

# CARAVANNING CULTURES

## THE CARAVANNING TRENDS IN EUROPE

A STUDY FROM THE **ERWIN HYMER GROUP**

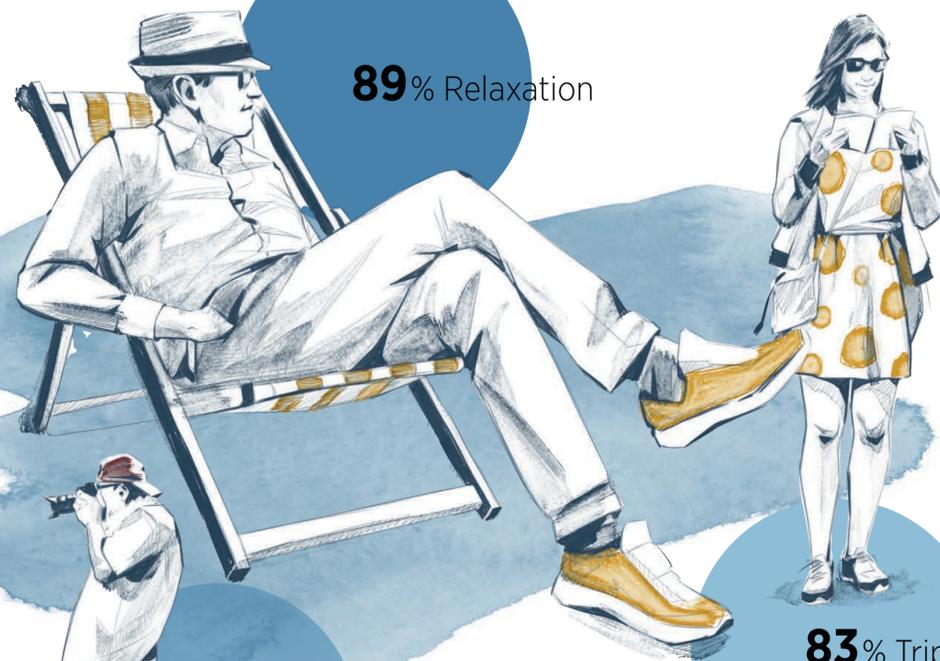
### TOP ACTIVITIES AT THE CAMPSITE

Participating **COUNTRIES**: Germany, Austria, Switzerland, France, Italy, the Netherlands, Norway, Sweden, Great Britain

Total number of **STUDY PARTICIPANTS**: **3,823 PEOPLE**, of which 46% are women and 54% are men

