

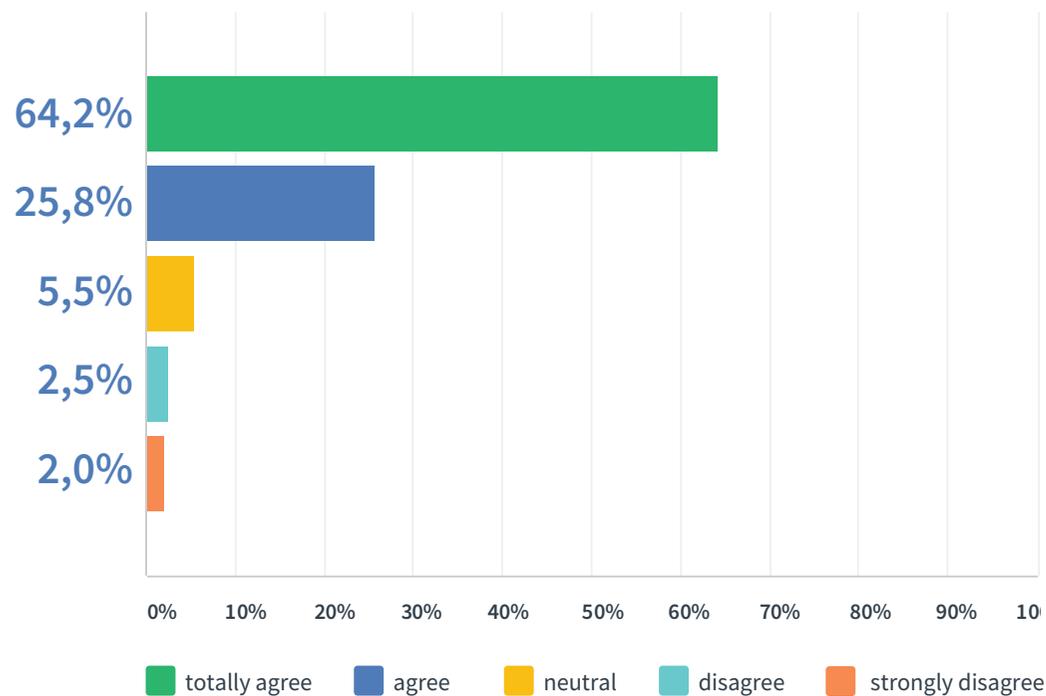


7 Questions to help the campings

Where do the Dutch go for their camping holidays in ‘the-summer-in-the-year-of-corona’?

7 Questions to help the campings > [Where do the Dutch go for their camping holidays in 'the-summer-in-the-year-of-corona'?](#)

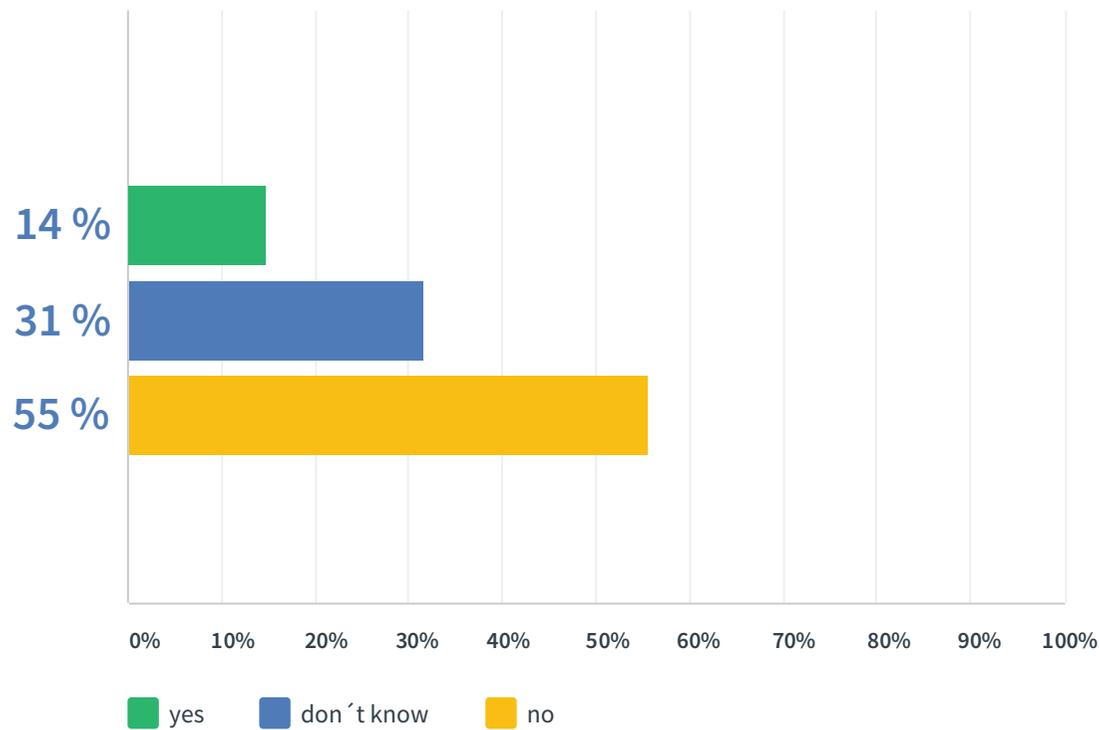
If you go on holiday in 2020, will you go camping?



