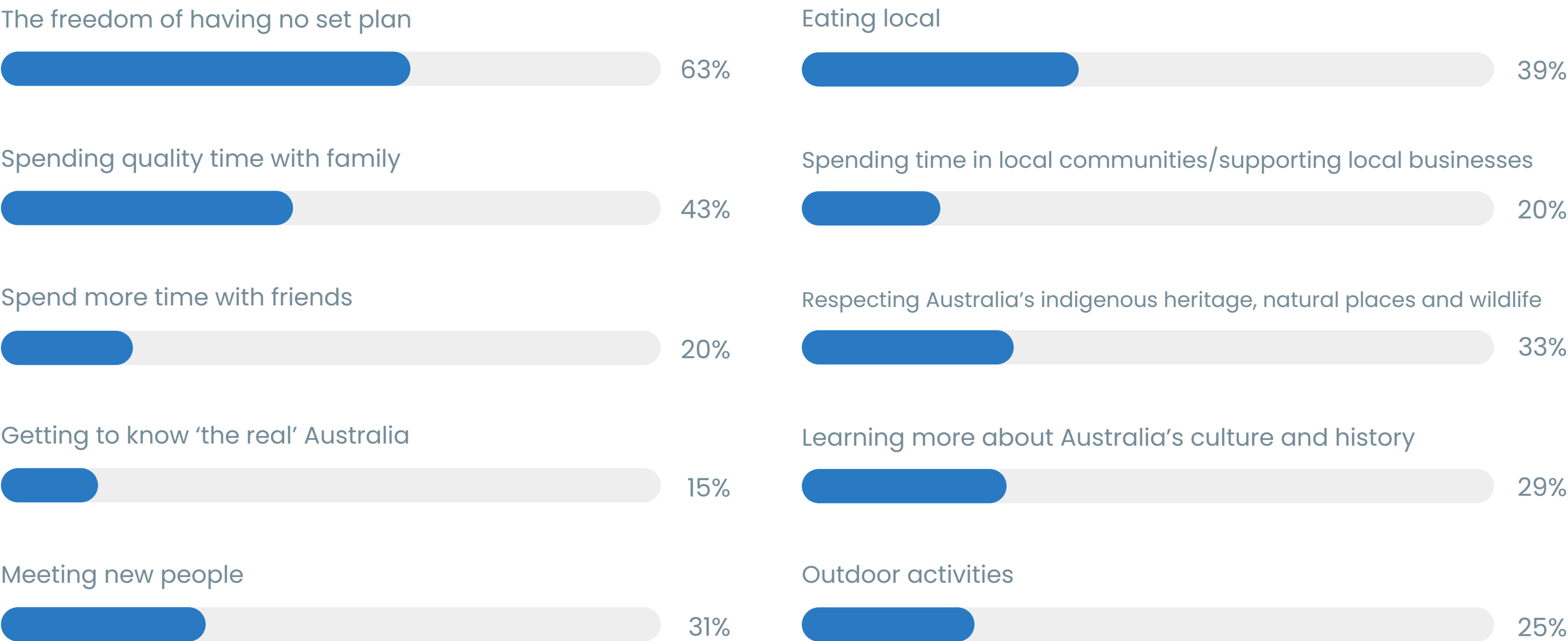




02

# Non-static, self-drive holidays offer people freedom they've been craving.

Camplify's research showed the priority motivations for road trip travel in 2022 include:





03

## Van life transitions to van lifestyle.

Aussies are looking to incorporate a luxe lifestyle to their travel.

Vans-on-demand: no towing or no driving involved, just arrive, unpack and relax.

As attitudes shift towards flexibility of home-based work, many people are looking to blend remote working with travel or to work from anywhere.

