



Fast Facts

About the G'DAY Group

- G'DAY Group is Australia's largest regional accommodation provider.
- The company has 280+ parks around Australia under two brands – Discovery Holiday Parks (100% owned) and Top Parks (a licensed network).
- The company was founded by CEO Grant Wilckens, who is also the Chair of the Caravan Industry Association of Australia nationally, and is a Board Director of the South Australian Tourism Commission.
- Today, the G'DAY Group is majority owned by SunSuper.
- Discovery Holiday Parks' mantra is to 'Discover What Matters', which speaks to the immeasurable value of time spent with loved ones in the most spectacular locations across Australia.
- The company has a industry leading rewards program – G'DAY Rewards – with partners that include flybuys, Mitsubishi, The Good Guys, Goodlife and more.
- In 2019, the company launched it's first glamping property Discovery – Rottnest Island which won a WA Tourism Award and has been recognised by the New York Times and TIME Magazine along with many other internationally renowned publications.
- Along with tourist properties everywhere from Airlie Beach to Kununurra, the company also runs a number of Work Force properties for the mining industry and other sectors.

About the industry

- The caravan and camping industry is worth over \$20 billion to the Australian economy annually.
- Caravan and camping has the highest length of stay of any accommodation type.
- Australians spent a total of 54.5 million nights caravan and camping in the year ending March 2019, marking a 6.5% increase from the previous year.
- 30% of all trips in regional Australia involve caravan or camping.
- In terms of age demographics, the family segment accounted for the largest numbers of trips at 4.4 million, with the younger midlife demographic (no children) following with 4.2 million trips.
- When it comes to total nights, older non-working 'grey nomads' demographic are leading the way with 32% of total nights, and the family segment at 30%.

Where to find us

www.discoveryholidayparks.com.au / @discoveryparks

www.topparks.com.au / @topparks

www.gdayrewards.com.au / @gdayrewards