



# Survey of Camping Expectations 2021 British & Irish campers


Measurement 1: January 29 - February 16




ACSI recently held a survey to find out about the holiday plans of British and Irish campers in 2021. We looked at whether campers will still be going on holiday this year and at which countries British and Irish campers choose.

In this infographic you can find the results of the ACSI survey of the intentions of campers from the United Kingdom and Ireland to go camping. A total of 1,494 British and Irish campers took part in the survey.

## 1,494 respondents

 31% have their own caravan

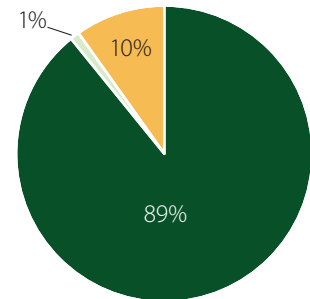
 60% have their own motorhome

## Are you planning to go camping in 2021?

### The camping holiday is going ahead

The majority of the British and Irish campers stated they had camping plans for 2021. No less than 89% of the campers plan to go camping. Some are still uncertain but only 1% indicate they will not be going camping in 2021.

-  Yes
-  No
-  I don't know





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 44 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 59 days.



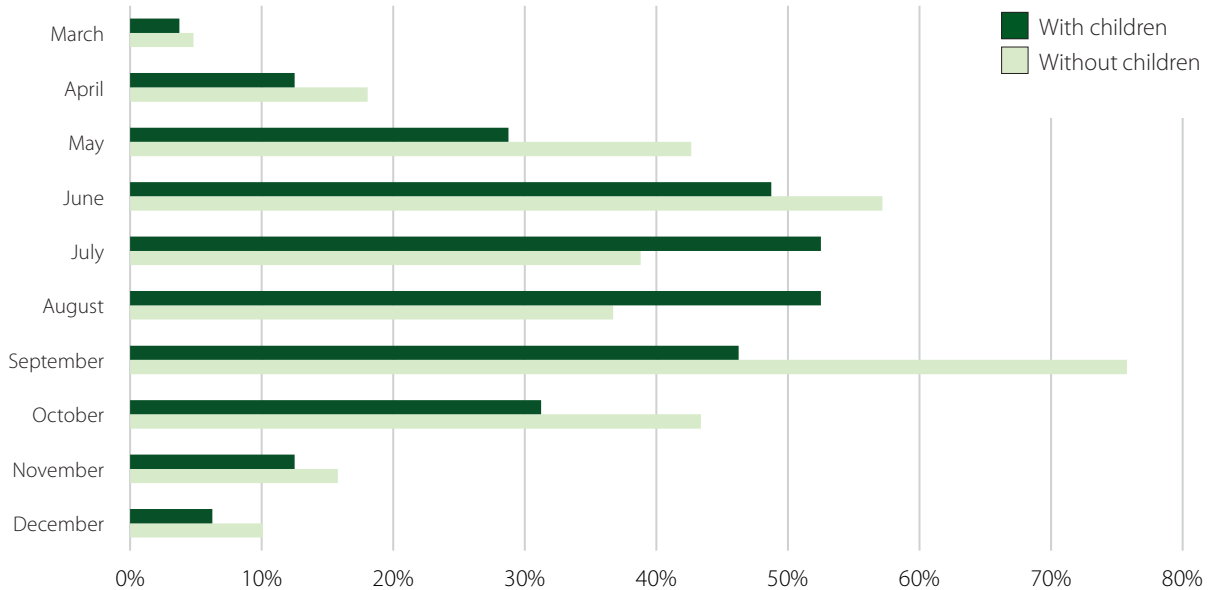
-  With children
-  Without children



## Camping intention - months in 2021

### Period

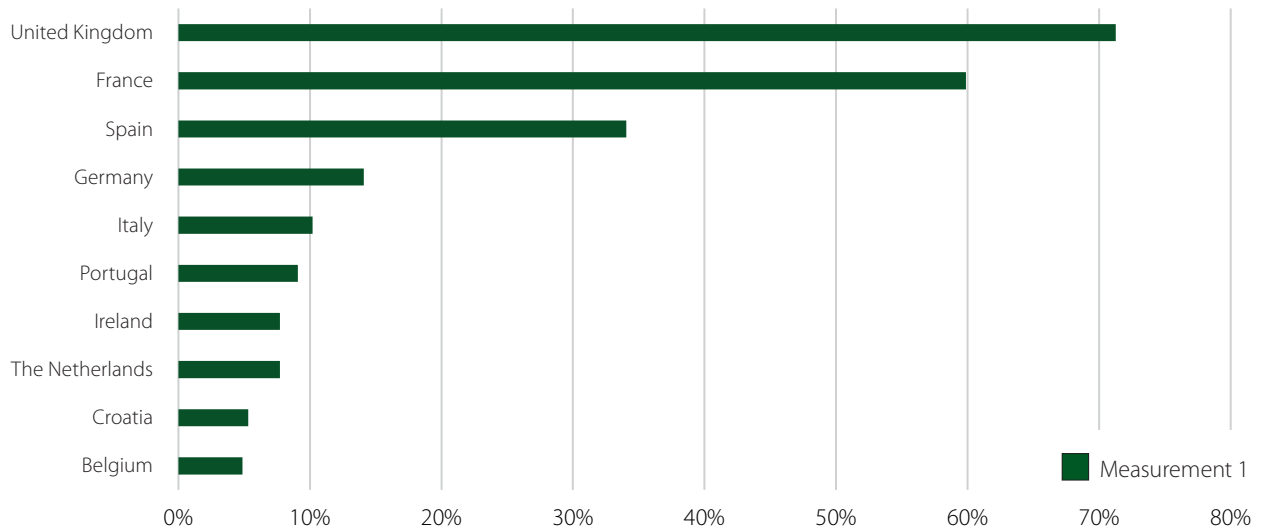
Which are the most popular months for going camping among the British and Irish? The graph shows that campers who usually go away with their (grand)children generally plan to go camping in August, July and June. Campers who usually go away in other group combinations (2 adults or single people without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



## Camping intention - countries in 2021

### Destination

Popular destinations among British and Irish campers are: UK, France and Spain. Only 22% of British campers said they plan to only camping in the UK in 2021.



\* For information about non listed European countries, please contact our Sales department at [sales@acsi.eu](mailto:sales@acsi.eu).

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