

APPENDIX 2: RESEARCH - OWNERSHIP OF LEISURE VEHICLES

1. INTRODUCTION

- 1.1 In recent years, changes have occurred in the pattern of the holiday sector in Britain with many people choosing to stay in Britain rather than going abroad on their holidays. The uncertainty of Brexit, the cost and more recently the impact of Coronavirus have contributed to this growth.
- 1.2 One of the sectors which has seen a major increase over the years is the caravan and camping sector, with the popularity of leisure vehicles on the increase.

2. TYPES OF LEISURE VEHICLES

- 2.1 There are two main types of leisure vehicles namely motor homes and campervans. The main difference between the two types of leisure vehicles is that campervans involves converting traditional vans; the accommodation is built within the metal structure of the original van, while with motorhomes, a new body has been added to the foundation of the original vehicle to create a new accommodation.
- 2.2 Motor vehicles are registered with the DVLA as a motor vehicle; however, campervans need not be registered as a leisure vehicle so these are still registered as a van or car. Consequently, while information is available about the numbers of motor homes in Britain, there is not much information available about the numbers of campervans.

3. GROWTH IN THE OWNERSHIP OF LEISURE VEHICLES

- 3.1 In 2019, 16 million people in the UK went on a camping or caravanning holiday. Of those, the caravan is the most popular way with nearly half using this method, a quarter sleeping in a tent and the remaining quarter visiting sites with their leisure vehicle.
- 3.2 Although it appears on the surface that the caravan is still the most popular way, the ownership of motor homes increases by 23% every year and the traditional image of retired couples owning leisure vehicles is waning with 18% of all motor homes last year sold to couples with young families. This is due to a combination of the increase in those wanting to live full time in a motor home because of the increasing cost of owning a residential home as well as more people looking to camp in Britain rather than facing the cost of trying to take a family abroad during the school holidays.
- 3.3 For many, the main benefit of leisure vehicles is the fact that everything is self-contained. You don't need to own a car which can tow a caravan and it makes the experience of driving much easier. Leisure vehicles are now becoming more luxurious also.
- 3.4 Testament to the popularity of leisure vehicles in Britain is the fact that the 'Caravan Club' which has been in existence for 110 years has recently changed its name to the 'Caravan and Motorhome Club'.
- 3.5 The majority of motorhome owners use them for holiday in this country - with 78% choosing to stay in the UK¹.

1 <https://www.outandaboutlive.co.uk/motorhomes/news/major-survey-reveals-why-campervans-are-so-popular-in-the-uk>

4. SURVEYS

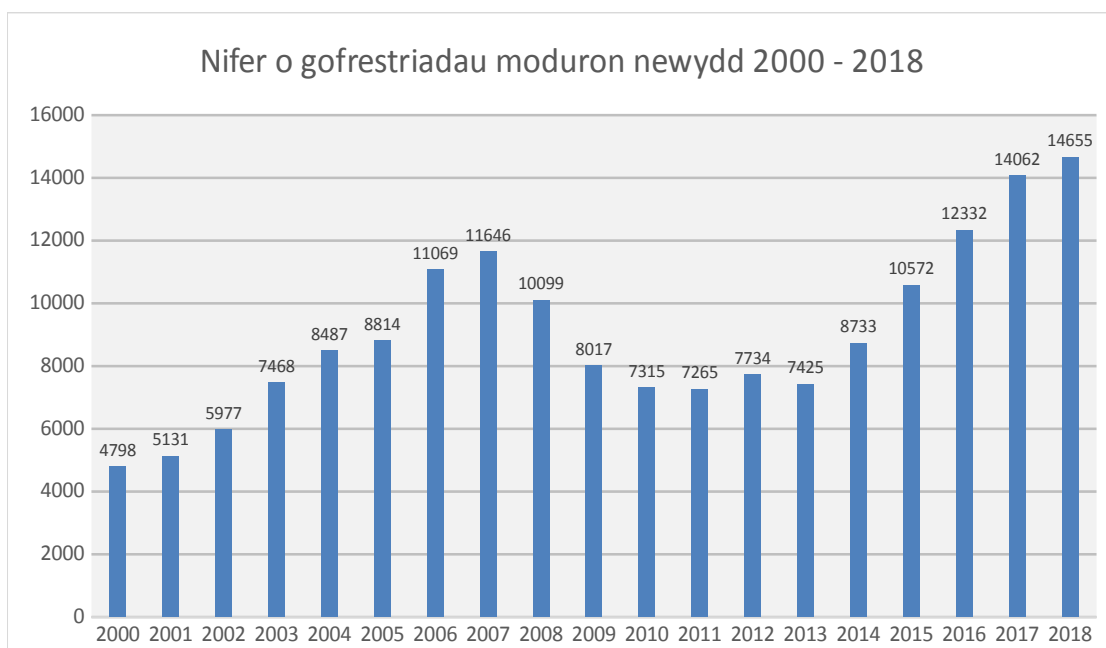
4.1 In 2019, the biggest ever caravanning survey in the UK was carried out by the Campervan magazine, in partnership with the 'Caravan and Motorhome Club', with 1900 respondents, the vast majority of whom owned a leisure vehicle.

