

The camping plans of Germany



In May ACSI published the results of a survey on the holiday plans of German campers. This survey was repeated in June. This infographic contains the results of the second part of the ACSI research into the camping intentions of the Germans. A total of 1,423 German campers participated in the survey.

1,423 respondents

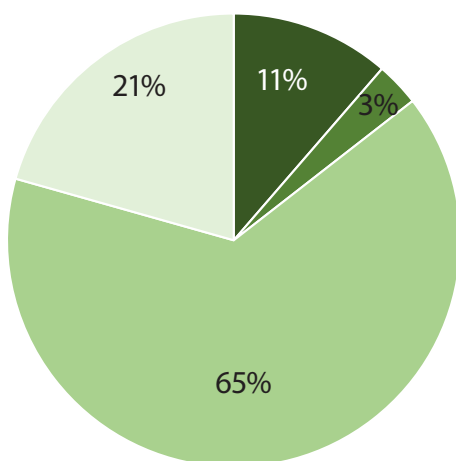


44% have their own caravan



49% have their own camper

Are you still planning on camping in 2020?



Holiday plans changed

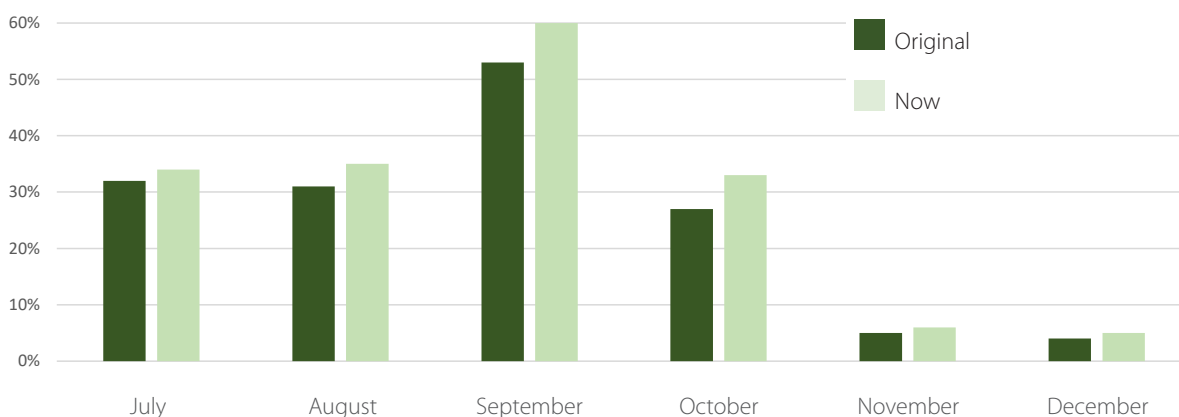
Most German campers with holiday plans for 2020 are still planning to go on a holiday this year. In May, 6% indicated they wouldn't go camping in 2020, this percentage has now dropped with 3% to 3%. The group of campers who adjusted their holiday plans has grown. This is noticeable at both the holiday period and the destination.

- I don't know yet if I'm going to change my camping plans
- I've cancelled my camping plans and I'm not going any more
- I've changed my camping plans
- My camping plans are unchanged

Camping intention - months 2020

Period - increase from July

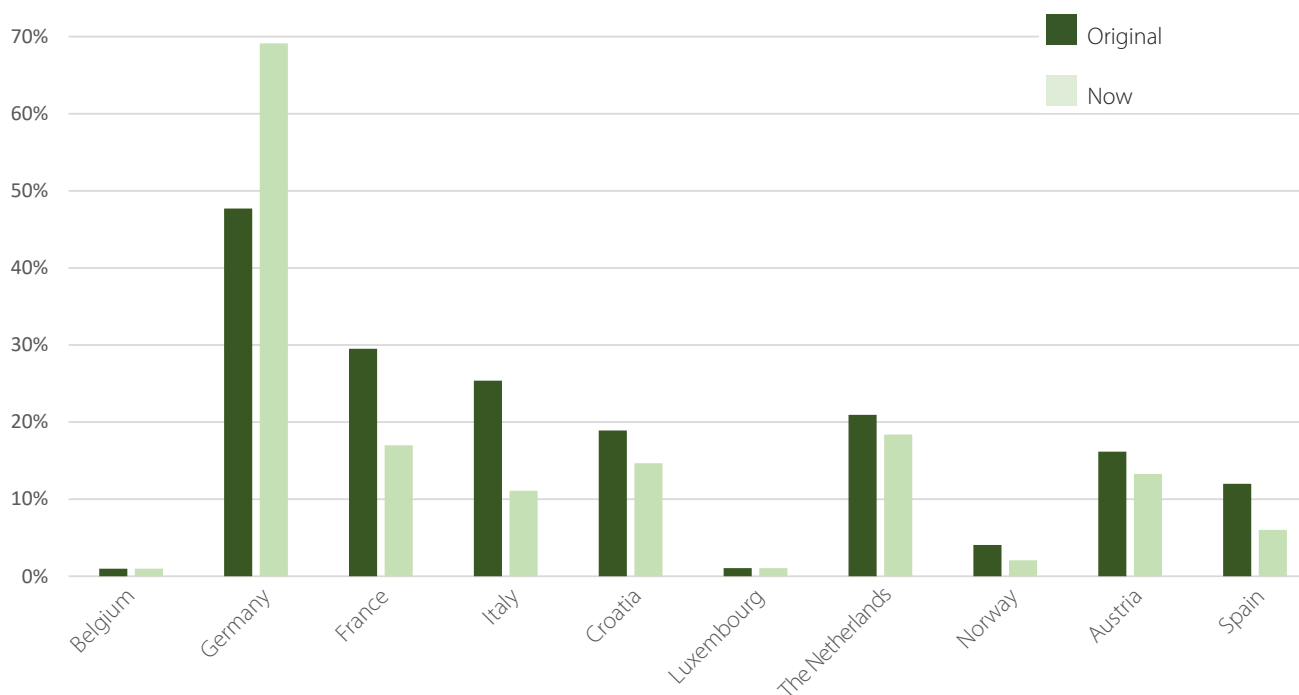
What were originally the most popular camping months and what are the favourite ones now? First there was a shift to August, September and October. But now the month of July is also a popular month to go camping.



Camping intention - countries 2020

Destination - own country now more popular

It is now even more clear: a holiday in their own country has become more popular. Campers with plans to go to France, Italy, Croatia and Spain now choose Germany as their destination.



* For information about non listed European countries, please contact our Sales department at sales@acsi.eu.

What do you think a campsite should do?

German people want to camp, but what measures do they expect a campsite should take? Below the possible precautions.



83%

Cleaning more often



73%

Ensuring sufficient distance between pitches



69%

Offer disinfection gel



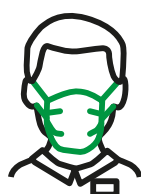
41%

Mandatory mouth masks for staff and campers



32%

A maximum number of guests per field



15%

Mandatory mouth masks for staff



13%

Walking routes on the campsite



12%

Mandatory mouth masks for campers



3%

Close sanitary facilities