



## MOTORHOME TOURISM

### Financial Benefits to the Local Community

The potential income into the local economy that can be made from welcoming motorhomes and campervans to your village or area of town is substantial...

Simply by setting up a stopover area beside your village hall, town hall, sports club, local attraction, your local hospitality and tourism businesses can benefit from this untapped sector of tourism straight away and all year round, and without spending much time or effort in doing so.

#### 3 to 5 van capacity scenario

Free Parking, 52 weeks a year

##### Spend in local pub and shop

@ £47/van (2 persons)

5 vans x 7 nights x 35 weeks

= **£57,575 high season**

3 vans x 5 nights x 17 weeks

= **£11,985 low season**

**Total to Local Businesses = £69,560 pa**

= potential maximum income

#### 5 to 10 van capacity scenario

**£5 parking for 24 hours**, incl water and waste services, 52 weeks a year

10 vans, nightly x 35 wks = £12,250

5 vans, x 5 nights/wk x 17 wks = £2,125

**Total Parking Revenue = £14,375 pa**

##### Spend in pub, shop, attraction @ £47/van

10 vans, x 7 nights x 35 wks = £115,150

5 vans, 5 nights/wk, x 17 wks = £19,975

**Total spend locally = £135,125 pa**

**Total into local economy = £149,500 pa**

*Spending: £47 is based on the Survey results, Oct '20*

#### 10 to 20 van capacity scenario

**£10 parking for 24 hours**

incl water, waste services, 52 weeks a year

20 vans, 7 nights, x 35 wks = £49,000

10 vans, 5 nights/wk, x 17 wks = £8,500

**Total Parking Revenue = £57,500 pa**

##### Spend in shop, pub, restaurant,

local attractions @ £47/van

20 vans, 7 nights, x 35 wks = £230,300

10 vans, 5 nights/wk x 17 wks = £39,950

**Total spend locally = £270,250 pa**

**Total into local economy = £327,750 pa**

#### 15 to 30 van capacity scenario

(In a large town, with many attractions)

**£15 parking for 24 hours**

(Probably 2 nights' stay)

30 vans, nightly x 35 weeks = £110,250

15 vans, 5 nights/wk x 17 wks = £12,750

**Total Parking Revenue = £123,000 pa**

##### Spend in visitor attractions, pubs,

restaurants... @ £47/van

30 vans, nightly, x 35 wks = £345,450

15 vans, 5 nights/wk x 17 wks = £59,925

**Total spend locally = £405,375 pa**

**Total into local economy = £528,375 pa**

30 campervans and motorhomes, 7 nights a week, 35 weeks a year (high season) = 7,350 in number  
15 campervans and motorhomes, 5 nights a week, 17 weeks a year (low season) = 1,275. **Total = 8,625**

This figure represents about **2.25% of 386,325** registered motorcaravans, Sept 2020 (DVLA)

### Other Benefits

Where Aires are established, motorhomes also bring:-

- ✓ Better security for nearby properties, just by their presence
- ✓ Big reductions in vandalism, takeaway litter-bugging, fly-tipping...
- ✓ Savings of thousands of pounds in clean-ups, security, staffing