4.2 The survey sought to gather information about the reasons for the popularity of leisure vehicles and caravans. The following is an overview of the findings of that survey:-

- The freedom to do their own thing (45%)
- The sense of adventure (38%)
- The flexibility to change plans as they travel (28%)
- Setting out the journey to suit their timetables (20%)
- Staying in very rural locations, to be close to the places they love such as beaches or mountains and as a more affordable holiday option (19%)
- To get closer to nature and because they love being in the outdoors and waking up to fresh air (18%).
- People also said that a holiday in a leisure vehicle or caravan appealed to them because it makes it easier to travel with groups of friends or camping in luxury in a festival (8%)
- To follow passions such as surfing, golfing and skiing (4%)
- The spontaneity of getting up and going (39%)
- To love adventure (34%)
- To love nature (31%)
- To enjoy going back to basics (24%)
- People who enjoy caravan and motorhome holidays are also expected to be excellent with barbecuing (12%)

5. STATISTICS

5.1 The 'National Caravan Council' (NCC) record the sale / owners of motorhomes but not campervans (as defined in paragraph 2.2). Data comes from the registrations of new motorhomes recorded by the DVLA.



- 5.2 The statistics disclose that the sale of new motorhomes in the UK have reached the highest ever levels in 2018 with the number of new motorhomes registered at 14,655, slightly higher than the total for the previous year, namely 14,062. The statistics show that there has been an annual increase from 2000 to 2008 then there was a reduction until 2014 when the UK's economic difficulties had affected the sale of new products. Over the past ten years, annual new registrations have grown by 83%, from 8,017 in 2009 to 14,655 in 2018.
- 5.3 The market for motorhomes in the UK increased every year until 2008 and after that there was a reduction until 2012 because of economic difficulties in the UK which had affected the sale of new products.
- 5.4 Over the past eight years, the sale of new leisure vehicles has increased with some estimates suggesting that as many as one in three new motor leisure vehicle sold is now a leisure vehicle. This equates to over 4,000 every year, with some suggesting that the actual figure could be as high as 6,500.
- 5.5 Though these statistics are not relevant to campervans, it is reasonable to suggest that a similar growth to motorhome growth has occurred. We could also infer that the growth in campervans is more than motorhomes as the price of these vehicles is lower, the financial benefit of motorhomes which are cheaper to run, more convenient to drive and park and can be used as the main vehicle of the family as well as for camping purposes.

6. CONCLUSION

- 6.1 It is clear that the popularity of staying in Britain on caravanning and camping holidays has led to an increase in ownership of leisure vehicles in recent years. It is anticipated that the increase and these trends will continue over the coming years.