Average **AGE** of those surveyed: **39 YEARS OLD**

**89%** Relaxation



**83%** Trips around the area



### YOUNG, YOUNG

**76%** of the surveyed campers are under 50 years old



### SOCIABLE

**66%** of the campers actively seek out contact with neighbors or make friends if the chance arises

**61%** of the campers agree:  
**„A trip in a caravan brings us closer together.“**

### TOP ACTIVITIES ON A CAMPING VACATION

**81%** Sitting together with friends and family



**76%** Cooking and grilling



**61%** Reading

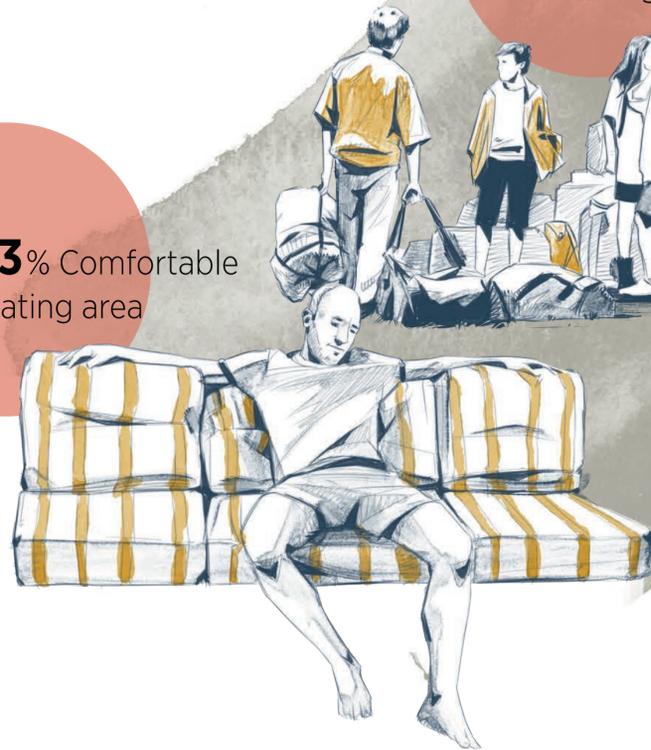


**TOP AMENITY CRITERIA**

**83%** Comfortable seating area

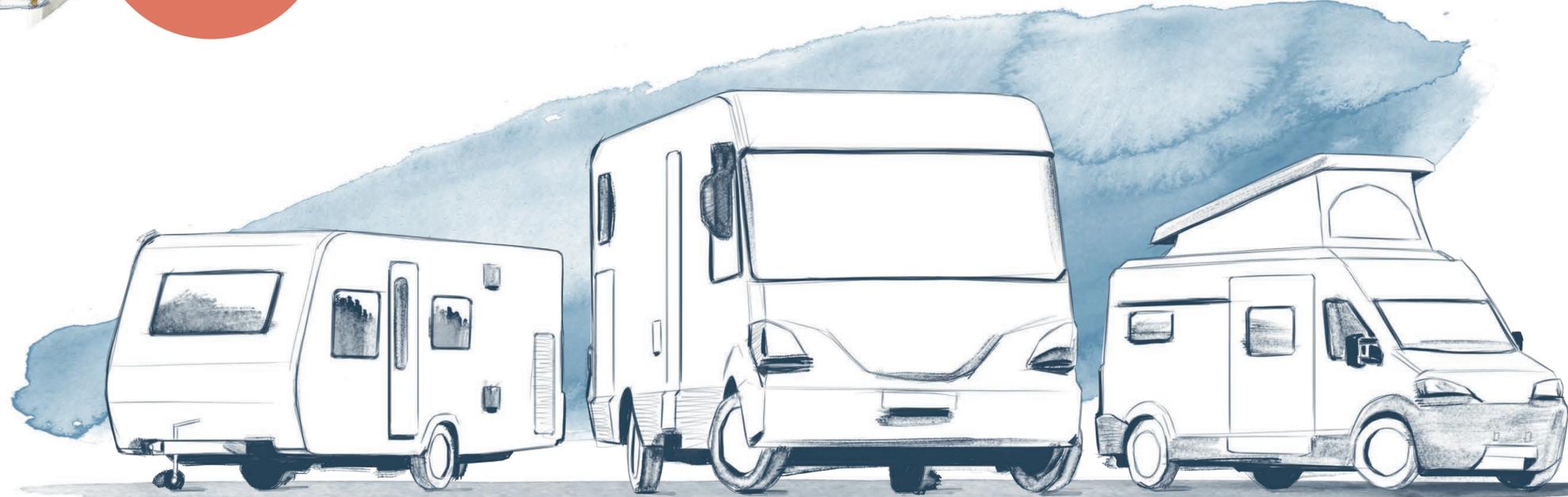
**79%** Plenty of storage room

**83%** Good isolation



**WINTER CAMPING**

**35%** of those surveyed have already gone on a camping holiday during winter. Winter camping is mostly liked by younger campers



