



Survey of Camping Expectations 2021 German campers



ACSI has recently conducted a second survey to find out more about the holiday plans of German campers for 2021. We wanted to know whether campers are still planning to go on holiday abroad and if there are any shifts in the favourite countries or holiday periods.



In this infographic, we have collated the most significant results from measurements 1 and 2 from the ACSI survey into the camping intentions of German campers. A total of 6,046 German campers took part in measurement 1 and 5,668 German campers took part in measurement 2.



Measurement 1:
January 29 - February 16

Measurement 2:
March 23 - April 8

6,046 respondents

5,668 respondents

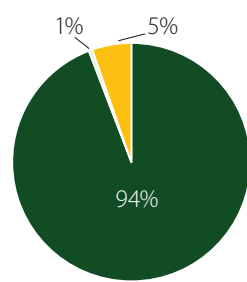
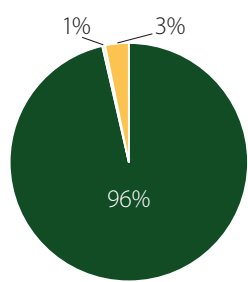
-  41% have their own caravan
-  56% have their own motorhome

-  39% have their own caravan
-  60% have their own motorhome

Are you planning to go camping in 2021?

The camping holiday is still going ahead!

A majority of the German campers still have camping plans for 2021. No less than 94% of the respondents are planning to go camping. The percentage of campers who indicated they would not be going on holiday or are still uncertain stayed virtually the same.



■ 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 48 days.



■ Measurement 1
■ Measurement 2

With children

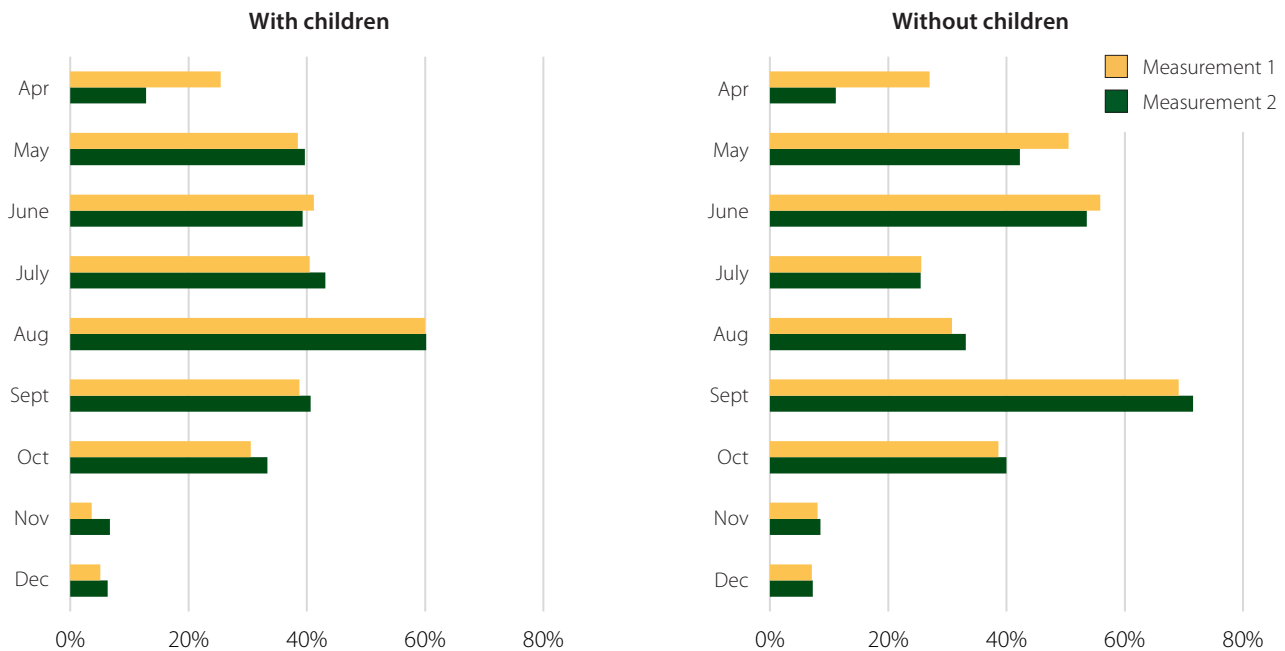
Without children



Camping intention - months in 2021

Period

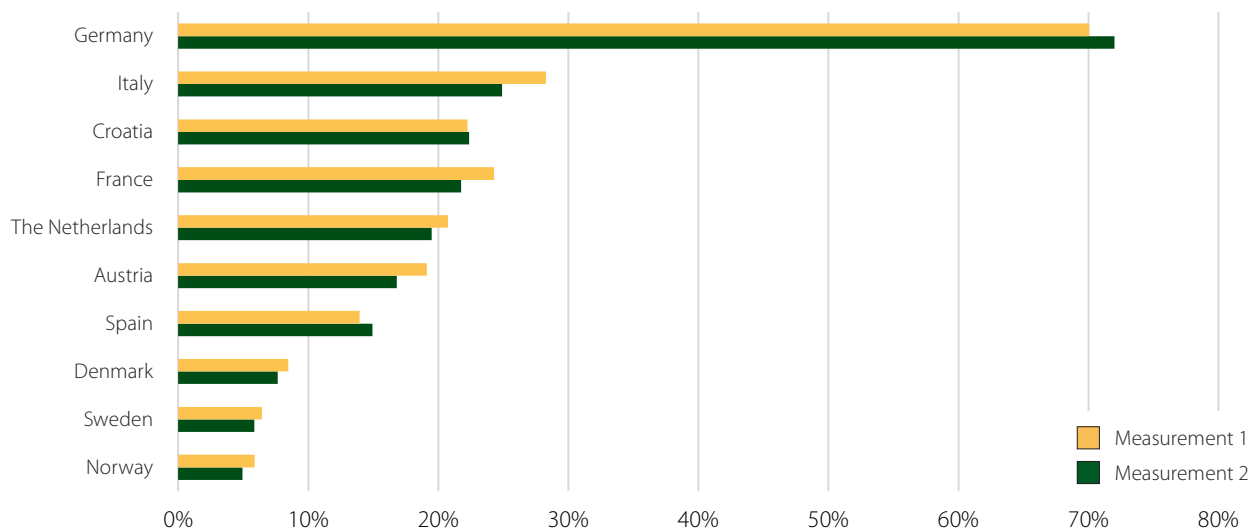
German campers who usually go camping with children or grandchildren are still planning to go on the road in August, July and September. The months of September and October have gained in popularity. Campers who usually go camping in a different composition (two adults, single person without children, groups of friends or group trips) are mainly planning to go camping in September, June and May. Among this group, the months of August, September and October have increased in popularity.



Camping intention - countries in 2021

Destination

Popular destinations among German campers are Germany, Italy and Croatia. Germany, Spain and Croatia have seen the greatest increase in popularity. Only 19% of the German campers indicated they will only be going camping within Germany in 2021.



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