

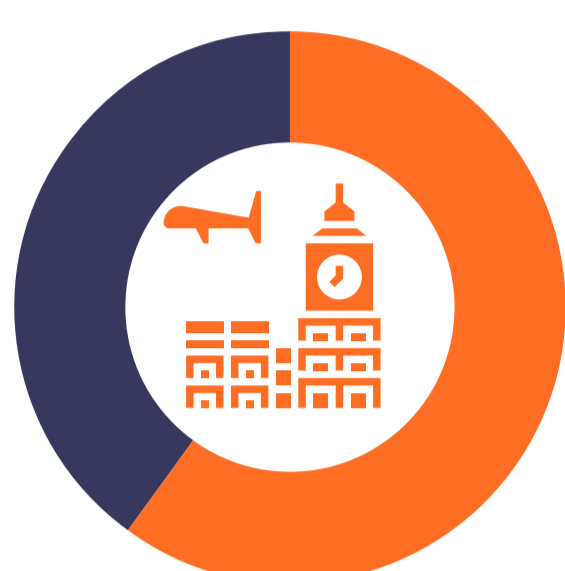
Discover the UK Holiday Market: Static Caravans & Lodge Sales

UK TOURISM OVERVIEW

Domestic Tourists

Number of domestic tourists in the UK per year: Approximately

100 million

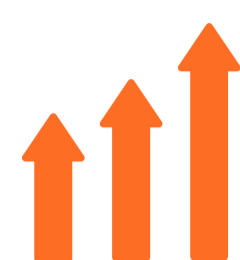


Foreign Tourists:

Number of foreign tourists in the UK per year: Approximately

80 million

MARKET GROWTH



+4%

+3.5%

Average annual growth rate of the UK holiday market over the past five years:

Projected growth rate for the next five years:

 Tourism contributed **£106 billion** to the UK economy in 2019, accounting for **9% of GDP**.

TOP DESTINATIONS FOR UK HOLIDAYS



Cornwall (25%)



Lake District (20%)



Scottish Highlands (15%)



Devon (10%)

HOLIDAY ACCOMMODATION PREFERENCES:



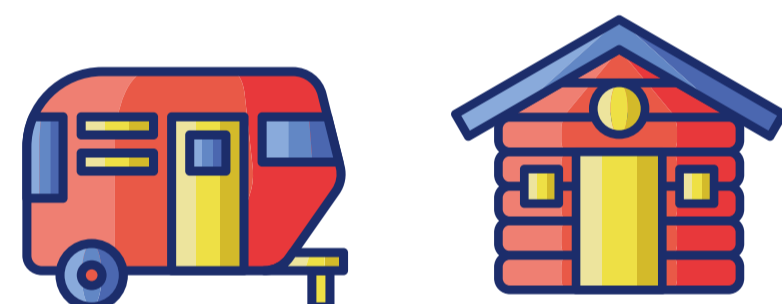
Self-catering accommodation

35%



Holiday parks:

20%



+10%

Growth in demand for alternative accommodation options like static caravans and lodges

£82

Tourist Spending:
Average daily expenditure per tourist in the UK

THE RISE OF CARAVAN TOURISM

The caravan and holiday park industry in the UK is significant, contributing to both domestic and international tourism.

£2B

According to the National Caravan Council (NCC), the caravan holiday home sector alone was valued at over **£2 billion** in 2019.

The COVID-19 pandemic has further boosted the popularity of caravan and lodge holidays, as they offer a safe and socially distanced accommodation option. Staycations have seen a surge in demand, with many people opting to explore destinations within the UK rather than traveling abroad.

Investment and Ownership:



There is a growing trend of individuals and families investing in static caravans and lodges as holiday homes.



Owning a static caravan or lodge provides the opportunity for frequent getaways without the hassle of booking accommodation.



Some holiday parks offer rental management services, allowing owners to generate income by renting out their units when not in use.