**20%**

Of tourism nights in AU are van stays

*According to Tourism Research Australia NVS Data of Commercial and Non-Commercial Caravan and Camping*

**25%**

Of people intend to experience 'van life' (many for the first time)

*According to Camplify research*



### Work from the road



**74%**

Of Australians are keen to work from a van in 2022

*According to Camplify research*

**59%**

Of those interested in the possibility believe it would benefit their mental health as well as offer them the chance to explore areas of Australia if their travel was constrained to annual leave days.

*According to Camplify research*



04

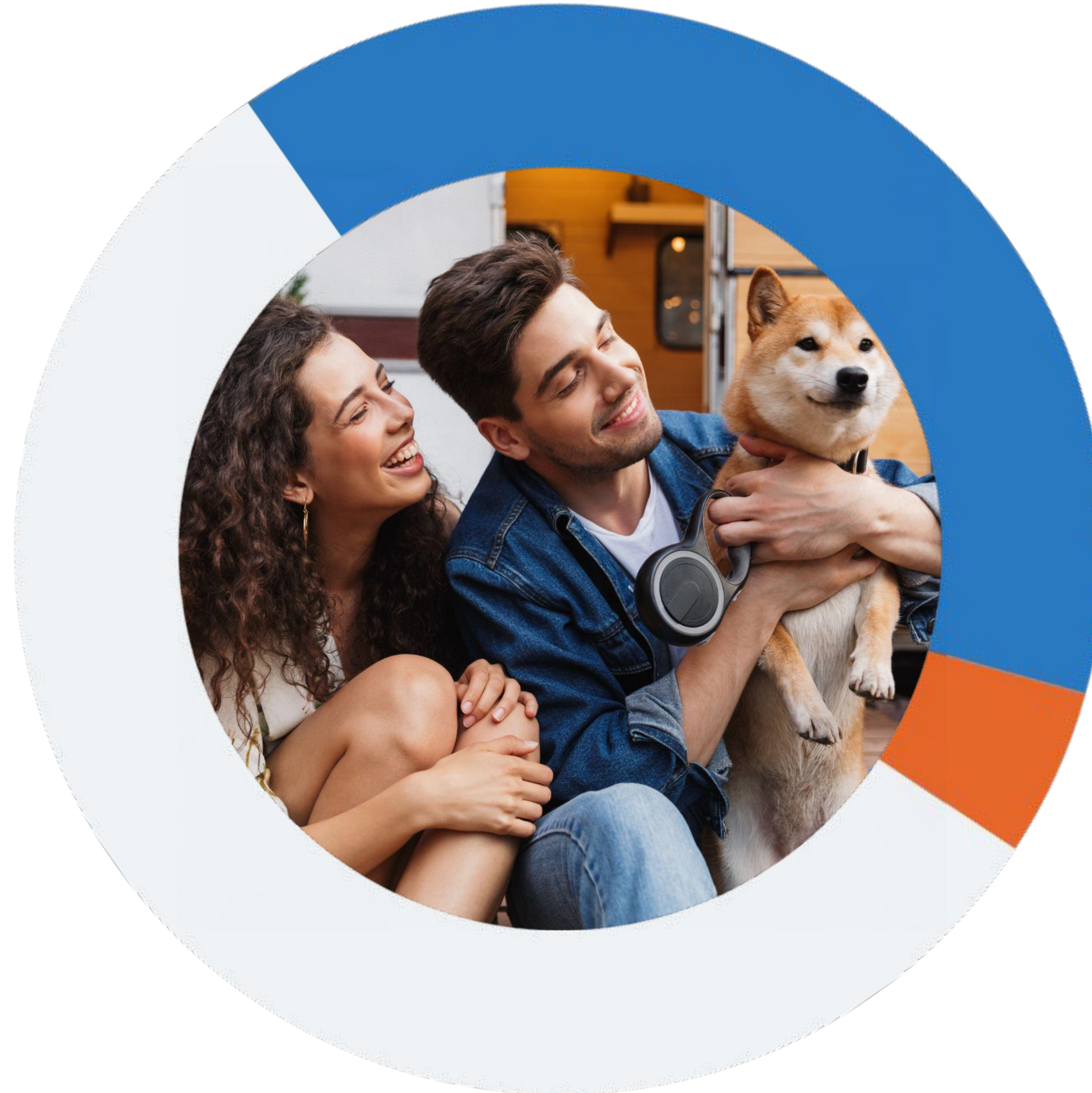
## Pets go on tour too.

