

Campers lead the rebound

BUSINESS REPORTER

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SOUTH Australian campers are helping the state lead the national rebound in regional tourism this

long weekend.

Australia's largest holiday parks operator G'Day Group, which is based in SA and includes the Discovery Holiday Parks accommodation sites, says it has a "bird's eye view" of how each state's tourism industry is rebounding.

NSW is showing a 6.2-fold increase in booking activity for regional getaways, with SA following at 4.1-fold and Victoria's 3.6-fold.

"The SA rebound rate is second only to NSW," G'Day Group chief executive Grant Wilckens, pictured, said.

"However, the NSW border is open and tourists are flowing over the border from Victoria, which means that SA is actually leading the charge when it comes to states who are currently only open for intrastate travel.

"SA's recovery is the second strongest in the nation. Since COVID restrictions were lifted, we've seen bookings in SA increase over fourfold."

For this long weekend, the group's parks in Robe, Clare, Barossa Valley, Semaphore and Lake Bonney are heavily booked and the July school holidays are expected to follow a similar pattern.

"A clear and simple pathway to reopening in states like NSW and SA has meant that some properties are almost sold out for the long weekend," Mr Wilckens said.

"For those who want a lastminute getaway for the long weekend, you may get lucky with a last-minute cabin or site.

"And if you're looking to get away over the July school holidays, I'd suggest booking soon or you might miss out."

The group yesterday released a national breakdown of booking rebound rates ahead of the June long weekend.

States that were later to reopen intrastate tourism, and those that imposed regional borders or distance restrictions on travel, are rebounding at a far slower rate.

"We are hoping that the other states will catch up," Mr Wilckens said.

"Bookings are starting to flow through in Victoria, WA and Queensland."