

The camping plans of United Kingdom and Ireland



Are campers going on holiday this year? This infographic contains the results of the ACSI research into the camping intentions of campers from United Kingdom and Ireland. A total of 1,131 English and Irish campers participated in the survey.

1,131 respondents

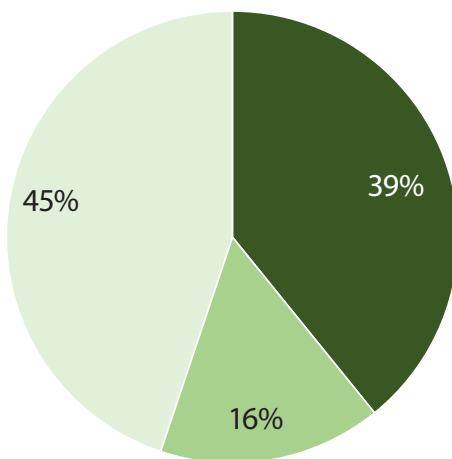


35% have their own caravan



58% have their own camper

Are you still planning on camping in 2020?

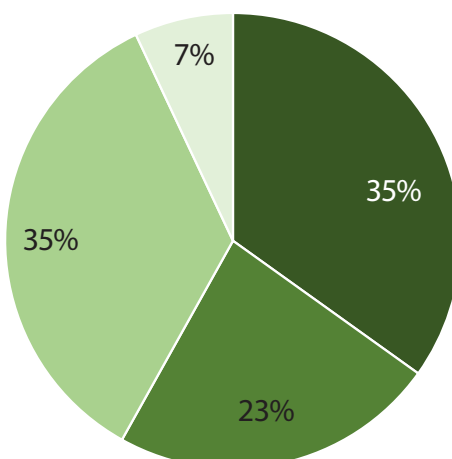


Booking cancelled, but still on holiday

38% of campers have or had booked one or more campsites for 2020. 46% cancelled the booking. This does not mean that these holiday plans will not go through. 39% of them indicate that they still will be going on the road. Another 16% indicates not to go camping at all in 2020; this concerns only 31 campers.

- Yes
- No
- I don't know yet

Plans of non-bookers 2020

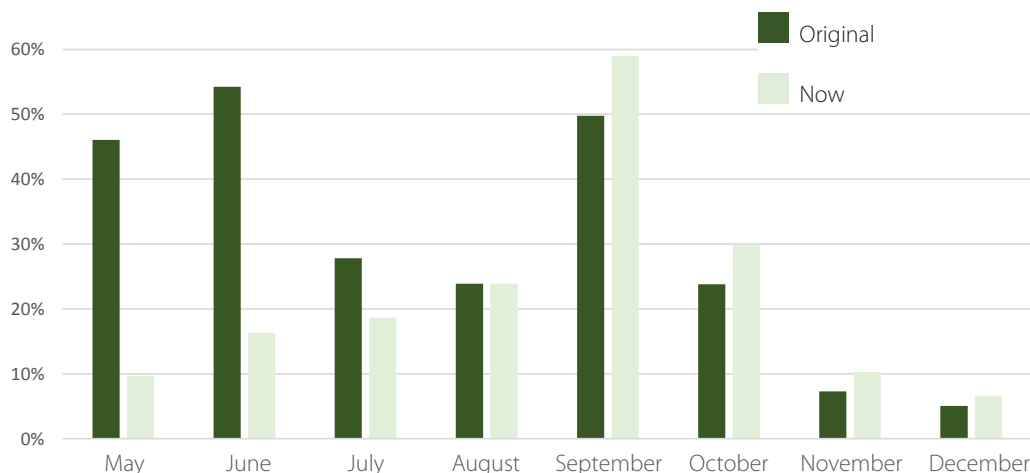


Holiday plans changed

Campers who did not book but had holiday plans in mind are largely planning to go on holiday. Only 23% indicate that they cancel their holiday plans and will not go on holiday in 2020.

- I don't know yet if I'm going to change my holiday plans
- I've cancelled my holiday plans and I'm not going any more
- I've changed my holiday plans
- I intend to carry out my holiday plans

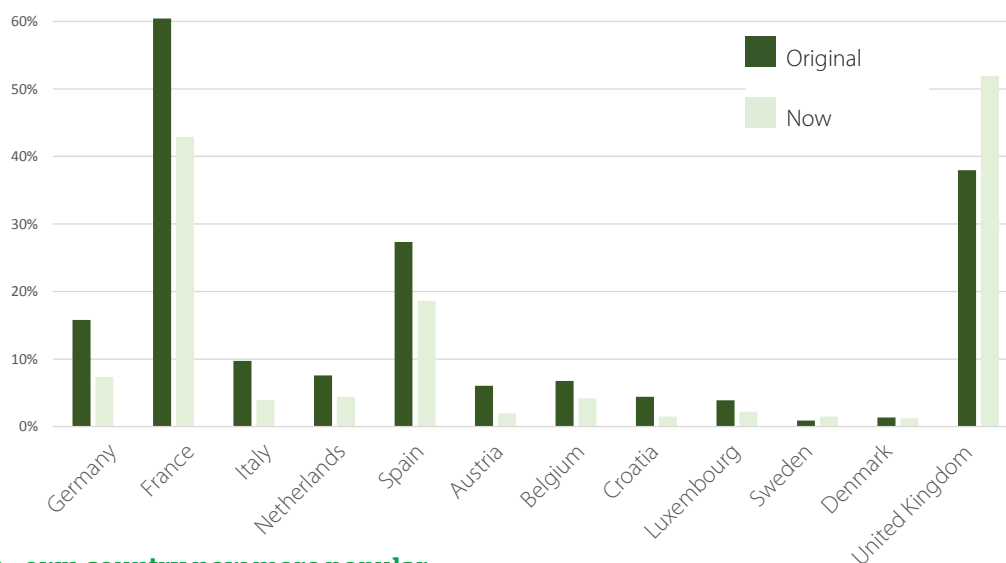
Camping intention - months 2020



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. Now September and October are favorites.

Camping intention - countries 2020



Destination - own country now more popular

Also where campers originally wanted to go and where they now want to camp has changed. Their own country has become even more popular: there is a shift to the United Kingdom from all countries.

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'. 43% agree (completely) with the statement. 36% (completely) disagree with the statement.

