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Caravanning boom in Casey as Victorians seek affordable, flexible travel

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The inaugural Cranbourne Caravanning & Adventure Leisurefest kicked off on Friday, spotlighting the growing interest in Casey. (Stewart Chambers: 551788)



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by Jency Callimootoo

Rising living costs, global uncertainty and growing pressure on household budgets are reshaping the way Victorians travel, placing Casey at the centre of the shift.

Caravan Industry Victoria (CIV) hosted its first show in Cranbourne on Friday 8 May, adding the growing corridor to its list of 'super-show' suburbs across the state.

The event welcomed local politicians include Cranbourne's MP Pauline Richards and Casey councillor Jennifer Dizon.

As the industry warns of mounting structural pressures following the release of the Victorian State Budget, the launch of the inaugural Cranbourne Caravanning & Adventure Leisurefest, is being positioned as both a response to changing consumer behaviour and a signal of the sector's growing economic importance.

New figures show more than 8,000 recreational vehicles (RVs) are now registered across the City of Casey, with 3,028 based in Cranbourne and Botanic Ridge alone.

Across Casey and the Cardinia Shire 5,620 RVs are registered in key growth postcodes.

CIV's Chief Executive Daniel Sahlberg said Australians were increasingly turning to caravanning as international travel became more expensive and unpredictable.

"In a climate of ongoing geopolitical uncertainty and rising international travel complexity, Australians are increasingly turning to caravanning as a more secure and self-directed way to travel," he said.

The growing popularity of caravanning is being driven not only by lifestyle changes, but also by cost of living pressures that are pushing more families toward domestic travel options that offer flexibility and affordability.

That demand has helped position Cranbourne as a new focal point for the industry.

"This region is leading the state in RV ownership, and that tells a very clear story about demand," Sahlberg said.

But while consumer demand remains strong, CIV says the industry itself is operating in increasingly difficult economic conditions.

The organisation says the 2026/27 Victorian Budget contains limited targeted investment for tourism, manufacturing and caravan industry support, despite Victoria producing 93 per cent of Australia's more than 31,000 caravans and RVs annually.

CIV warned rising land and payroll taxes, weak tourism investment and planning uncertainty surrounding caravan parks were placing increasing pressure on operators and manufacturers.

"Caravan and camping is a key part of Victoria's visitor economy and a major contributor to regional communities, yet this budget provides little in the way of targeted support for tourism growth," Sahlberg said.

"With consumer confidence still subdued and costs continuing to rise, many businesses are operating in a challenging environment."

The industry body says the Victorian caravan and camping sector contributes \$3.5 billion to the state economy and supports more than 12,500 jobs, with much of the manufacturing supply chain based in Victoria.

CIV is continuing to advocate for stronger support measures, including investment in domestic tourism incentives, manufacturing assistance, workforce training, improved caravan standards and road safety

initiatives.

Despite concerns over funding and taxation pressures, the association believes caravanning will continue to grow as Australians increasingly prioritise affordable and flexible travel options closer to home.



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