

Camping and Caravanning - UK - April 2012

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"Some 14% of Londoners are considering exiting the capital and 'travelling in the UK while the Games are on so [they] can avoid it', creating a significant target market likely to respond to the opportunity to get away but not break the bank."

- Tom Rees, Senior Travel and Tourism Analyst

In this report we answer the key questions:

- **How can operators take advantage of the 2012 Olympics?**
- **Will the staycation trend continue?**
- **How can camping and caravanning trips be positioned to 'win back' lapsed holidaymakers?**
- **What are the spending challenges facing camping and caravanning holidaymakers?**

Tough economic circumstances, low consumer confidence and the resulting staycation trend continue to benefit the camping and caravanning holidays market; there were almost 20 million trips taken by UK residents in 2011, with approximately one in eight overseas. Excluding stays at owned static caravans (which can include those owned by friends and relatives), total domestic volume grew to nearly 14 million camping and caravanning holidays. This represented a significant increase from 2010, a year in which poor weather suppressed demand. And while the staycation trend looks set to continue for 2012, significant challenges may lie ahead; the following years are likely to prove a tougher trading environment for operators.

This report considers consumer attitudes regarding camping and caravanning holidays, the relative popularity of types and locations of trips and how best operators can encourage business. It examines the opportunities and challenges of the Olympics and 2012 as a whole, what the key demographic trends amongst the UK population mean, innovations of relevance to the market, booking patterns and the key target groups amongst consumers.

Camping and caravanning refers to holidays that use tents, trailer tents, touring caravans, caravan holiday homes, park homes and motorhomes as accommodation. Holidaymakers may own or rent their equipment and can travel to their destination carrying their tent or towing their caravan or trailer tent. Alternatively, they can stay in caravan holiday homes (statics) or tents that are already in place at the camping or caravanning park.

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