90% of the Dutch campers want to go camping in 2020.

4,5% does not

Do you expect to be too close to other people?

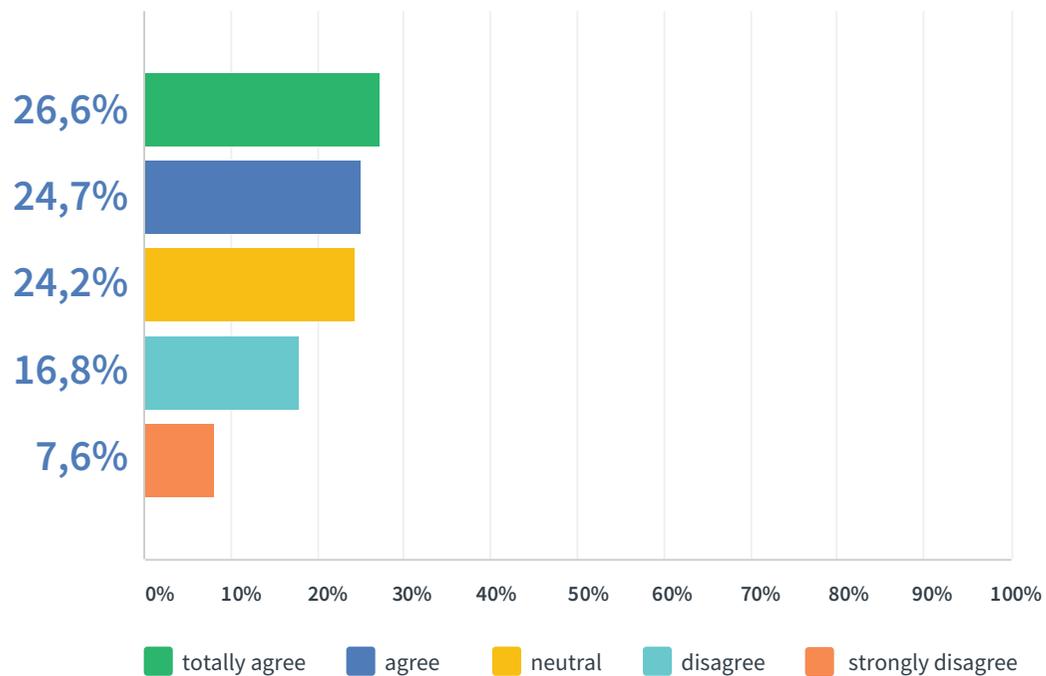


55% expects there will be space enough. Use this in your communication with your guests.

And of course: try to reassure the rest by showing what precautions you have taken.

7 Questions to help the campings > [Where do the Dutch go for their camping holidays in 'the-summer-in-the-year-of-corona'?](#)

I prefer to stay in The Netherlands for the holidays.

