



Market Report

A Snapshot of your Market Sector

Campervans & Caravans

Cost of Doing Business Support

For information on **reducing the cost of running your business**, the [Find Business Support](#) website has links to advice, funding and regional support.

This pack has been designed to provide information on setting up a business in the **Campervans & 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 2022**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Campervans & 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:

- ◆ Over the five years through to 2022-23, industry revenue is forecast to have **decreased** at a compound annual rate of **4.6% to under £3.5 billion**. This is largely due to revenue contracting sharply in 2020-2021 due to COVID-19 pandemic and subsequent restrictions. However, the market is now expected to rebound and over the five years through **2027-28**, industry revenue is forecast to **grow at a compound annual rate of 5.2% to £4.5 billion**. (IBISWorld, *Caravan & Camping Sites in the UK*, June 2022).
- ◆ COVID-19 brought roughly **4.5m new adult 'First-timers'** into the camping and caravanning market – plus a significant number of children having their first taste of a holiday under canvas or in a caravan or campervan. COVID-19 also brought an **influx of more affluent families** into the camping and caravanning market who are likely to have substituted planned holidays abroad for staycations. A key opportunity for the domestic camping and caravanning sector will be to retain these new customers once recovery in overseas travel gathers pace. The market will see further investment and **premiumisation of accommodation and site offerings**, along with family-focused activities and experiences. (Mintel, *Camping and Caravanning – UK*, January 2022).
- ◆ The average **spending on** domestic summer holidays - also referred to as **staycations** - taken by Britons in the United Kingdom (UK) **decreased in 2021 over 2019**. In 2021, it was estimated that British citizens would spend an average of nearly £770 on staycations, while the average expenditure amounted to £874 in 2019. (Statista, *Domestic Vacations in the United Kingdom*, 2021).
- ◆ In 2021, **Direct booking methods** were cited as most popular **by 96% Touring accommodation providers**. Other booking methods (51%) and walk in (22%) were less popular when booking touring pitches in 2021. In 2021, **96% of all participating Touring accommodation providers had their own website**. Just over three quarters had a Facebook page. Under half were listed on TripAdvisor and YouTube at 46% and 44% respectively, **just over a third (34) had a presence on Twitter in 2021**. (Visit Scotland, Scottish Accommodation Occupancy Survey, 2021 - tinyurl.com/ytyn48ja)
- ◆ The national organisation for this industry is [The National Caravan Council \(NCC\)](#). 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.

- ◆ **IBISWorld - Caravan & Camping Sites in the UK (June 2022).** Glamping was first introduced at music festivals to cater to higher-income customers who might have been unwilling to camp in the traditional format. Glampers typically stay in luxury tents or more exotic accommodation, such as Mongolian yurts or gypsy caravans, equipped with modern amenities and located close to food and beverage establishments. Glamping is typically more popular with millennials, an increasingly important demographic for the economy, so this trend is likely to shape industry expansion in the coming years. Establishments that offer glamping packages can also charge significantly higher prices than they would for traditional camping options.
- ◆ **Mintel - Camping and Caravanning – UK (January 2022).** Over **one in four people (26%)** who are interested in camping and caravanning holidays are **interested in purchasing a static caravan/mobile home**. The COVID staycation trend is helping to raise the appeal of statics, increasingly seen as an affordable alternative to buying holiday property. Statics on caravan parks can also be promoted as a **more ethical holiday home alternative**, in view of concerns over the social and economic impacts of second home ownership in towns and villages in many sought-after locations.
- ◆ **Mintel - Domestic Tourism - UK (December 2021).** Rural/countryside-based holidays were the most desired domestic holiday type in the 12 months following August 2021. Developing and promoting more experiences around nature can help brands to take advantage of this trend. Emphasising both the health benefits of being in the great outdoors. According to Mintel's Global COVID-19 Tracker in November 2021, 28% of British adults said they prioritise the environment more than before the pandemic.

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. (tinyurl.com/248m5nev)
- ◆ **Visit Scotland** have a wealth of Scottish tourism statistics including visitor data, accommodation statistics, tourism employment, regional factsheets and coronavirus insights. (tinyurl.com/bhyd6d56)
- ◆ **The Scottish Government** have published '**Mobile Homes Legislation in Scotland: Timeline**' - The evolution of the law relating to mobile homes in Scotland with links to up-to-date legislative changes. (tinyurl.com/n4j8cyjh)

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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 website, 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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