



2016 - 17 WA TRAVEL GUIDE

The over 55's are by far the biggest age group regularly using caravans, motor homes, campervans and camper trailers when on holiday.

More than 72%* people purchasing caravans and motor home are aged over 55 years.

21% of our WA Readers say they prefer to holiday using a caravan, motor home, campervan or camper trailer. 184,000 of our WA readers are intending to take a domestic holiday in Australia in the twelve months.

By advertising in this regular feature you will have the opportunity to convince our readers; that their next holiday should be in a caravan, motor home or campervan.

If your business sells or hires or supply services for seniors who holiday on the road this quarterly feature is a must.

Your message will not only reach regular users but will also be read by thousands of potential buyers and users of your products or services aged over 50

If you are a caravan park or holiday destination that is seeking more visitors this feature will have a high readership of potential customers.

** CRVA Research; October- December 2009*



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**Editorial Submissions published at the discretion of the editor. 250 words with image.*

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