



# TENTBOX

MAY 2021

ENTER

# INTRODUCTION



Due to the global travel restrictions caused by Covid 19, the way people go on holiday in 2021 has changed. In the UK, with holidaymakers unable to visit their favourite European and international destinations but still keen to go on holiday, the focus (and indeed government advice) is shifting towards domestic travel and short-term staycations. In fact, hotels, B&Bs and campsites are currently experiencing unprecedented levels of demand.

This is where TentBox comes in – the UK's #1 roof tent company. With many campsites and B&Bs fully booked, a TentBox is the ideal way to staycation, offering greater comfort, flexibility and freedom when on staycation.

With a TentBox you sleep on an in-built memory foam mattress away from the damp and often muddy ground – instantly removing two of the biggest drawbacks to camping. By mounting a sturdy, easy to erect TentBox on top of any car that has roof rails, campers can increase the sense of freedom they already enjoy.

Keen to find out the true impact of the travel restrictions and to highlight the benefits of camping with a TentBox, the UK-based start-up has commissioned a piece of research that has revealed some intriguing findings about how and why UK holidaymakers plan to get away this summer.

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## The research focused on five key topics:






- Staycations and camping
- Spontaneous getaways
- Camping as a cost-effective holiday
- Camping and the environment
- Propensity to buy a TentBox

# PROJECT OVERVIEW AND METHODOLOGY

- ❑ The survey was conducted among 2014 consumers in the UK.
- ❑ At an overall level results are accurate to  $\pm 2.2\%$  at 95% confidence limits.
- ❑ The interviews were conducted online by Sapio Research in **May 2021** using an email invitation and an online survey.



# RESPONDENT DEMOGRAPHICS SUMMARY

Demographics	Total respondents		
 <b>Country of residence</b>	<b>United Kingdom 2014</b>		
 <b>Employment status</b>	<b>51%</b> Full time work <b>16%</b> Part time work <b>6%</b> Self employed	<b>17%</b> Unemployed / Furloughed / Retired	<b>6%</b> Homemaker / Caregiver <b>3%</b> Student <b>1%</b> Other
 <b>Children</b>	<b>48%</b> Living with children	<b>16%</b> Not living with children	<b>36%</b> No children
 <b>Vehicle type</b>	<b>81%</b> Car <b>10%</b> Motorbike	<b>7%</b> Caravan	<b>4%</b> Campervan
 <b>Gender &amp; age</b>	<b>49%</b> Male	<b>50%</b> Female	<b>55%</b> No children



# SUMMARY AND OVERVIEW



## STAYCATIONING AND CAMPING

Half of respondents are planning to go, or have been, camping this year, which is an increase of around a third since 2019. The majority of respondents plan to go camping in the UK (95%); the top reason for turning to UK holidays is that respondents are unable to go abroad due to COVID. However, for those that are planning to continue going on UK staycations at least once a year, the top reason is because of the many great places the UK has to discover.

## SPONTANEOUS GETAWAYS

Almost two thirds of respondents went on at least one spontaneous trip in 2019; **29%** expect the number of spontaneous getaways they go on to increase. Younger age groups, people with children and those with a caravan or campervan are the most likely to have been on at least one spontaneous trip in 2019. The top reason that people would go on fewer spontaneous holidays is due to the backlog in bookings due to COVID.



## CAMPING AS A COST-EFFECTIVE HOLIDAY

Cost is the most important factor when booking a holiday for **39%** of respondents, but this is also more likely to be the case for younger people. Furthermore, almost three quarters think that camping is at least one of the most cost-effective holidays, rising to **78%** for those who have been camping and would go again. **47%** consider camping to be cost effective as the equipment can be reused, which gives way to the finding that **54%** consider the cost of camping equipment to be an investment.

## CAMPING AND THE ENVIRONMENT

Three quarters of respondents believe camping to be one of the most environmentally friendly holiday types, rising to **80%** of those who normally live in Cities. The top reasons that respondents consider camping to be environmentally friendly is because of equipment being reused and using less electricity. The reusable equipment is therefore seen to have both cost and environmental benefits.

## PROPENSITY TO BUY A TENTBOX

Those that are aged **18-34**, living with children or city dwellers are the most likely to buy a TentBox, as are those on mid-high income and who enjoy extreme sports. When asked to choose between a TentBox and traditionally camping, Tentbox came out as the preferred choice for those who own a campervan, van, caravan or motorbike. Overall, **17%** of respondents would spend over **£1000** on a TentBox, but this rises to **30%** or more in households with incomes over **£64,000**.

A first-person perspective from inside a tent, looking out at a vast, rolling landscape of golden-brown fields under a blue sky with light clouds. The tent's interior is dark, and the edges of the tent fabric are visible. In the foreground, the legs and feet of two people are visible, wearing hiking boots and dark trousers. The text "STAYCATIONING AND CAMPING" is overlaid in large, white, bold, sans-serif letters across the center of the image.

# STAYCATIONING AND CAMPING

With 2021 being touted as the 'year of the staycation', it seems booking a domestic holiday might just be on everyone's to-do list. This section of the research was designed to find out exactly what proportion of people are planning to holiday in the UK this year, and more importantly for TentBox, what proportion are most likely to go camping. The research also confirmed the top reasons why people enjoy camping and why they don't.

## KEY STATS

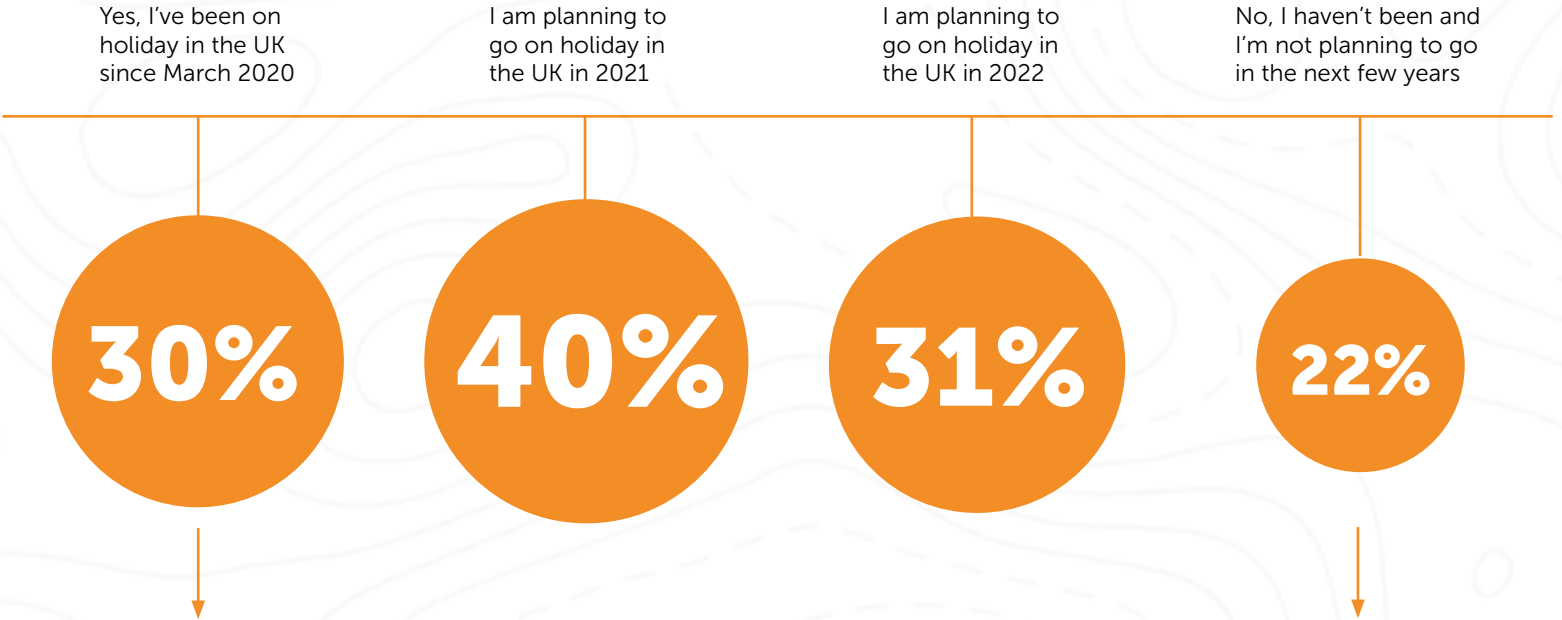
- ❑ **40%** are planning to go on holiday in the UK in 2021
- ❑ The proportion of respondents who have gone or plan to go camping in the UK this year has increased by about a third since 2019
- ❑ **Half** have used, or plan to use, a ground tent for camping, while just **7%** have used, or plan to use, a TentBox
- ❑ The majority of respondents have been or plan to go camping in the UK
- ❑ One of the top reasons respondents don't go camping is because they don't like sleeping on the floor (37%)
- ❑ The top reason that respondents go camping is that it's cheaper than other holidays





**30%** of respondents have been on holiday since March 2020, while **40%** are planning to go on holiday in the UK in 2021

UK staycations are on the up... The equivalent of **26.7 million** people are planning to holiday in the UK in 2021.



Yes, I've been on holiday in the UK since March 2020

I am planning to go on holiday in the UK in 2021

I am planning to go on holiday in the UK in 2022

No, I haven't been and I'm not planning to go in the next few years

**30%**

**40%**

**31%**

**22%**

Age	%
18-24	32%
25-35	36%
35-44	33%
45-54	26%
55-64	19%
65+	17%

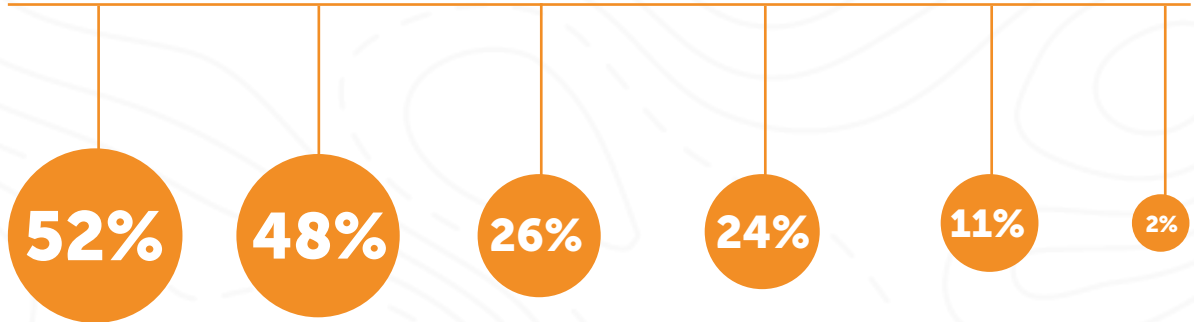
50% of those without any vehicle

Since March 2020, have you been on holiday in the UK, or are you planning to go? Please select all that apply.



