

SHARE THE MOMENT: GO CAMPING

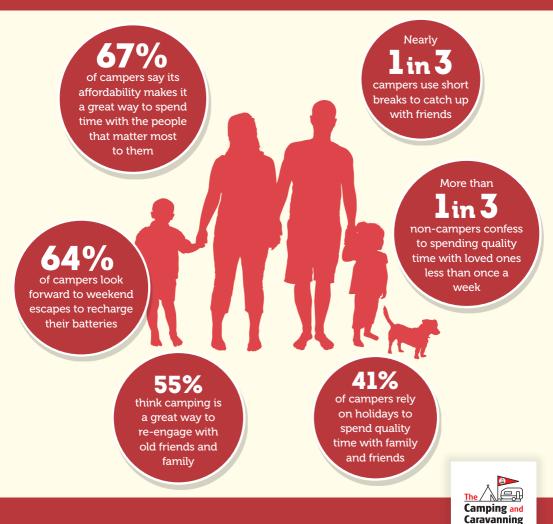
We've conducted research into the importance of short breaks as a way of spending quality time with loved ones. Here's what we learned.

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!**

Club

The Friendly Club



*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. **Real Richness 2011: Research conducted by Liverpool John Moores University



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Lin3 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



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