

## **Do Aires take business from campsites?**

We often come across comments made by councils and tourism bodies that they cannot allow overnight parking as it will take business away from local campsites, so lets look at the facts.

### **How does the use of a motorcaravan differ from a caravan?**

Some motorcaravan owners do use their motorcaravans like a caravan to avoid the need to tow, these owners will book up a caravan site, set up camp with awnings, table and chairs, bbq etc for the week, they often need electric hook up and toilets and showers.

However the majority of motorcaravan owners pay a premium for a self contained motorcaravan as it allows them the freedom to **tour**. A recent survey showed that 91% of owners would use Aires in the UK and 82% tour all year, when most of our campsites are closed.

Campra are trying to work with campsites to explain that this huge market that provides a lucrative revenue stream in mainland Europe should be embraced and be part of their portfolio.

For a non motorcaravan owners the best analogy is comparing customers of a B&B with customers of a 5 star Hotel

### **If the B&B is full will the clients book into the hotel? No they would visit another town.**

Therefore why would a touring self contained motorcaravan that has full onboard facilities book onto a campsite?

- Touring motorcaravans do not book months in advance and most campsites are full.
- We only need a place to park, not set up camp (no external equipment allowed on Aires).
- Only require water and waste every few days.
- Most campsites require booking for a minimum number of nights but touring motorcaravans may only stay 24 hours to 48 hours.
- Campsites tend to be away from town centres and used as a base, motorcaravans need to park within walking distance or easy transport links into town or tourist attractions.
- Most Aires are 48 or 72 hours maximum.
- No preset arrival or departure times.
- Most campsites are seasonal but motorcaravans in use all year round.
- Many campsites have grass pitches which are unsuitable for heavy motorcaravans if wet.
- Campsites prices reflect the facilities available, touring motorcaravans do not need and do not expect to pay for facilities that are not required.

For the above reasons not providing facilities for our rapidly expanding touring motorcaravans will not result in motorcaravans using campsites it will result in owners avoiding your town or parking in the street.

### **Competition and Marketing Authority Guidance is that councils should not favour existing providers at disadvantage to new or alternative businesses.**

### **A council would not refuse planning consent for a B&B on the pretext that it may compete with the hotel in the same town.**

Research has shown that most of the 2 million motorcaravans in Europe avoid the UK due to the lack of Aires and feeling unwelcome, the ones who do visit drive through England to tour in Scotland where they are more readily accepted.

See [www.campra.org.uk](http://www.campra.org.uk) "campsites with an Aire" which is our document that we send to campsites to explain how they can embrace this growing market and help to expand their business model to incorporate this market sector.