



# 2025 survey on camping plans German campers

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

For this survey, we asked more than 4,200 German campers about their plans. We approached them through ACSI's European websites and newsletters. Campers could take part between 15 January to 20 February.

### Average number of camping holidays in 2025

German 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 38 days. Campsite visitors who usually go camping in a different composition plan to go camping about four times a year. They will do so spread over 65 days, which is more than in previous years. The upward trend continues.

### German campsite visitors prefer to stay in their own country

In 2025 Germany, Italy and France continue to be the most popular destinations among German campsite visitors. Germany remains the favourite, both for families with (grand)children and for campsite visitors travelling in different combinations. Moreover, there is a strong upward trend in both groups when it comes to the number of camping holidays in their own country. The growing popularity of Italy among families with (grand) children is striking. In comparison with 2024, the number of campsite visitors who go to Italy has increased by almost 7%.



## 4,282 respondents



37% have their own caravan



60% 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

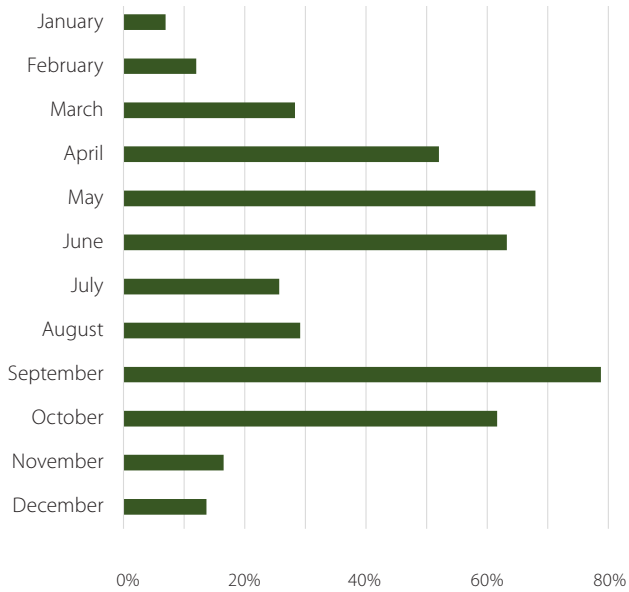


Campers with children

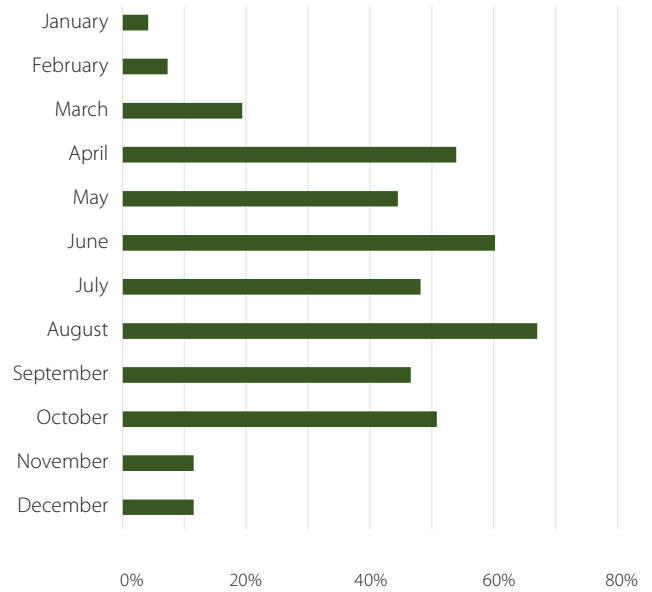


## When do you plan to take a camping holiday in 2025?

Campers without children

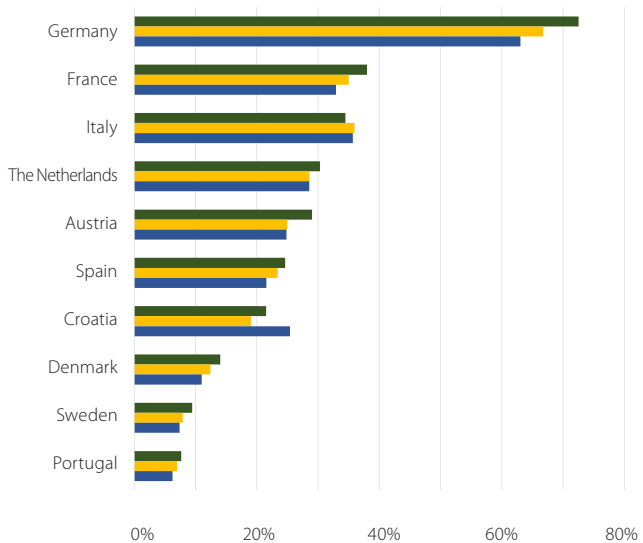


Campers with children

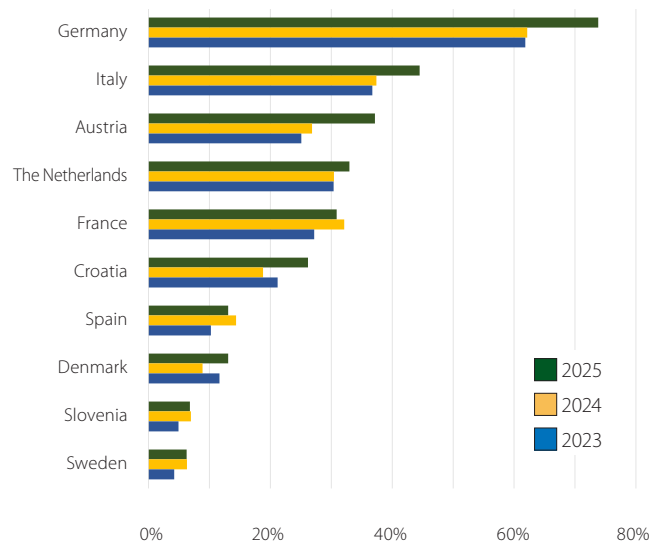


## Where are you planning to take a camping holiday?

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).