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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% |