

Europe Camping And Caravanning Market Size, Share & Trends Analysis Report By Revenue Type (Vehicle Rental, Pitch/Campsite Rental), By Trip Length, By Age Group, By Booking Mode, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The Europe camping and caravanning market size was estimated at USD 38.26 billion in 2025 and is expected to reach USD 81.74 billion by 2033, growing at a CAGR of 10.3% from 2026 to 2033. The market growth can be attributed to the strong cross-border travel and well-developed camping infrastructure.

The Schengen Area facilitates seamless movement between countries, rendering multi-country road travel straightforward and appealing. Europe also has a dense network of well-regulated campgrounds, particularly in France, Germany, Italy, and the Netherlands. Strong local tourism bodies support this. Caravan and RV ownership is well established, especially in Germany and the UK, and supported by specialist dealers, service centers, and rental networks across the region.

Another major factor is the preference for domestic and regional travel, driven by rising airfares and environmental awareness. Many European travelers prefer short-haul, car-based holidays, which directly benefit camping and caravanning. Public investment in regional tourism, cycling routes, and nature parks has increased access to campsites in rural and coastal areas. Campsite operators have also upgraded facilities, adding electric hook-ups, modern washrooms, and small shops, which have improved comfort levels and encouraged longer stays.

For instance, in March 2025, European Camping Group (ECG) added two new campsites, one on the French Riviera and another in Brittany. It expanded its holiday

park portfolio in key regions. It also launched a fully owned beachside campsite on Spain's Costa Brava, strengthening its reach in Southern Europe.

Europe Camping And Caravanning Market Report Segmentation

This report forecasts revenue growth at regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Europe camping and caravanning market report based on revenue type, trip length, age group, booking mode, and region:

Revenue Type Outlook (Revenue, USD Million, 2021 - 2033)

Vehicle Rental

Caravan Rentals

Recreational Vehicle (RV) Rentals

Campervan Rentals

Pitch/Campsite Rental

Trip Length Outlook (Revenue, USD Million, 2021 - 2033)

Short stay (1 to 3 Nights)

Medium stay (4 to 7 Nights)

Long stay (8 Nights & Above)

Age Group Outlook (Revenue, USD Million, 2021 - 2033)

Up to 30 Years

30 to 54 Years

55 Years & Above

Booking Mode Outlook (Revenue, USD Million, 2021 - 2033)

Direct Booking

Online Travel Agencies (OTAs)

Peer-to-Peer (P2P) Rental Platforms

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

Europe

UK

Germany

France

Italy

Spain

Netherlands

Norway

Sweden

Switzerland

Austria

Croatia

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