

PRESS INFORMATION

Go East – Caravanning in Eastern Europe

First scientific research on the Eastern European Market shows potential for the caravanning business – already 735,5 million Euro turnover per year

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With the accession of numerous Eastern European countries to the European Union, there has been a tremendous increase in caravanning tourism in the accession countries over the past few years. Not only do these new member countries benefit from their membership as new travel destinations, but also for the first time there are noteworthy registration numbers of recreational vehicles in the Eastern European Markets with a strong growth trend. For the first time, the German Economic Institute for Tourism Research (Deutsches Wissenschaftliches Institut für Tourismusforschung - dwif) at the University of Munich, together with the European Caravan Federation (ECF) have now performed in-depth research into these new markets.

According to the dwif studies, Poland, the Czech Republic, Slovakia, Hungary, Croatia, Bulgaria and Romania together record 18.75 million overnight stays per year at about 1.300 campsites. These overnight stays together with the expenses at the destination sites generate sales of 600 million Euro through camping and caravanning tourism in these countries. On top of this sum adds the turnover of the leisure vehicle industry in eastern Europe which sums up to 135.5 million Euro. This brings the total revenue generated by the European camping and caravanning tourism sector in Eastern Europe to 735.5 million Euros.

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As the export statistics of the European Caravan Federation show, interest in caravanning is also gradually rising within the Eastern European countries themselves. In 2007 exports of leisure vehicles to Eastern and Southern Europe rose by an impressive rate of 32 percent, to 2,524 units. „The rapidly growing purchasing power in the new EU member states has given rise to a new middle class, which is strongly heading towards Western living standards,” explained Hans-Karl Sternberg, the General Secretary of the European Caravan Federation, ECF. „More and more people are able to spend money for leisure activities such as travelling, holidays and hobbies. This development is an opportunity to establish caravanning in Eastern Europe as an appealing form of leisure activity.”

For further information about caravanning, including photos, please visit our web site: www.e-c-f.com