In 2022 holidays will include the entire family, whereby dogs, cats, rabbits, birds, fish and guinea pigs will be invited too.

Camplify saw a 131% increase in booking inquiries for travel with pets in 2021, and 44% of vans listed on Camplify are now 'pet-friendly', a 16% increase from the previous year

There are over 29 million pets in Australia and the country has one of the highest pet ownership rates in the world. Approximately 61% of households in Australia own pets, with dogs being the most common (40%), followed by cats (27%).

According to Household, Income and Labour Dynamics in Australia (HILDA) Survey 2020 / RSPCA



**44%**

Of vans listed on Camplify are now pet-friendly.

**+16%**

Increase from last year.





05

## **Gen Z and Y join the love for vans.**

Flexible cancellation and change policies on Camplify give people confidence that they can change plans if needed.

The caravan and camping experience is being redefined by 'play nomads' as more young people own, list and hire vans on Camplify than ever before. A growing trend of younger owners and hirers is re-energising and redefining caravan and camping as we know it.



Recent data indicates 20–30 year olds are the fastest growing caravan and camping owner segment.

Challenging traditional grey-nomad **van-owner** stereotypes, 39% of Camplify van-owners are side-hustle savvy Millennials (ie, between 25–40 years old).

By way of comparison, over 57 year olds currently represent 18% of Camplify van owners, which signals more opportunity for older van-owners to supplement their income.



**39%**

Of Camplify van owners are 25–14 years old.

**18%**

Of Camplify van owners are more than 57 years old.



# 05

Recent data indicates younger people ('play nomads') are the fastest growing caravan and camping hirer segment.

During 2021, Camplify saw an increase in younger generation hirers, including 161% growth in Generation Z hirers (ie, people currently between 21-24 years old) and 75% growth in Millennial hirers (ie, people currently between 25-40 years old).

## 161%

Growth in Generation Z hirers (21-24 yo).

## 75%

Growth in Millennial hirers (25-40 yo)







05

Beyond travel-related tourism spend by van-hirers, Camplify van-share side hustles are contributing to households and local economies across Australia.

Most Camplify van-owners are located outside of cities (77%), spread throughout suburban, regional and rural Australia.

Three quarters (75%) of the multi-million dollars of van-owner payments made by Camplify are to van owners located outside of cities, reaching thousands of everyday people living in suburban areas and country towns who own- and share their vans on Camplify.

77%

Van owners re  
located outside  
of cities



06

## Travel... at arm's length

People live and holiday differently now. Outdoor travel enables people to travel with confidence, despite COVID-19 challenges and will be a key feature for 2022 holidays.

RVs deliver on socially distanced travel and many can go off-road or off grid. With RVs providing a mostly or totally self contained option for travellers, van-hire continues to be a popular domestic travel choice as people consider their personal safety and wellbeing while they travel against a backdrop of growing appetite for freedom, outdoor adventures and a desire to reconnect with nature and explore more of Australia.

**Flexible cancellation and change policies on Camplify give people confidence that they can change plans if needed.**

In 2020 and 2021, Camplify saw a rolling trend of increased travel demand once border and lock down restrictions were lifted. Camplify also found that when RV-hire travel was cancelled due to COVID-19 restrictions or precautions, a similar holiday stay was usually rebooked to a new location or at a later date.

### **New off grid stay opportunities are also opening up.**

Delivering on social distancing during anxious times, Hipcamp offers private property campsites, and it tripled their available off-grid locations - and their host numbers doubled - YoY in 2021, as property owners found ways to diversify their income and 'open the paddock gate' to motorhomes and caravans.





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