

SHARE THE MOMENT: GO CAMPING

We've conducted research into the importance of short breaks as a way of spending quality time with loved ones. Here's what we learned.

Our research for 2017 shows that nearly 1 in 3 campers turn to camping as a way of spending time with friends.*

Our 2011 research revealed 8 in 10 campers feel that camping brings you closer together as a family!**

67%

of campers say its affordability makes it a great way to spend time with the people that matter most to them

Nearly
1 in 3

campers use short breaks to catch up with friends

64%

of campers look forward to weekend escapes to recharge their batteries

More than

1 in 3

non-campers confess to spending quality time with loved ones less than once a week

55%

think camping is a great way to re-engage with old friends and family

41%

of campers rely on holidays to spend quality time with family and friends



SHARE THE MOMENT: GO CAMPING

1 in 3

said their kids
were happier
when camping

33%

admitted spending
more than two
hours on work tasks
at weekends

70%

of campers said their
favourite activity on
holiday is walking
with loved ones



70%

of non-campers
chose dinner and
drinks as their
favourite thing to
do on holiday

49%

found it easier to
switch off from work
when they're on a
camping holiday

64%

said taking children
camping improves
social skills and
mental health

*Based on 2017 Club research, in which we polled 2000 UK adults on their views of camping and short breaks. Those polled included 1000 UK adults that have been camping, and 1000 that haven't.