**57%** of English campers prefer a fixed location for the entire duration of their holiday

**79%** of Italian campers travel with two or more locations

**TOP CRITERIA AT CAMPSITE**

**90%** A well-kept campsite

**82%** Sufficient room and distance from neighbor

**88%** Clean sanitation facilities



**TOP TRAVEL DESTINATIONS**

**53%** Mediterranean Sea

**27%** Northern Europe

**24%** Large inland lakes



**SHARING**

**34%** of the surveyed campers rent out their vehicle or could imagine doing so

# GERMANY

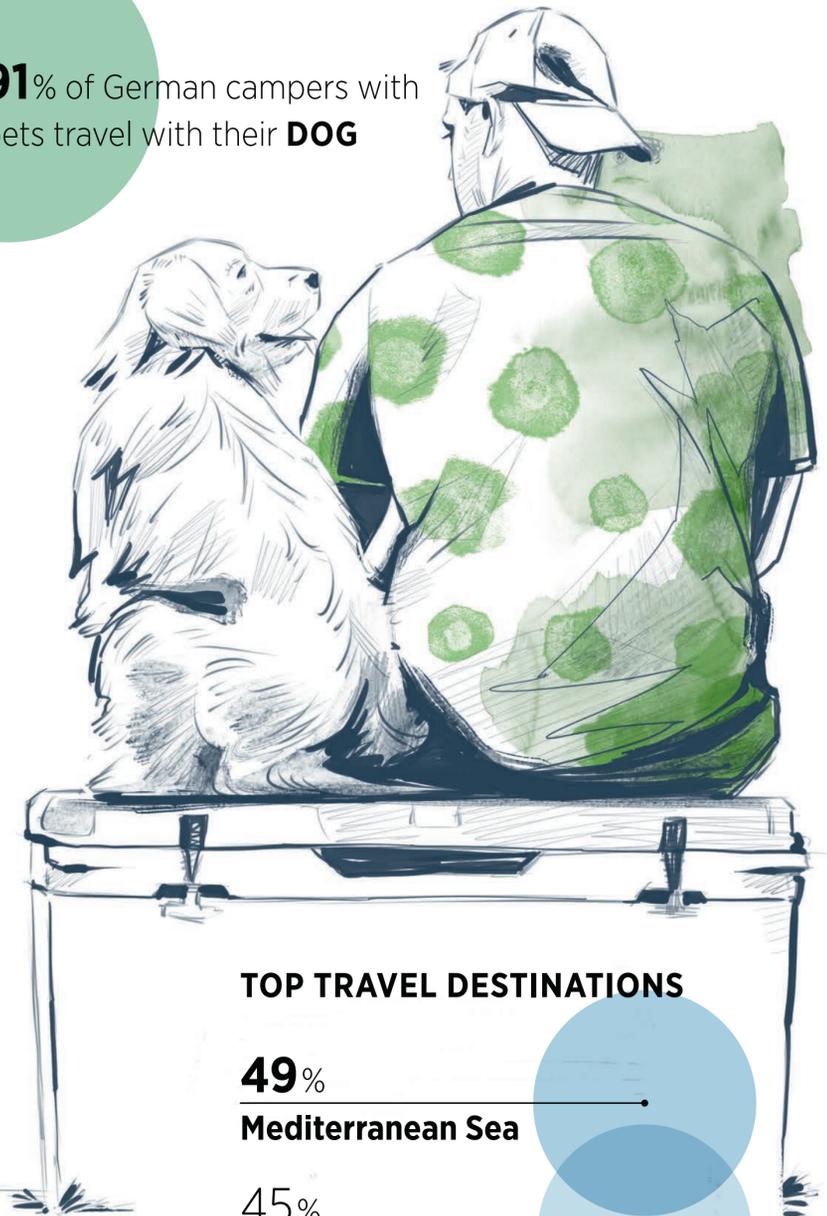
81% of German campers **GRILL** often to sometimes daily



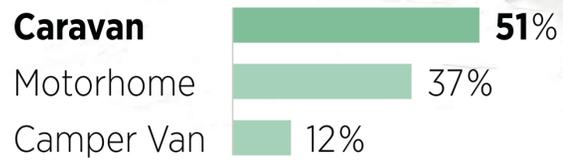
Average **HOLIDAY DURATION**: 11 days  
Average **AGE** of those surveyed: 41 years old

77% of German campers find a campsite directly on the **BEACH** important to very important

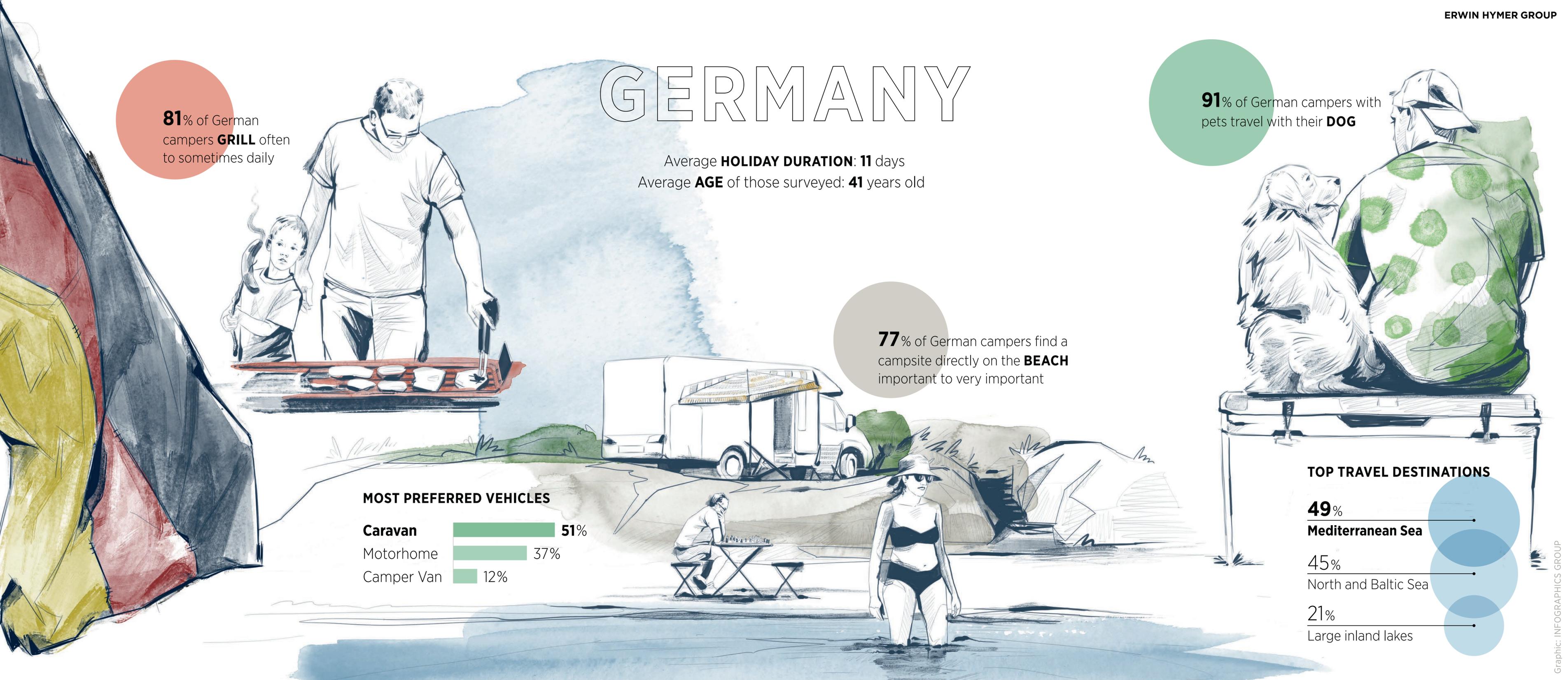
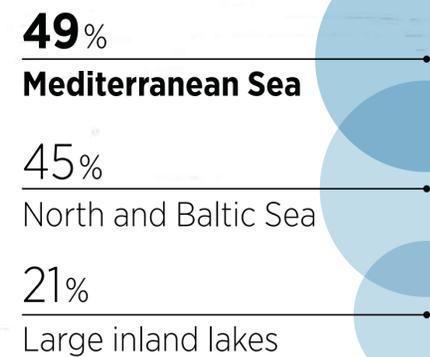
91% of German campers with pets travel with their **DOG**