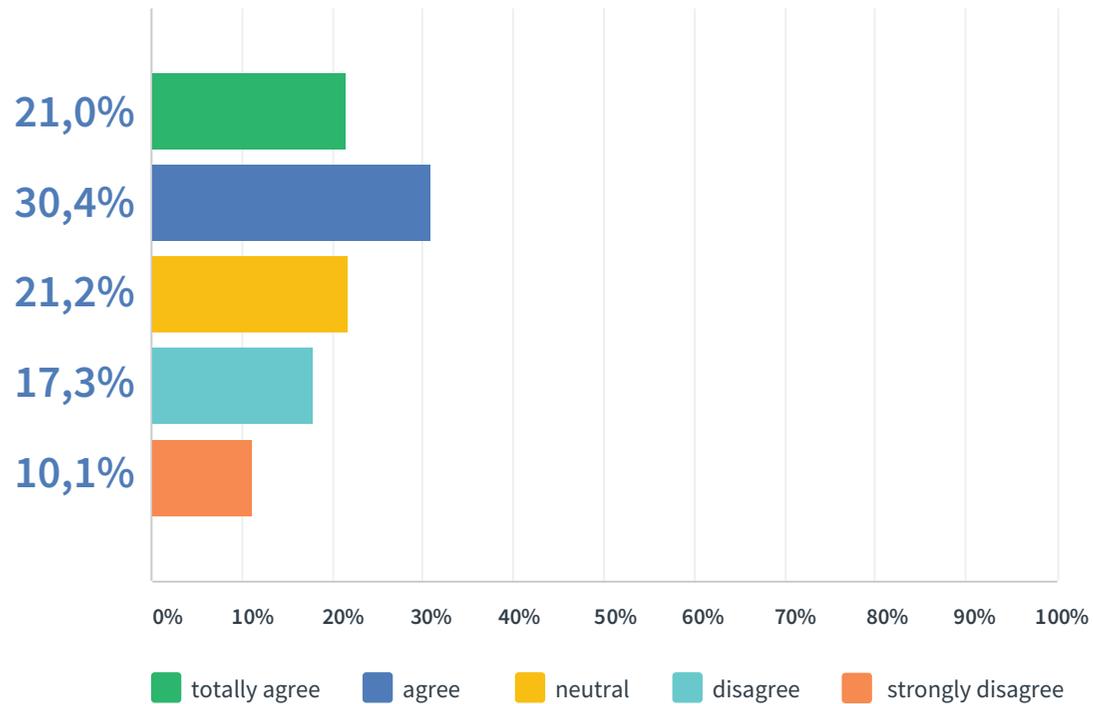


51,3% wants to go camping in the Netherlands this year.

24,4% does **not** prefer to stay in the Netherlands.

24,2% is still in doubt...

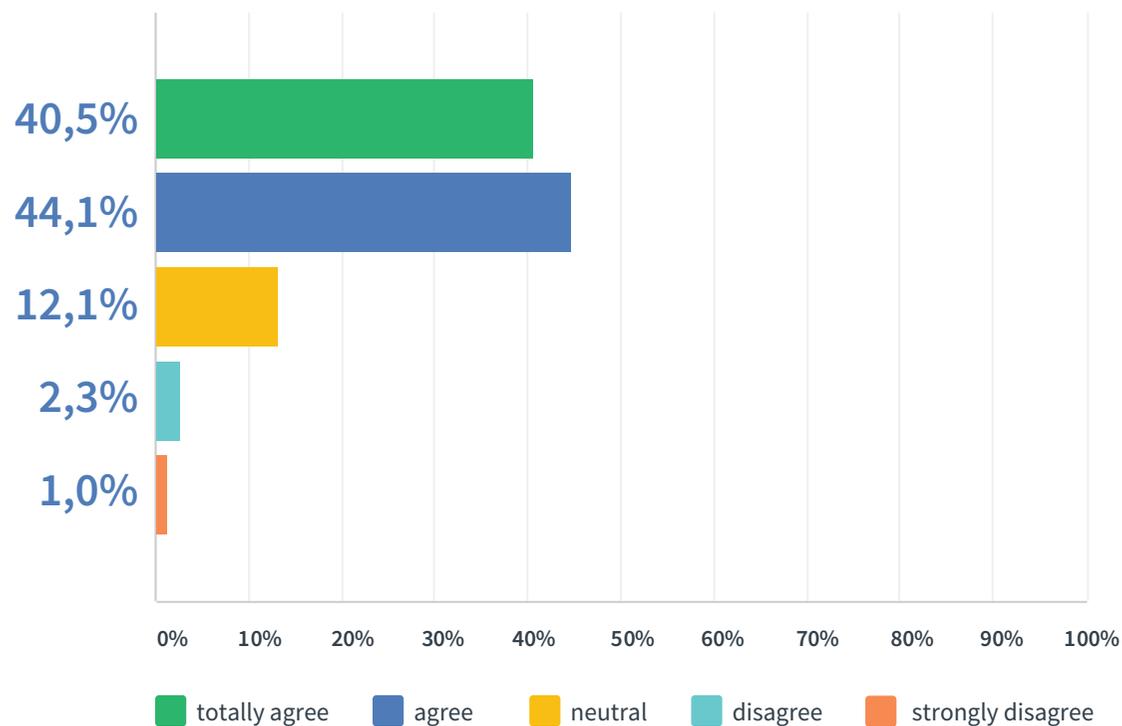
When the borders are open, camping in a foreign country is an option for me.



