

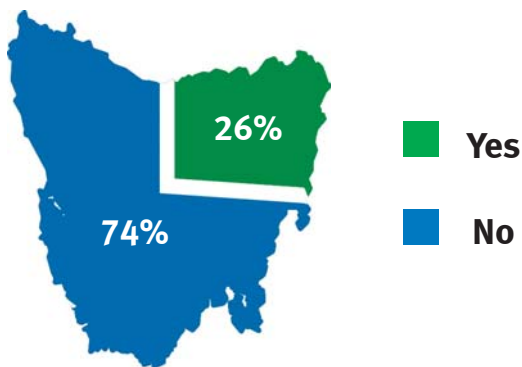
A touring holiday is all about lifestyle, relaxation, heading to your favourite destinations, enjoying the highlights of the region, meeting new people and so much more.

Attitude towards undertaking a caravanning holiday in Tasmania

Recently a survey was undertaken by CRVA through our VIP Consumer Club* to determine the attitudes of travellers who have either recently visited or intended to visit Tasmania. The purpose of this survey was to identify travelling attitudes towards Tasmania and any deterrents that maybe effecting peoples travelling habits.

The survey was broken down into three questions, the results were as follows.

Have you holidayed in Tasmania in the last 3 years?



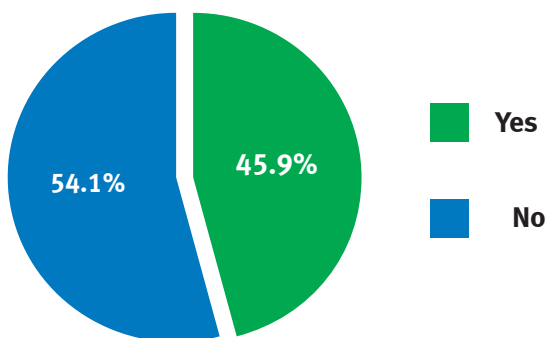
Sample size 3,335 responded



Have you undertaken a caravanning, motorhome or camping holiday in Tasmania in the last 3 years?

Of those who responded that they had not undertaken a caravanning, motorhome or camping holiday in Tasmania in the last 3 years the responses were varied, with cost, distance and product availability all playing a part in holiday makers travelling habits.

Some of the responses we received were:



Sample size 895 people who have visited Tasmania in the past 3 years.

- It was cheaper to stay in hotels for this holiday than take the camper on the boat
- Lack of time but wish to take caravan to Tasmania soon. We require a website which prices transport across Bass Strait
- Lack of opportunity to put my caravan on the boat and travel around ...
- Short trip used cabins
- We stayed in cabins, its too expensive to bring the caravan if you're not staying 3 months
- no reason although cost may prohibit us from taking our van across to this absolutely amazing place
- The expense of taking our van to Tassie was prohibitive, therefore we stayed with friends.
- It was cheaper to hire a car and fly

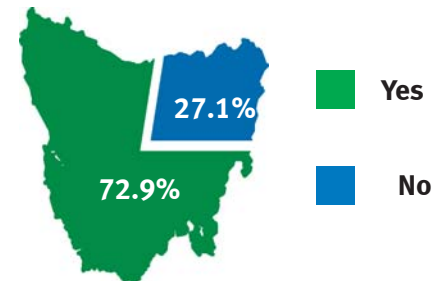
*VIP Consumer Club represents people who are interested in the Caravanning and Camping lifestyle but do not necessarily own Industry product.

Attitudes Towards Tasmania 2012

Are you intending to undertake a caravanning or camping holiday to Tasmania in the next 3 years?

In total 3,232 potential travellers responded to this question.

72.9% of respondent indicated that they intend to undertake a caravanning or camping holiday in Tasmania in the next 3 years, with 27.1% of respondents indicated they did not.

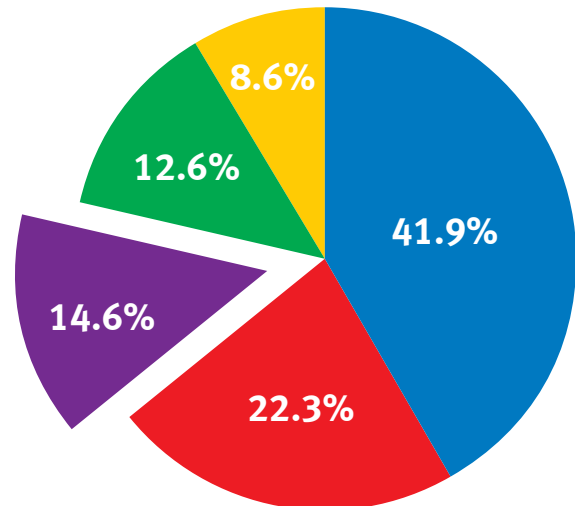


Sample size 3,232 responded

The graph below represents traveller's cited reason for not planning a caravanning or camping holiday to Tasmania in the next three years.

Barrier to Future Visitors

- Plan to use Alternate forms of Accommodation 41.9%
- Lack of Caravan or Camping Gear 22.3%
- Spirit of Tasmania Costs 14.6%
- Time Restraints 12.6%
- Other 8.6%



Breakdown of 877 responses indicating they do not intend to undertake a caravanning and camping Holiday in Tasmania in the next 3 years.

A total of 14.6% of respondents cited the reason they had not or did not intend to travel to Tasmania was due to the associated costs of crossing Bass Strait on the Spirit of Tasmania.

- Very expensive to take van and vehicle over on ferry
- Spirit of Tasmania caravan costs too high
- Cost of ferry for caravan
- Bass strait crossing costs excessive
- Ferry fares too expensive to take caravan
- Could not afford to take the caravan on the ferry
- Too expensive to take caravan, car and 2 adults over on the Spirit of Tasmania
- Cost of transporting caravan to Tassie
- Ferry to expensive
- Cost of transporting the caravan on the Spirit of Tasmania
- It's too expensive to put the caravan and Ute on the ferry and return. I would go every year if cheaper
- Spirit of Tasmania too expensive for caravans