



Survey of Camping Expectations 2021 British & Irish campers





ACSI has recently conducted a second survey to find out more about the holiday plans of British and Irish 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 British and Irish campers. A total of 1,494 British and Irish campers took part in measurement 1 and 1,191 British and Irish campers took part in measurement 2.



Measurement 1:
January 29 - February 16

1,494 respondents

-  31% have their own caravan
-  60% have their own motorhome

Measurement 2:
March 23 - April 8

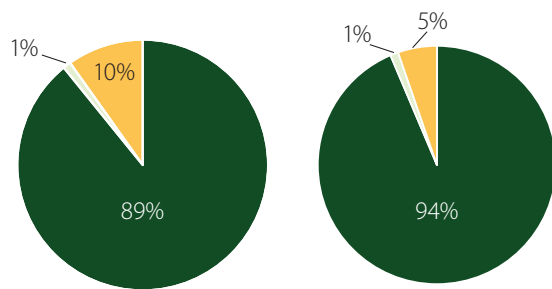
1,191 respondents

-  31% have their own caravan
-  60% have their own motorhome

Are you planning to go camping in 2021?

The camping holiday is still going ahead!

The majority of British and Irish campers still have camping plans for 2021. No less than 94% of the respondents are planning to go camping. That percentage shows a strong increase compared to the first measurement.



■ 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 32 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 56 days.

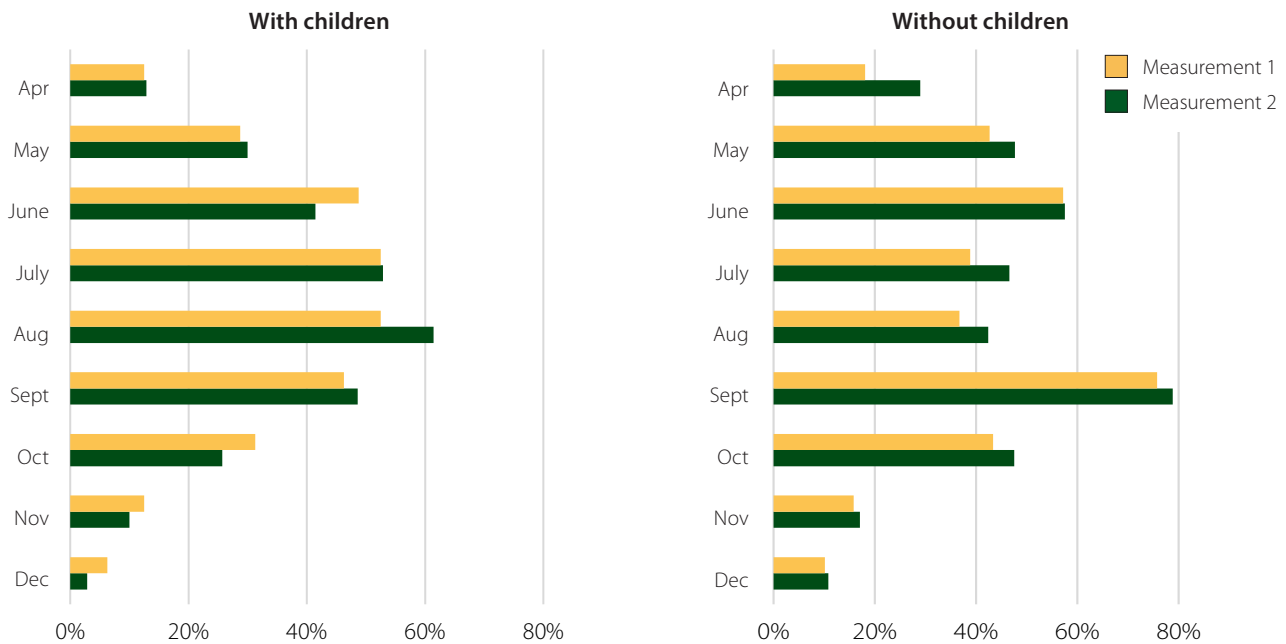




Camping intention - months in 2021

Period

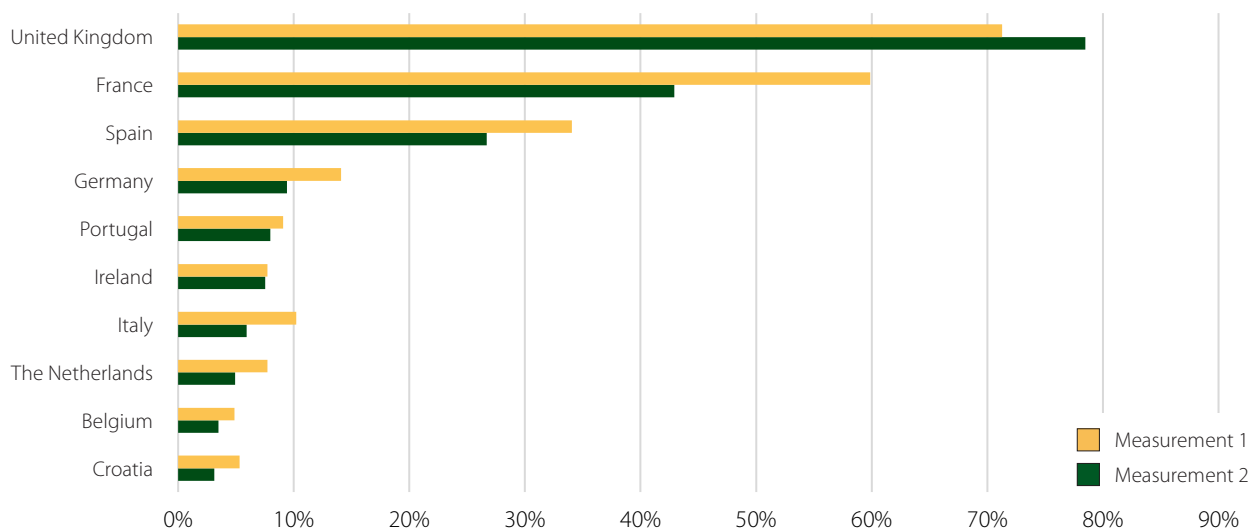
British and Irish campers who usually go camping with children or grandchildren are still planning to go on the road in August, July and September. In particular, the month of August has gained in popularity. Campers who usually go camping in a different composition (two adults, single person without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



Camping intention - countries in 2021

Destination

Popular destinations among British and Irish campers are the United Kingdom, France and Spain. A total of 40% of the British campers indicate they will only be going camping within the United Kingdom in 2021.



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