

Camping and Caravanning - UK - April 2016

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“Camping and caravanning is gradually repositioning itself. Rather than just being the default option for those looking for an affordable way of holidaying, it is starting to be seen as an activity which offers people a high standard and wide choice of accommodation.”

– Michael Oliver, Senior Leisure and Media Analyst

This report looks at the following areas:

- How can operators shift the focus on camping in a tent away from being the cheap holiday option?
- What can holiday parks do to extend their appeal without alienating their core customer?

Camping and caravanning trips have declined in number since their 2011 recession-driven peak but the market continues to perform at a strong level, with nearly 17 million trips taken in 2015, over 15 million of which were in the UK.

The market is characterised by a drive towards offering a wider choice of accommodation options, particularly at the premium end of the market, increased use of digital technology to make the act of planning and booking a trip easier and also the introduction of innovations which are making going camping and caravanning more convenient.

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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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Apps aim to streamline the planning and booking process

Guide-led tours let the experts take the strain

Elddis takes the strain out of caravan set-up

Inflatable pole technology makes putting tents up easier and quicker

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Just under four in ten have been in past three years

Large base of lapsed and potential users

Scope for more flexible purchase/finance options

0% finance is a draw for potential caravan purchasers

Planning of static and towed caravan holidays is most advanced

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