



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 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 **September 2023**. 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 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:

- ◆ The total value of domestic camping and caravanning is estimated to fall by **6% in 2023**, reaching **£2.7billion**. This is due to more customers switching to cheaper accommodation or pitch options and decreasing the spend on secondary activities such as eating out. Domestic value is forecast to **remain flat through 2024** and rising to around **£2.9billion by 2027**. (Mintel *Camping and Caravanning in the UK* March 2023)
- ◆ The revenue for Caravan and Camping Sites is forecast to grow at a compound **annual rate of 4.1%** to reach **£4.8billion in 2027-28**. Profit accounts for around **17.7% of industry revenue**. In 2022-23, the combination of labour shortages and rising energy costs are squeezing the profit margin despite the strong staycation trend. (IBISWorld, *Caravans and Camping Sites*, April 2023).
- ◆ The revenue of the camping industry in the United Kingdom saw a steep decline in 2020 due to the COVID-19 Pandemic. The industry bounced back in 2021 and **revenue grew by 1.3% in 2022**. (Statista, *Camping Industry Revenue*, September 2023).
- ◆ In **2022, Direct booking methods** were cited as the most popular by **98.4%** of Touring accommodation providers. **Other booking methods (56%) and Walk-In (4%)** were less popular when booking touring pitches. **In 2022, 97.6%** of all participating touring accommodation providers had their own website and **50.8% had a TripAdvisor** page. Social media proved popular with **90%** of businesses having a **Facebook** page and **52.1% using You Tube**. (Visit Scotland, *Scottish Accommodation Occupation Survey, 2022 - SAOS 2022*)
- ◆ 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 (March 2023)**. In terms of demographic profile, all of the main holiday types show a male bias over the past three years, apart from glamping which shows an even 50-50 male-female split. The 35-54 age group accounts for 37% of camping and caravanning holiday makers overall. Static caravans attract the highest proportion of 35-54's. Those in the over 55's age group are less likely to take camping and caravanning holidays, opting for static caravans and motorhome/campervan trips.
- ◆ **IBISWorld – Caravan and Camping Sites UK (April 2013)**. The staycation trend has been a key driver for caravan and camping sites. The drop in the pound's value following Brexit has made the UK a more affordable destination for international and domestic holidaymakers. High competition and forced site closures during the COVID-19 pandemic have hindered industry performance.
- ◆ **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. (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/n4j8cyj)
- ◆ This article published by the [Farmers Weekly](#) states the domestic holiday market has grown since the pandemic. As a result, secure caravan storage is in high demand. Many providers of caravan storage are operating waiting lists due to a spike in caravan sales.

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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**

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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