

CARAVANNING CULTURES

THE CARAVANNING TRENDS IN EUROPE

A STUDY FROM THE **ERWIN HYMER GROUP**

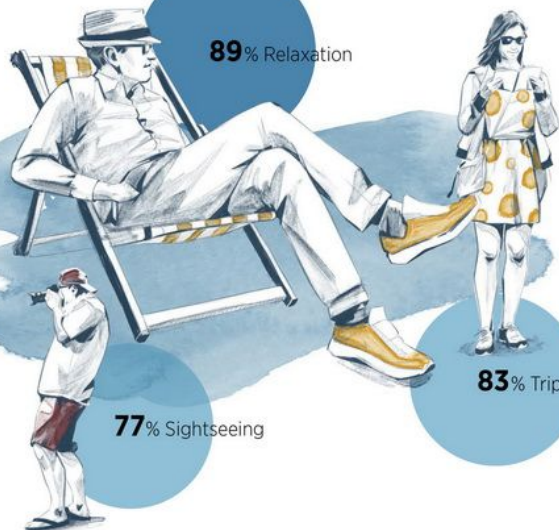
TOP ACTIVITIES AT THE CAMPSITE

Participating **COUNTRIES**: Germany, Austria, Switzerland, France, Italy, the Netherlands, Norway, Sweden, Great Britain

Total number of **STUDY PARTICIPANTS**: **3,823 PEOPLE**, of which 46% are women and 54% are men

Average **AGE** of those surveyed: **39 YEARS OLD**

89% Relaxation



83% Trips around the area



YOUNG, YOUNG

76% of the surveyed campers
are under 50 years old



SOCIABLE

66% of the campers actively
seek out contact with neighbors
or make friends if the chance
arises

61% of the campers agree:

„A trip in a caravan brings us closer together.“

TOP ACTIVITIES ON A CAMPING VACATION

81% Sitting together
with friends and family



76% Cooking
and grilling



61% Reading



TOP AMENITY CRITERIA

83% Comfortable seating area

79% Plenty of storage room

83% Good isolation

WINTER CAMPING

35% of those surveyed have already gone on a camping holiday during winter. Winter camping is mostly liked by younger campers

TOP CRITERIA AT CAMPSITE

90% A well-kept campsite

82% Sufficient room and distance from neighbor

88% Clean sanitation facilities

SHARING

34% of the surveyed campers rent out their vehicle or could imagine doing so

TOP TRAVEL DESTINATIONS

53%
Mediterranean Sea

27%
Northern Europe

24%
Large inland lakes

57% of English campers prefer a fixed location for the entire duration of their holiday

79% of Italian campers travel with two or more locations

GERMANY

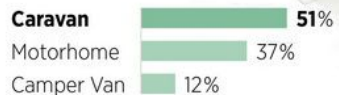
81% of German campers **GRILL** often to sometimes daily

Average **HOLIDAY DURATION**: 11 days
Average **AGE** of those surveyed: 41 years old

