

Camping and Caravans - UK - December 2018

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“Upmarket options are enabling the market to make greater inroads into more affluent demographics. However, camping and caravanning has one of the broadest social appeals of all holiday types, and affordability and accessibility for those with tighter household budgets need to remain core elements in the future.”

- John Worthington, Senior Analyst

This report looks at the following areas:

- Glamping's second wave
- Natural healing
- Age of survival
- Heatwave spikes could become common

The volume of domestic camping and caravanning trips reached an estimated 15.7 million in 2018, boosted by the June/July heatwave. In the longer term, demand tends to fluctuate annually with the weather playing a key role; the overall market trend over the past five years, therefore, has been flat.

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DID YOU KNOW?

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

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