### MOST PREFERRED VEHICLES



### TOP TRAVEL DESTINATIONS



# AUSTRIA

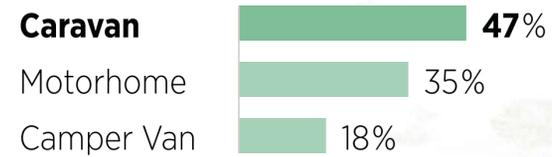
For **82%** of Austrian campers, **SITTING TOGETHER** with family and friends is the most frequent activity at the campsite

Average **HOLIDAY DURATION**: 11 days  
Average **AGE** of those surveyed: 39 years old

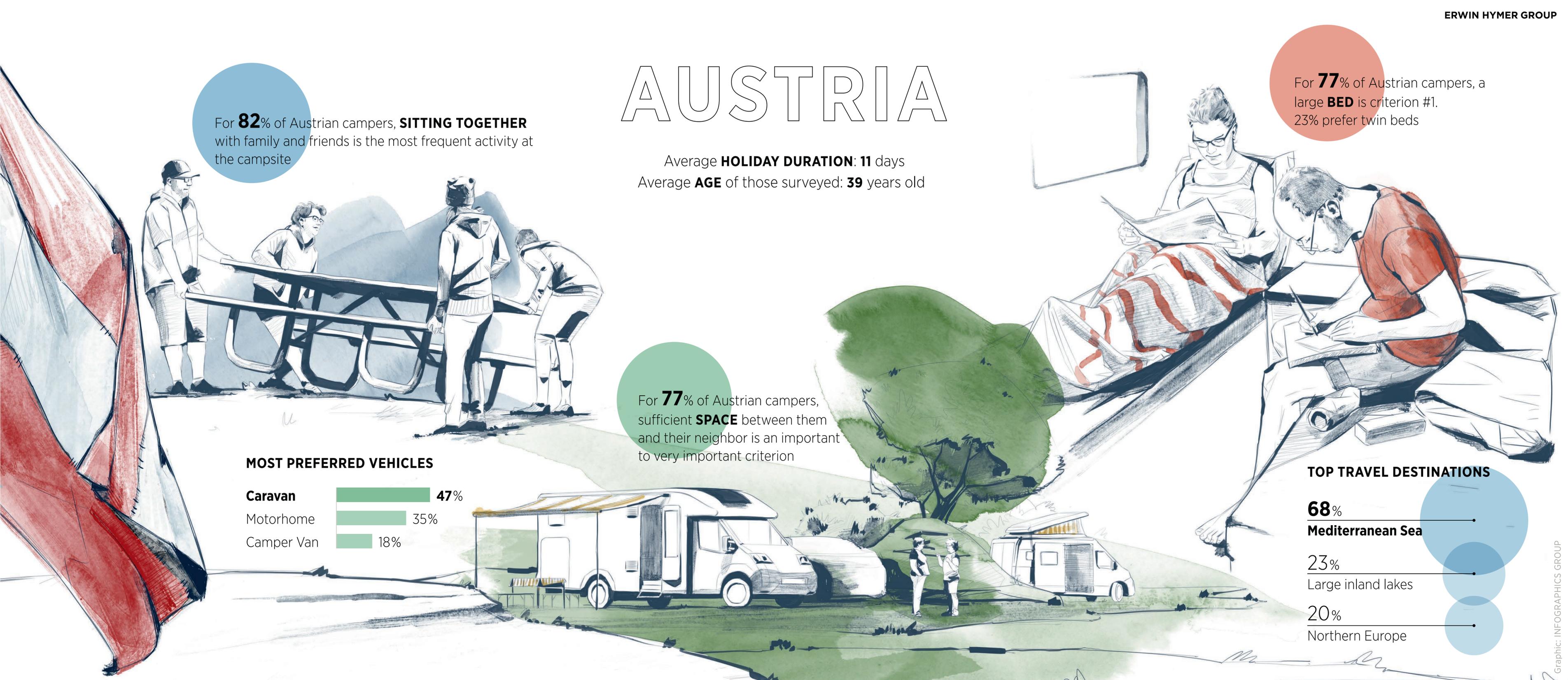
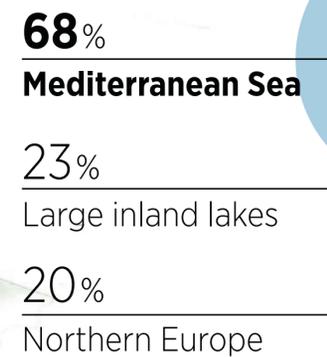
For **77%** of Austrian campers, a large **BED** is criterion #1. 23% prefer twin beds

