

The camping plans of the European Camper



Currently, travel and contact restrictions still exist in many countries. This has a major impact on the camping industry. Many questions about the future are still unanswered. In order to gain more insight into the camping plans for 2020, ACSI conducted a survey among more than 10,000 European campers.

The survey was conducted via our European websites (Eurocampings.eu and CampingCard.com), our newsletters and social media channels. Campers could take part between 10 April and 1 May. We are happy to share the results with you. This way you know exactly what the current plans of campers are, how they think about the Corona-voucher and more. We hope you can benefit from this.

Are campers going on holiday this year? This infographic contains the results of the ACSI research into the camping intentions of the European Camper. A total of 10,208 campers participated in the survey.

10,208 respondents

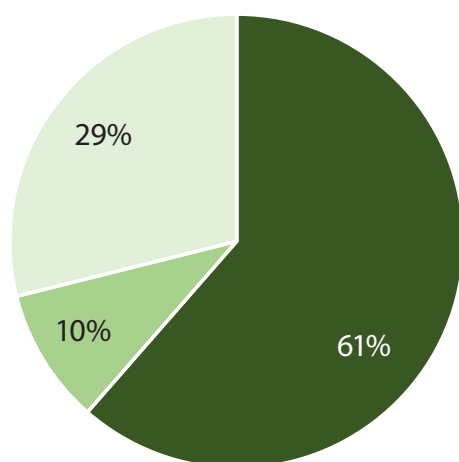


43% have their own caravan



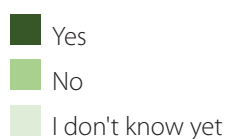
51% have their own camper

Are you still planning on camping in 2020?

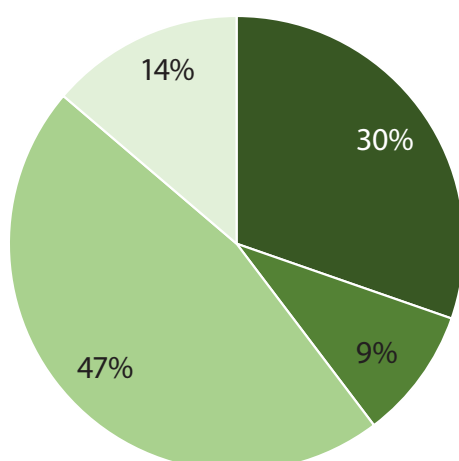


Booking cancelled, but still on holiday

35% of campers have or had booked one or more campsites for 2020. 27% cancelled the booking. This does not mean that these holiday plans will not go through. Over 61% of them indicate that they still will be going on the road. Less than 10% indicates not to go camping at all in 2020; this concerns only 90 campers.