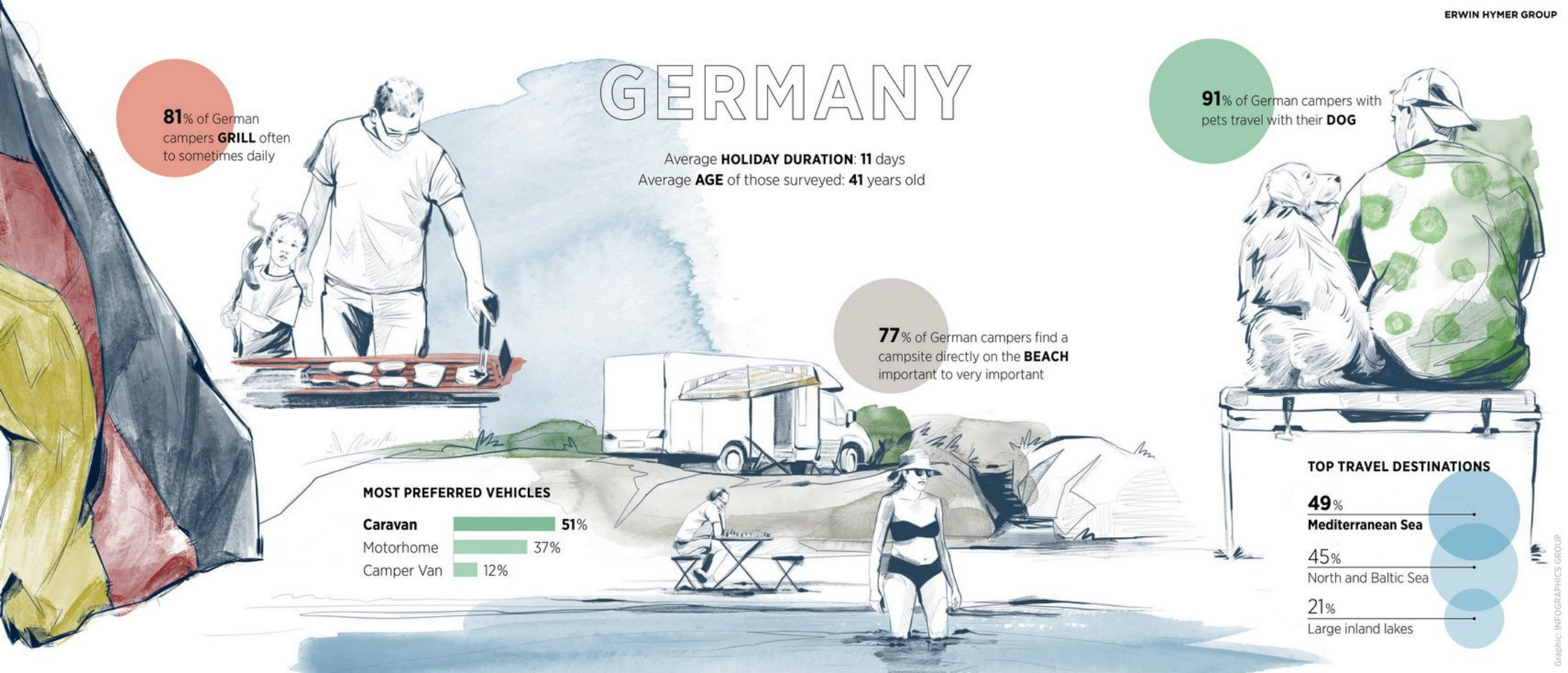
91% of German campers with pets travel with their **DOG**

77% of German campers find a campsite directly on the **BEACH** important to very important

MOST PREFERRED VEHICLES



TOP TRAVEL DESTINATIONS



AUSTRIA

For **82%** of Austrian campers, **SITTING TOGETHER** with family and friends is the most frequent activity at the campsite

Average **HOLIDAY DURATION**: 11 days
Average **AGE** of those surveyed: 39 years old

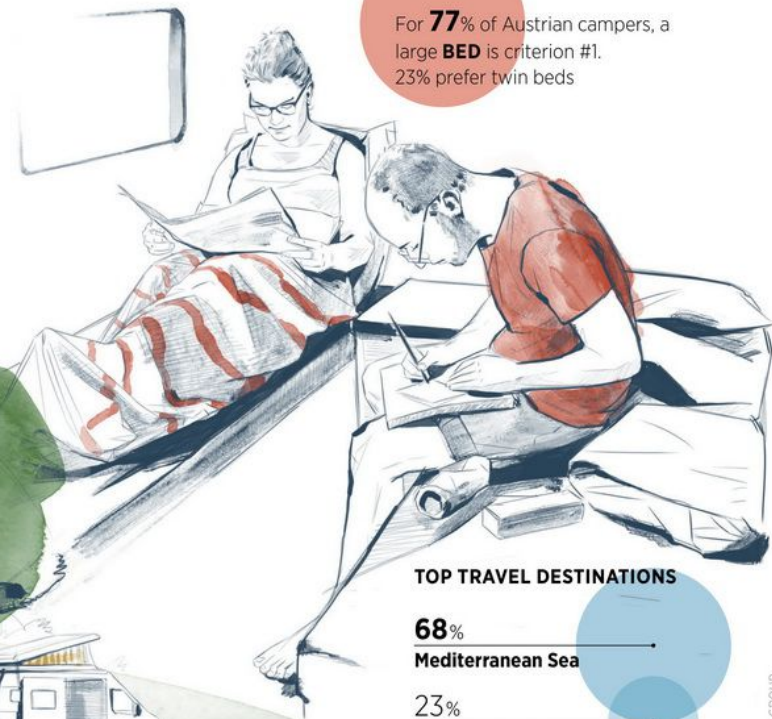
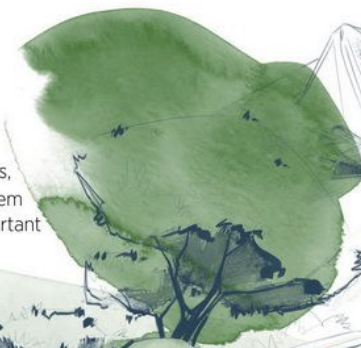
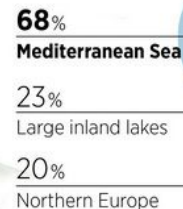
For **77%** of Austrian campers, a large **BED** is criterion #1.
23% prefer twin beds