**Of those that have been or are planning to go on holiday in the UK, over half are doing so because they couldn't go abroad due to Covid (52%). 48% realise there are a lot of great places in the UK to discover**

I couldn't go abroad because of COVID	The UK has a lot of great places to discover	It's more cost effective than a holiday abroad	I want to use my holiday to see family in the UK	I didn't have to plan in advance	Other
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Top reason for those who will go on holiday in the UK at least once a year (52%)

Top reason for those with a caravan, van or motorbike

Why did you decide to holiday in the UK? Please select all that apply. Base:1185\*

\*Only asked to those who have been on holiday or planning to

**Almost three quarters of those who are planning or have been on holiday in the UK since March 2020, plan to continue doing staycations in the UK at least once a year going forwards (73%)**

Yes, at least once a year	Yes, but probably not every year	No, I will go abroad for all holidays
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77% those living with children

Will you continue to holiday in the UK once travel abroad reopens? Please select all that apply. Base:1185\*

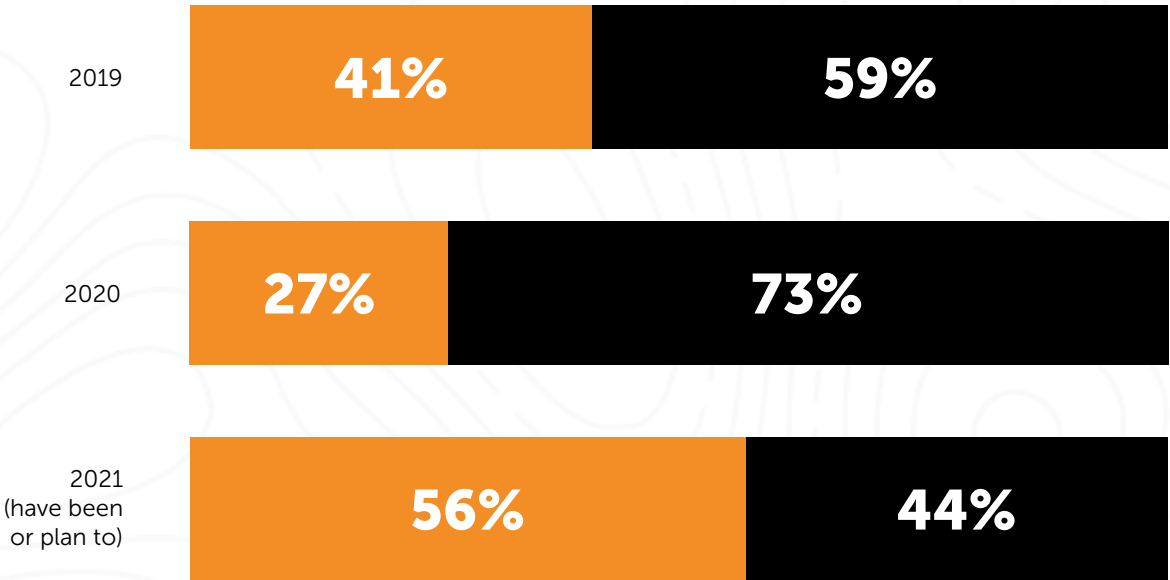
\*Only asked to those who have been on holiday or planning to



**Only 27% of respondents went camping, caravanning, campervanning or glamping in the UK in 2020 but 54% plan to do so in 2021**

The proportion of respondents who have gone or plan to go camping in the UK this year (2021) has increased by about a third since 2019.

Key:  
■ Yes ■ No

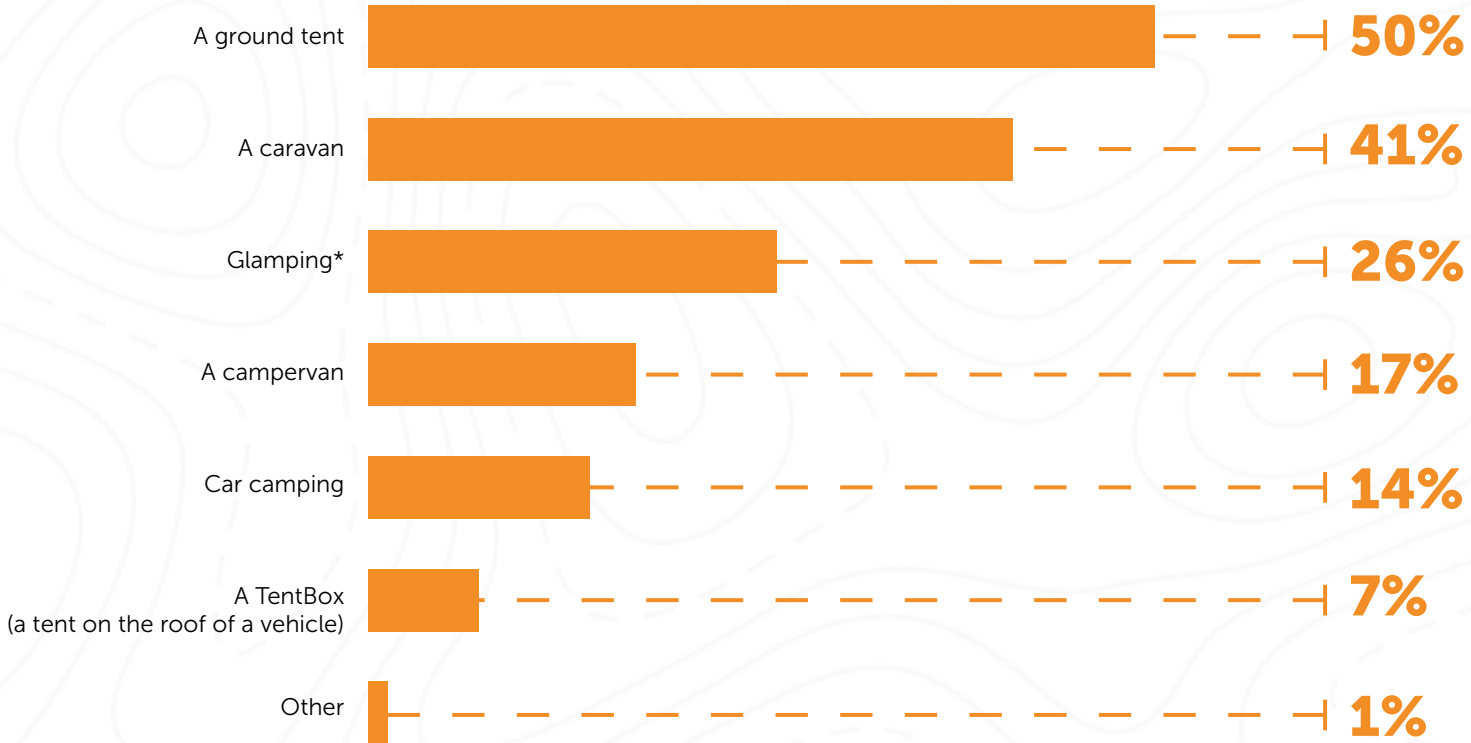


↓  
54% plan to go

This shows that camping holidays in the UK are set to be twice as popular in 2021, when compared with 2020.

Did you or do you plan to go camping, caravanning campervanning or glamping in...  
Please select one answer per row.

**Half (50%) have used, or plan to use, a ground tent for camping, while just 7% have used, or plan to use, a TentBox**

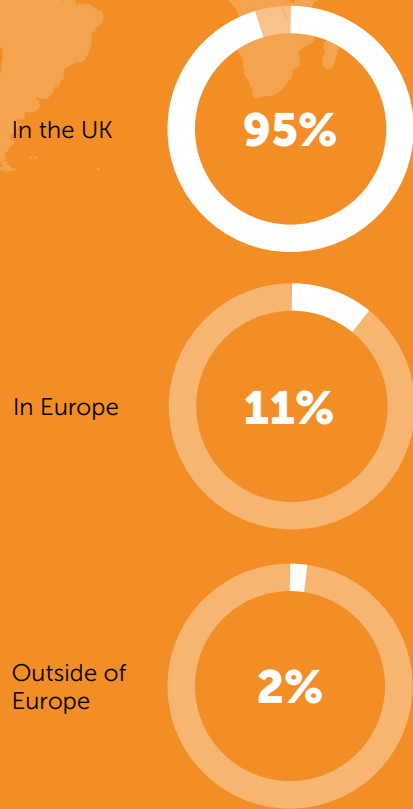


What did you, or will you, use to go camping? Please select all that apply. Base:1790\*

\*Only asked to those who have been camping or would like to



**The majority have been or plan to go camping in the UK (95%)**

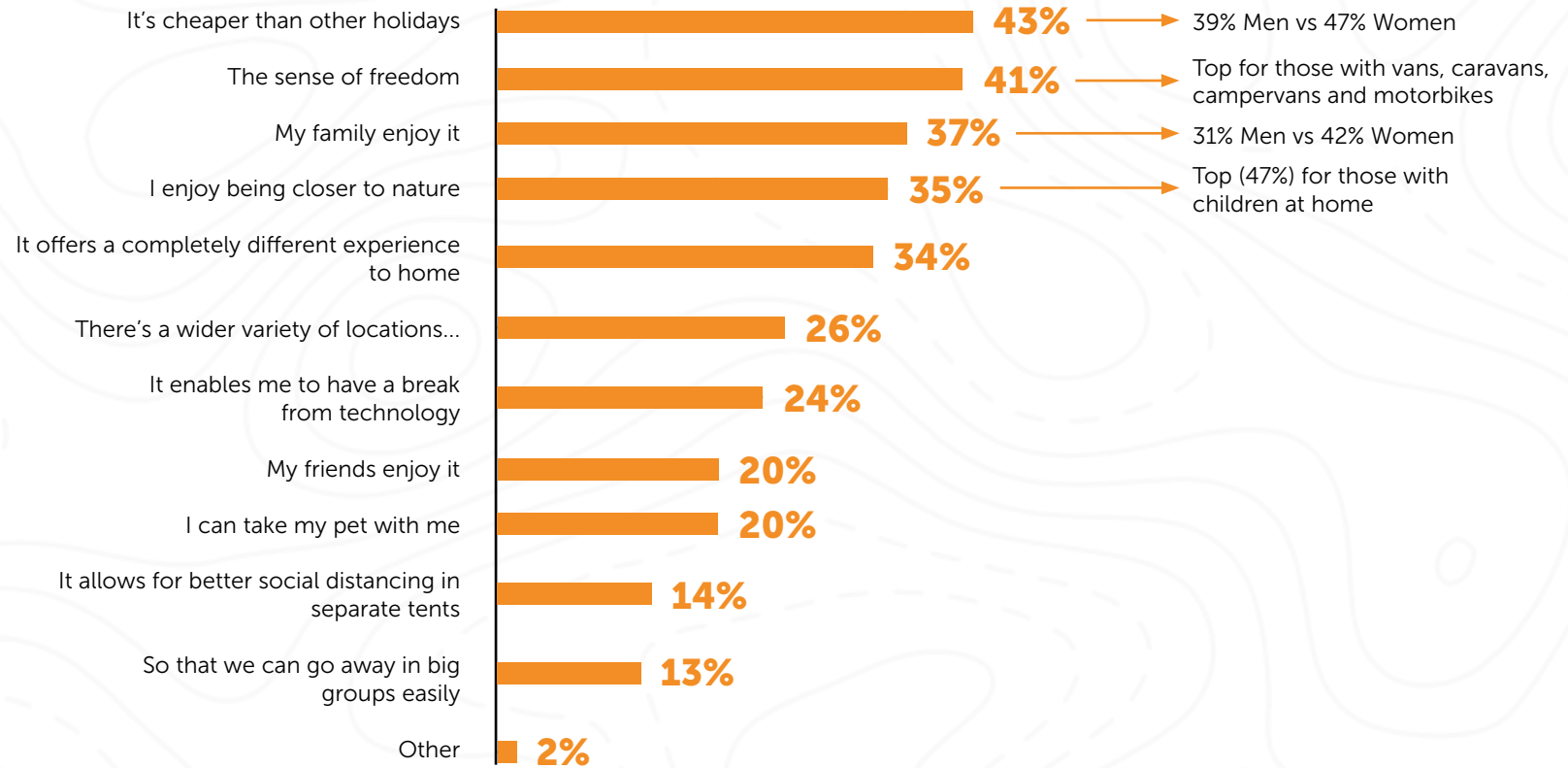


Almost all campers are going camping in the UK in 2021.

