

Press Release

Caravanning tourism: record figures for overnight stays and revenue - new cooperation strengthens development in nature reserves

Mobile holidays are more popular than ever: overnight stays and tourist revenue in caravanning tourism at record levels. Associations promote sustainable and climate-friendly caravanning tourism in the National Nature Reserves with new cooperation.

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The continuing trend towards individual and flexible holidays with motor caravans or caravans is strengthening domestic tourism and the German economy: in 2023, overnight stays reached a historic high and tourism turnover climbed to a record level of around 19.5 billion euros. The Association of Deutscher Naturparke e.V. (VDN), Nationale Naturlandschaften e.V. (NNL) and the Caravanning Industrie Verband e.V. (CIVD) have therefore launched a partnership. The aim is to jointly promote and steer sustainable and environmentally friendly caravanning tourism in Germany's most beautiful nature reserves.

In 2023*, overnight stays at campsites and motor caravan sites in Germany reached a new record level. According to a study by the German Economic Institute for Tourism (dwif), a total of 54.5 million overnight stays were registered on campsites and 13.5 million overnight stays on motor caravan sites - clear evidence of the continuing trend towards caravanning holidays. This growing popularity is also reflected in the economic development: caravanning holidaymakers generated a record tourism revenue of around 19.5 billion euros in 2023*, an increase of almost 8 per cent compared to the previous year (2022: 18.1 billion euros). Around 6.4 billion euros of this revenue will remain directly in the holiday regions and strengthen the local economy: not only operators of campsites and pitches benefit from the long-term caravanning trend, but also local companies, shops and service providers. Caravanning tourism therefore makes a significant contribution to value creation in the regions and emphasises its importance for the German economy.

CIVD Managing Director Daniel Onggowinarso explains how this development is influencing the destinations in Germany: 'Germany is becoming an increasingly attractive travel destination for caravanning holidaymakers, especially in areas beyond the classic tourist hubs. For these travellers, the focus is increasingly on experiencing nature and sustainability, both in everyday life and on holiday. Caravanning therefore offers local communities excellent opportunities for tourism development and sustainable regional economic value. With relatively little investment, they can create an attractive infrastructure and attract new guests.'

Associations promote sustainable and climate-friendly caravanning tourism

In light of caravanning holidaymakers' great affinity with nature, the National Nature Reserves - consisting of 104 nature parks, 16 national parks, 18 biosphere reserves and three wilderness areas, which together cover a third of Germany's surface area - are popular destinations for guests from Germany and abroad.

The cross-association cooperation between Deutscher Naturparke e.V. (VDN), Nationale Naturlandschaften e.V. (NNL) and Caravanning Industrie Verband e.V. (CIVD) aims, among other things, to further develop the range of park and accommodation options in such a way that biodiversity is preserved, unique nature experiences are made possible and regional, sustainable value creation is strengthened. Innovative site concepts should not only meet the needs of travellers, but also promote awareness of environmental protection, nature conservation and sustainable development through nature-friendly experiences.

In the long term, the cooperation partners are aiming to create an attractive and sustainable caravanning infrastructure that informs and guides mobile travellers using digital technologies. As part of the cooperation, the associations are supporting several nationwide pilot projects in the National Nature Reserves. The aim is to test and further develop practical solutions and concepts and then implement them in other regions. Jan Wildefeld, Managing Director of Nationale Naturlandschaften e. V., emphasises the joint benefits of the newly created cooperation: 'Our vision is to design caravanning in Germany's most beautiful nature reserves in such a way that it is in harmony with nature

conservation and regional development. Together we are creating a win-win situation: travellers enjoy unique nature experiences with modern infrastructure, while innovative pitch concepts preserve and protect nature. At the same time, we are raising awareness among holidaymakers of the value of our nature and the importance of preserving it. In this way, we combine environmentally conscious tourism with regional economic benefits and a responsible approach to nature.'

*The figures for 2024 will be presented by dwif and CIVD at CARAVAN SALON 2025.

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.

About Nationale Naturlandschaften e.V.

Nationale Naturlandschaften e. V. is the umbrella organisation for German national parks, biosphere reserves and wilderness areas. Together with the Association Deutscher Naturparke, it is responsible for the umbrella brand 'Nationale Naturlandschaften'. As an alliance of German national parks, nature parks, biosphere reserves and wilderness areas, the Nationale Naturlandschaften (NNL) preserve fascinating nature on around a third of Germany's surface area together with all people, convey the joy of experiencing nature and shape the future sustainably with confidence. www.nationale-naturlandschaften.de