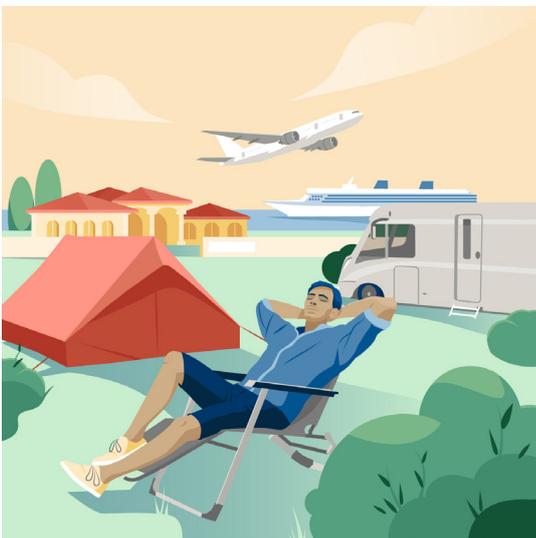


# FACTSHEET

## 12 FACTS ABOUT CARAVANNING IN 2020: A SIGNIFICANT UPTURN

Below are the most important facts of a survey conducted by Customer Research 42 GmbH on behalf of the Erwin Hymer Group. Survey period was between July 29 and August 04, 2020. 3,050 people from Germany, Italy, France, the Netherlands, Sweden, Denmark and Norway were surveyed.

1. In the year of the coronavirus crisis, **caravanning increased by 20%** amongst all types of vacations.
2. **50%** spent their 2020 summer vacations at home – an increase of 70% over the previous year.
3. **13%** of holidaymakers in Europe spent their summer vacations in a **caravan or camper**.
4. About **half of all holidaymakers** who were on the road with a motorhome or caravan in 2020 had chosen a **different form of vacation** the previous year.
5. **18%** of this year's caravanning vacationers had booked a **flight package tour in 2019**; 16% had booked a stay in an apartment, guesthouse or hotel.



### Switch to Caravanning (2020) by Vacation Type (2019)



No multiple answers; the graphic for download can be found [here](#).

6. In favour of **switching** from a different type of vacation in 2019 to **caravanning in 2020**, the reasons were **avoiding air travel** (80%), the fear of **not being able to return on schedule** (75%) or having to go into **quarantine** (70%), the **coronavirus requirements affecting** the previous type of vacation (70%) and the **risk of infection** (66%).



## Reasons for Switching to Caravanning (2020)

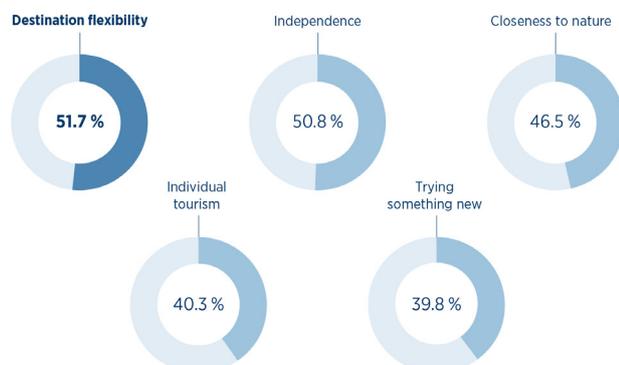


Multiple answers; the graphic for download can be found here.

7. The main reasons for choosing **caravanning** as an alternative are: the **flexibility to travel to different places** (52%), the **independence of self-determined travel** (51%), **closeness to nature** (47%), a preference for **individual rather than mass tourism** and the opportunity to **try something new** (40% in each case).

