

Find the perfect campsite or caravan park near you.

Q FIND A CAMPSITE



For Sale

Location: **Sydney**
Asking: **Price on Request**
Type: **Services-Other**

Own the Platform Powering the \$14 Billion Great Australian Road Trip

We are exclusively managing the sale of Australia's leading digital ecosystem for camping, hiking, and adventure travel.

This isn't just a website; it is a trusted two-sided marketplace (Web & App) connecting millions of enthusiastic users with thousands of curated destinations.

The Opportunity:

The Australian camping and caravan sector is estimated at approximately \$14 billion annually, yet remains highly fragmented with no dominant Online Travel Agency (OTA) equivalent to Booking.com or Airbnb.

Key Features:

- * Immediate market entry
- * Existing consumer traffic and engagement
- * Established search visibility
- * A recognised and intuitive brand name
- * Operator relationships and inventory pathways

The platform materially reduces the time and cost required to build market presence organically.

Brand & Domain

- * Memorable, category-aligned brand
- * Established SEO footprint

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Business Brokers Network
Australia
Broker Ref: 25841



* Strong organic search positioning within camping and caravan-related queries

AnyCamp isn't just users; it's data.

The users have generated extensive reviews, ratings, and check-ins. This structured and curated data is what Google uses to rank "Best Campsite" lists.

By acquiring this business, a buyer instantly gains long-tail SEO exposure across thousands of campgrounds, creating a significant competitive advantage in organic search visibility.

Potential expansion opportunities include:

- * Online Travel Agency (OTA) booking commissions
- * Dynamic packaging and tours
- * Camping gear and clothing affiliate partnerships
- * Premium memberships and subscriptions
- * Behavioural data monetisation
- * AI-driven travel discovery and recommendation systems

Key Assets

Audience & Traffic

- * Approximately 1.4+ million annual visitors
- * Approximately 250,000+ registered members
- * Existing behavioural and booking data
- * 8,000+ curated campsites ("The Booking.com for Camping")
- * Apple accolades and industry recognition

Strong engagement potential across:

- * Grey nomads
- * Family travellers
- * Caravan users
- * Outdoor tourism audiences

The Market

With the caravanning and camping sector generating over AUD \$14 billion in annual domestic spending and continuing to experience strong growth, this platform is ideally positioned at the intersection of technology and the growing "working nomad" movement.

The platform also provides a strategic defensive asset for operators seeking to reduce dependency on global OTAs.

The Verdict

A rare opportunity to acquire a future-focused, scalable digital asset operating within one of Australia's most resilient and passion-driven sectors.

Enquire today.

Call Martin Conboy at BCI Business Brokers on 0488 004 823 for a confidential discussion.