

Campervan Holidays Are Getting More Affordable in 2026 — Iceland Is the Exception

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PRESS RELEASE

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Campervan Holidays Are Getting More Affordable in 2026 — Iceland Is the Exception

New data reveals rental costs have fallen across seven of the world's top ten campervan destinations, even as Iceland sees a 45% price surge

Travellers considering a road trip holiday have good reason to book sooner rather than later. New pricing data from Campstar, the campervan and motorhome booking platform, shows that average daily rental costs have dropped across seven of the world's ten most popular campervan destinations in 2026 compared to the same period last year, with some markets seeing reductions of more than 15%.

The findings, based on Campstar booking data collected between January 1 and May 6, 2026, paint an encouraging picture for holiday makers, with falling prices across some of the most popular long-haul destinations for British travellers.

The USA recorded the steepest drop, with average daily rental costs falling 15.8% year on year to £147. Norway followed with a 12% reduction to £217 per day, while the UK domestic market saw prices fall 11.8% to £140. Australia and New Zealand, two of the most sought-after road trip destinations for Brits, both posted meaningful reductions of 3.3% and 6.3% respectively, bringing average daily rates to £118 and £116. Italy and Canada also saw modest declines, dropping to £132 and £184 per day.

Germany and Ireland bucked the downward trend with marginal increases of 1.4% and 5.0% respectively, though both remain among the more affordable options in Europe.

A full breakdown of average daily rental prices across all ten destinations is available in the media section below.

Iceland: a market of its own

The one destination standing apart from the broader trend is Iceland, where average daily rental prices surged 45.4% year on year from £192 to £280. The spike makes Iceland the most expensive destination in Campstar's top ten, overtaking Norway and Canada, and reflects sustained demand for the country's dramatic volcanic landscapes continuing to outpace available supply.

Raphael Wagner, Co-founder and CEO of Campstar, says the data reflects a meaningful shift in value for road trip travellers.

"The numbers are genuinely encouraging for anyone who has been putting off a campervan trip. Prices have fallen across most of the destinations that top British travellers' bucket lists, and in some cases quite significantly. Australia and New Zealand in particular represent strong value right now, with daily rates at some of their most accessible levels in recent years. Iceland remains as breathtaking as ever, but with prices up nearly 50% in a single year, anyone with it on their list should move quickly before costs climb further."

Carsten Greiner, Founder and Co-CEO of Campstar, adds:

"A trip to Australia or New Zealand is a big decision for most people, and we know that. That is why getting the price right is only part of what we do. We want every traveller to feel looked after from the moment they start searching to the moment they hand back the keys. Being independently recognised for service excellence is something we are genuinely proud of, and it reflects the standard we hold ourselves to every day."

Media:

CAMPSTAR - DATA REPORT - 2026

How Much Does a Campervan Rental Cost This Year vs Last Year?

Our latest data reveals prices across 2026 (Jan 1 - May 6) vs 2025 (Jan 1 - May 6). Top 10 destinations by booking volume, sorted by change.

Destination	2025	2026	Change	Trend
USA	£175	£147	-15.8%	↓
Norway	£240	£217	-9.6%	↓
Germany	£135	£137	1.4%	↑
Canada	£195	£184	-5.6%	↓
Australia	£122	£118	-3.3%	↓
UK	£156	£140	-11.8%	↓
New Zealand	£124	£116	-6.3%	↓
France	£138	£132	-4.3%	↓
Ireland	£137	£144	5.0%	↑
Iceland	£192	£280	45.4%	↑

Source: Campstar booking data collected between Jan 1 and May 6, 2026. Prices are per day, per person.

Related Sectors:

Travel & Tourism ::

Related Keywords:

Campervan Hire :: Motorhome Rental :: Road Trip :: Campervan Prices :: Campervan Australia :: Campervan New Zealand :: Iceland Travel ::

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About Campstar

Campstar is a campervan and motorhome comparison and booking platform connecting travellers with rental suppliers across 25+ countries worldwide. Independently recognised for service excellence, Campstar makes it easy to find and book the right vehicle for any road trip, from weekend escapes to cross-continent adventures. For more information visit www.campstar.com.

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Data source: All figures are drawn from real transaction data processed through the Campstar platform (www.campstar.com) between January 1 and May 6, 2026, compared against the equivalent period in 2025. The dataset covers approximately 10,000 confirmed campervan and motorhome rentals across both periods combined, spanning the top ten destinations by booking volume. Prices reflect the average daily rental rate across all vehicle categories and sizes, calculated from all confirmed bookings in each period. Prices converted to GBP at £0.87 per euro. Raw data available on request.

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