TentBox research shows 40% are planning a staycation this year

Monday 28 June, 2021

New research by TentBox – the UK's #1 roof tent company – suggests:

- Covid has resulted in UK holidaymakers taking increased staycations and camping trips – 40% of the population (equivalent of 26.7 million people) are planning to holiday in the UK this year
- Over half of people planning to holiday in the UK are planning to go, or have been camping this year, which is an increase of around a third since 2019
- Camping is seen as an environmentally friendly and cost-effective alternative to holidaying abroad

Camp smart (and comfortably) this summer with a TentBox:

- 65% of campers would consider or are very likely to use a TentBox
- A TentBox is the ideal way to staycation, offering greater comfort, flexibility and freedom when camping
- The TentBox community is a fast growing, trend setting group that is pioneering a new way of hassle-free camping in the UK
- Turn any car into a campervan in under 30 minutes

TentBox – the UK's #1 roof tent company – is preparing for what is likely to be a bumper year for camping and staycations. With hotels, B&Bs and even campsites experiencing surges in bookings this year the ability to drive up to a campsite with your own tent ready to go unlocks more choice and freedom.

By mounting a sturdy, easy to put up TentBox on top of any car that has roof rails, campers can increase the sense of freedom they already enjoy. 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.

TentBox community ambassadors share great tips and reviews of destinations to visit with your TentBox.

The UK-based start-up has recently commissioned a piece of research that has revealed some intriguing findings about how and why UK holidaymakers plan to get away this summer.

Co-founder of TentBox, Ollie Shurville said: "The research findings confirm our predictions that this summer is going to be a bumper year for UK-based camping trips, and gives us tangible data on the shear scale of the staycation boom"

He continued, "Camping with a TentBox on the roof of your car is a smarter and more comfortable way to sleep outdoors, whilst also increasing the sense of fun and freedom camping can offer. The research also shows that camping is seen as a cost effective and environmentally friendly way of going on holiday."

Research findings (see report for full details):

Staycations

The impact of Covid has resulted in a dramatic increase in the number of people wishing to staycation and camp in the UK – 40% of the population are planning to go on holiday in the UK this year.

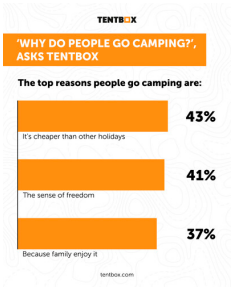
This trend is largely driven by the impact of Covid halting overseas holidays, agreed 52% of respondents.

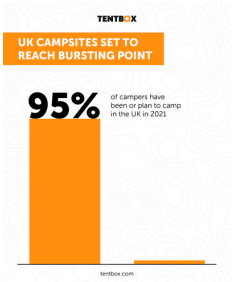
Camping

56% of people planning to holiday in the UK are planning to go, or have been camping this year, which is an increase of around a third since 2019.

The top three reasons these people love camping are because it's cost effective compared with other holidays, the sense of freedom it offers and for the whole family's enjoyment.

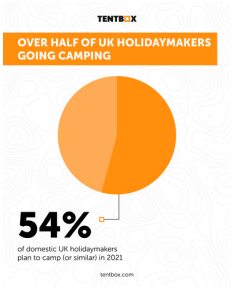
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Environment & Nature :: Leisure & Hobbies :: Travel & Tourism ::

Related Keywords:

TentBox :: Camping :: Staycation

Bad weather, lack of bathroom facilities and having to sleep on wet/muddy ground were the most frustrating reasons. And for those that have never been and don't plan to go camping, sleeping outside/on the floor is their biggest bugbear with it.

Cost

Around 90% of people consider cost to be at least one of their top considerations when booking a holiday. Almost three quarters think camping is one of the most cost-effective ways of going on holiday, especially for younger people.

Over half of people consider it cost-effective because booking a campsite is cheaper than a hotel or B&B.

Environmental concerns

68% of people are always looking for ways to be more environmentally friendly and there is a massive trend (73% of people) towards reducing the number of flights people take for holidays to tackle climate change.

75% of people (increasing to 80% of those living in urban areas) consider camping one of the most environmentally friendly ways to holiday.

Reuse of equipment, less electricity usage, no need to fly and overall carbon footprint reduction are seen as the main reasons why camping is environmentally friendly.

About TentBox

A TentBox is a sleeping pod that can be easily installed on any car or van. 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 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.

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.

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

Contact the TentBox team at Foxtrot Papa on TentBox@foxtrotpapa.co.uk for more information, comments, questions and interviews with the TentBox team.

Download the assets:
https://drive.google.com/drive/folders/1durR_YvlQRY7Kig1CpNtCTiWPZCGdPy8?usp=sharing

- Report
- Photography
- Infographics

Find out more about TentBox products and the growing TentBox community:

Web: www.tentbox.com

Instagram: @tentbox

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