For **77%** of Austrian campers, sufficient **SPACE** between them and their neighbor is an important to very important criterion

MOST PREFERRED VEHICLES



TOP TRAVEL DESTINATIONS



SWITZERLAND

For **86%** of Swiss campers, clean **SANITARY FACILITIES** are the most important campsite criterion



Average **HOLIDAY DURATION**: 13 days
Average **AGE** of those surveyed: 38 years old

For **83%** of Swiss campers, **RELAXATION** is the most important activity while on holiday

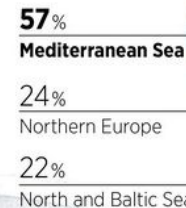


MOST PREFERRED VEHICLES



79% of Swiss campers prefer a large **BED** instead of a twin bed. A large bed is also the most important purchasing criterion

TOP TRAVEL DESTINATIONS



For **86%** of French campers, the **PRICE** is the most important criterion when selecting a campsite



FRANCE

Average **HOLIDAY DURATION**: 13 days
Average **AGE** of those surveyed: 39 years old

MOST PREFERRED VEHICLES



For **86%** of French campers, a **CAMPSITE LOCATED** close to nature is important to very important

41% of French campers have already gone on a camping holiday during **WINTER**



TOP TRAVEL DESTINATIONS

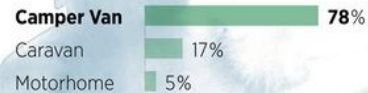


ITALY

For **73%** of Italian campers, visiting **MUSEUMS** and **EXHIBITIONS** is an important to very important activity while on holiday

Average **HOLIDAY DURATION**: 11 days
Average **AGE** of those surveyed: 41 years old

