

# Touring holidays

surge in popularity as many look for affordable holiday options



Abbey Wood Club Campsite, London  
Member photo by Richard Garner

Recent research carried out for the Caravan and Motorhome Club (CAMC) by the Centre for Economics and Business Research (Cebr) highlights a huge resurgence in interest in the great outdoors.

The Caravan and Motorhome Club, the UK's **No. 1 rated** touring club, now has a record number of households in membership, **over 380,000**, which equates to over **1.1 million members**. The Club offers access to over **2,700 stunning campsites** across the UK and Europe to help fuel their wanderlust.

## Growth of touring holidays



The number of Brits:

**+20%**

considering a touring holiday has grown by **20%** in the two years to April 2022

**+43%**

owning a leisure vehicle is predicted to grow by **43%** by 2030

## The cost of living crisis is not dampening enthusiasm



In 2021, CAMC research shows members **saved over £3.8m** on holiday essentials and great days out



Nearly **1/3** of those interested in touring holidays said **rising fuel costs haven't affected their holiday choice**



Owners of leisure vehicles feel more **in control of the cost of their holiday** and spend less on their touring holidays than other adults



CAMC research shows members spend **£420m annually in the local rural tourism economy** when on holiday

## Increase in number of people predicted to buy leisure vehicles



In the next five years:

**8%**

of UK adults would be likely to buy a **campervan**

**7%**

of UK adults would be likely to buy a **touring caravan**

**7%**

of UK adults would be likely to buy a **motorhome**

## Touring is good for you



When on holiday, those who own or are considering purchasing a leisure vehicle are up to:

**19%** more likely to feel **less stressed\***

**18%** more likely to spend **less time on their digital devices\***

**46%** more likely to spend **more time with their family\***

**37%** more likely to have **increased exercise levels\***

\* when compared to UK adults as whole

**About the Caravan and Motorhome Club:** Membership is just £56 per year. For further information about becoming a member of the Caravan and Motorhome Club, please visit [www.camc.com](http://www.camc.com) or call 01342 318 813.

**About Cebr:** The Centre for Economics and Business Research is an independent consultancy with a reputation for sound business advice based on thorough and insightful research. Since 1992, Cebr has been at the forefront of business and public interest research. For further information about Cebr please visit [www.cebr.com](http://www.cebr.com)

