




Survey of Camping Expectations 2021

European campers

In February, ACSI conducted its first survey into the intentions of European campers to go camping in 2021. Over 20,000 campers shared their camping plans. Since it is still unclear for many countries what the 2021 camping year will look like, ACSI has since carried out a second measurement of this survey. A total of 18,346 campers took part. In this infographic, we have collated the most significant results from measurements 1 and 2 from Dutch, German, English and Irish and French campers into their


camping intentions for 2021. We looked at whether campers will still be going camping this year and if they are still planning to go abroad. The survey was distributed through our European websites (including Eurocampings.eu and CampingCard.com), our newsletters and our social media channels. Campers could take part in measurement 1 between 29 January and 16 February and in measurement 2 between 23 March and 8 April.

Measurement 1:
Jan. 29 - Feb. 16

 40% have their own caravan

 53% have their own motorhome

Measurement 2:
March 23 - April 8

 40% have their own caravan

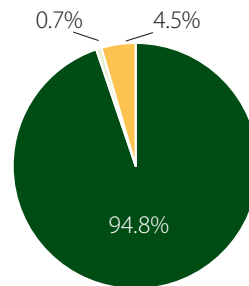
 54% have their own motorhome

Are you planning to go camping in 2021?

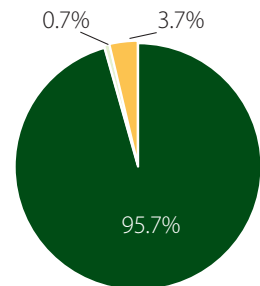
The camping holiday is still going ahead!

The majority of European campers still have camping plans for 2021. No less than 96% of the respondents are planning to go camping. The percentage of campers who indicated they would not be going on holiday stayed the same at 1%.

 Yes  No  I don't know



Measurement 1





Measurement 2

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 53 days.



 Measurement 1
 Measurement 2

With children

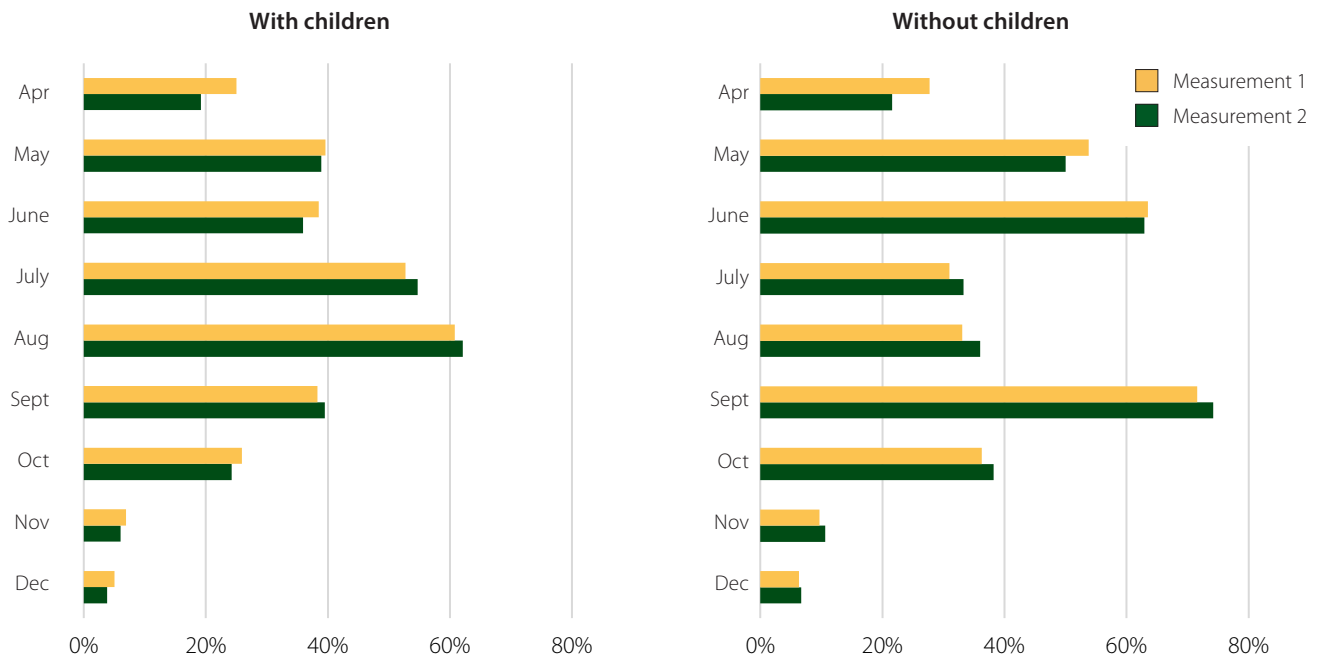
Without children



Camping intention - months in 2021

Period

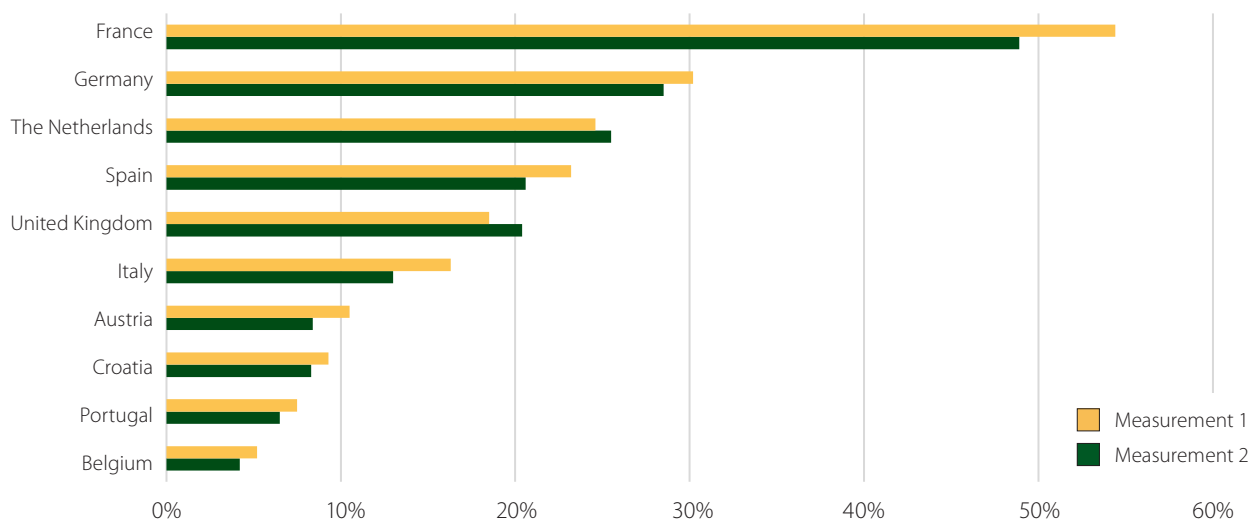
Campers who usually go camping with children or grandchildren are still planning to go camping in August, July and September. Campers who usually go camping in a different composition (two adults, single person without children, groups of friends or group trips) are planning to go on the road in September, June and May. August and September have increased in popularity among both groups.



Camping intention - countries in 2021

Destination

Many campers indicated for a second time that they wanted to go camping outside their own country in 2021. This distribution is clearly shown in the infographics per country.



* For information about European countries not listed here, please contact our Sales department via sales@acsi.eu.