

GENERATION Z AND ALPHA CUSTOMERS RESHAPING CAMPSITE TOURISM IN EUROPE



The face of the tourism market is changing. Generation Z (born between 1995 and 2010) and the beginning of Generation Alpha (born from 2010) are taking a growing role in the European tourism market. These digital natives have unique requirements in terms of both the tourist experience and the accommodation that they choose. Campsite owners should consider their needs to remain

competitive.

Digitalisation: A Baseline Expectation

First and foremost, digitalisation is an integral part of the experience for this generation. They expect the same comfort and convenience while on holiday as they are used to in their everyday life.

This implies that intuitive online booking systems, contactless and simplified check-in processes, and mobile access to information and services are a must. This generation's reliance on technology means that the competition for their business is cutthroat. The campsites that provide the most convenient digital experience from the moment of booking to the end of the stay are most likely to attract digital natives.

Prioritizing Experiences Over Facilities

While accommodation facilities are important to this generation, experiences are what matter most. They tend to seek unique, memorable, and shareable adventures.

This is where the camping holiday has a distinct advantage due to its proximity to nature. The concept of 'glamping' (glamorous camping) appeals to many young people, as it combines unique accommodation with an authentic wilderness experience. A wide choice of experiences and the opportunity to have a truly unique adventure are critical for this group.

Sustainability as a Core Requirement

This generation tends to be environmentally conscious. For this group, eco-friendliness is no longer a bonus but rather an expectation.

The use of renewable energy sources, minimisation of plastic use, and implementation of efficient waste management systems are just some examples of what environmentally conscious campsites can introduce. This is the kind of accommodation that has a transparent and responsible attitude towards sustainability issues.

Option to Disconnect

While young people tend to embrace technology, they also value the opportunity to disconnect.

The ability to choose between digital and non-digital experiences is integral to their satisfaction with

the holiday. Many young people feel the need to constantly stay in touch with the outside world. At the same time, they seek a break from the constant flow of information. Some campsites offer an innovative solution to this problem by providing excellent Wi-Fi coverage in certain areas while offering other areas where technology is not allowed.

Social Media, Community, and Active Participation

Finally, young people are social creatures. They seek opportunities to interact with other like-minded people and actively participate in the local community.

This can be facilitated by creating an active social media presence for campsite tourism. **The campsite can actively engage with its audience on social media to build a strong online presence.** This can provide the kind of social experience that many young people crave.

The Future Direction of Outdoor Tourism

The preferences of Generation Z and the beginning of Generation Alpha can be summarised in five points: digitalization, desire for unique experiences, sustainability, option to disconnect from the online world when desired, and the importance of social interaction. These characteristics are set to shape the future of the tourism sector for years to come. It is crucial that campsites evolve with the changing demands of the market in order to remain competitive.

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