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Camping / Caravanning and Domestic Tourism

Camping & Caravanning trips

In the following report we have focused on domestic trips involving camping and caravanning stays, defined as those where the respondent said that they either camped, or stayed in a caravan (towed, static owned or static non-owned)

Value to Domestic Tourism in England

In 2014, there were 10.79 million domestic overnight trips in England which involved camping and caravanning, 12% of the total, spending £1.7 billion (9% of all spending on domestic overnight trips).

	Total England	Camping & Caravanning trips	Camping & Caravanning trips (as % of total)
Domestic Overnight Trips			
Trips (millions)	92.61	10.79	12%
Spend (£ millions)	18,085	1,691	9%

Trip Type

Overnight Travel

Most camping and caravanning trips were taken on holiday, accounting for 88% of trips taken, with visits to friends and relatives (VFR) trips accounting for only 6% of trips. These trips are also likely to be longer than usual, with 42% of trips involving a 4+ night holiday.

	Total England	% of trips taken by all trip takers	Camping & Caravanning	% of trips involving Camping & Caravanning
All Overnight Trips (millions)	92.61	100%	10.79	100%
All Holidays	40.74	44%	9.51	88%
1-3 night holidays	26.47	29%	5.02	47%
4+ night holidays	14.27	15%	4.49	42%
Visiting Friends and Relatives	35.91	39%	0.62	6%
Business Travel	13.55	15%	0.43	4%



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Camping and Caravanning Holiday Trips

Camping and caravanning holidays tend to longer breaks than the average, typically lasting 4.13 nights, compared to 3.37 nights across all English trips.

However, total spend on this type of break is lower than the average (£162 vs £247) and spend per day is also much lower (£39 vs £73).

Domestic Holidays	Total England	Camping & Caravanning trips
Average spend per trip	£247	£162
Average spend per night	£73	£39
Average trip length (nights)	3.37	4.13

Almost half (48%) of the holidays taken on caravan and camping trips are to seaside destinations, followed by countryside/village destinations at 29%. The South West accounts for 30% of those domestic holidays.

Almost all of these trips are taken by car (84% vs 79% of all trips), and these trips are less likely to be booked online (42% vs 54% of all trips).

Caravan and camping trips more likely than average to involve a trip to the beach and outdoor activities. They are less likely to involve history and heritage activities or arts, culture and entertainment activities.

	% of trips taken by all trip takers	% of trips involving Camping & Caravanning
Region visited		
West Midlands	7%	5%
East of England	9%	10%
East Midlands	7%	11%
London	8%	0%
North West	17%	12%
North East	4%	5%
South East	15%	14%
South West	23%	30%
Yorkshire & the Humber	12%	14%



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Cont.	% of trips taken by all trip takers	% of trips involving Camping & Caravanning
Destination Type		
Seaside	32%	48%
Large city/ large town	31%	10%
Small town	19%	17%
Countryside/ village	23%	29%
Transport used		
Public transport	16%	4%
Car	79%	84%
When booked		
More than six months before trip	7%	8%
Between 2 and 6 months before trip	26%	22%
About a month before trip	12%	11%
2-3 weeks before trip	13%	10%
In the week before trip	13%	10%
Same day / after setting off on trip	1%	1%
How booked		
Booked online	54%	42%
<i>On a laptop or desktop PC</i>	40%	29%
<i>On a smartphone</i>	3%	1%
<i>On a tablet</i>	8%	6%
Activities undertaken		
History & heritage	23%	17%
Arts, culture & entertainment	15%	11%
Visitor Attractions	33%	31%
Parks and Gardens	14%	13%
Events, festivals and exhibitions	11%	12%
Outdoor activities (including long walks)	27%	36%
Outdoor activities (excluding long walks)	14%	21%
Visited beach	20%	33%
Special shopping	7%	4%
Special personal event	3%	0%
Live sport	3%	2%



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Trends

The number of camping and caravanning trips increased dramatically in 2009, with 28% year on year growth. Although there has been more variability of performance since then, the average annual growth in the sector is stronger than for England holidays as a whole.

Number of domestic holidays Millions	Total England	Camping & Caravanning
2008	39.75	9.94
2009	47.01	12.69
2010	43.54	10.98
2011	46.16	11.61
2012	45.99	10.53
2013	44.93	10.69
2014	40.74	9.51
Annual average growth 2008-2014	1%	0%