Where did you/will you go camping?  
Please select all that apply. Base:1790\*

\*Only asked to those who have been camping or would like to

**The top reasons that respondents go camping are that it's cheaper than other holidays (43%), the sense of freedom (41%) or because their family enjoy it (37%)**

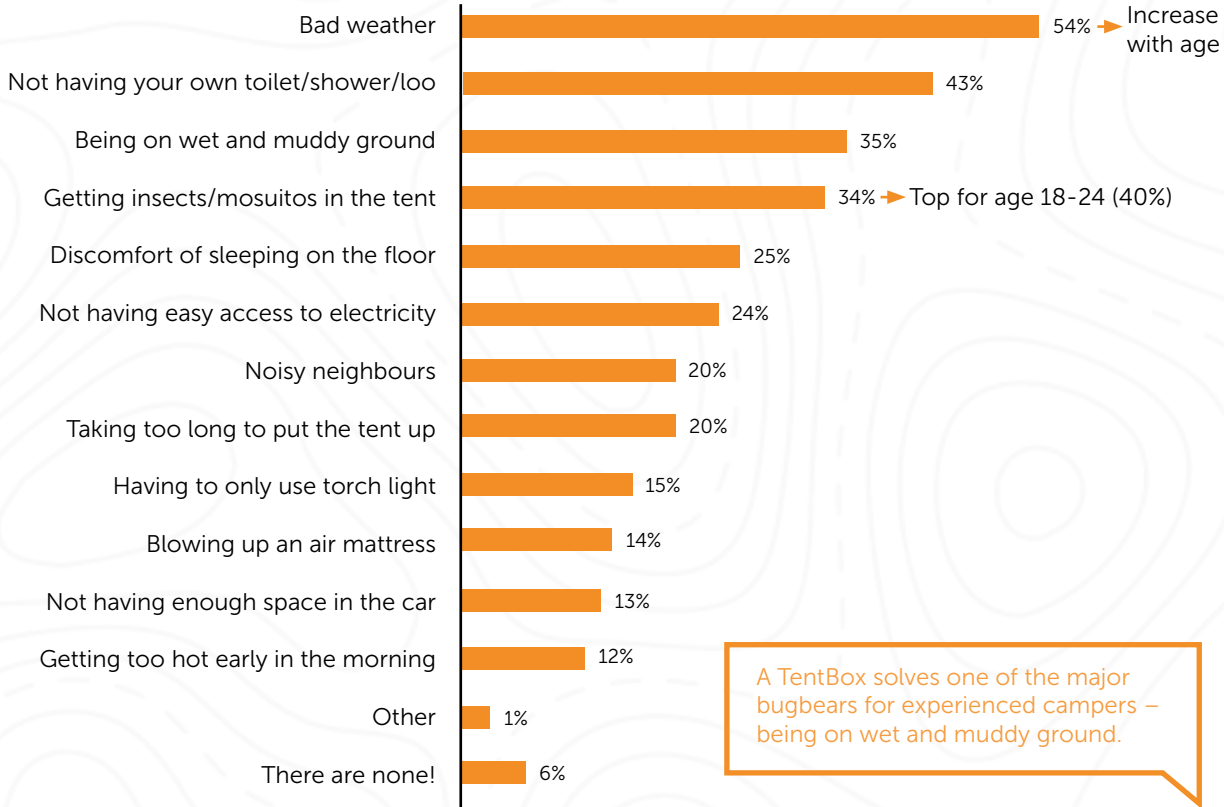


Why do you go/plan to go camping? Please select all that apply. Base:1790\*

\*Only asked to those who have been camping or would like to

**The most frustrating or unenjoyable aspects of camping are the bad weather (54%), not having your own toilet/ shower (43%) and being on a wet and muddy ground (35%)**

Key:  
● = 1%

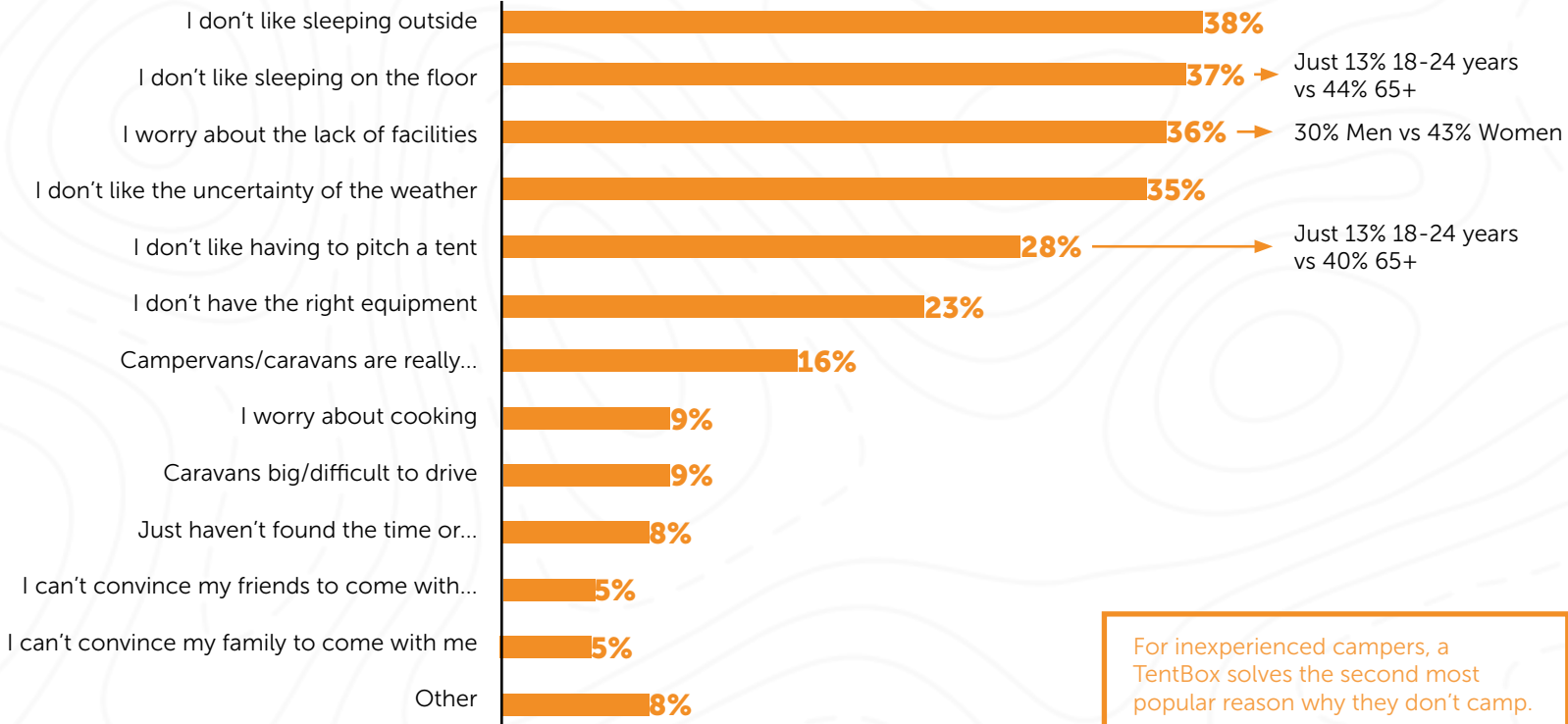


A TentBox solves one of the major bugbears for experienced campers – being on wet and muddy ground.

What are the most frustrating / unenjoyable parts of camping? Please select all that apply. Base:1790\*  
\*Only asked to those who have been camping or would like to



**For those who have never been camping and don't plan to go, the main reasons are that they don't like sleeping outside (38%) or sleeping on the floor (37%)**



For inexperienced campers, a TentBox solves the second most popular reason why they don't camp.



TENTBOX  
LITE

Why do you not go camping/caravanning/campervanning or glamping? Please select all that apply.  
 Base:224\*  
 \*Only asked to those who have not been camping

# SPONTANEOUS GETAWAYS

One of the main benefits of a TentBox over a traditional ground tent is that it is always packed, complete with an in-built mattress, ready to go at a moment's notice. This allows its owners to be spontaneous and go away on holiday at very short notice. In this section TentBox was keen to find out how relevant this benefit is, and whether it brings greater excitement to people's camping trips.

## KEY STATS

- Almost **two thirds** of respondents went on at least one spontaneous trip in 2019
- Over a **quarter** of respondents expect the number of spontaneous getaways they go on to increase as a result of COVID
- The top reason that respondents expect an increase in spontaneous getaways is that they want to enjoy the freedom after COVID restrictions
- Those who plan on going on fewer spontaneous getaways say it is because everywhere needs to be booked in advance now due to COVID backlog
- **78%** of the TentBox audience went on at least one spontaneous trip in 2019
- The top benefit of a spontaneous holiday is the excitement it brings

