

# Camping and Caravanning - UK - 2023

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## This report looks at the following areas:

- The impact of the cost of living crisis on the camping and caravanning market.
- Consumer experience of camping and caravanning, destinations visited and future intentions.
- The outlook for the camping and caravanning market and key trends shaping the next five years.
- Opportunities for specialist/added value product areas and accommodation purchase.

29% of adults agree that 'I am more likely to consider taking a camping/ caravanning holiday than I was before the COVID-19 pandemic'. The past three years have brought in new customers, many of whom have discovered the sense of freedom and wellbeing that comes with an active outdoors holiday.

The cost of living crisis will be challenging for the market in 2023. The constraints felt by customers on lower- to mid-household incomes are likely to have an impact on the holiday parks sector, while reliance on a high proportion of younger consumers is likely to have an effect on camping. There are likely to be compensatory factors though. The reputation of camping and caravanning as a budget holiday option will stand it in good stead and may persuade families to 'trade down' from more expensive holidays.

In the longer term, domestic camping and caravanning will face the challenge of a resurgent post-COVID overseas holiday sector with significant pent-up demand in the market, particularly once the cost of living crisis begins to ease.

Camping and caravanning abroad, however, is also set to benefit from this. Many of those who have discovered this type of holiday in the UK over the past three years will be eager to try it overseas with more reliable weather. As well as camping and static rental holidays in the sun, there is rising interest in overseas touring adventures by campervan/motorhome.



"The core strength of camping and caravanning will remain its inclusive appeal to a wide range of budgets, which will help the market withstand periods of economic uncertainty."

– John Worthington, Senior Analyst

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