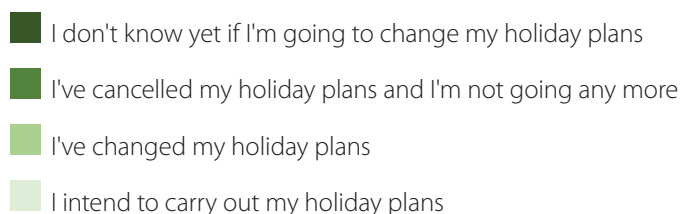


Plans of non-bookers 2020

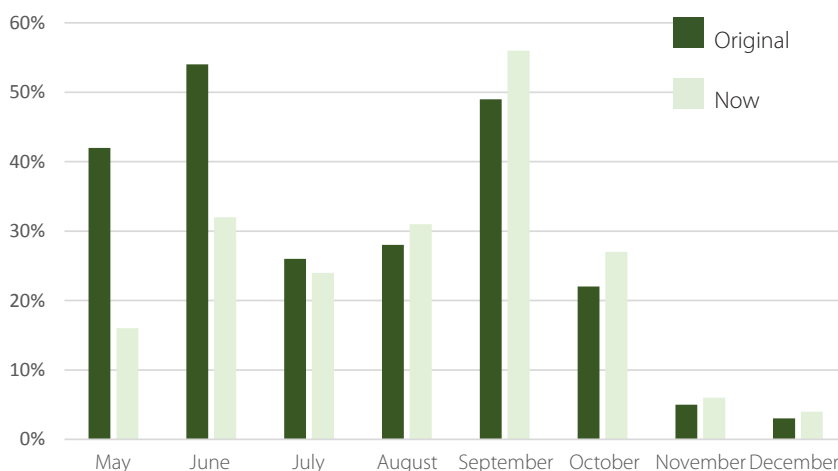


Holiday plans changed

Campers who did not book but had holiday plans in mind are largely planning to go on holiday. Only 9% indicate that they cancel their holiday plans and will not go on holiday in 2020. It concerns 593 campers.



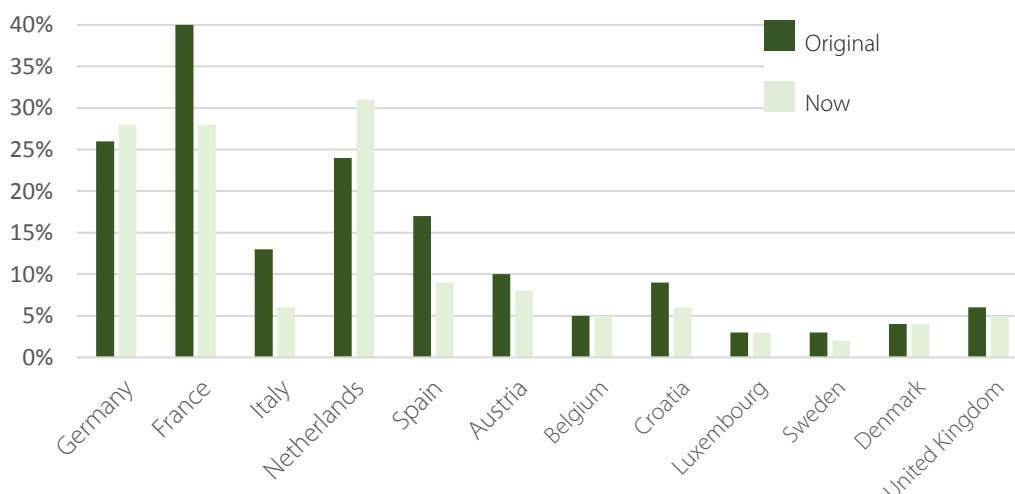
Camping intention - months 2020



Period - shift to autumn

What were originally the most popular camping months and what are the favourite ones now? Research shows that campers initially wanted to camp mainly in May, June and September. That's now postponed to August, September and October.

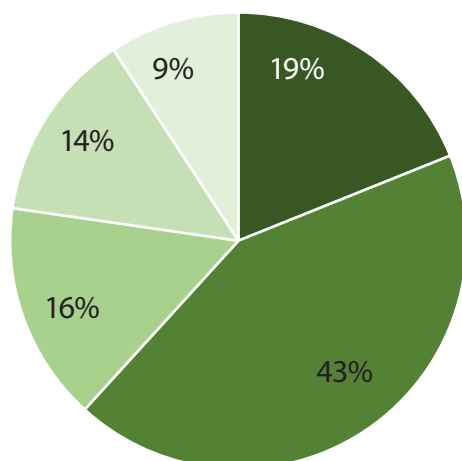
Camping intention - countries 2020



Destination - own country now more popular

Also in terms of destination, the wishes of campers have changed. Many campers choose to camp in their own country this year. Especially southern European countries have lost popularity among European campers. Germany, on the other hand, shows a small growth in popularity. This shift is clearly visible in the infographics per country.

Corona voucher



Positive reception

Many travel agencies and campsites offer a travel voucher instead of a refund if the holiday cannot go ahead. The study asked whether the camper agrees with the statement 'I understand if, given this exceptional situation, a campsite offers me a voucher for the (down) payment instead of a refund'. 62% agree (completely) with the statement. 23% (completely) disagree with the statement.

