



## Media Release

### **'Grey Nomads' a new phenomenon in domestic tourism**

**Sydney, 16 May 2006** – If you fancy a sea change, or a new scene everyday, the motorhome lifestyle is for you. Baby boomer retirees in Australia are taking to the road in luxurious caravans and motorhomes in vast numbers. Known as 'grey nomads' they represent the fastest growing segment of the domestic tourism market.

Growing at around 15 per cent annually, baby-boomers are taking up the motorhome lifestyle and are seen as the main driving force behind the strong growth in these recreational vehicles.

Many retirees are not just taking extended holidays but choose to remain permanently on the move. Recreational vehicles offer the comfort which allows them to do this.

Denise Bofill, General Manager of Caravan Insurance Leaders (CIL), says the growth of "grey nomads" as a phenomenon has led to changes in the types of possessions being carried in mobile homes, and therefore their insurance needs.

"Market research indicates that a growing number of retirees are selling their homes to fund a lifestyle of permanent travel in their motorhome or caravan. As a result, they are taking more personal possessions with them like DVD players, high-quality appliances, jewellery, photographic equipment and fishing gear," Ms Bofill said.

"In taking these more expensive items they need to be adequately insured in the case of loss or theft."

CIL has serviced the insurance needs of Australian caravan and motorhome owners for over 40 years and has enhanced its caravan and motorhome insurance products to cater for the changing needs of 'grey nomads'.

CIL's caravan and motorhome policies automatically provide content cover up to \$1000 and up to \$2,000 for jewellery, watches, photographic equipment and bicycles. The policy also pays up to \$500 for reasonable costs for emergency repairs to a caravan to get the insured home following an accident, without having to get prior authorisation from CIL for the repairs.

Last year CIL launched a stand-alone policy called Secure Motorhome Insurance. CIL's motorhome policy includes alternative accommodation expenses following an accident or loss, and if required, collection or delivery of the motorhome after repairs.

With improved highways and roads around Australia, a great array of luxurious motorhomes and caravans to choose from, and amazing sights to see, the open road is waiting.

**ENDS**

**About CIL**

Specialist insurer Caravan Insurance Leaders (CIL Insurances) is a recognised leader in the caravan and motorhome industry. For over 40 years, CIL has serviced the insurance needs of caravan owners and cemented close relationships with the caravan industry.

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