For **77%** of Austrian campers, sufficient **SPACE** between them and their neighbor is an important to very important criterion

## MOST PREFERRED VEHICLES



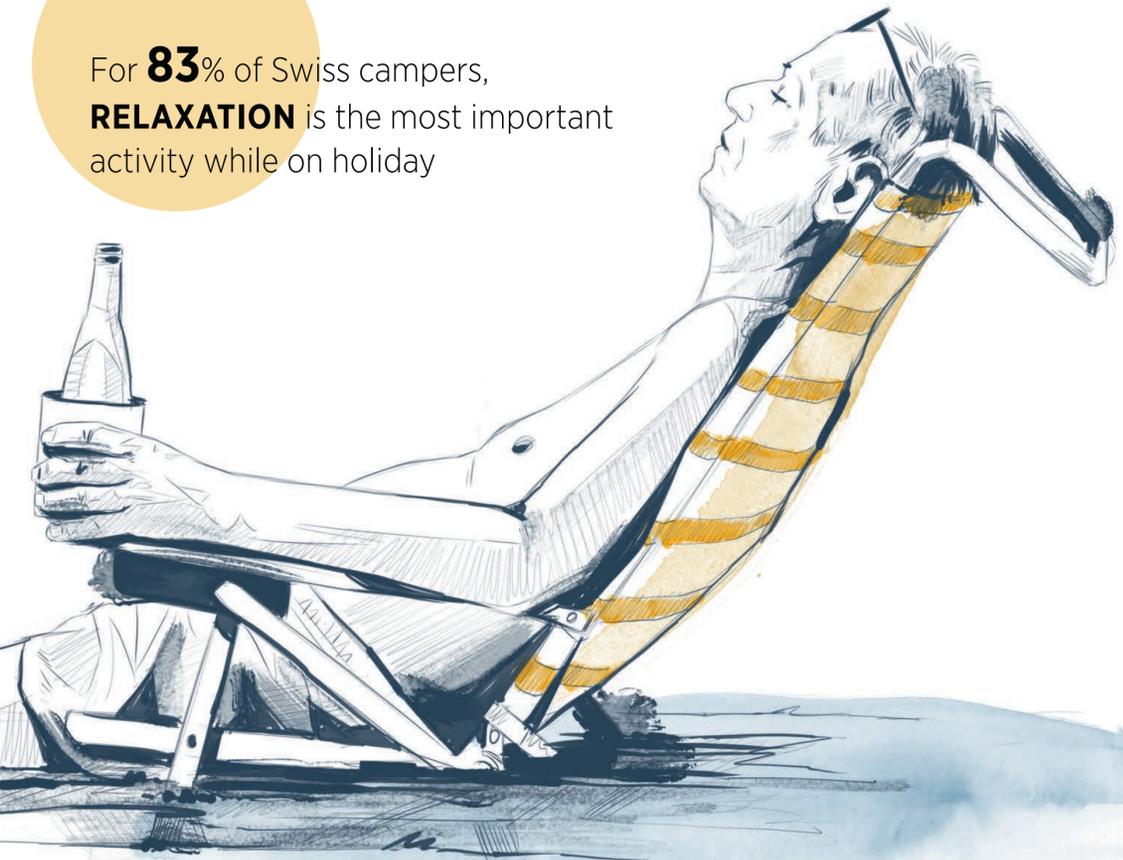
## TOP TRAVEL DESTINATIONS



# SWITZERLAND



For **83%** of Swiss campers, **RELAXATION** is the most important activity while on holiday



For **86%** of Swiss campers, clean **SANITARY FACILITIES** are the most important campsite criterion



