

Camping and Caravanning - UK - April 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

Camping and caravanning holidays were one of the few types of trip to benefit directly from the impact of recession, with the number taken in 2009 rising one fifth (including stays at owned static caravans) and one quarter (excluding such stays). The key factors behind this increase were a) the fact that the majority of camping and caravanning holidays are taken in the UK, and 2009 saw a significant shift from overseas holidaymaking to domestic breaks (the so-called 'staycation' trend); and b) the flight to value evident in consumer's holiday decisions, with camping and caravanning trips' budget positioning making them particularly attractive in this environment.

What have we found out?

- The recession caused a significant boost to the volume of camping and caravanning holidays. In the UK in 2009 such trips grew one fifth including stays at owned static caravans and one quarter excluding such stays.
- By volume, the largest segment of the market in the UK is camping, a position it has consistently held over the last five years. Average expenditure on such holidays is, however, lower than on all other types of camping and caravanning trip.
- Over 75% of adults who stayed in a tent or caravan on holiday in the 12 months to September 2010 used a personal car or motorbike as their main method of travel on a holiday in the period.
- One in three people report having been on a camping or caravanning holiday in the last three years. This represents a significant increase from the result of Mintel's equivalent exclusive consumer research conducted in February 2009, when one in five had done so.
- By age, 15-24-year-olds are by far the most likely to have taken such a holiday in the last three years, at between five and six in ten having done so. This is driven by a greater likelihood (compared to other age groups) to have camped in a tent on such trips – four in ten have done so in the period, vs no higher than two in ten of the other age groups.
- Good news for operators is the growth forecast for the number of families and children aged 5-9 (a higher percentage of adults with kids that age took a camping and caravanning holiday in the last 12 months/three years than that of any other group). Challenges include an expected fall in the number of pre-/no family lifestage members - currently the most likely to have taken a camping/caravanning trip and the least likely to have never taken one and to never want to - and the ageing UK population, with retirees/older adults the least likely to have been on such a holiday in the last 12 months/three years and to be (by far) the most likely to rule themselves out of the market.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100