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Aussies: A bunch of happy campers

Searches for caravan parks and camping grounds surge as many holiday locally

Caravan parks and camping grounds are experiencing a boom as many Aussies opt for budget holidays, according to trends released today by truelocal.com.au.

Searches for caravan parks and camping grounds on one of Australia's leading online local search directories have increased by a massive 31% over the past 12 months.

Camping grounds and caravan parks are consistently rated in TrueLocal's top 10 ranked categories, with Australians conducting more than 30,000 searches on the topic each month.

The most popular locations for caravan park searches were Victoria and Queensland, closely followed by New South Wales.

"Searches for caravan parks and camping grounds on TrueLocal are at an all time high as Australians hit the road and explore the sites our country has to offer," said TrueLocal editor, Myles Wearing.

"Many are feeling the effects of the economic downturn and overseas holidays are simply too expensive. Caravan parks and camping grounds provide great value for money and are cost efficient options for those wanting to take a break."

TrueLocal features more than 2,800 caravan parks and camping grounds across Australia for holidaymakers to choose from. Many have been reviewed by previous visitors so travellers can make an informed choice about where to stop on their adventures.

Amberlee 4 Star Family Holidays owner, Ron Neary said he continues to be surprised by how good business is.

"Over the past 26 years, we've seen a steady increase in numbers through our caravan park. Each year just gets better than the last and we're already booked out for January,"

"We offer great value for money and plenty of activities, which keep families coming back," Mr Neary said.

While Lane Cove River Tourist Park general manager, Andrew Daff said business is booming.

"We're ridiculously busy. It's incredible. We've broken revenue and occupancy records and this is set to continue into summer," Mr Daff said.

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TrueLocal editor Myles Wearing and local caravan park operators are available for interviews.

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About TrueLocal:

TrueLocal connects consumers with local businesses throughout Australia and enables you to share experiences with others online.

As a leading Australian online business directory, TrueLocal offers:

- Free Business Listings which appear on Yahoo!7 Local Search, Navman, Optus, Vodafone, 3, Virgin Mobile, Virgin Broadband and across the News Digital Media network.
- Free listing tool for local Australian businesses. Businesses are able to create their own local website with the option to add photos, logos, coupons and videos.
- Focuses on finding relevant local businesses so customers can always find exactly what they're looking for.