

Steady on course despite the recession

The European Caravan Federation sees the European caravanning sector well positioned for the future

Frankfurt/Brussels, 3 June 2009

Reviving the caravanning market, which is currently facing challenging conditions in all member states of the European Caravan Federation (ECF), was the main topic at the organization's general meeting this year on 15 May in Brussels. It was pointed out during the meeting that what caravanning has going for it most is its extremely high level of ecological friendliness compared to other forms of vacation. Most caravanning association and vendor delegates who attended the meeting expressed their concern about the fact that far too many EU regulations fail to take account of the particularities and purposes of caravans and motor caravans.

“The caravanning industry is well positioned for the future despite the current recession. For example, the relatively minor environmental impact engendered by caravanning activities makes it more ecologically friendly than just about any other form of vacation,” said Hans-Karl Sternberg, general secretary of the European Caravan Federation (ECF). “Moreover, the mega trend toward vacation individualization and the steadily growing size of the over 50's age group among caravanning practitioners guarantee that the European caravanning market will continue to grow once the European economy returns to normal.”

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