Average **HOLIDAY DURATION**: 13 days  
Average **AGE** of those surveyed: 38 years old

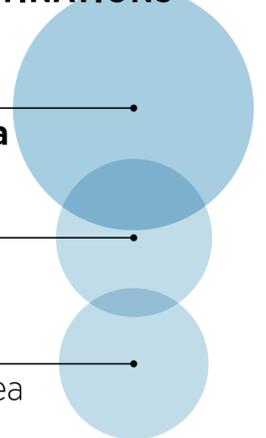
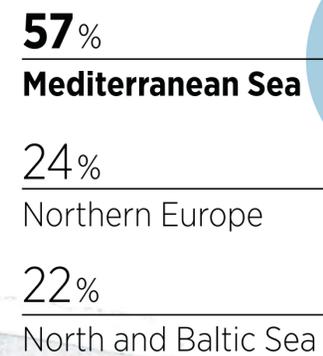


**79%** of Swiss campers prefer a large **BED** instead of a twin bed. A large bed is also the most important purchasing criterion

## MOST PREFERRED VEHICLES



## TOP TRAVEL DESTINATIONS



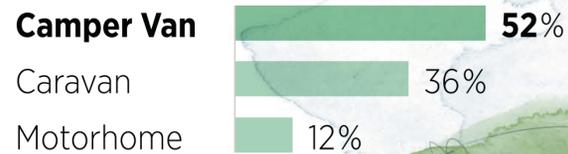
# FRANCE

For **86%** of French campers, the **PRICE** is the most important criterion when selecting a campsite



Average **HOLIDAY DURATION**: 13 days  
Average **AGE** of those surveyed: 39 years old

## MOST PREFERRED VEHICLES

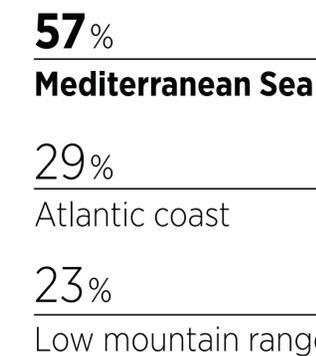


**41%** of French campers have already gone on a camping holiday during **WINTER**



For **86%** of French campers, a **CAMPSITE LOCATED** close to nature is important to very important

## TOP TRAVEL DESTINATIONS



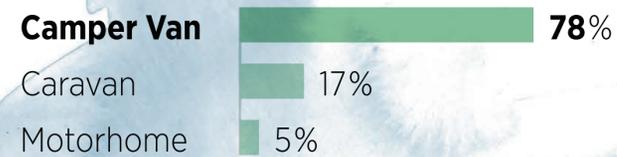
# ITALY

For **73%** of Italian campers, visiting **MUSEUMS** and **EXHIBITIONS** is an important to very important activity while on holiday



Average **HOLIDAY DURATION**: 11 days  
 Average **AGE** of those surveyed: 41 years old

## MOST PREFERRED VEHICLES



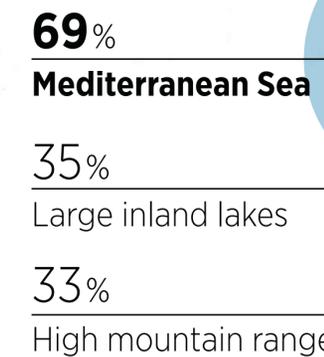
**68%** of Italian campers like to travel with **FRIENDS** in several vehicles



For **84%** of Italian campers, a large **KITCHEN AREA** is the most important amenity criterion



## TOP TRAVEL DESTINATIONS



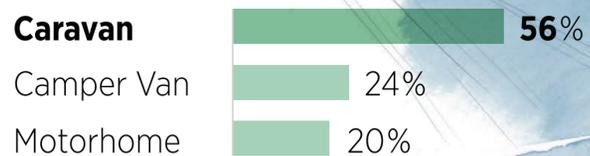
# NETHERLANDS

For **90%** of Dutch campers, a **WELL-KEPT CAMPSITE** is the most important campsite criterion

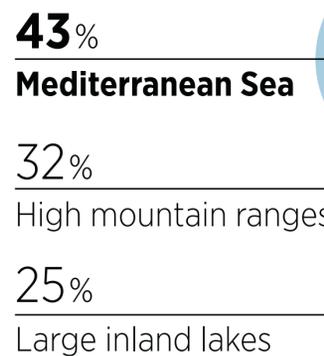
For **86%** of Dutch campers, **TRIPS** around the area are an important to very important activity

Average **HOLIDAY DURATION**: 14 days  
Average **AGE** of those surveyed: 38 years old