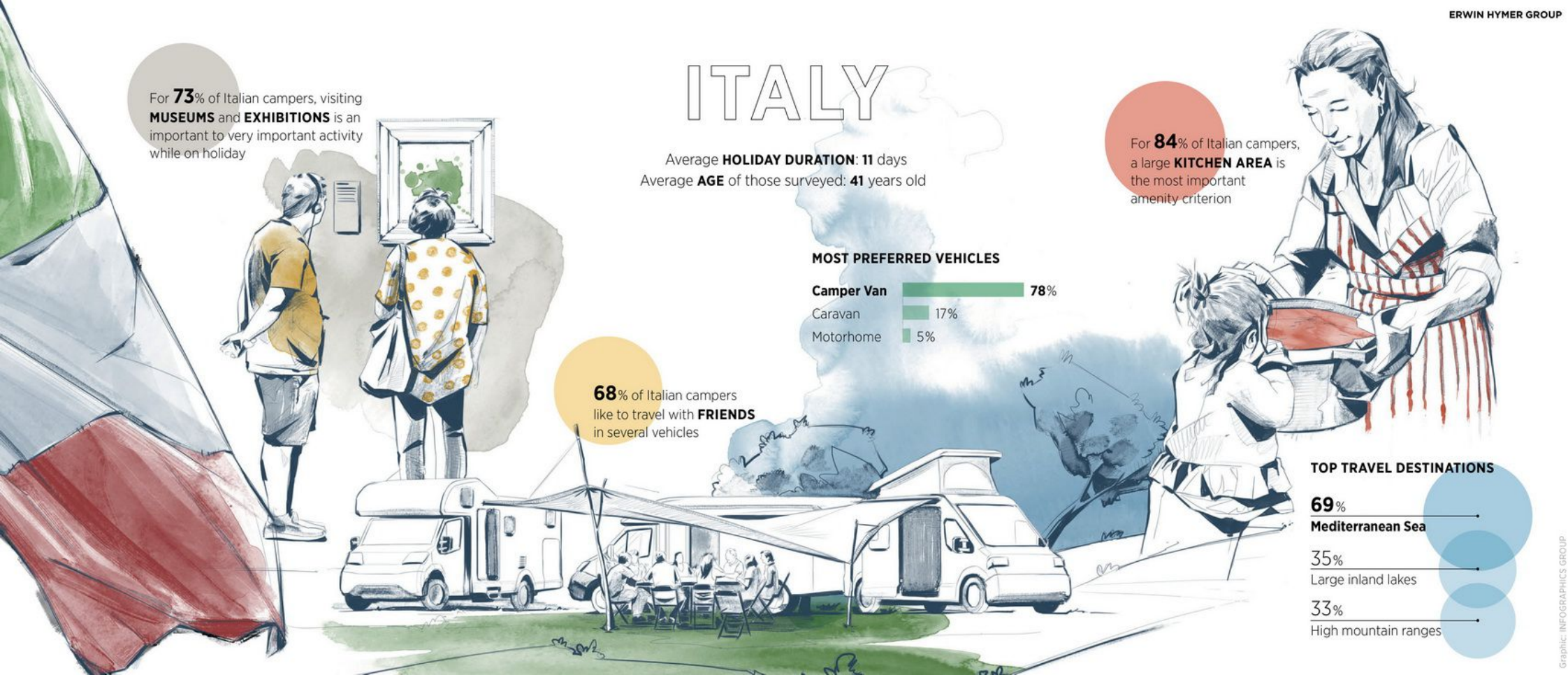
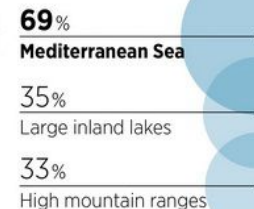
MOST PREFERRED VEHICLES



68% of Italian campers like to travel with **FRIENDS** in several vehicles

For **84%** of Italian campers, a large **KITCHEN AREA** is the most important amenity criterion

TOP TRAVEL DESTINATIONS



NETHERLANDS

For **90%** of Dutch campers, a **WELL-KEPT CAMPSITE** is the most important campsite criterion

Average **HOLIDAY DURATION**: 14 days
Average **AGE** of those surveyed: 38 years old

For **86%** of Dutch campers, **TRIPS** around the area are an important to very important activity

MOST PREFERRED VEHICLES



TOP TRAVEL DESTINATION

43%
Mediterranean Sea

32%
High mountain ranges

25%
Large inland lakes

21% of Dutch campers use their **ON-BOARD SHOWER** in an emergency or never



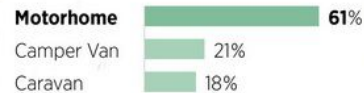
SCANDINAVIA

Average **HOLIDAY DURATION**: 10 days
Average **AGE** of those surveyed: 37 years old

For **86%** of Swedish campers,
WELLNESS is the most important
activity while on vacation

