

Melbourne

Today



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Melbourne's southeast has been



Melbourne's southeast has become a new hub for caravan manufacturing amid a surge in customer popularity Picture: Crusader Caravans

Melbourne's southeast has been revealed as the state's "caravan capital" amid

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manufactures.

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According to a report by Victoria's Herald Sun, Melbourne, in the city of Casey, has emerged as the state's fastest growing caravan hub, boasting more registered caravans than Geelong and other regional towns with about 3000

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entry-level vans which are great for creating those memorable family experiences,” he said. **Mayfair Hotel to be transformed after** **Digital air traffic control towers not fit for SWO, which**
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for SWO, which organisers heralded as a “great success”.

Former Richmond small forward Jake King has become one of the biggest names in the state’s caravan industry, working as the head of retail at JB Group.

Good Morning George has become the industry in Melbourne’s booming southeast, which he said has become one of the biggest caravan hotspots in



parks or free camping along the water’s edge,” he said.

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“They’re equivalent to a one-bedroom studio apartment these days, they’re fully equipped and you can run them off the grid”.

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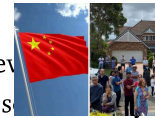
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companies had sought to capitalise on caravan popularity in the s opening dealerships nearby.

“We’ve had about 10 different retailers open up and move into that area because they’ve seen the growth,” he said.

“It’s a key hotspot that we want to be in.”

It comes as the industry [faces significant challenges around operational costs](#), including rising energy prices and massive land and payroll tax, with several major manufacturers collapsing as a result.

Earlier this year major caravan companies Great Aussie Caravans and Ourgen RV collapsed into liquidation, with fellow manufacturer Sunland RV entering administration at the end of June.



Great Aussie Caravans entered liquidation in June. Picture: Supplied

Epping-based [Network RV](#) also entered voluntary administration last month, owing about \$30m.

Caravan industry leaders have also called for [tougher regulations for rogue manufacturers](#) “cutting corners” and leaving customers out of pocket and without vans they’d paid for.

It’s why the CIV created a new layer of independent accreditation for its members — the RV Masters Manufacturer Program — to promote a higher benchmark for products.

In 2024 Victorians spent 11.3m nights caravanning, spending an average of \$530 per trip with visitor expenditure exceeding \$2bn.

Phillip Island and the Mornington Peninsula welcomed more than 106,000 caravan visitors each, while Gippsland had about 356,000 in 2024.

About 93 per cent of Australia’s caravans are manufactured in Victoria.

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