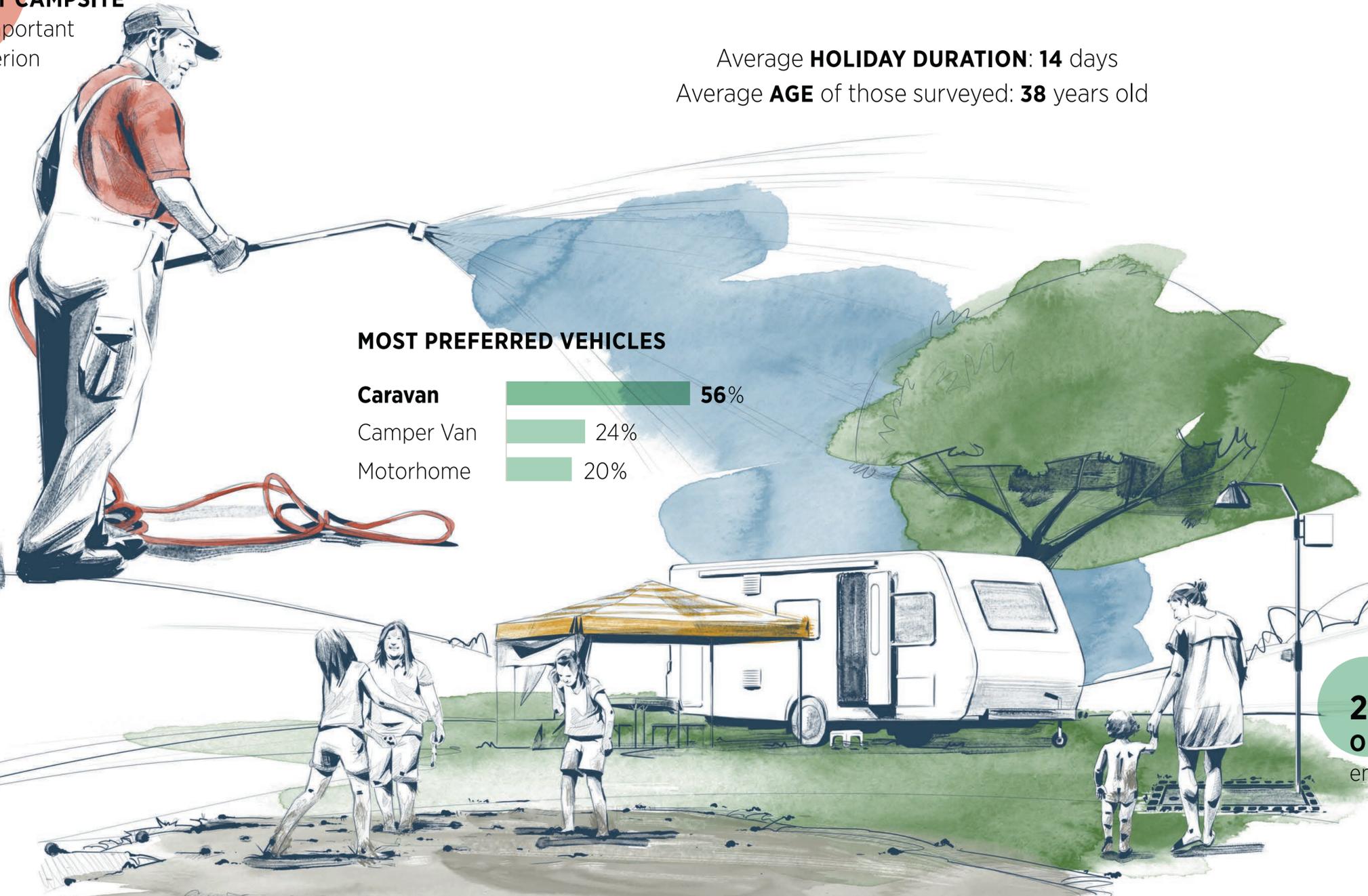
### MOST PREFERRED VEHICLES



### TOP TRAVEL DESTINATION



**21%** of Dutch campers use their **ON-BOARD SHOWER** in an emergency or never



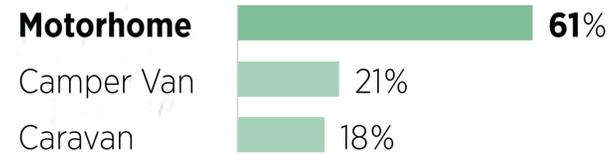
# SCANDINAVIA

Average **HOLIDAY DURATION**: 10 days  
 Average **AGE** of those surveyed: 37 years old

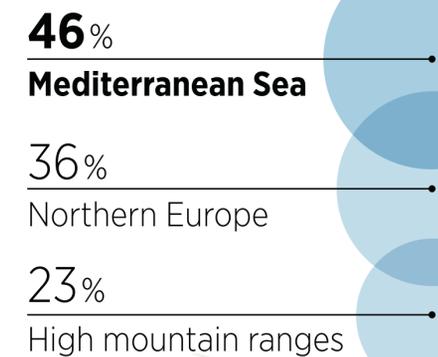
For **86%** of Swedish campers, **WELLNESS** is the most important activity while on vacation