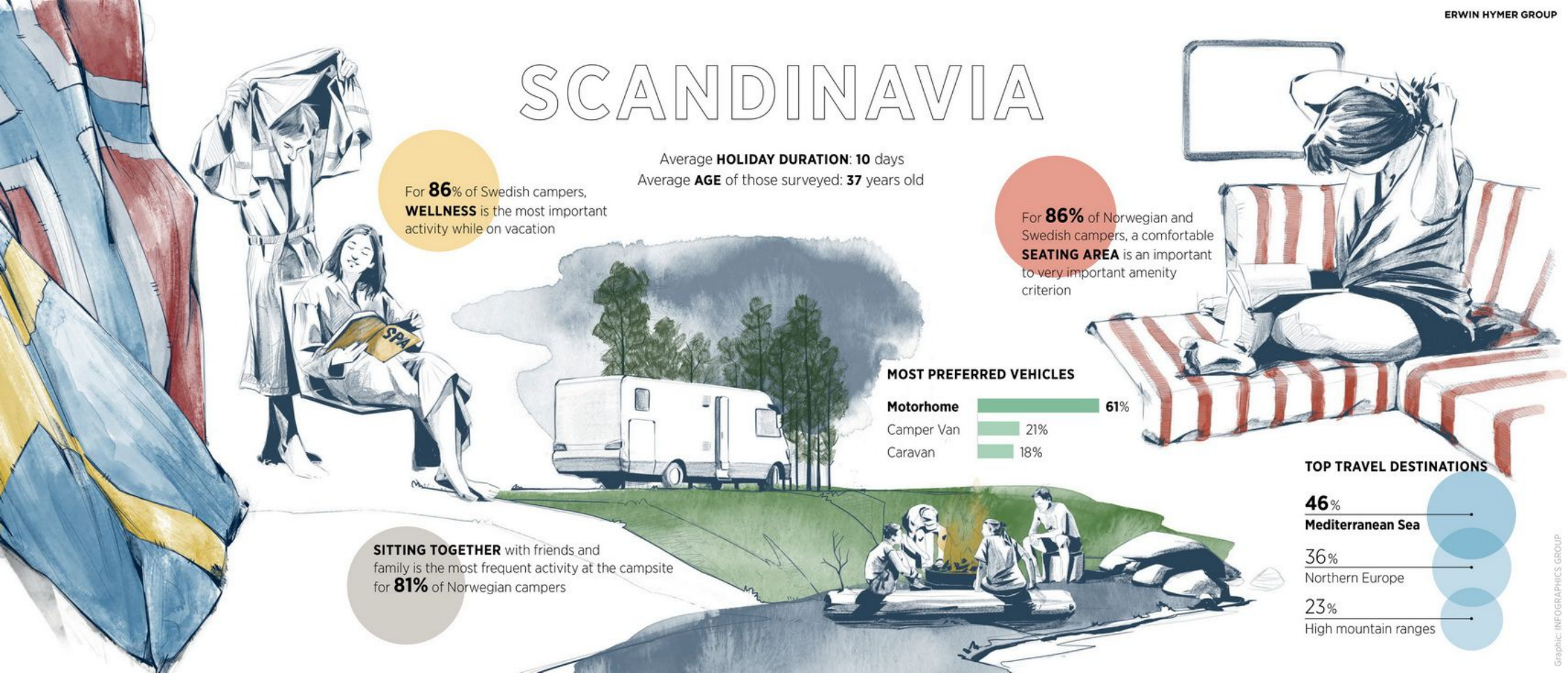
For **86%** of Norwegian and
Swedish campers, a comfortable
SEATING AREA is an important
to very important amenity
criterion

MOST PREFERRED VEHICLES



SITTING TOGETHER with friends and
family is the most frequent activity at the campsite
for **81%** of Norwegian campers

TOP TRAVEL DESTINATIONS



GREAT BRITAIN

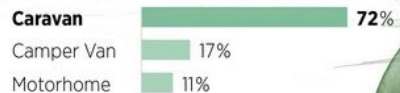
For **76%** of English campers, a **RESTAURANT** on site is an important to very important campsite criterion

Average **HOLIDAY DURATION**: 7 days
Average **AGE** of those surveyed: 39 years old

For **75%** of English campers, an **OVEN** is an important to very important amenity criterion

57% of English campers prefer a **FIXED CAMPSITE** for the entire duration of their holiday

MOST PREFERRED VEHICLES



TOP TRAVEL DESTINATIONS

