

MEDIA RELEASE

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Strategy aims to drive RV market forward in the Gladstone Region

Gladstone Regional Council is committed to growing the Recreational Vehicle (RV) market with the implementation of its Gladstone Region Recreational Vehicle Strategy.

The RV market has been identified as a potential growth market for the region based on current and projected growth in Australia.

Gladstone Region Acting Mayor Rick Hansen said the region was indisputably a popular spot for the caravan, camping and RV market and current trends indicate this will continue.

“It was imperative Gladstone Regional Council develop a more proactive approach to non-commercial RV accommodation within the region,” Councillor Hansen said.

“We want to harness the potential growth in this market as it will provide an economic benefit to local businesses, tourism providers and anyone with a stake in the drive market.

“Council would like to see more people turning off the Bruce Highway to spend time and money here.”

The Gladstone Region boasts drawcard destinations such as Agnes Water, Seventeen Seventy, Lake Awoonga, Tannum Sands, Boyne Valley, Calliope, Mount Larcom and the Gladstone Harbour islands.

The area is also a popular fishing destination and the gateway to the Southern Great Barrier Reef encompassing Heron Island, Lady Musgrave Island, Masthead Island, North West Island and Wilson Island.

In addition, there are several national parks situated within the region such as Krombit Tops National Park, Eurimbula National Park and Deepwater National Park.

Council has launched a dedicated RV Friendly Information section on its website highlighting existing RV friendly facilities on Council owned or controlled land.

“The website features RV friendly sites to rest or stay at in the Gladstone Region, effluent dump points, water fill stations and areas designated for long vehicle parking,” Cr Hansen said.

“Each site has varying facilities on offer, so I encourage potential visitors to view the website before visiting our beautiful region.”

Visit www.gladstone.qld.gov.au/rv-friendly-information for more information on RV friendly sites and to view a copy of the Gladstone Region Recreational Vehicle Strategy.

MEDIA INFORMATION: For further information contact Council’s Communications and Marketing Section on 4977 6803 or media@gladstone.qld.gov.au
