Cool Camping Research Uncovers the 'Secret Life' of the British Camper

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Brits are a nation of die-hard, law-abiding and surprisingly forgetful campers, according to new research carried out by the experts at Cool Camping.

The findings revealed a staggering 2 out of 3 of us would snub a hotel holiday in favour of a family camping jaunt, however we are an honest nation, as nearly 90% of us have never broken a campsite rule. These new insights come from a survey by www.coolcamping.co.uk, the company who reinvigorated camping and put glamping on the map with the launch of their guide book series in 2006, and whose website receives well over 2 million unique visitors annually.

Cool Camping surveyed over 2,600 people aged 18 and over, looking into all aspects of camping habits as well as analyzing their own web data. Some interesting insights into the secret life of British campers have been revealed, as well as trends revealing new UK camping hot spots.

Despite our passion for tenting, over half of us admitted forgetting crucial camping kit such as a corkscrew and an astonishing 1.5% of respondents even saying they had forgotten the kids! Whether they were joking or not we are still a nation of ardent campers, with more and more of us opting for the more comfortable option, with 'glamping' searches online more than doubling this year to date (up 122% on last year).

Other 'Secret Life' insights…

- We're a nation of camping goodie-two-shoes: a whopping 86% of campers say they have **never** broken a campsite rule.
- However, 20% of us happily relieve ourselves just outside our tents if we are 'caught short' in the middle of the night, rather than trudge to the loo. And 5% would prefer to wait until morning.
- The 3 most forgotten items on a camping trip are the corkscrew (54%), tent pegs (18%) and 17% even forgot the kettle – a pretty essential piece of kit for the morning cuppa.
- A camp fire is a highlight of a camping trip for Brits, with 'campsites with camp fires' the top general search term on Cool Camping's website
- Camping hotspots (those showing the most growth in web traffic) for this year are Suffolk (120% increase since last year), Kent (113%) Snowdonia (68%), North Yorkshire, (62%) and Peak District (56%)
- However, the most popular camping areas are Cornwall, Lake District and Dorset- the top 3 most searched for camping areas on the Cool Camping website
- Surprisingly, Yorkshire has been hailed as the new hot spot for glamping, showing the biggest increase in this type of search year-on-year. The most searched-for area overall for glamping is the New Forest

Family Camping 'Tribes'

It is no surprise that camping is most popular amongst families with pre-school and school aged children (52% of respondents) and for us Brits, it seems to be a social affair, with 85% having been on a family camping holiday with another family. *Although 15% do admit to regretting it, demonstrating the importance of choosing your camping companions wisely!*

Jonathan Knight, founder of Cool Camping, comments: "There has been an emerging trend for 'tribe camping' over recent years, where large groups of families and friends go camping en masse. It's a great way to do it, as the kids keep each other amused around the campsite and the pressure is taken off parents, who can kick back and relax with friends. Many campsites now regularly take bookings for their entire site, giving larger groups exclusivity – and avoiding issues with noise amongst other campers!'

The Forgotten Child

Camping may be a family affair, but 1.5% of those surveyed claim they had forgotten the key family component – their children! Whether they were being serious or not we seem to be forgetful campers, with 18% forgetting tent pegs and 2% even forgetting their tent. The most frequently forgotten item is corkscrew, with over half of respondents (54%) leaving this crucial item at home.

Poldark Effect

The 'Poldark effect' seems to be influencing our choice of camping destination, with Cornwall topping the list as the most searched-for camping destination for 2015. However, when it comes to glamping, the New Forest holds the number one spot, with Yorkshire in third place, showing the largest growth in interest year-on-year. Most people searching for glamping are based in London, followed by Portsmouth and Bury.

Jonathan sums up: "The British love affair with camping and glamping is still going strong. The growth in innovative glamping options and the smaller, 'pure' campsites packed with character, has given campers much more choice at all levels of luxury. It's cooler than ever before! "

- ENDS -

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Editors Notes

- The 'Secret Life of British Campers' survey was carried out by www.coolcamping.co.uk with 2671 responses.
- The website www.coolcamping.co.uk was launched by Punk Publishing – the people behind the Cool Camping series of guidebooks. The first guidebook, Cool Camping England, was published in 2006.
- The website is a curated collection of over 850 camping and glamping sites across the UK and Europe featuring traditional tent-pitch campsites as well as more luxurious glamping options including yurts, bell tents, domes and shepherds huts.
- *In June 2015, a brand new booking system was launched onwww.coolcamping.co.uk allowing customers to search availability by dates for the first time.*
- Cool Camping founder Jonathan Knight continues to be involved in writing the guides and the reviews for the website, along with a team of experienced travel writers.

Top Survey Results:

Top 10 UK camping destinations searched (2015 so far):

1. Cornwall

2. Lake District

3. Dorset

4. Wales

5. Devon

6. Scotland

7. Norfolk

8. Yorkshire

9. North Wales

10. Peak District

Top 5 glamping destinations searched (2015 so far):

1. New Forest

2. Peak District

3. Yorkshire

4. Lake District

5. Dorset

Most people searching for glamping are from London, followed by:

2.Portsmouth

3.Bury

4.Newcastle

5.Leeds

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