

Most Comprehensive Study to date Proves Economic Power of Caravanning Tourism Despite Corona

Regional analysis shows economic potential in German districts

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The German Institute of Economic Research for Tourism (dwif) has taken a closer look at caravanning tourism in Germany. The most comprehensive study on this topic to date confirms its enormous economic importance. The influences of the Corona pandemic were taken into account. The dwif also examined the potential of and demand for motor caravan tourism in the individual regions. Successful practical examples, case studies and a potential guide show how travel regions can profit from the increasing popularity of this form of holiday.

A new study by the German Institute of Economic Research for Tourism (dwif) has confirmed the great importance of camping and motor caravan tourism for the German economy. Last year, holidaymakers with motor caravans and caravans brought 14.1 billion euros in turnover to the domestic economy. This result was achieved despite the Corona pandemic, which made it necessary for tourism to come to a virtual standstill, especially in the first half of the year. Thus, caravanning tourism helped to secure tens of thousands of jobs in one of the most severe economic crises in the history of the Federal Republic. In total, German motor caravan pitches recorded 10 million overnight stays in 2020. This means that the market share of overnight stays on pitches in the total number of tourist overnight stays in Germany increased by more than 50 percent.

Demand and potential analysis of the travel regions

The dwif also analysed the German districts and regions with regard to the demand for motor caravan pitches and used this information to determine the regional potential for motor caravan tourism. The highest turnover was achieved on the Moselle and Saar (23.2 million euros), on the Baltic Sea (16.1 million euros), on the Lower Rhine (14.4 million euros), in the Lüneburg Heath (12.9 million euros) and in the central Black Forest

(11.7 million euros). The highest share of motor caravan overnight stays in the total number of all tourist overnight stays can be found in the following areas: Lower Elbe-Lower Weser (23.4 per cent), Hassberge (22.6 per cent), Middle Weser (18.0 per cent), Franconian Lake District (16.2 per cent), Werra-Meißner Land (14.9 per cent), Franconian Wine Country (13.1 per cent), Moselle/Saar (13.0 per cent), Thuringian Rhön (12.7 per cent). The fact that many of these areas are less developed in terms of tourism shows that areas that do not belong to the classic holiday destinations can also profit from motor caravan tourism.

Study offers guidelines and assistance for private and municipal decision-makers

The findings of the most comprehensive study on this topic to date help municipal and private investors in their decision-making. As a concrete aid, the paper includes a dedicated potential guide for determining the need and potential of motor caravan pitches. Interested parties can also find further points of contact and advice on all important questions concerning the construction and operation of pitches, including the CIVD's planning aid. In three case studies, the researchers have also shown examples of conceivable concepts for the site-specific construction of pitches in three very different regions - Uckermark, Starnberger Seenlandschaft and Ostfriesland. Furthermore, the scientific work sheds light on successful examples from practice in detail. "The tourism industry was affected by the Corona pandemic like hardly any other industry. After months of restrictions, many citizens were looking for a way to go on holiday safely and therefore increasingly relied on camping," says Thomas Bareiß, Member of the German Bundestag and Federal Government Commissioner for Tourism. "Innovations and targeted investments are required for the successful development of the camping industry in the future. For decision-makers in politics and business, it is important to set the right course - this study provides valuable insights for this," continued the Parliamentary State Secretary to the Federal Minister of Economics. "Caravanning has proven to be a resilient form of holiday during the pandemic. In order for it to remain a strong economic driver, politics is called upon: The holiday form must be taken into account in the national tourism strategy and the framework conditions for it must be

improved. In concrete terms, this means expanding the infrastructure. Here, targeted funding programmes and the reduction of bureaucratic hurdles can provide decisive impulses. This strengthens Germany as a tourism location," adds Daniel Onggowinarso, Managing Director of the caravanning industry association CIVD. The work is available for download in its entirety at www.civd.de.

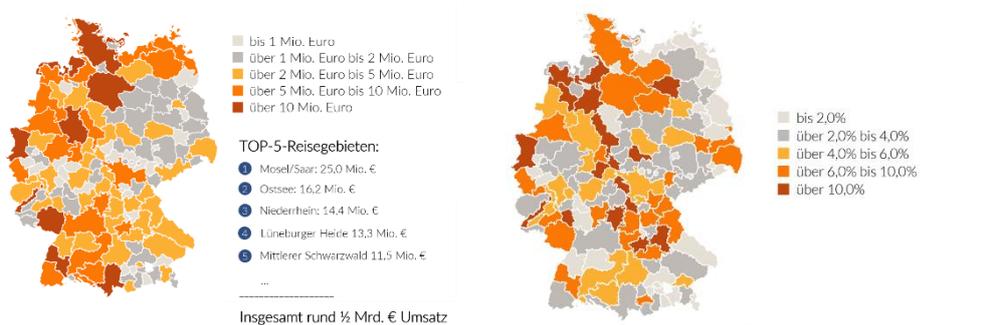


Chart on the left: Turnover achieved with motor caravan tourism in German destinations

Chart on the right: Share of motor caravan overnight stays in total number of all tourist overnight stays

For further information about caravanning, please visit our web site:

www.civd.de, where there are also photos available for downloading.

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About Caravanning Industrie Verband e. V.

Caravanning Industrie Verband (CIVD) is the trade association for the industrial arm of the German caravanning sector. Our members include German and European caravan and motor caravan manufacturers, numerous caravan and motor caravan supply vendors and service providers, as well as public institutions and associations. Founded in 1962, CIVD represents the interests of the German caravanning industry for all matters of concern to its members, through lobbying and other communication measures directed at German and European political institutions and government authorities. The CIVD is also the ideal sponsor for Caravan Salon, the world's largest caravanning industry trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European caravanning industry.