



# 2025 survey on camping plans European campers

Are you curious about where European campers want to go on holiday in 2025? ACSI conducted a survey on the European campers' holiday plans for 2025. We present the results to you now.

For this survey, we asked more than 17,000 European campers about their plans. We approached them through ACSI's European websites and newsletters. Campers could take part between 6 January to 19 February.

### Average number of camping holidays in 2025

European campsite visitors who usually go camping with (grand)children plan to go on holiday an average of four times in 2025. They will go on camping holiday for a total of 32 days. This is a considerable decrease in comparison with 2024. Campsite visitors who usually go camping in a different composition plan to go camping about 5 times a year. They will do so spread over 67 days.

### Camping trends in Europe: Italy gains in popularity

France, Germany and the Netherlands remain the most popular camping destinations among European

campsite visitors both with and without children. And yet, there are a few interesting shifts in the preferences. Families with children choose for Italy more often, causing an upward trend in its popularity. Austria is also becoming increasingly popular as a camping destination. Spain and Croatia continue to be favourites but Italy in particular stands out as the new favourite among families. France continues to be the undisputed number one camping destination for all European campsite visitors.



## 17,008 respondents



36% have their own caravan



54% have their own motorhome

## How often are you planning to go camping in 2025?



Campers without children



Campers with children

## How many days in total are you planning to spend on a camping holiday?

2023



Campers without children



Campers with children

2024



Campers without children



Campers with children

2025



Campers without children

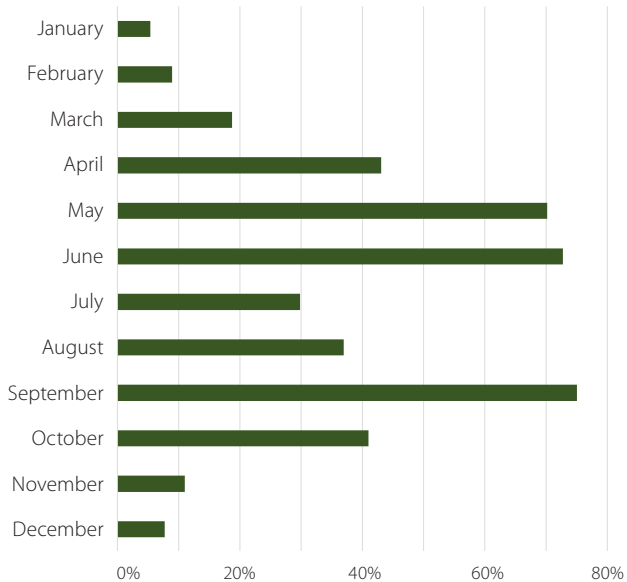


Campers with children

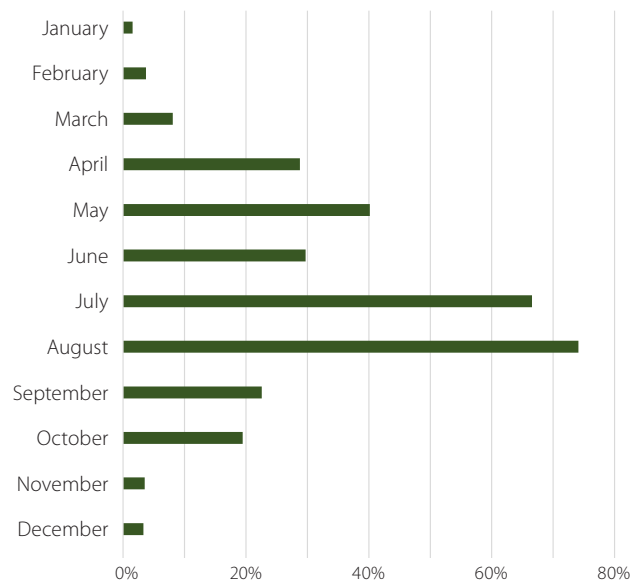


## When do you plan to take a camping holiday in 2025?

Campers without children

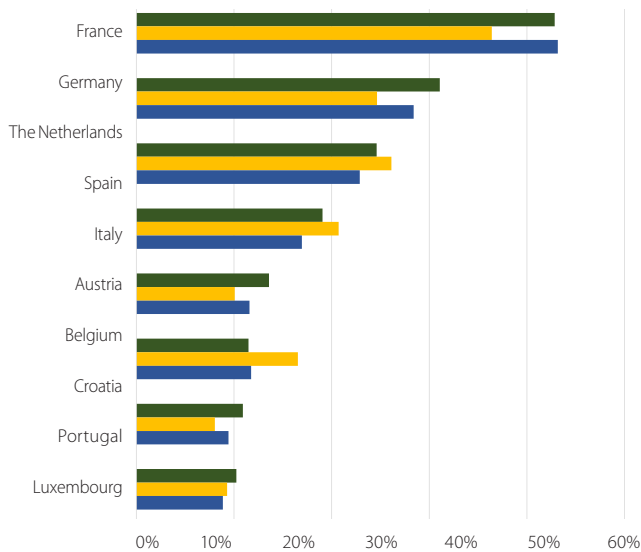


Campers with children

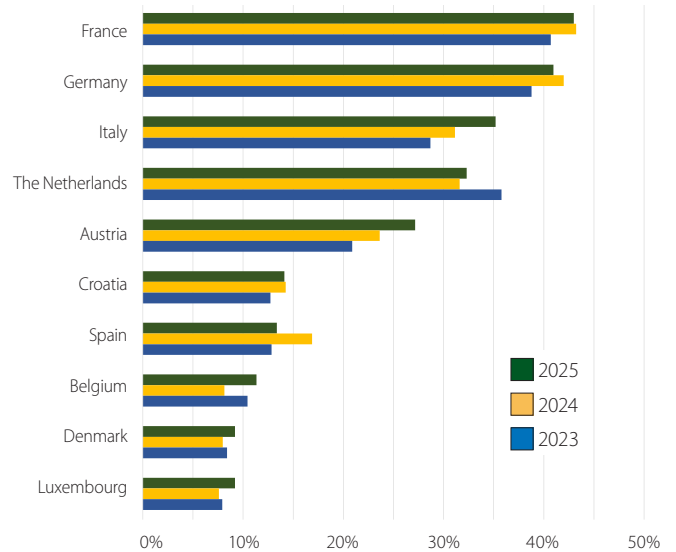


## Where are you planning to take a camping holiday?

Campers without children



Campers with children



\* For information about European countries not listed here, please contact our Sales department via [sales@acsi.eu](mailto:sales@acsi.eu).