

FACTS ABOUT

2019

SWEDISH CAMPING

SWEDEN'S MOST POPULAR FORM OF HOLIDAY ACCOMMODATION



➔ 50 per cent
of all guest
nights in July

➔ 16 million
guest nights
in 2018

➔ Most popular form of
holiday accommodation
with international guests


SVENSK CAMPING

CAMPING

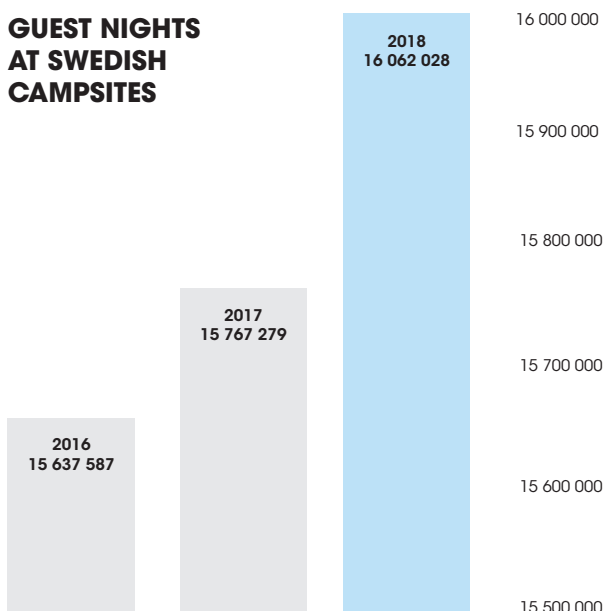
Sweden's most popular form of holiday accommodation

It was yet another record year for Swedish campsites in 2018. The number of guest nights at Swedish campsites continued to increase and passed 16 million for the first time – an increase of about two per cent.

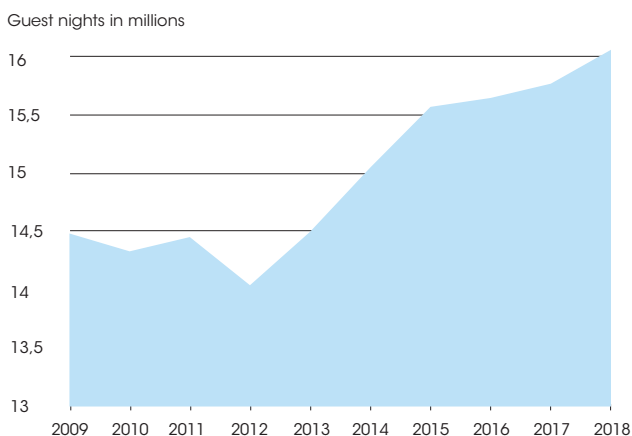
During the peak summer month of July, the industry has 50 per cent of all commercial guest nights in Sweden. For

the whole period June-August, the corresponding figure is approx. 42 per cent. For the prioritised foreign markets, the share is as high as 55 per cent, a figure that is continuing to increase. On this spread, you can find more detailed statistics about Swedish camping. If you have any questions, please contact SCR or visit SCR.se.

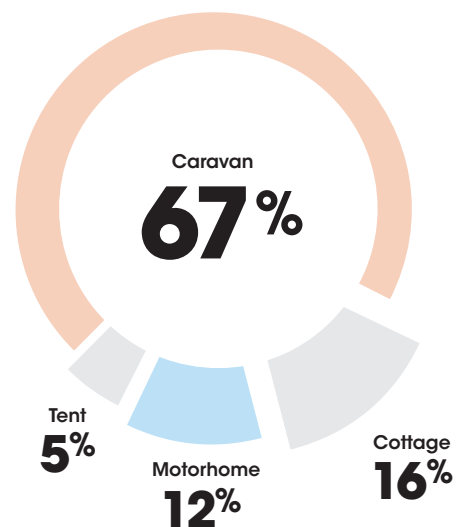
GUEST NIGHTS AT SWEDISH CAMPSITES



INCREASE IN GUEST NIGHTS AT SWEDISH CAMPSITES



WHERE GUESTS STAY



MARKET SHARE COMMERCIAL ACCOMMODATION

The camping industry's market share of all commercial accommodation in Sweden (hotels, youth hostels, holiday villages and private rentals) during June-August.

42%

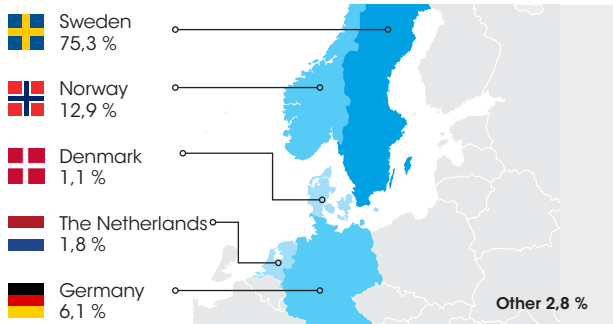
SWEDEN'S PRIORITISED FOREIGN MARKETS

Camping industry's market share of all commercial accommodation from Sweden's nearby markets (Denmark, Norway, the Netherlands and Germany) during June-August.