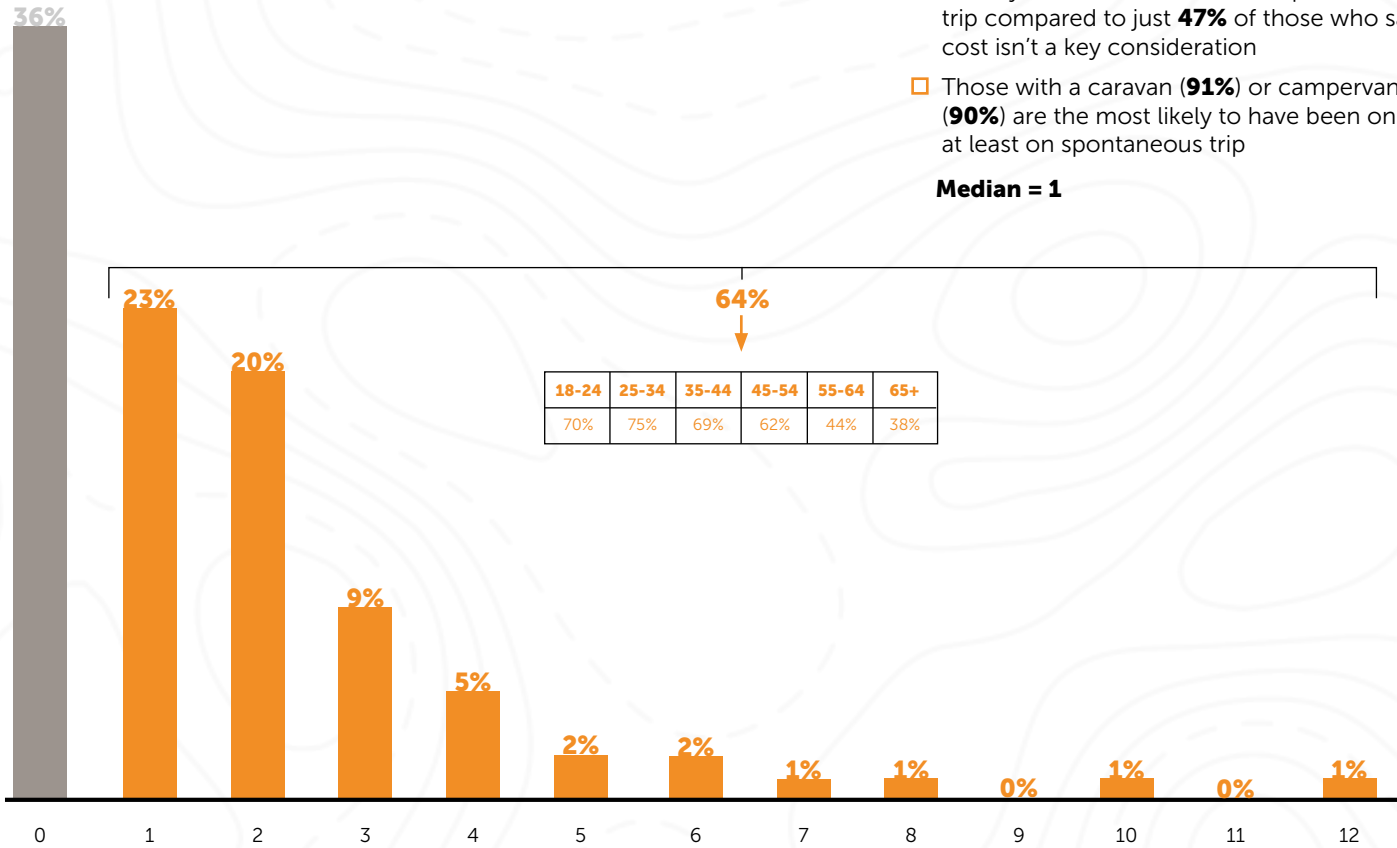




**Almost two thirds of respondents went on at least one spontaneous trip in 2019 (64%)**

- **72%** of those with children at home did at least one spontaneous trip
- Interestingly, **68%** of those who said cost is a number one priority when planning a holiday have done at least one spontaneous trip compared to just **47%** of those who say cost isn't a key consideration
- Those with a caravan (**91%**) or campervan (**90%**) are the most likely to have been on at least on spontaneous trip

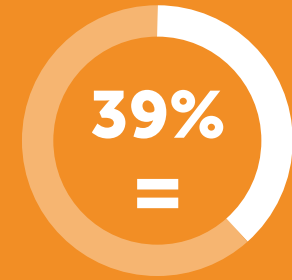
**Median = 1**



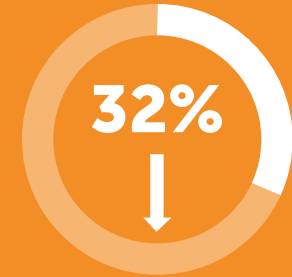
In 2019, how many times did you go on a spontaneous getaway, (i.e. where you plan your break less than 14 days in advance, or don't plan it at all)? Please select a number between 0 and 12+ from the drop down list below.

**Over a quarter of respondents, however, expect the number of spontaneous getaways they go on to increase as a result of COVID (29%)**

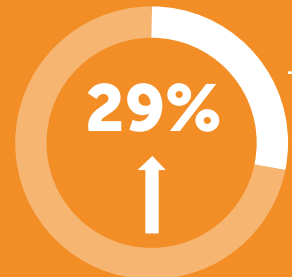
It will stay the same



It will decrease it



It will increase it

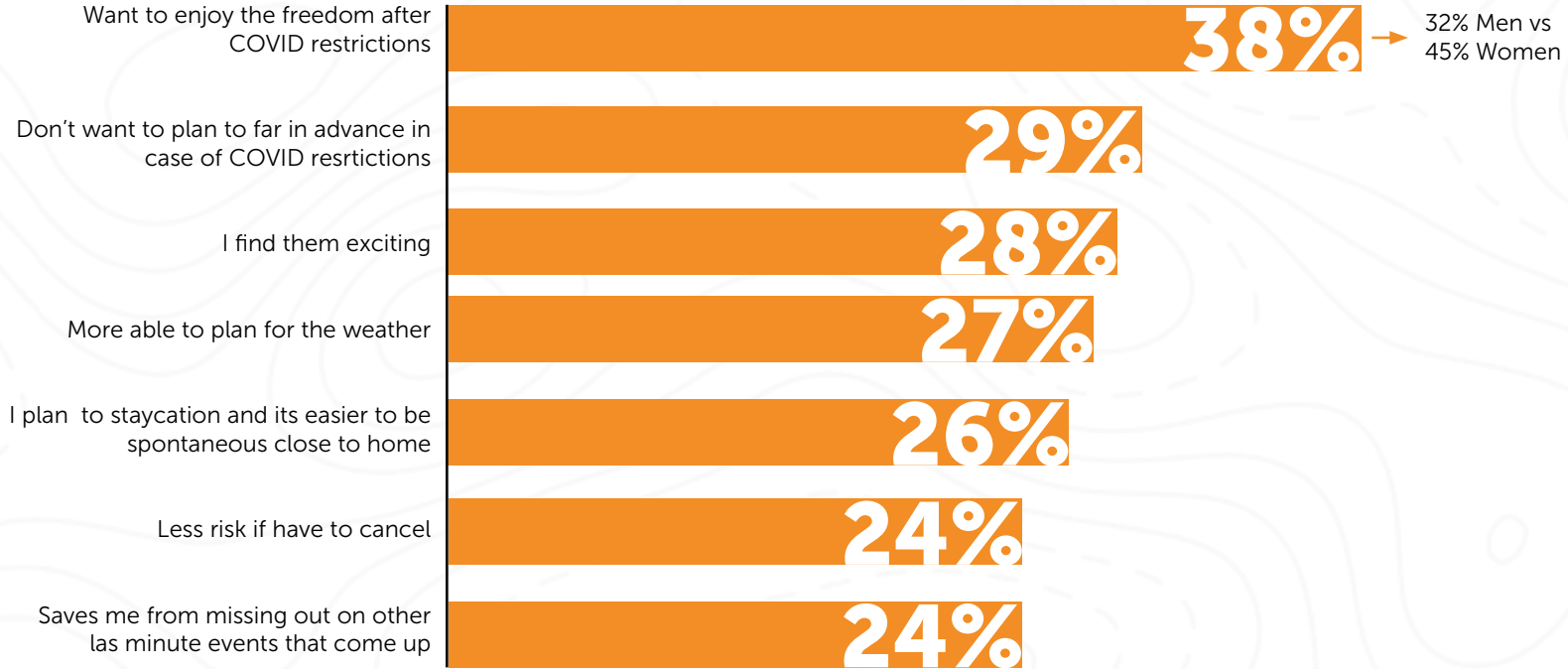


→ **36%** those with children living with them  
**37%** those living in a city

How do you think COVID will affect how frequently you go on a spontaneous getaway? Please select one answer only.



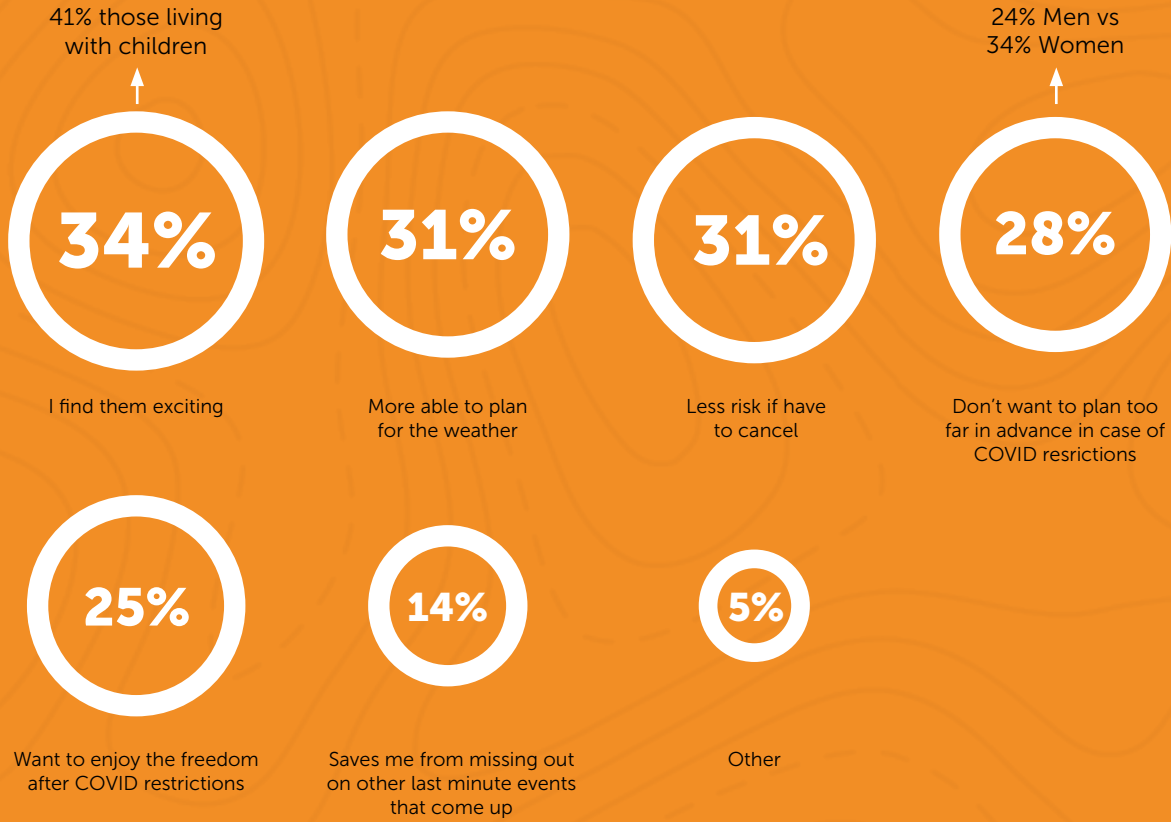
**For those who expect the number of spontaneous getaways to increase, the top reason for this is that they want to enjoy the freedom after COVID restrictions, while 29% don't want to plan too far in advance in case more restrictions come in**



Why will you go on more spontaneous getaways? Please select all that apply. Base: 579\*

\*Only asked to those who said they will go on more spontaneous getaways

Of those who expect the number of spontaneous getaways to stay the same, a third consider benefits of this type of getaway to be excitement, while 31% feel they are more able to plan for the weather



What are the benefits of going on a spontaneous getaways? Please select all that apply. Base:782\*  
 \*Only asked to those who said they will go on the same amount of spontaneous getaways

Those who plan on going on fewer spontaneous getaways say it is because everywhere needs to be booked in advance now due to COVID backlog (51%) or that they will be going away less in general (27%)



Why will you go on fewer spontaneous getaways? Please select all that apply. Base:653\*  
 \*Only asked to those who said they will go on fewer spontaneous getaways

A photograph of a white car parked on a scenic overlook. A large, dark-colored rooftop tent is mounted on the car's roof rack. The tent has the "TENTBOX" logo on its top edge. The background shows a sunset over a body of water, with the sun low on the horizon, casting a warm, golden glow across the sky and water. The car's hood and windshield are visible in the foreground.

