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Latest News

For immediate release:

ENCOURAGING TIMES FOR THE CAMPING AND CARAVANNING CLUB

Latest statistics have revealed that The Camping and Caravanning Club is enhancing its reputation as a family, friendly organisation.

Over 53,000 new members joined last year of which 21,217 had a least one child and the Club is optimistic that this figure will rise again in 2009 as families opt to stay at home.

The Club's advanced bookings are currently 24 per cent higher compared to this time last year and the signs look encouraging as the holiday season approaches, particularly in Scotland.

And a recent survey by Outwell, the leading innovator in the family camping market, confirmed that UK families will be looking at more affordable holiday options this year and that the camping market will experience an increase.

The survey showed that more than 50 per cent of households questioned have seen their finances affected by the credit crunch.

In terms of holidays, 47 per cent will be looking at cheaper alternatives, with 15 per cent of those surveyed considering a camping holiday in 2009, 66 per cent of whom did not camp last year.

The Camping and Caravanning Club's Director General Robert Loudon said: "We have always based our reputation on being a family friendly Club and the latest figures are particularly encouraging.

“The Club is continuing to go from strength-to-strength and 2009 looks like being another successful year, although this is a hugely competitive industry and everyone will be fighting for a share of any increase in business.”

Ends

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Editorial Notes:

1. The Camping and Caravanning Club is 108 years old and is the largest and oldest Club in the world for all forms of camping. It has over 100 award-winning sites throughout the UK and, through a partnership with the Forestry Commission, Forest Holidays now runs a further 21 Camping and Caravanning and 3 Cabin Sites.
2. National Camping and Caravanning Week (NCCW) was launched in 2001 by The Camping and Caravanning Club. The aim of this week is to raise the profile of camping amongst the general public. Its timing is deliberate to coincide with the Spring Bank Holiday, traditionally one of the busiest camping weeks of the year.
3. National awards include:
 - MMM Camping & Caravanning Site of the Year 2009
 - The Maison de la France Tour Operator Awards for Best Camping/Mobile Home Operator 2008 - Carefree International Travel Service
 - Practical Motorhome 2007 Sovereign Awards – Carefree International Travel Service awarded Gold Sovereign
 - Loo of the Year 2007, Milarrochy Bay Site - Winner Family Friendly Facilities in Scotland
 - Loo of the Year 2007, Kessingland Site - Winner Family Friendly Facilities in England
 - Loo of the Year 2007, Glencoe Site – Winner *Camping and Touring or Static Caravan Sites* category in Scotland
4. The survey mentioned was conducted for Outwell by YouGov. The sample size was 1022 and all data was collected online as internet based interviews between November 27 to December 2, 2008.