Camping and Caravanning - UK - April 2013

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"This holiday style retains its appeal to more working class C2D families but can also be more widely attractive for many: the imagery of gathering around the camp fire, for example, still possesses an elemental power, perhaps more so in an age of growing social isolation and virtualised online social relationships."

– John Worthington, Senior Analyst

In this report we answer the key questions:

- Should camping and caravanning holidays position themselves as budget holidays?
- What is the green appeal of camping & caravanning holidays?
- Can camping and caravanning sites compete effectively with larger holiday centre operators?
- What is the potential of glamping?
- What, if anything, can be done about the weather?

Overseas holidays are down 20% and domestic holidays are up 10% since 2007. Household spending power has been sharply curtailed in austerity Britain. An era of conspicuous consumption has given way to one of frugality for many people. The circumstances are favourable for a major revival of camping and caravanning, one of the most affordable holiday types.

However, 2012 saw domestic camping and caravanning trips fall 6.5%, wiping out the 6.6% growth seen over the previous four years and returning to pre-recessionary 2007 levels. Record levels of rainfall are to blame. The sector remains highly sensitive to increasingly unstable weather patterns. Consumer attitudes are positive towards these holidays, but, in addition to weather, perceived lack of comfort also remains a key impediment.

This report analyses market trends, consumer preferences and attitudes towards camping and caravanning holidays, investigating the core market factors, key players and products in the industry, as well as supplying five-year volume and value forecasts for the market. Mintel last reported on this market in *Camping and Caravanning – UK, April 2012* .

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market