# CAMPING AS A COST-EFFECTIVE HOLIDAY

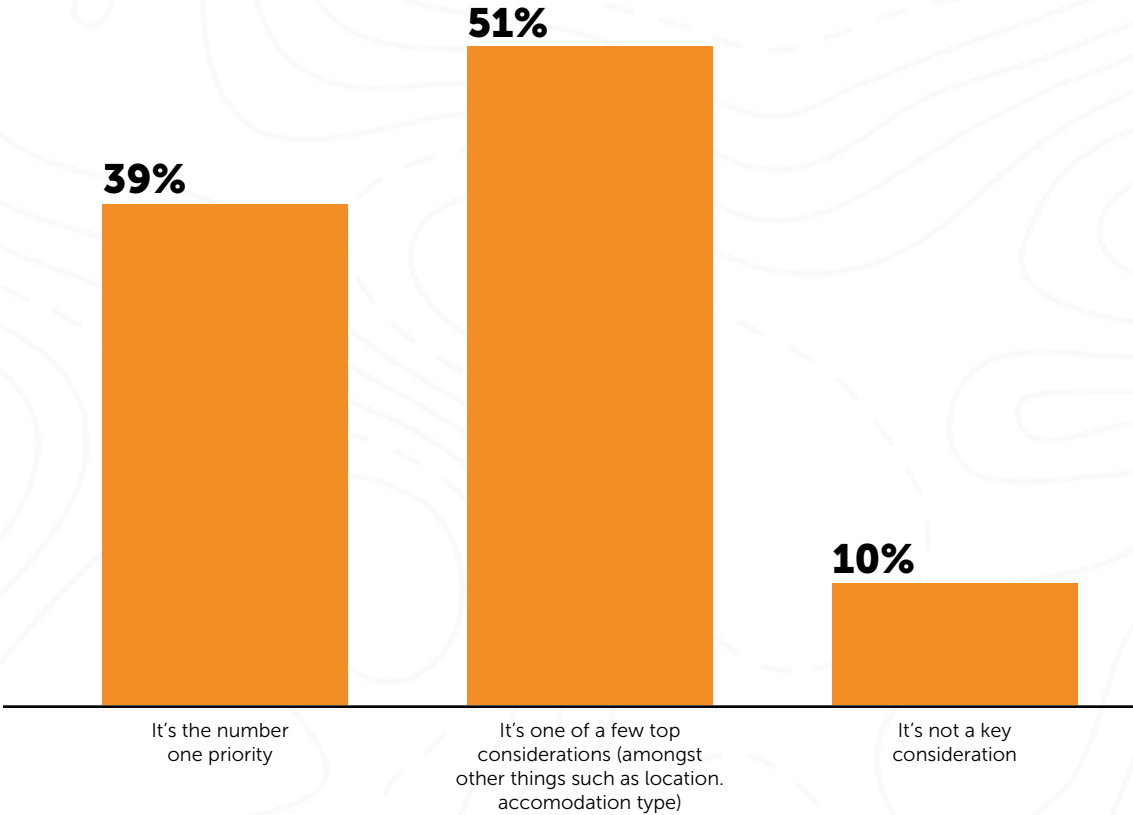
There are many things that determine how and where we go on holiday, but just how important is cost for people when it comes to booking? In this section of the research, TentBox was also keen to discover if camping is still seen as a cost effective means of going away and whether the cost of camping equipment is seen as a long term investment that can reduce the cost of future trips.

## KEY STATS

- ❑ **90%** consider cost to be at least one of their top considerations when booking a holiday
- ❑ Almost **three quarters** think that camping is at least one of the most cost-effective holidays
- ❑ Over **half** consider camping to be cost effective because its cheaper to book a campsite than hotel or B&B
- ❑ **54%** view the cost of camping equipment to be an investment
- ❑ **32%** view the cost of camping equipment as a normal holiday outlay
- ❑ **47%** consider camping to be cost effective as the equipment can be used multiple times

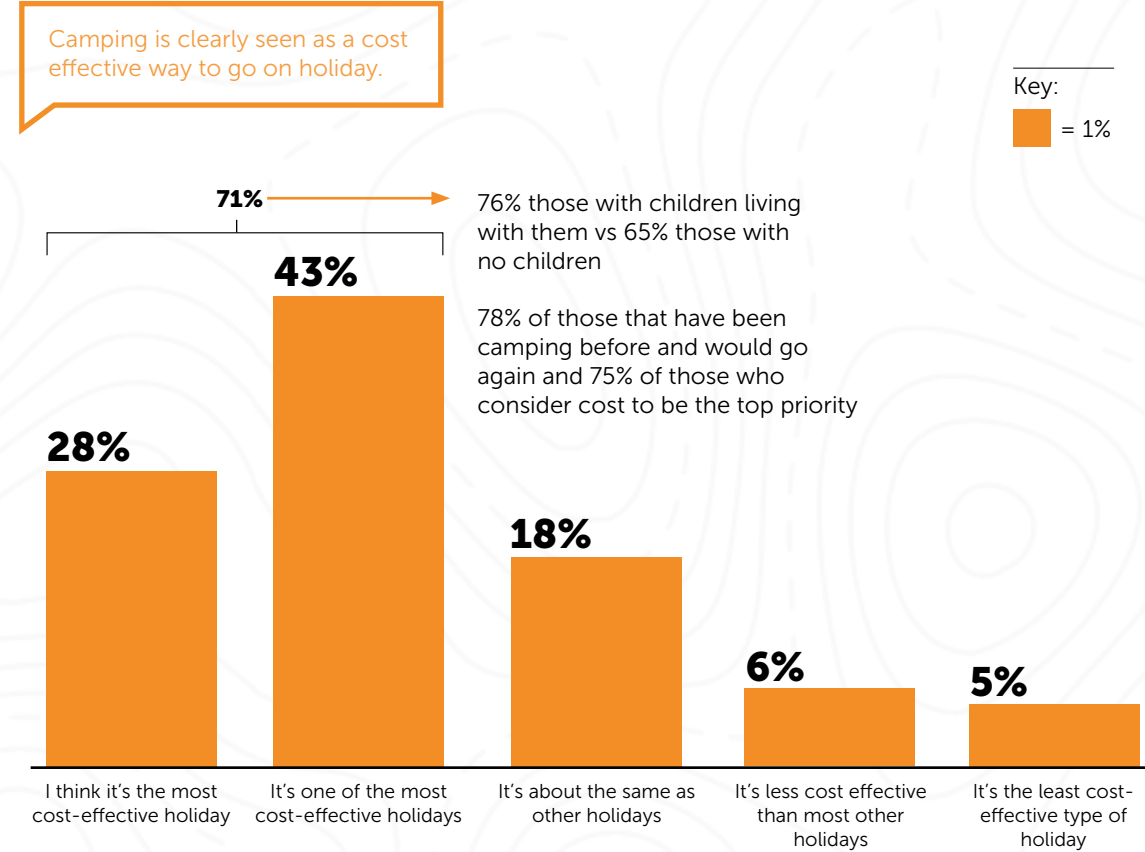


**39% consider cost to be the number one priority when booking a holiday, while a further 51% say it is one of the top considerations**



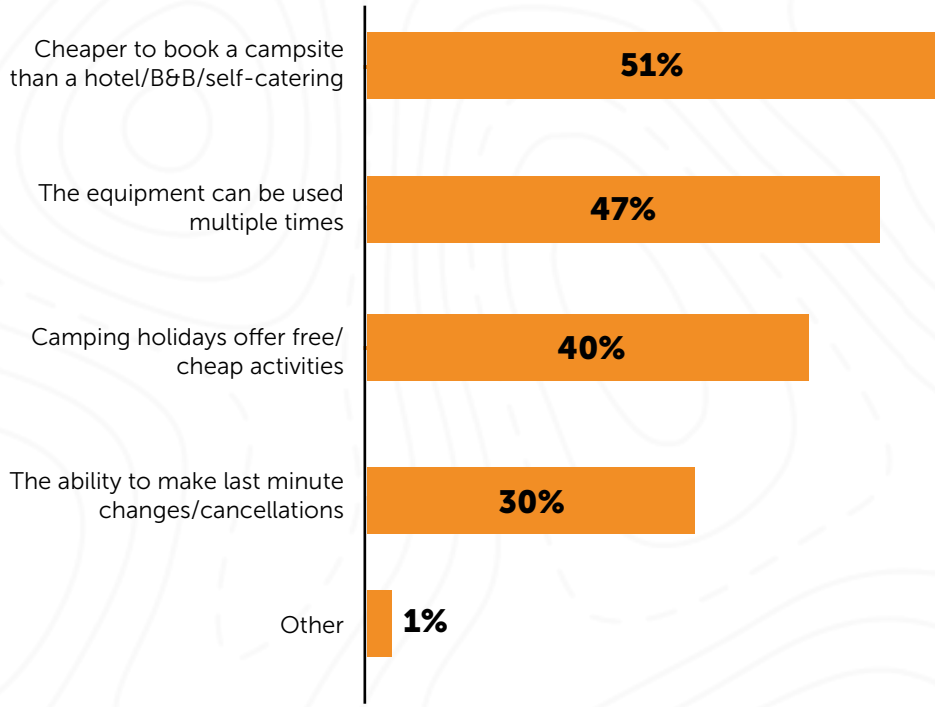
How important is cost when you're booking a holiday? Please select one answer only.

