



Survey of Camping Expectations 2021 French campers



ACSI has recently conducted a second survey to find out more about the holiday plans of French 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 French campers. A total of 2,536 French campers took part in measurement 1 and 1,578 French campers took part in measurement 2.

Measurement 1:
January 29 - February 16

2,536 respondents

-  25% have their own caravan
-  71% have their own motorhome

Measurement 2:
March 23 - April 8

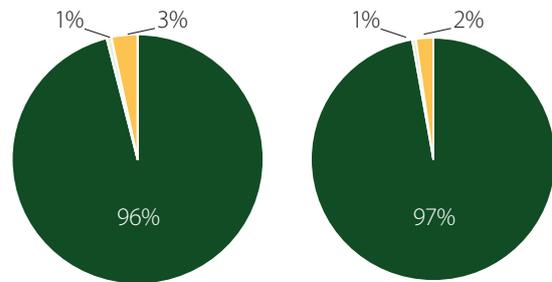
1,578 respondents

-  25% have their own caravan
-  71% have their own motorhome

Are you planning to go camping in 2021?

The camping holiday is still going ahead!

The majority of the French campers still have camping plans for 2021. No less than 97% 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 34 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 55 days.

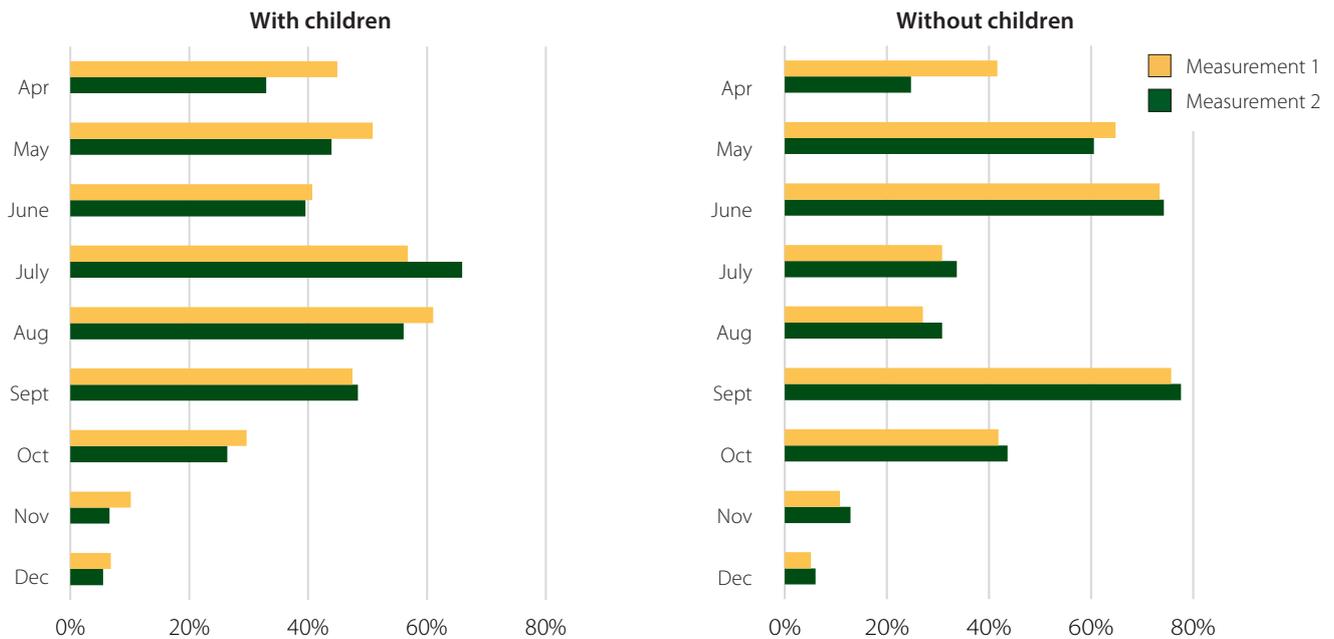




Camping intention - months in 2021

Period

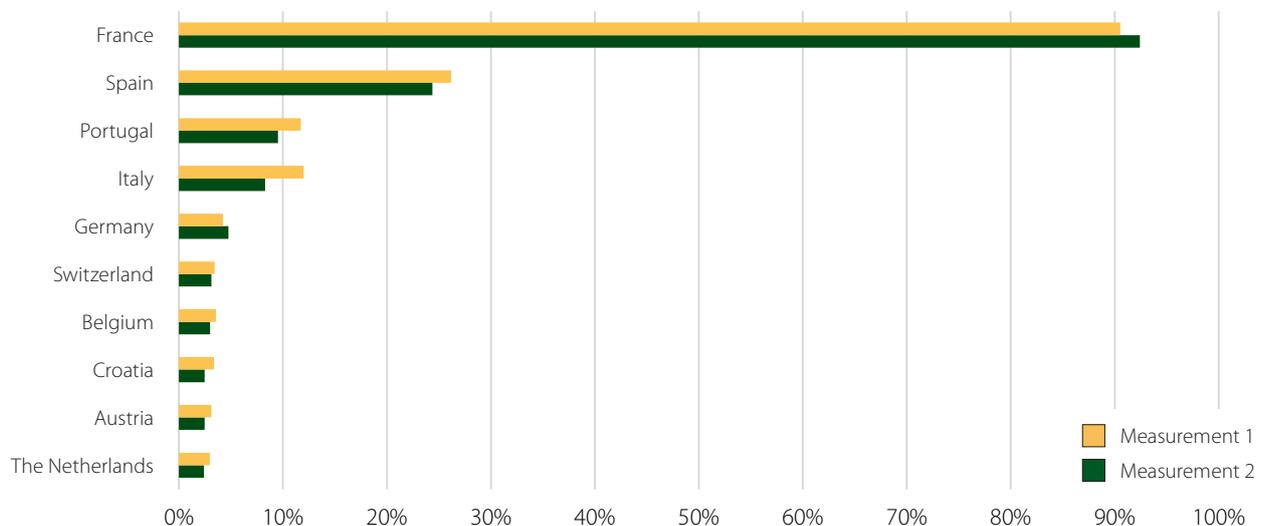
French campers who usually go camping with children or grandchildren are still planning to go on the road in July, August and September. In particular, the month of July has gained in popularity. Campers who usually go camping in a different composition (two adults, single person without children, groups of friends or group trips) are mainly planning to go camping in September, June and May. Among this group, there has been a clear increase in the period from June onwards.



Camping intention - countries in 2021

Destination

Popular destinations among French campers are France, Spain and Portugal. Germany and France have increased in popularity. A total of 58% of the French campers indicated they will only be going camping within France in 2021.



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