

# CAMPSITE VACATIONS IN EUROPE WILL BE MORE EXPENSIVE NEXT YEAR



Planning a vacation period in Europe means people must consider different factors for next year since things are changing. This article offers essential information that campers (and potential campers) must keep in mind.

## Survey Shows that Vacations Will Be More Expensive in 2023

As 2022 comes to an end, many people are taking advantage of the date to start planning next year's holidays. The online search engine, JetCamp, conducted a survey to help vacationers plan their camping days, and the results were shocking.

In 2023, 90% of the campgrounds surveyed are planning to raise prices. While 70% will change prices from one to 20%, nearly half of those will increase prices from six to 10%.

Furthermore, 13% of the surveyed said they would use dynamic pricing to set their prices, meaning that they will change the pricing of their services depending on the operating costs.

## Most Campsite Operators Want to Minimize Price Increases

Issues with energy, inflation compensation, wage explosion about cleaning and other factors are the ones most frequently mentioned by the campgrounds surveyed.

However, not all hope is lost. On the contrary, 80% of these people want to minimize the increase in their prices as much as they can, which is why they will implement different measures to do so.

Owners will ask guests to save energy by reducing shower time, and will also install smart thermostats, solar panels, and other technological tools to help moderate energy consumption.

Although the increase in prices is not something campers will love, the different strategies that owners are adopting are very convenient considering that they will teach everyone involved to be more conscious of the energy they spend and how it impacts sustainability and the environment.

## Camper Tourism Is Changing in Italy

The number of campers in Italy has increased over the years, and it's something that has impacted the industry in many ways. There are now more local and international campers than before, and the steady rise in the number of people who engage in this practice is to be expected.

People who camp in Italy often express different needs. They want to spend time with nature, breathe some fresh air, and feel comfortable even if they're out in the woods.

As a consequence, the industry has evolved. Whilst before, campers wanted to be out and about without any digital connection to the outside world, nowadays, they want to digitalize their stay to make things easier while they camp. Thus, they might, for example, wish for smart devices to turn

on the air conditioner or heater.

Campers know that they can enjoy 'absolute freedom' when they choose this option as their desired holiday, so every year, more and more people give it a try, particularly in the beautiful Italian landscape.

### **Tourism Is Increasing in Germany**

Compared to the pre-covid era, tourism in Germany has increased and will continue to do so. Additionally, one of the main alternatives that tourists choose is camping.

Although the majority of tourists keep choosing hotels and inns (roughly over 52% of them), there has been a drastic increase in the number of people who prefer camping instead. In comparison to 2019, the industry grew by over 14%.

Whether this change has been because people want to spend more time with nature or due to other reasons, experts are not really sure. However, what is true is that numbers will keep rising next year.

### **Conclusion**

Camping in Europe is becoming more popular, and the number of people who want to try it out will rise next year as well. Although prices are going to increase, owners will try to keep options as budget-friendly as possible.

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