

Press Release

Study: Caravanning will continue to be attractive for holidaymakers in the future

More and more people value flexibility, being close to nature and individuality. Caravanning fulfils these longings and will therefore continue to enjoy great popularity in the future. This is the result of a GfK study.

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More and more Germans are travelling by caravan or motor caravan. The trend towards mobile holidays will continue to inspire many holidaymakers in the future, as a recent GfK study shows. Among other things, the market research experts examined the change in personal values and attitudes of different age groups. In principle, they are tending more and more towards values which caravanning as a flexible and nature-oriented form of holiday reflects.

The CARAVAN SALON in Düsseldorf, the world's largest and most important caravanning trade fair, which came to an end last Sunday after ten days of exhibition, showed with a very good result of 254,000 visitors that caravanning continues to be very much in demand. In the context of the trade fair, the Caravanning Industrie Verband (CIVD) presented the latest results of a GfK survey. The study analysed the personal values and attitudes of different age groups as well as their affinity for caravanning as a form of holiday.

More nature, freedom and a more active lifestyle

The group of 50-65 year-olds is one of the most caravanning-affine population groups in Germany: The numbers of caravans and motor caravans are the highest among 50-59 year-olds, followed by the 60-69 age group. The high affinity for mobile holidays is fuelled by a more active lifestyle in society: both the 50-65 year-olds and the Millennial generation (26-43 year-olds) not only live longer than their peers 15 years ago, but are also healthier and more active in their leisure time. This makes caravanning as a flexible and individual form of travel even more attractive for these groups.

But it is not only health awareness and more active lifestyles that are shaping today's society. A social change is also taking place in personal values and attitudes:

Fundamental values such as family, freedom, vitality and friendship are lasting and resonate with all survey participants. In contrast, the importance of closeness to nature and individuality has increased even more compared to 15 years ago. Caravanning embodies and combines these elements and is thus considered very attractive to today's holidaymakers.

This also becomes clear when asked about the reasons for a caravanning holiday: the people surveyed stated that self-determination, closeness to nature and flexibility were the most important reasons for a holiday with a motor caravan or caravan. However, there are also differences between the age groups: While older people place a high value on being close to nature, simplicity and modesty, Millennials value personal adventure. As they get older, however, Millennials will also appreciate the values of older generations, which makes them virtually predestined for caravanning holidays.

For CIVD Managing Director Daniel Onggowinarso, the study confirms trends that the caravanning industry has been looking at for a long time: "Caravanning has been growing in popularity for many years now and there is no end in sight to this development. Nowadays, people want to travel individually and in a flexible way and spend their leisure time in nature. The pandemic with its many restrictions has additionally heightened our society's awareness for freedom, travel and adventure. The great attraction of the caravanning fairs, above all the CARAVAN SALON in Düsseldorf, are the best proof that holidaymakers have long since recognised the many advantages of motor caravans and caravans. Caravanning is and will continue to be one of the most popular holiday trends of the future.

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.