



Market Report

A Snapshot of your Market Sector

Campers and Caravans

This pack has been designed to provide information on setting up a business in the **Campers and Caravans** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **October 2024**.

What do I need to know about the Campers and Caravans market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Mintel estimates that 8.7 million domestic camping and caravanning holidays were taken by British residents in 2023, which is 17% lower than in 2022. Total spending on domestic camping and caravanning holidays taken by British residents is estimated to have **reached £2.1 billion in 2023, which is 10% less than in 2022**, but still above the 2019 level. Value outperformed volume, partly due to inflation and growing supply and demand for premium/higher value options, such as glamping and static accommodation. (Mintel, *Camping and Caravanning - UK*, April 2024).
- ◆ Orders of caravans and motorhomes are highly sensitive to changes in disposable income because they're discretionary purchases. In recent years, squeezed disposable incomes have meant UK consumers have been holidaying more domestically, instead of opting for more expensive trips abroad. The staycation trend is elevating orders of caravans and motorhomes. (IBISWorld, *Trailer, Caravan & Motor Vehicle Body Manufacturing in the UK*, September 2024).
- ◆ The staycation trend has been a key driver of demand for caravan and camping sites. Revenue is expected to **increase at a compound annual rate of 0.7% over the five years through 2024-25 to £4.8 billion**, including a 2% rise in 2024-25. In the next few years, it is expected that domestic tourism will continue to flourish as Britons seek quick getaways in rural areas. As a result revenue is forecast to **grow at a compound annual rate of 2.6% over the five years through 2029-30 to £5.4 billion**. (IBISWorld, *Caravans and Camping Sites*, August 2024).
- ◆ Trips taken in Scotland have a unique audience and can take different forms. People who tended to take these kinds of trips were mostly from within the UK, older and with no children. There is a longer trip seasonality and often more than one place is visited in a single trip. Facilities are important, but some visitors are keen to "get away" from the traditional campsite experience. The most common vehicle used on trips in Scotland was a campervan and more than a third had been using some form of camping vehicle for over ten years. ([Visit Scotland - Motorhome and Camping Trips in Scotland \(2023\) An insight into visitor motivation, behaviour and need](#) – March 2024)
- ◆ The [NCC](#) (National Caravan Council) represents businesses across the caravan and parks industry. Other industry bodies include [British Holiday & Home Parks Association \(BH&HPA\)](#), [The Camping and Caravanning Club](#) and [Caravan and Motorhome Club](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel – Camping and Caravanning UK (April 2024).** 87% of those who are interested in going on a camping/caravanning holiday think camping/caravanning holidays are a great way to connect with nature, while only 8% do not. Agreement remains high (78%) among those who are yet to take their first camping/caravanning holiday, demonstrating how powerful the sector's nature image is. Three in four potential guests think camping/caravanning holidays are more environmentally friendly than other types of holidays, only 11% do not. In the next few years the camping and caravanning sector can build on its green image.
- ◆ **IBISWorld – Caravan and Camping Sites UK (August 2024).** Caravan holidays remain popular among older consumers. Rather than travelling abroad, many in the 55 and over demographic prefer purchasing, maintaining and vacationing in their caravans, boosting this market's revenue. Technological improvements in caravan designs, like the inclusion of smart home features and increased energy efficiency, may also attract more customers.
- ◆ **Statista - Campervan and Motorhome Bookers in the UK (June 2023).** Almost half (42%) of campervan and motorhome bookers say that when it comes to travelling, sustainability is important to them. Campervan and motorhome bookers are more likely to live in cities and urban areas than the average consumer.

There are also a number of online resources you may find helpful:

- ◆ [The National Caravan Council](#) have collated statistics on Tourers, Motorhomes, Holiday Homes and Residential Park Homes in the UK.
- ◆ [Visit Scotland](#) have research and insights on Scotland's camping and caravanning sector during the past year.
- ◆ UK Caravan and Camping Alliance have published a report [Pitching the Value](#) which highlights the economic value and wellbeing impact of the UK holiday parks and campsites sector and its important contribution to UK domestic tourism.
- ◆ The [Outjoymnt Report](#) was commissioned by The Camping and Caravanning Club and carried out by Liverpool John Moores and Sheffield Hallam Universities. It analyses the results of a comprehensive literature review and a survey of nearly 11,000 campers and non campers

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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