If the borders stay open, then 51,5% thinks about going abroad.

Campings in the Netherlands will be full this season. It might result in looking abroad to find availability in july and august.

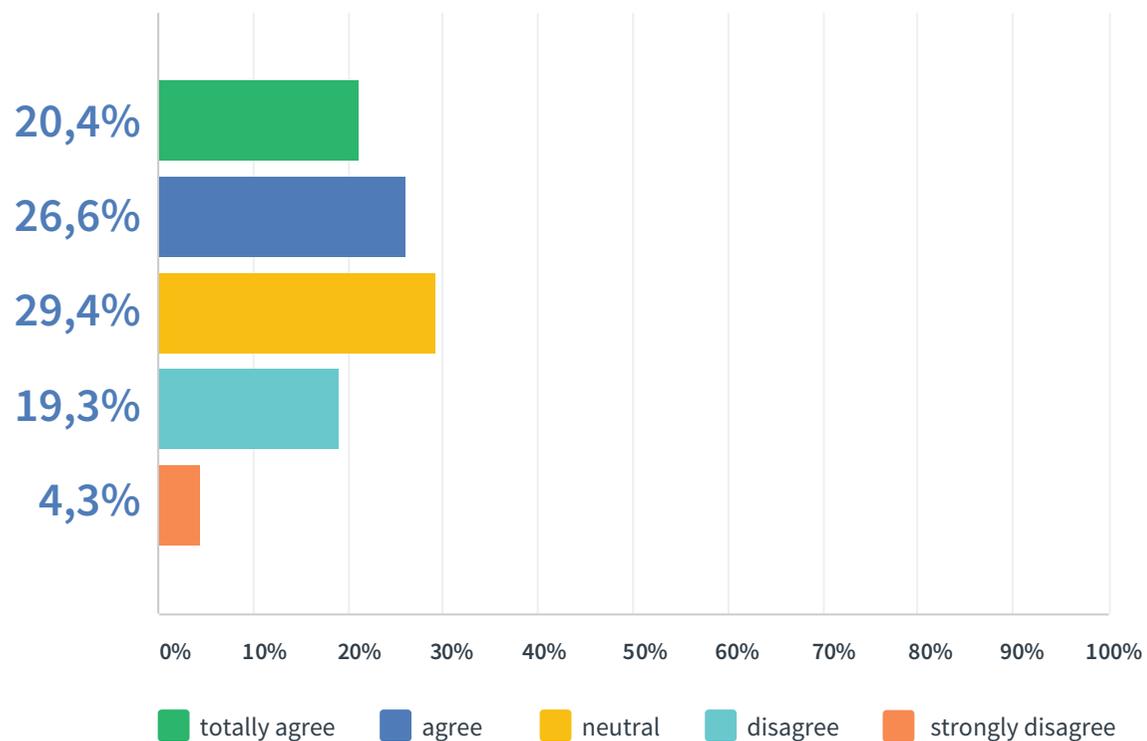
Enough free space for the new social distance is important at the camping.



A minority of only 3,3% disagrees with this statement.

The feeling of freedom has always been a strong USP for campings. And now even more than before.

I prefer to have my private sanitary facilities.

