

A success for UK tourism, today and in the future

Our Sites Network

- With more than 200 sites, The Caravan Club operates the UK's largest privately-owned sites network
- The Club continues to expand its network to create even more pitches for members, adding nine new sites last year and with exciting developments underway this year
- With around 2,500 smaller sites called Certificated Locations (CLs) on farms, country estates and beside pubs, The Club provides more than 20 million 'bed nights' a year
- In addition, The Club's Travel Service works with over 200 sites in 15 European countries and offers members a wide range of services when touring abroad
- Club sites provide important wildlife habitats where species of flora and fauna are encouraged under a Corporate Biodiversity Action Plan (CBAP), and over 40 sites have 'Boosting Biodiversity' status and wildlife activities for visitors



A Positive Impact on the UK Economy

- Caravanning is a £3 billion a year (largely domestic) industry, employing some 90,000 people
- Club members spend over £400 million a year (excluding Caravan Club site fees) when caravanning
- In total, the UK's 1.7 million caravanners contribute more than £1 billion a year to local economies and in their VAT and motoring taxes for the Exchequer
- The Club has invested in excess of £90 million in the last eight years on site developments and acquisitions, much of it with local suppliers and contractors
- An additional half a million 'bed nights' were spent on Caravan Club sites in 2009, which meant an extra £20 million going into local economies around the UK

Care for the Environment

- Caravanning is a 'green tourism' option, offering sustainability in terms of its contribution to local economies and, on Caravan Club sites, a positive impact on the land
- Poolsbrook Country Park Caravan Club Site features a range of innovative resource and energy-saving technologies
- Sustainable tourism is promoted by working with like-minded organisations: Sustrans and the National Cycle Network; the RSPB (The Club is Species Champion of the Song Thrush); the Woodland Trust; and the Campaign for National Parks
- The Club highlights fuel-efficient caravanning and ecodriving. It successfully demonstrated this in the FIA EcoTour – impressive fuel economies were achieved with an average family car and lightweight caravan



Energy-saving devices in use on a Caravan Club site



Promoting UK Tourism

- The Caravan Club is Europe's premier touring organisation representing one million caravanners, motor caravanners and trailer tent owners
- The Club promotes domestic tourism. Caravanning is the most popular 'paid for' leisure accommodation choice, accounting for 19% of holiday nights
- The Club encourages inbound tourism with members overseas and campaigns to attract European caravanners, using multi-lingual promotional material
- The Caravan Club works closely with UK tourism bodies (including VisitBritain, VisitEngland, VisitScotland, the Scottish Tourism Forum, Wales Tourism Alliance and Northern Ireland Tourist Board) to promote domestic tourism, and with the Highways Agency to enhance journey reliability for members



Edinburgh Caravan Club Site