**Almost three quarters (71%) think that camping is at least one of the most cost-effective holidays, including 28% that consider it the most cost effective**



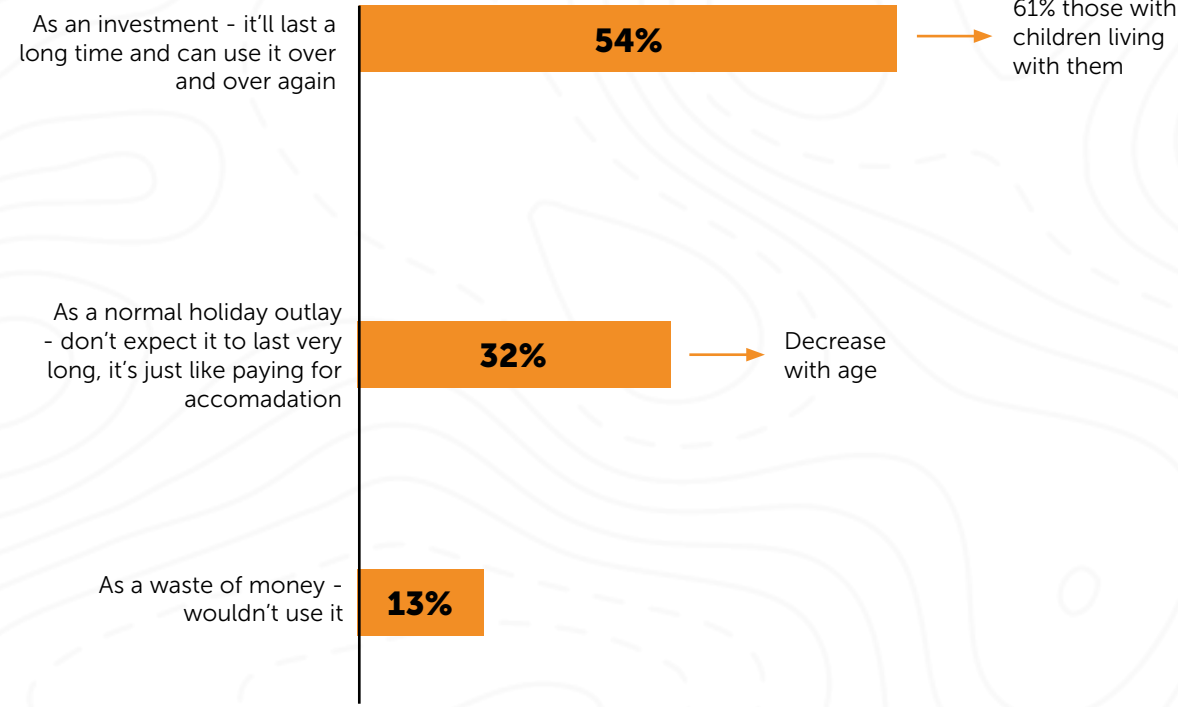
To what extent do you see camping as a cost-effective holiday? Please select one answer only.

**Over half consider camping to be cost effective because its cheaper to book a campsite than hotel or B&B, while 47% say that the equipment can be used multiple times**



Why do you think camping is a cost effective holiday? Please select all that apply. Base:1795\*  
\*Only asked to those who think camping is a cost effective holiday

**54% view the cost of camping equipment to be an investment**



How do you view the cost of camping equipment? Please select one answer only.



# CAMPING AND THE ENVIRONMENT

As awareness increases, people are making more decisions based on reducing their environmental impact, but are staycations and camping holidays in particular seen as environmentally friendly? And just how important are environmental issues to these people? TentBox was also interested in finding out if people agreed that flying less is an effective way of tackling climate change.

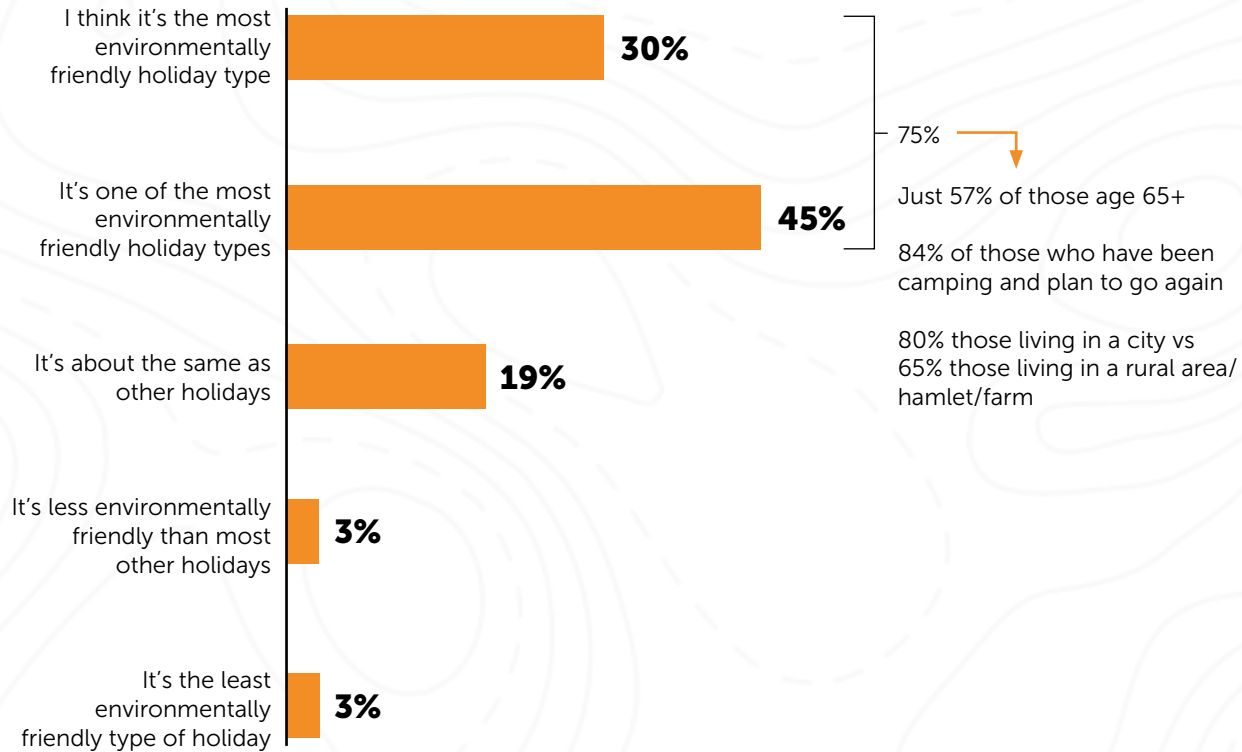


## KEY STATS

- **30%** consider camping to be the MOST environmentally friendly holiday
- **73%** consider flying less for holidays to be an effective way of tackling climate change
- The top reasons that camping is considered to be environmentally friendly are that the **equipment can be reused**
- **69%** of respondents are always looking for ways that they can be more environmentally friendly
- **57%** consider camping to be environmentally friendly because less electricity is used
- **84%** of those who have been camping and plan to go again consider camping to be one of the most environmentally friendly holidays

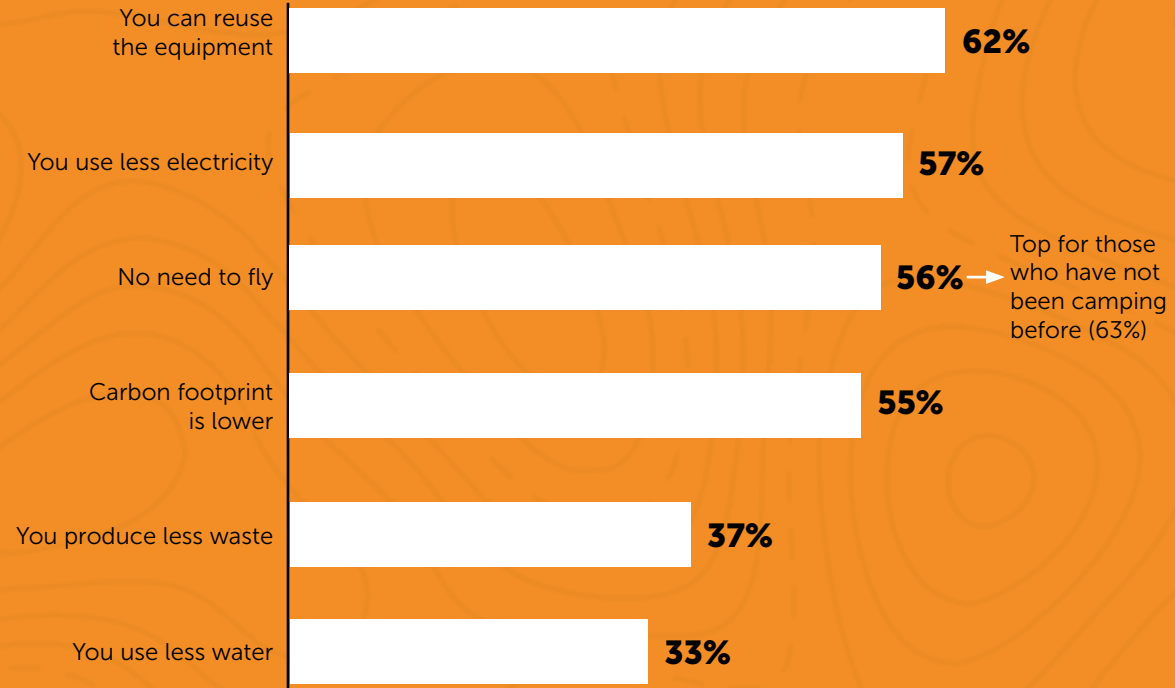


**Three quarters of respondents believe camping to be one of the most environmentally friendly holiday types (75%)**



To what extent do you see camping as an environmentally friendly way to holiday? Please select one answer only.

**The top reasons that camping is considered to be environmentally friendly are that the equipment can be reused (62%) and less electricity is used (57%)**

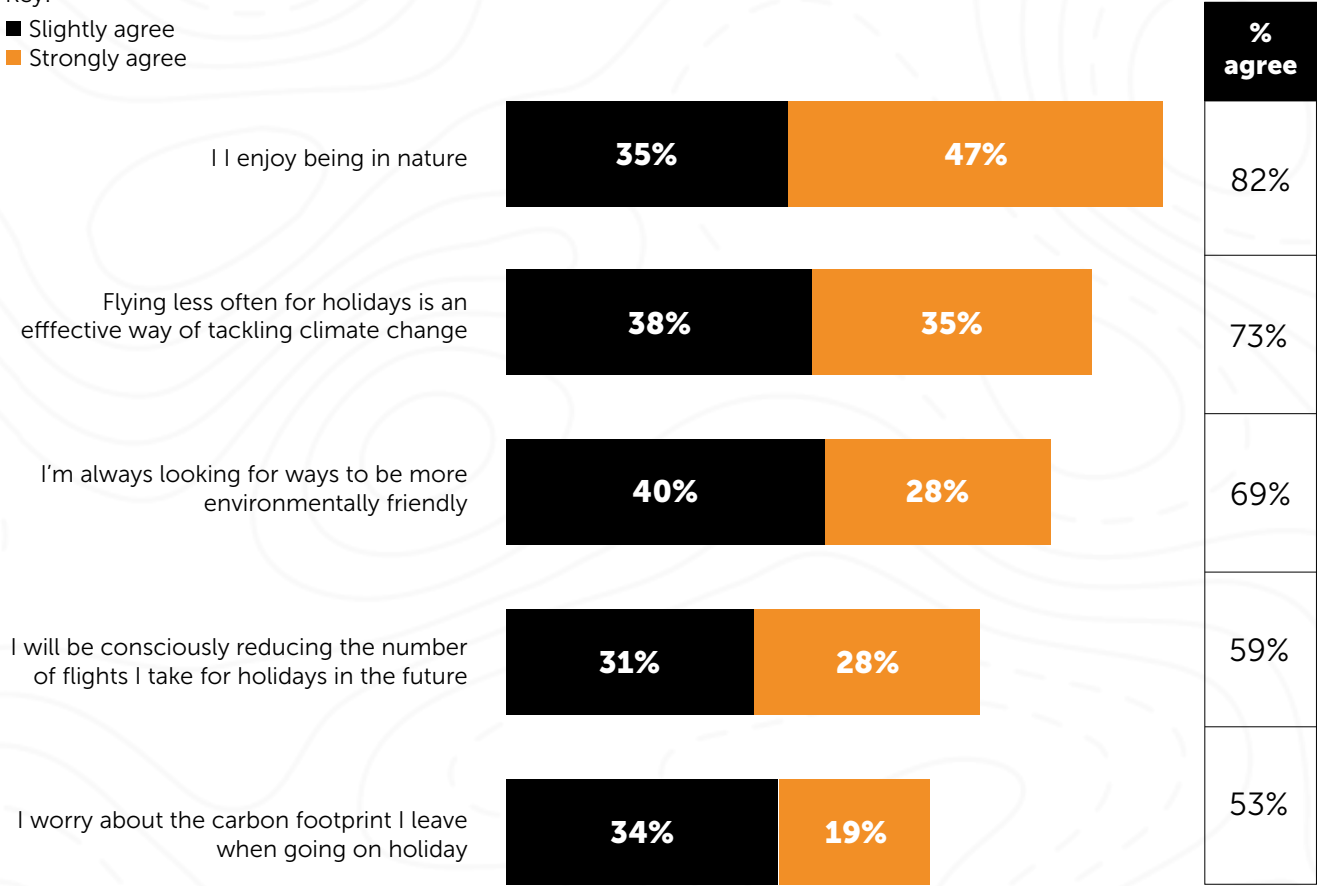


Why do you think that it is environmentally friendly? Please select all that apply Base:1581\*  
\*Only asked to those who think camping is environmentally friendly