For **86%** of Norwegian and Swedish campers, a comfortable **SEATING AREA** is an important to very important amenity criterion

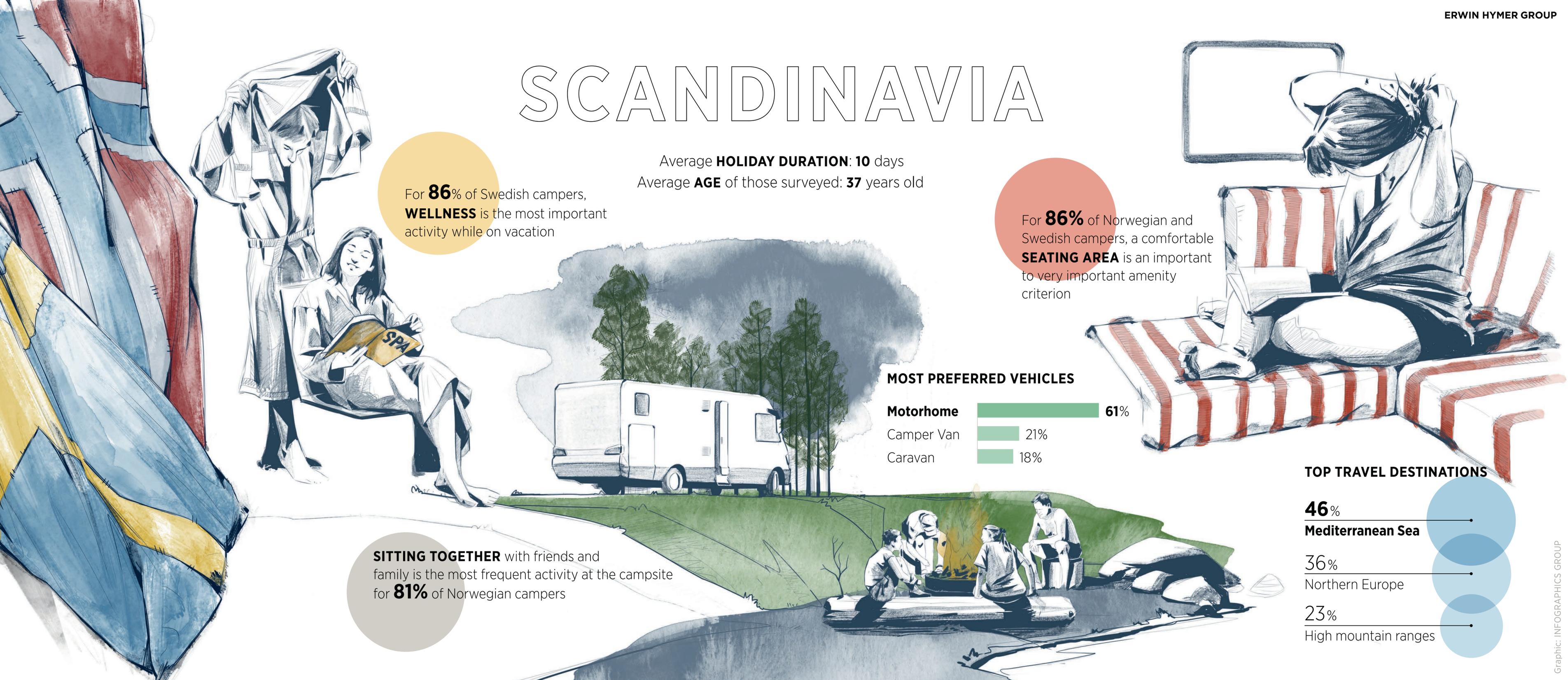
## MOST PREFERRED VEHICLES



## TOP TRAVEL DESTINATIONS



**SITTING TOGETHER** with friends and family is the most frequent activity at the campsite for **81%** of Norwegian campers



# GREAT BRITAIN

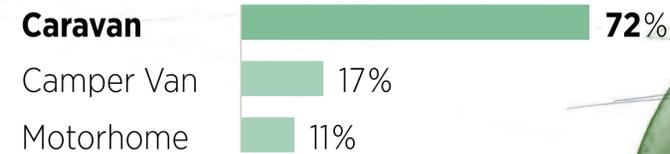
For **76%** of English campers, a **RESTAURANT** on site is an important to very important campsite criterion

Average **HOLIDAY DURATION**: 7 days  
Average **AGE** of those surveyed: 39 years old

For **75%** of English campers, an **OVEN** is an important to very important amenity criterion

**57%** of English campers prefer a **FIXED CAMPSITE** for the entire duration of their holiday

## MOST PREFERRED VEHICLES



## TOP TRAVEL DESTINATIONS

