



Survey of Camping Expectations 2021

European campers

Measurement 1: January 29 - February 16

For many countries it is still unclear what the 2021 camping year will look like. There is the question as to whether campers will go camping this year and whether they are planning to go abroad or not.

To gain a better picture of camping plans in 2021, ACSI held a survey among over 24,000 European campers. We are happy to share the results with you. The results show you exactly what campers' current plans are. We hope they will be helpful to you.

The survey was conducted through our European websites (including Eurocampings.eu and CampingCard.com), our newsletters and social media channels. Campers were able to take part between 29 January and 16 February.

In this infographic you can find the results of the survey by camping specialist ACSI into the intentions of European campers to go camping.

24,410 respondents



47% have their own caravan

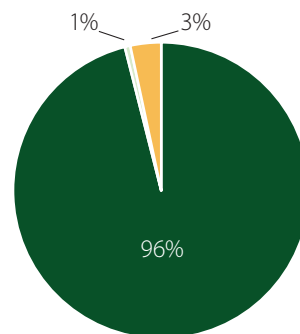


46% have their own motorhome

Are you planning to go camping in 2021?

The camping holiday is going ahead

The majority of respondents stated they have camping plans for 2021. No less than 96% of the campers plan to go camping. Some are still uncertain but only 1% indicate they will not be going camping in 2021.



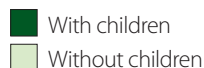
Measurement 1

Camping intention - average number of days in 2021

Campers who usually go camping with (grand)children are planning to spend an average of 33 days camping in 2021. Campers who usually go away in other group combinations (2 adults or single people without children, groups of friends or a group holiday) are planning to go camping for 54 days.

33
days

54
days

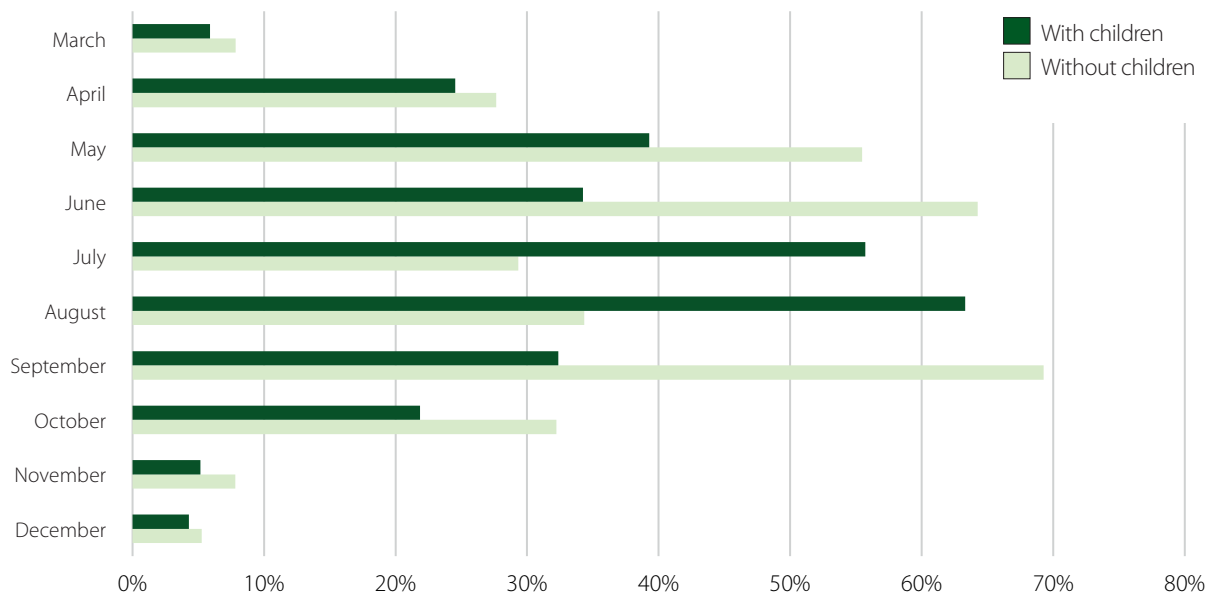


Measurement 1

Camping intention - months in 2021

Period

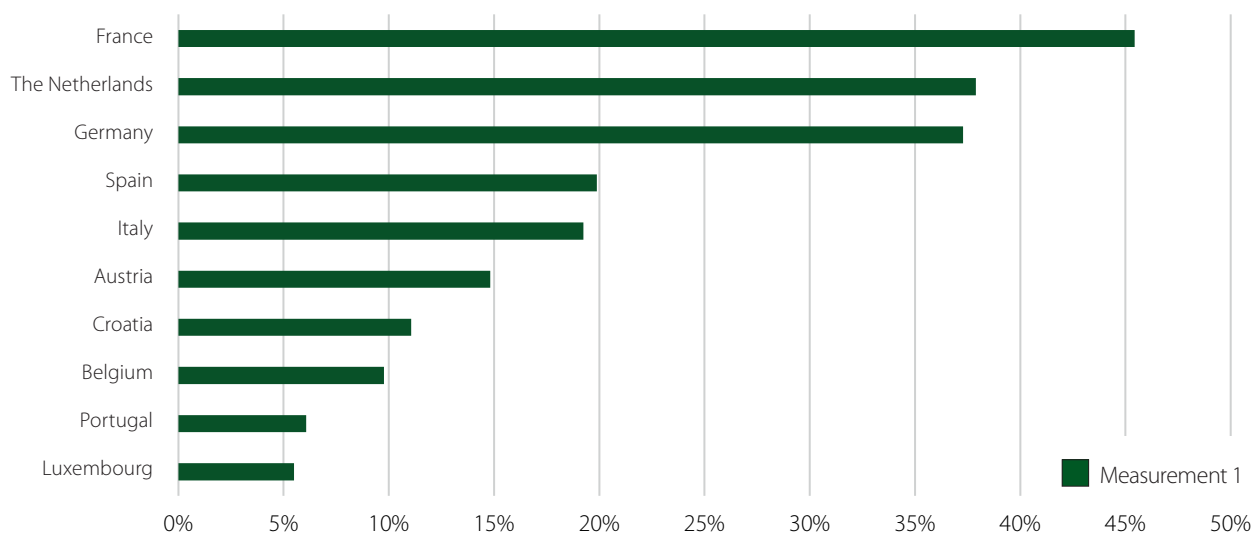
What are the most popular camping months? The graph shows that campers who usually go away with their (grand)children generally plan to go camping in August, July and May. Campers who usually go away in other group combinations (2 adults or single people without children, groups of friends or a group holiday) generally plan to go camping in September, June and May.



Camping intention - countries 2021

Destination

Many campers have indicated that they would like to camp outside their own country again in 2021. This trend can be clearly seen in the infographics per country.



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