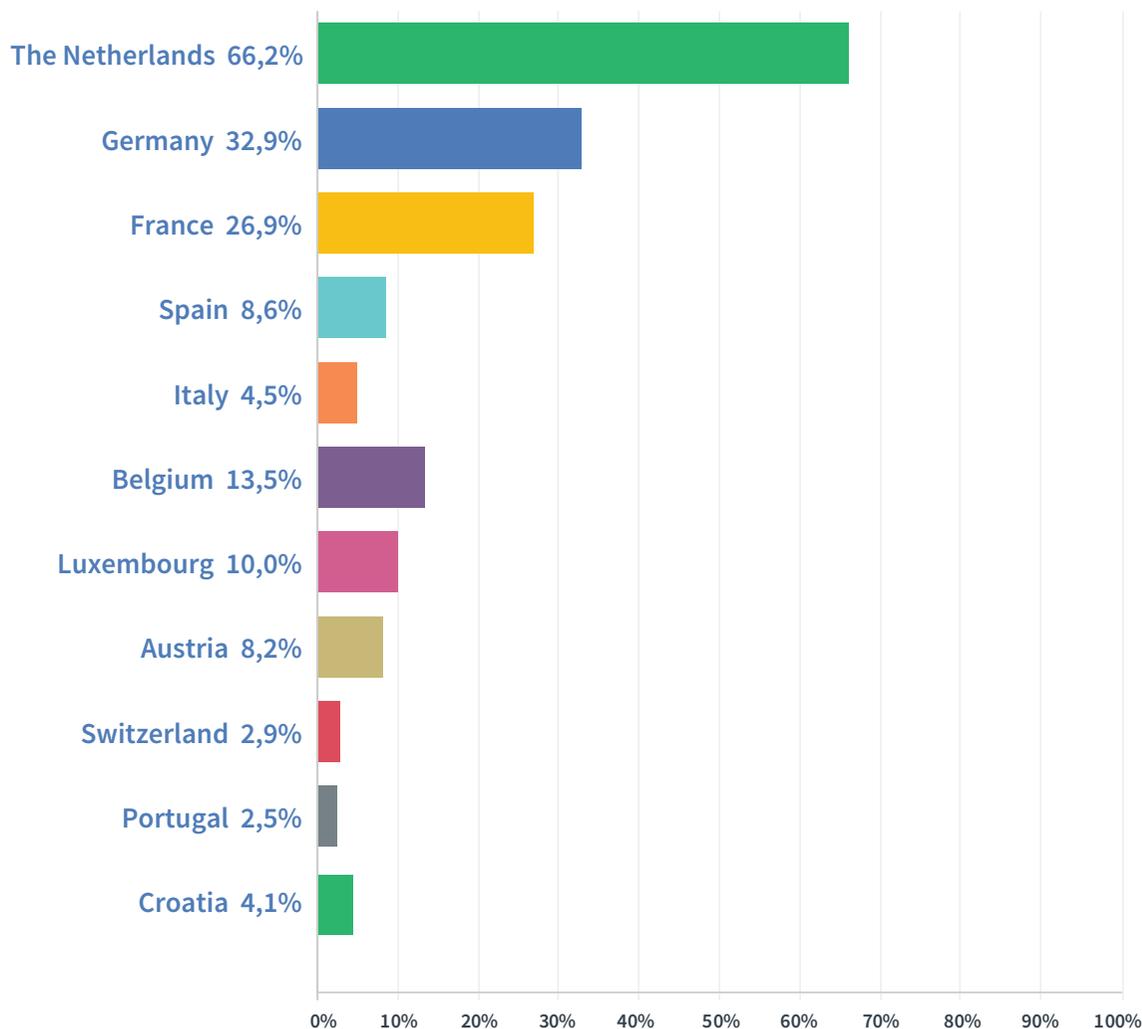


If you convince the neutral people on this topic as well, then 76,4% prefers to use private sanitary.

Many campings have invested in these facilities. To communicate strongly...

7 Questions to help the campings > Where do the Dutch go for their camping holidays in 'the-summer-in-the-year-of-corona'?

If you go camping this year,
which country would you go to?



Campers could choose
more options.

No surprise: the home
country is favourite.

Then countries nearby:
Germany, Belgium,
Luxembourg, France.

Austria is doing fine, while
Italy and Spain show a
smaller percentage
than usual.