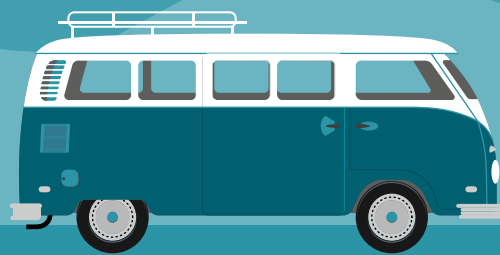


# It's official, we are crazy for campervans!

according to the Caravan and Motorhome Club



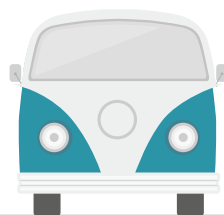
## Popularity

Campervanners love their vehicles enough to give them names

Nearly 10% name after someone who has helped with their purchase or a loved one

• ISABELLE •

Around **225,000** motorhomes and campervans in use in the UK



Around **90,000** of these are Volkswagen campervans of all ages

**100,000<sup>th</sup>** iconic California campervan produced at Volkswagen's Hanover factory in May 2018



**50%** increase in worldwide Volkswagen campervan sales in 2017

## Cost

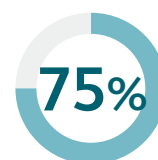
People often think campervans are more expensive than they are...



spent under £10,000



spent under £20,000



spent under £35,000



spent over £45,000

## Our members

**50%**

of new members of the Caravan and Motorhome Club are motorhomers

Including around **30,000** campervanners



**70%**

of members like to take part in some activity when away from home

Choice of **thousands** of Club sites for activity enthusiasts



**Cycling, walking and surfing** are their most popular past times



**Glastonbury** is the most popular music festival to visit in a campervan



## Spontaneity is key

Nearly half of respondents don't plan, they jump in and head off where the mood takes them...