**4 in 5 respondents enjoy being in nature (82%). 73% think flying less often for holidays is an effective way of tackling climate change**

Key:  
 ■ Slightly agree  
 ■ Strongly agree



Those that have been camping before and plan to go again are the most likely to agree with each of these statements

To what extent do you agree or disagree with the following statements? Please select one answer per row.

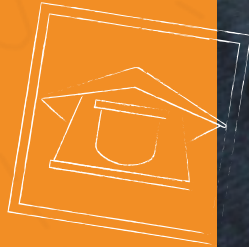


# PROPENSITY TO BUY A TENTBOX

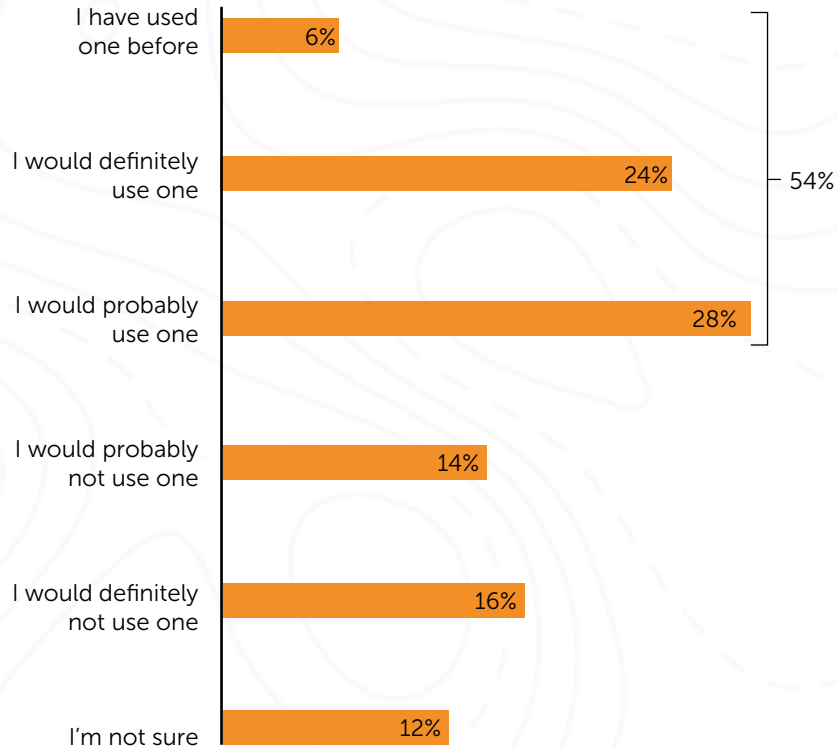
For those people who enjoy camping, TentBox was interested in learning about general awareness of its products and the propensity to use. Other more detailed questions in the research were aimed at finding out what other interests people enjoyed who were most likely to use a TentBox.

## KEY STATS

- **58%** would be likely to use, or have previously used, a TentBox
- **35%** would be very likely to buy a TentBox
- **17%** would be willing to pay more than £1000 for a TentBox

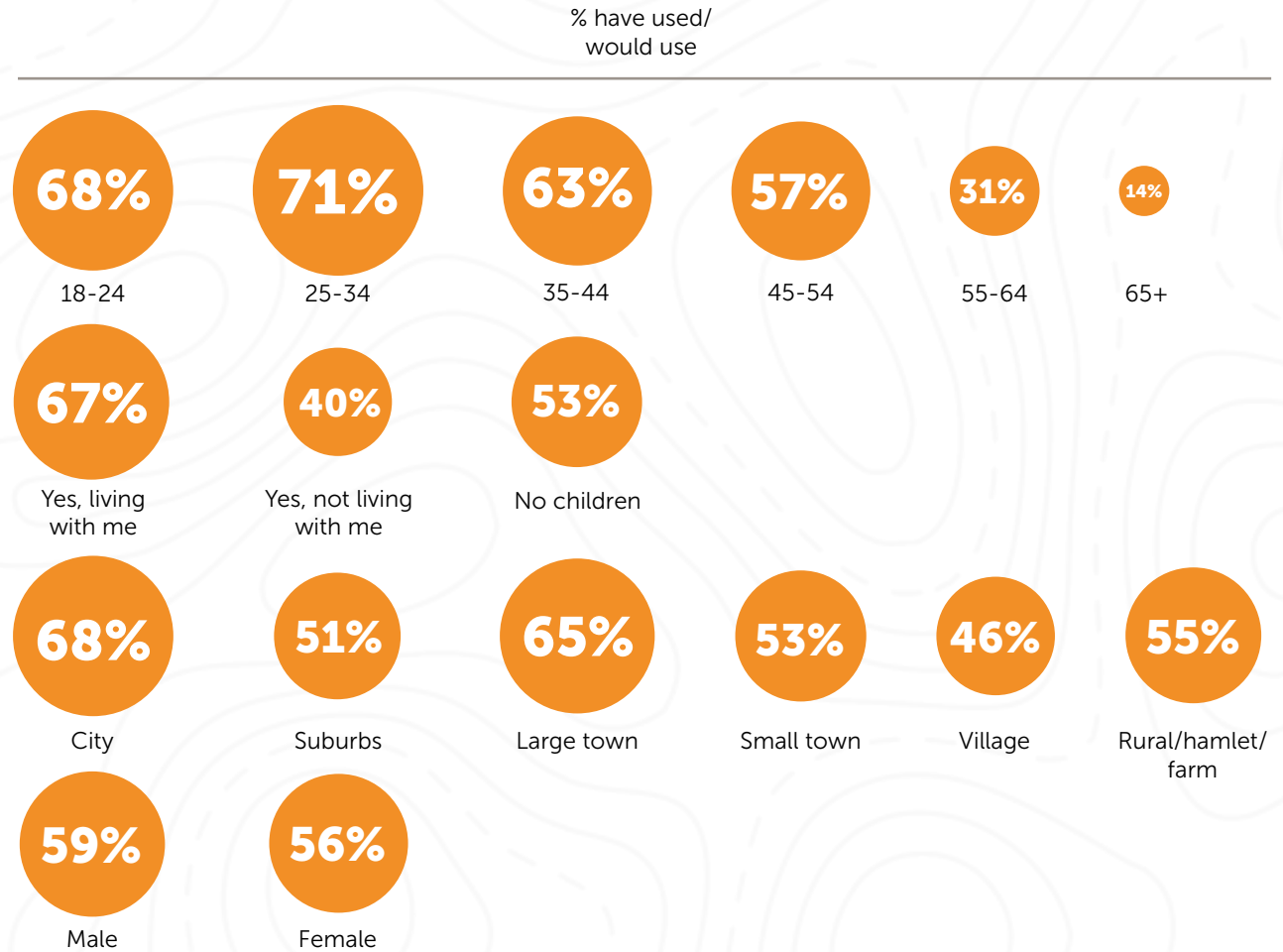


**6% have used a TentBox before, while 52% would be likely to use one**



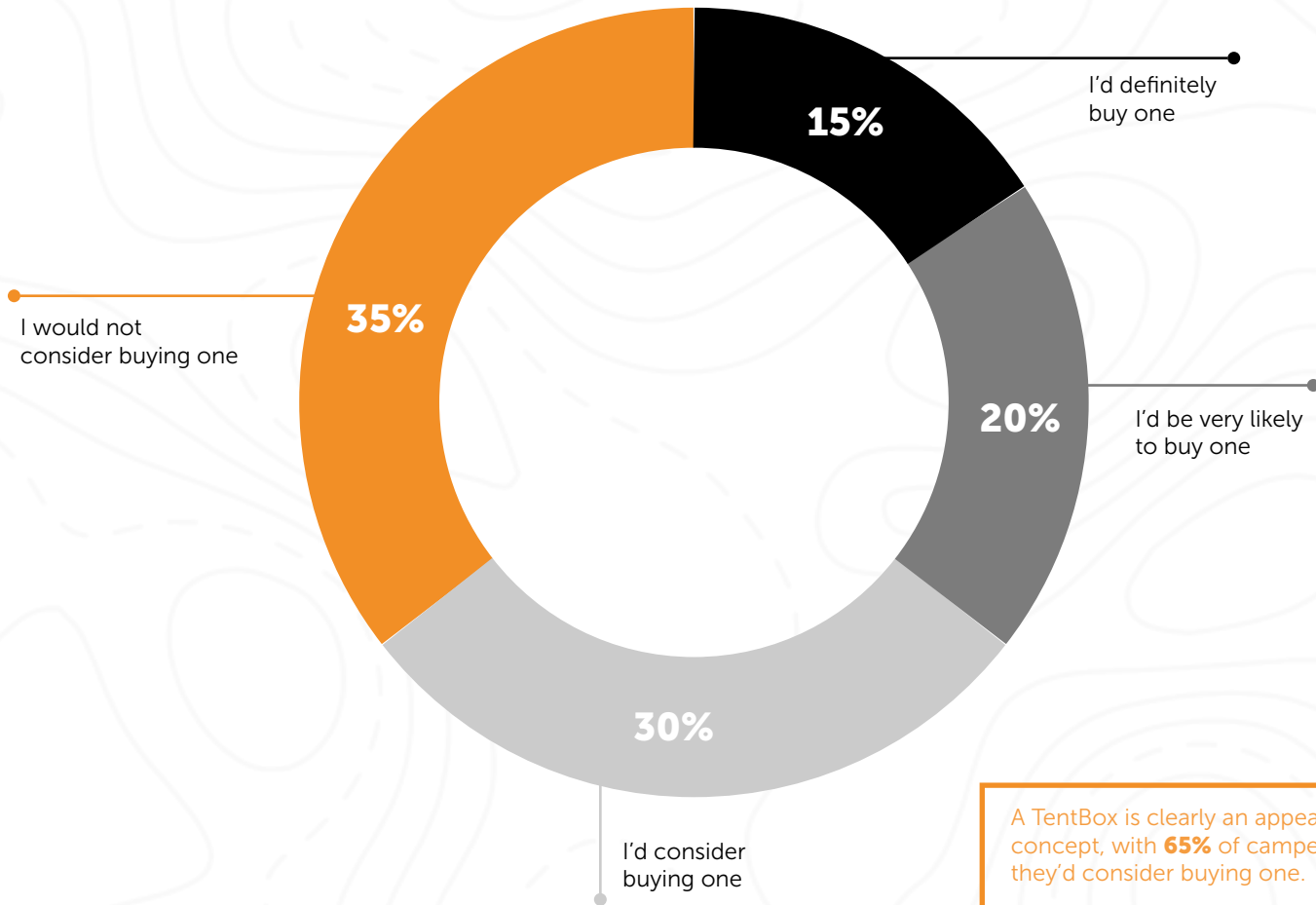
How likely would you be to use a TentBox? Please select one answer only.

