



European Caravanning Sector Generates Sales of €27.7 Billion

The European Caravan Federation (ECF) announces the findings of a first-ever sales revenue study of the European camping tourism sector

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A study by the University of Munich's Deutsches Wirtschaftswissenschaftliches Institut für Fremdenverkehr (dwif) ("German Tourism Studies Institute") has for the first time provided global sales revenue statistics for Europe's camping and caravanning sector. The study, which was commissioned by the European Caravan Federation (ECF), found that Europe's camping tourism sector generates annual turnover amounting to 15.33 billion euros. Adding the 12.44 billion euros spent on leisure vehicles and related equipment to the aforementioned figure, the total turnover generated by the European caravanning sector is 27.7 billion euros.

The 375 million overnight stays at Europe's roughly 25,000 campgrounds account for 3 billion euros in annual sales revenue. Added to this are other tourist sector expenditures on meals, entertainment and recreation, which account for an additional 9 billion euros in sales. Over and above these amounts are the expenditures for 90 million non-campground overnight stays and excursions, which bring the total revenue generated by the European camping and caravanning tourism sector to 15.33 billion euros.

Based on data obtained from its members, the European Caravan Federation (ECF) estimates that sales of leisure vehicles and related equipment generate 12.44 billion euros in annual revenue, which breaks down as follows: 5.53 billion euros for new vehicles, 5.24

billion euros for preowned vehicles, 1.05 billion euros for accessories, and 0.62 billion euros for services. Added to this are tourism sector expenditures and equipment purchases, thus bringing the total annual sales generated by the European caravanning industry to 27.7 billion euros annually.

For further information about caravanning, including photos, visit www.e-c-f.com and www.civd.de