

## Camping and Caravanning - Ireland - September 2015

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Ireland experienced an unseasonable and heavy rainfall-filled summer in 2015, which is likely to have had a detrimental effect on the number of Irish consumers camping or caravanning. Given that camping is a more weather-sensitive activity than other holiday types, poor weather conditions during peak camping months are likely to deter a number of consumers from venturing into the great outdoors.

This report looks at the following areas:

- How is the camping and caravanning sector expected to perform in 2015?
- What are the constraints facing this market?
- What are the reasons that have prevented camping or caravanning in the past?
- What services would Irish consumers be interested in seeing at campsites?

This report examines the camping and caravanning sector and how it affects the overall economy and tourism industry in Ireland. Highlighted in this report are what type of camping have consumers done (ie in a tent, motorhome, caravan) and the regions Irish consumers are camping/caravanning in both domestically and overseas. Also discussed in this report are the reasons that have prevented camping in the past and the additional services/amenities that consumers would be willing to pay more for.

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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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Betsy Blue

Haven caravan sites have the X Factor

OPUS Moto

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Tourism NI (formerly NITB)

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