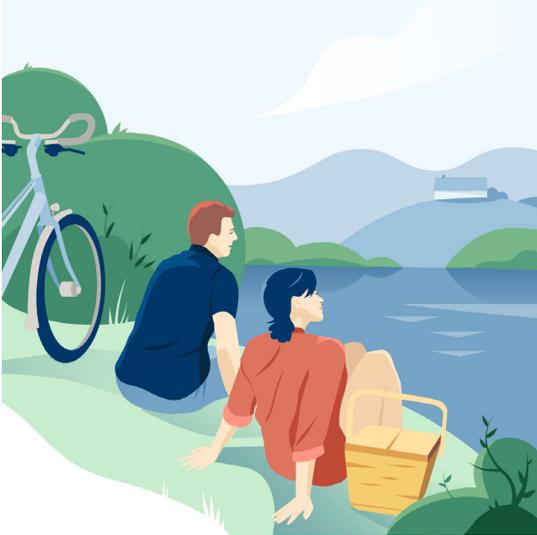


## Main Reasons for Caravanning Vacations

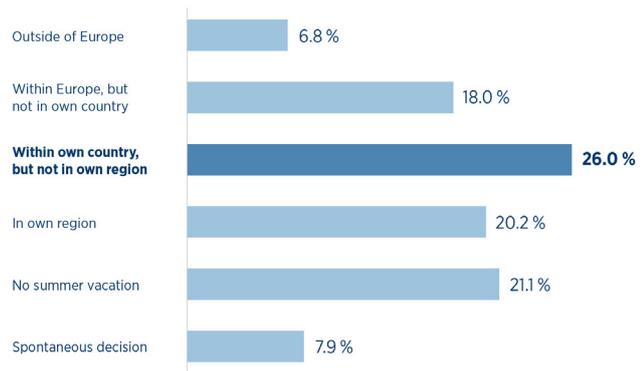


Multiple answers possible; the graphic for download can be found here.

8. **43%** of all respondents can **imagine a caravanning vacation within the next three years**.



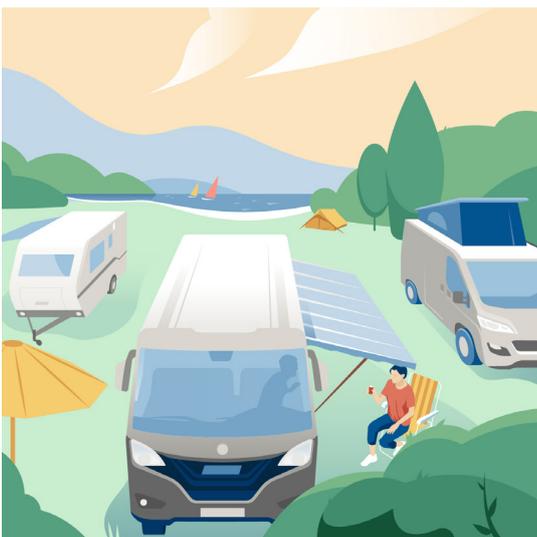
### Vacation Destinations Summer 2020



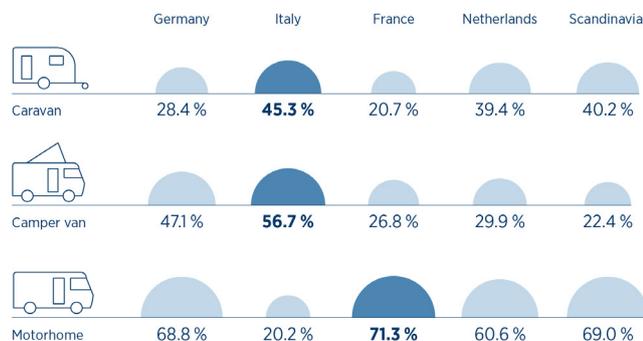
No multiple answers; the graphic for download can be found here.

9. In the summer of 2020, **vacation destinations** moved closer to home. Thus, 26% of holidaymakers preferred **vacations in their own country** and 20% even in their own region. Those who travelled outside of Europe in 2019 preferred European foreign countries this year. Those who travelled in Europe in 2019 were more likely to stay **in their own country** in 2020.

10. When asked which **recreational vehicle** they would most likely buy or rent – with several possible answers – the preferences in European countries would differ. While campers from **France** (71%), **Scandinavia** and **Germany** (69% each) have a clear preference for **motorhomes**, compact **camper vans** (57%) and **caravans** (45%) are the favourites among Italians.



### Choice of Recreational Vehicle by Country



Multiple answers possible; the graphic for download can be found here.