**Those that are aged 25-34, living with children or city dwellers are the most likely to use a TentBox**



How likely would you be to use a TentBox? Please select one answer only.

**35% would be very likely to buy a TentBox, with a further 30% saying they would consider buying one**



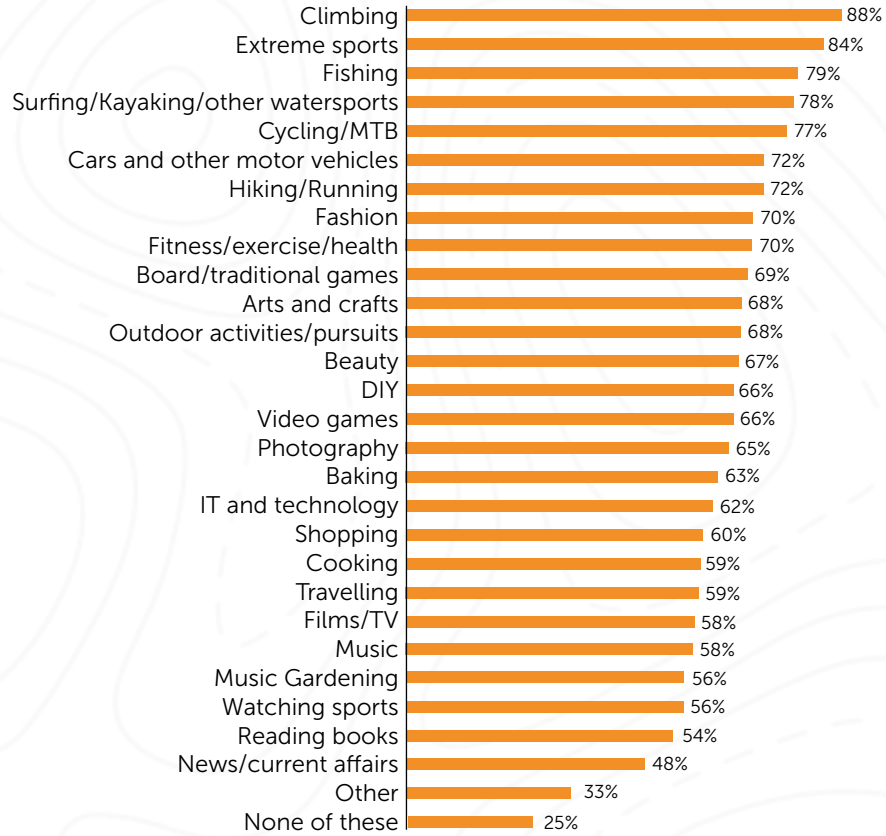
A TentBox is clearly an appealing concept, with **65%** of campers saying they'd consider buying one.

And how likely would you be to purchase a TentBox?  
Please select one answer only.

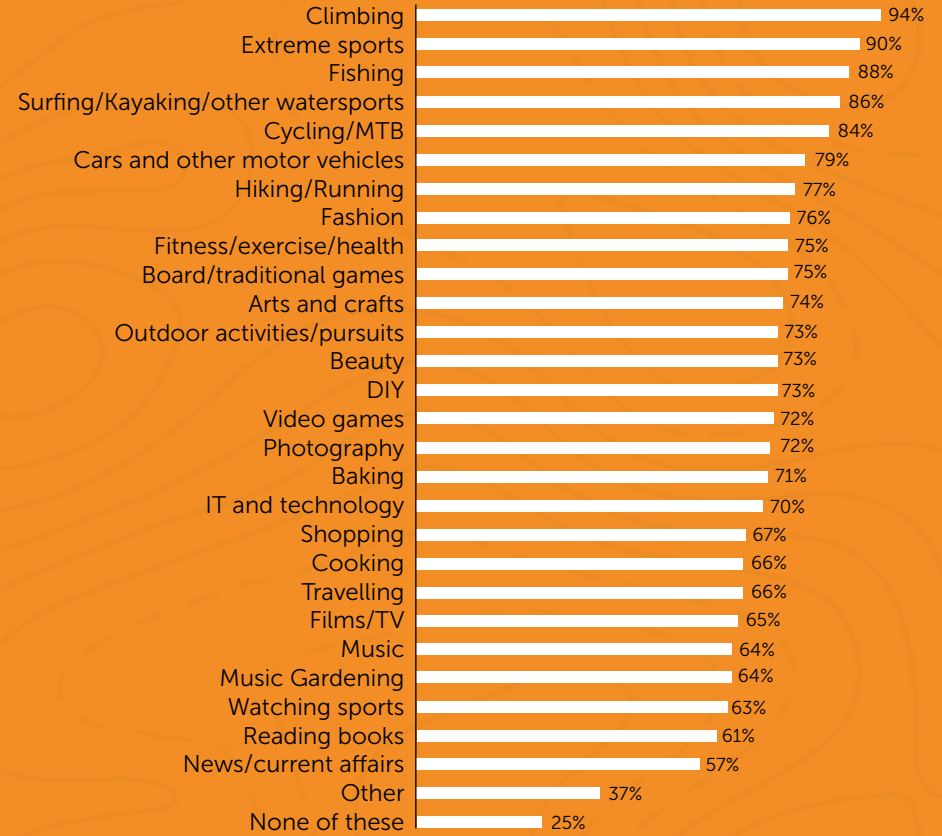


**Those interested in Climbing were the most likely to use and purchase a TentBox**

Likely to use



Likely to buy



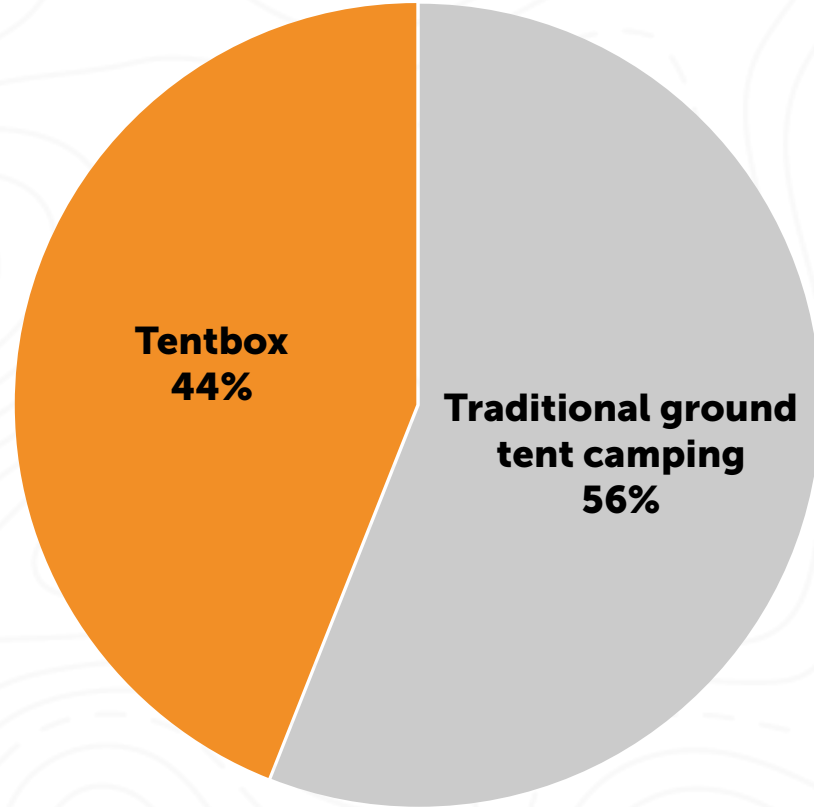
And how likely would you be to purchase a TentBox? Please select one answer only.



**The preference between TentBox and traditional ground camping is fairly split with 44% choosing a TentBox**

Tentbox came out as the preferred choice for those who own a:

- Campervan (**56%**)
- Van (**59%**)
- Caravan (**55%**)
- Motorbike (**55%**)



If you had to choose between the TentBox and traditional camping for your summer holiday, which would you go for? Please select one answer only.

## MORE ABOUT TENTBOX – THE UK'S #1 ROOF TENT COMPANY



### What is a TentBox?

A TentBox is a sleeping pod that can be easily installed on any car or van that uses roof rails. It takes 30 seconds to pop open and then it's ready to camp in – high and dry off the ground. It has a built-in memory foam mattress with sleeping space for 2-3 people and you can even store your bedding inside whilst you drive. It's fully waterproof, midge proof and can withstand winds of up to 35mph. It gives you the freedom to turn any car into a campervan and set off on a trip wherever and whenever you want.

### About TentBox

TentBox was founded in 2016 by brothers Ollie & Neill Shurville. They have a huge passion for camping and the outdoors and always dreamt of having a campervan, but they could never afford one. They decided to do something about it by bringing TentBox camping to the masses, to make this way of travelling accessible for all. A TentBox

will fit on any vehicle, pops up in seconds and has a mattress fitted inside. The key focus of the brand is on community, adventure, exploring, and sharing experiences. The TentBox Community Page on facebook, as well as the @tentbox instagram is testament to what's been achieved so far, and how many happy memories have already been made. The vision is to make TentBoxing the new norm for all people who enjoy camping, the outdoors, road trips and spontaneous getaways, and the brothers won't rest until everyone has had the chance to experience this amazing way to travel.

### Who carried out the research?

The research was carried out by Sapio Research in May 2021 using a population of 2014 consumers in the UK. A press release is available alongside this report.

### Who do I contact for more information?

For more information, comments, questions and interviews with the TentBox team, contact us at [TentBox@foxtrotropa.co.uk](mailto:TentBox@foxtrotropa.co.uk)

### Links to download supporting assets:

- Press release
- Photography
- Infographics

### TentBox links:

- <https://tentbox.com/>
- <https://www.youtube.com/watch?v=GiWpW6vq0qE>
- <https://www.instagram.com/tentbox>
- <https://tentbox.com/meet-the-community>

**TENTBOX**