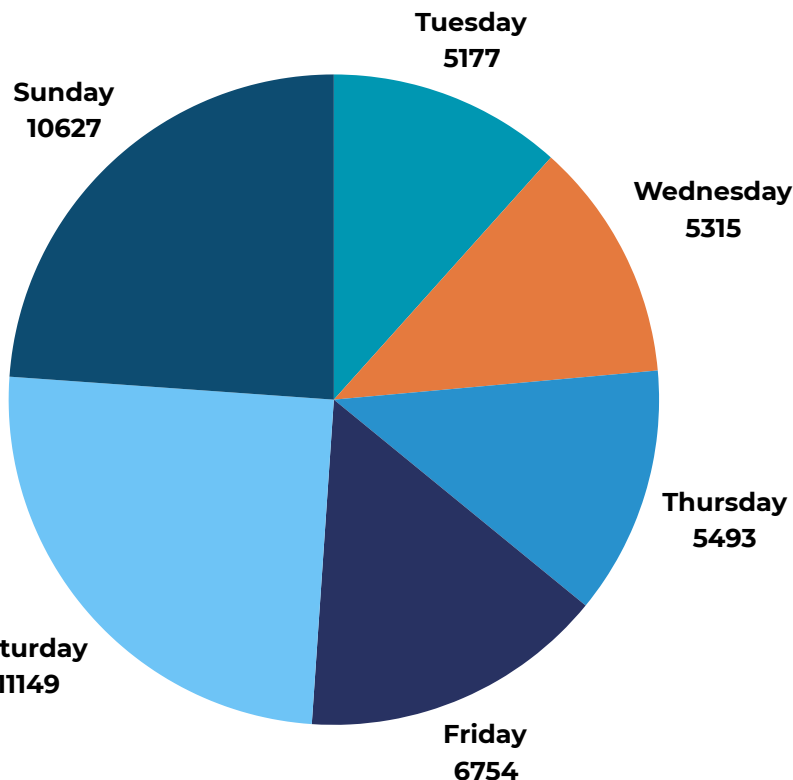


# NSW Caravan Show 16-21 April 2024 Sydney



**DRIVE**  
QUEENSLAND



## Attendance

The total attendance number for NSW 2024 show is **44,515**

2024	44,515
2023	47,757
2022	48,461
2021	61,595

## The Team

- Fiona Nicholl - **Drive Queensland**
- Brooke Turner - **Caravanning Queensland / Gold Coast Tourist Parks**
- Mike Dalley - **Drive Inland**
- Nadine Lorenz - **Mackay Isaac**
- Brianna Baggow - **Mackay Isaac**
- Ilona Higgins - **Capricorn Enterprise**
- Steve Schilling - **Habitat Noosa**



# Feedback

- We managed to secure a great location on the ground floor of the JR Fleming building. We had a great flow of traffic from multiple directions.
- Very busy first day of the show (Tuesday).
- Spoke to Jayco team, they advised that the number of sales were down but more high end motorhomes and caravans selling to high income demographic.
- Many road-trippers interested in whole state itineraries. Generally up through outback and return down coastal road. Keen to receive one of everything.
- Mini intro brochure packs were trialled (Caravan QLD / Drive QLD / DNQ Map / Drive Inland). Extremely popular then questioned where they were travelling and gave more specific destination brochures.
- June/July looking to be a busy Winter for QLD for whole of state. Road-trippers planning a later date for trips to the tip. Waiting for the region and roads to dry up.
- Many questions on weather and road conditions.



## Sydney 24



# Feedback Cont.



- Lots of questions asking about other states. NT and WA upstairs. NSW, SA and TAS not represented. Fraser Coast had their own stand upstairs.
- Highlighted areas were: Carnarvon Gorge, Central Queensland, Outback, Longreach, Winton, Dinosaur trail, Airlie Beach, Yeppoon, Savannah Way, The Tip, Cairns, Hervey Bay,
- Dog friendly parks and tours
- Safe swimming spots (away from crocs).
- Festival and event enquiries
- A lot of enquiries about 'free camps'. We do not provide that information.
- Many international guests, Asian (Chinese), Indian, Japanese.
- Engagement was mixed. Some happy to chat and others just wanted to collect brochures for research.
- Great DQ team bonding with our daily morning 'stretches'. We even had other stands joining in!

## Sydney 24



Brochure	Delivered	Returned
Birdworld	Bundle	0
Bundaberg	4	2 1/2
Capricorn	3	0
Caravan QLD	70	13
Cooktown	4	1
Drive Inland	24	0
Drive North Map	10	0
Drive QLD	25	0
Gladstone	2	1
Gold Coast TP	Bundle	Part Bundle
Habitat Noosa	1	Part Bundle
Hartley's	Bundle	0
Hughenden	2	1
Ipswich	2	1
Isa Rodeo	Bundle	Part Bundle
Kingfisher	6	1
Lady Musgrave	2	1/2



## Sydney 24

Brochure	Delivered	Returned
Mackay	4	2
Opera QLD	Bundle	Part Bundle
Outback	20	0
Outback at Isa	Bundle	Part Bundle
QLD Country	13	4
QLD Music Trails	Bundle	0
Savannah in the Round	1	0
Skyrail	0	0
Somerset	6	4
Sunset TP	Bundle	Part Bundle
Townsville	4	1
Tropical North	10	0
Whitsundays	10	5