

The UK Caravan and Camping Alliance

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2019 Economic Benefit Report: Holiday Parks and Campsites UK



What our client wanted

In November 2017, the UK Caravan and Camping Alliance (UKCCA) commissioned Frontline Consultants to undertake an independent economic impact and benefit assessment of the holiday park and campsite sector across the UK. This included an overall UK-wide report, providing headline findings for the UK and its four countries; plus detailed individual country reports for England, Scotland, Wales and Northern Ireland. Together the UKCCA members include the vast majority of caravan and camping parks in the UK, with 6,243 member holiday parks/campsites accounting for 438,076 pitches¹.

What Frontline did

We drew evidence from a range of sources, including:

- consultations with 790 holiday parks/campsites in the UK
- a survey of 10,000 visitors to holiday parks/campsites in the UK
- an analysis of the UKCCA member database
- a review of published tourism statistics
- interviews with senior stakeholders across the industry
- a facilitated workshop with members of the UKCCA

We used this evidence to construct a robust, HM Treasury Green Book compliant economic impact assessment to capture the sector's gross and net turnover, GVA and employment impacts at a local, country and national level. We also looked at wider impacts such as visitor health and wellbeing and the environmental contribution of holiday parks/campsites in the UK.

What difference we made

Our report provided a detailed and rigorous assessment of the economic impact of the holiday park/campsite sector across the UK and its four countries. Findings will be used to highlight the direct and indirect economic contribution of the sector as well as provide a methodology which can be used in future years to track changes in the sector's performance.

What our client said

"Frontline's research has produced an independent and ground-breaking report – 'Pitching the Value' – for The UK Caravan and Camping Alliance (UKCCA), that clearly establishes the Holiday Park and Campsite sector's significance within the Tourism Industry and the benefits it delivers to the economy of the UK and its four countries. Pitching the Value will help the sector attract more investment and ultimately improve opportunities for it to grow, develop and create new jobs, www.UKCCA.org.uk". Bob Hill, led the UKCCA Working Group

¹ This includes Certificated Sites and Certificated Locations.