

Camping and Caravanning - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the camping and caravanning market.
- Consumer experience of camping and caravanning.
- Consumer interest in and preferences for types of site and experiences, and future opportunities for camping and caravanning holidays.
- Consumer interest in and opportunities for purchase of caravans and motorhomes/campervans.
- Consumer perceptions of campsites compared with other types of holiday accommodation.

42% of GB adults went on a camping or caravanning holiday during the three years ending November 2021. Buoyed by a strong performance in 2021, participation has reached the highest level tracked by Mintel since the three years ending January 2013.

Over one in five adults have been camping or caravanning since the start of COVID-19. Some 38% of these 'COVID campers' are 'First-timers' – newcomers who took their first ever camping or caravanning holiday during the pandemic. At a rough estimate, COVID-19 brought around 4.5m of these new adult 'First-timers' into the domestic camping and caravanning market, as well as many children.

The biggest threat to the camping and caravanning market is continued disruption and travel restrictions caused by further COVID-19 variants. The sector also continues to face the challenge of negative consumer perceptions, despite product improvements and much greater diversity of accommodation than in the past.

Key opportunities include growing demand for premium static rentals, glamping, unusual Instagrammable accommodation and campervan/motorhome touring adventures.



"A new wave of corporate activity in UK holiday parks reflects optimism that the staycation trend is here to stay, and will lead to further investment in accommodation and family-focused experiences."

– John Worthington, Senior Analyst

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- Silent night
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