55%

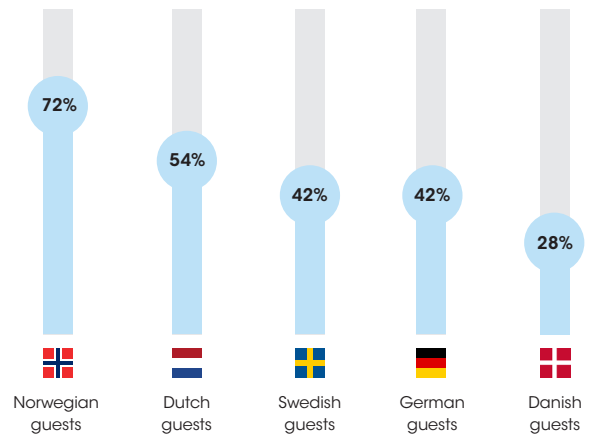
(2017 53%)

WHERE GUESTS COME FROM



SHARE OF GUEST NIGHTS

Share of guest nights of the total, by country, spent at campsites compared with hotels, youth hostels, holiday villages and private rentals in June-August 2018.



3,96

(2017 3,6)

FOREIGN GUEST NIGHTS

Number of guest nights in millions spent by international guests at Swedish campsites in 2018.

COUNTIES WITH MOST GUEST NIGHTS ON CAMPSITES

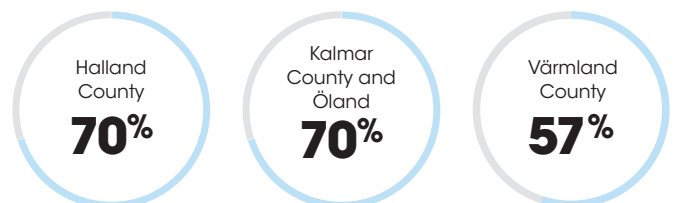
1. Västra Götaland	3 068 141
2. Kalmar/Öland	1 709 954
3. Halland	1 566 206
4. Skåne	1 318 960
5. Dalarna	1 014 814
6. Värmland	940 298
7. Norrbotten	813 671
8. Stockholm	671 246
9. Västerbotten	663 188
10. Jämtland/Härjedalen	545 010

Västra Götaland had most guest nights on campsites

3 068 141

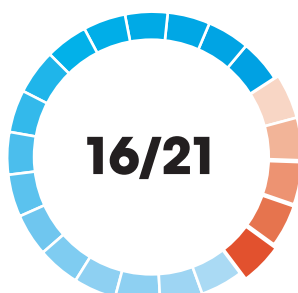
COUNTIES WITH THE BIGGEST SHARE OF GUEST NIGHTS ON CAMPSITES

Share of guest nights spent on campsites as a share of all commercial accommodation in the county during June-August 2018.



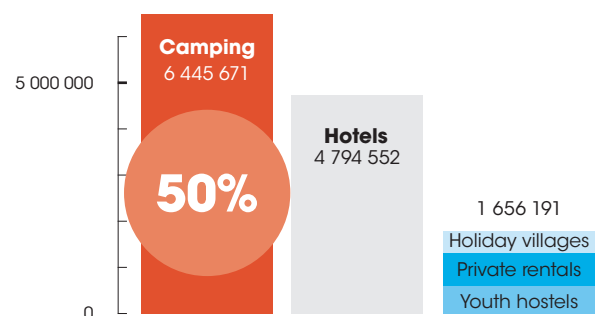
NUMBER OF COUNTIES WHERE CAMPING IS THE MOST POPULAR HOLIDAY FORM

Camping accommodation is the most popular form of holiday accommodation in 16 of Sweden's 21 counties during June-August.



GUEST NIGHTS IN SWEDEN IN JULY 2018

During the main holiday month of July, most guest nights in Sweden are spent on campsites, compared with other commercial accommodation forms.



ABOUT SCR SWEDISH CAMPING



We have been the camping industry's trade organisation for 50 years. Our job is to help our members in their business activity. We do this in many ways, including through business and activity development, national and international marketing and strategic work on the industry's market conditions.

Our vision is for Sweden to be the best camping destination in Europe.



Background: SCR Swedish Camping was founded in 1967 and is the trade organisation for Swedish Campsites.

Activity: Marketing, advice, networking, classification and monitoring trends for our members.

Members: Approx. 400 campsites throughout Sweden, representing 75,000 pitches and 9000 cottages.

Quality assurance: The standard and service of campsites are assessed through the Swedish Camping Standard system.

Organisation: Office in Gothenburg.

Partnerships and owner interests: Part-owner of Svensk Turism, Visit Sweden (via Svensk Turism) and Svensk Klassificering AB. Part of Nordiskt Campingråd, EFCO&HPA and Visita.

Vision: To make Sweden the best camping destination in Europe.



SOME OF OUR COMMUNICATION CHANNELS

Camping.se is the digital channel with Sweden's biggest selection of campsite accommodation and more than 3 million visits per year. Information, inspiration and booking.

The catalogue Swedish Camping markets Sweden and Swedish campsites in Sweden and Europe. It is Sweden's biggest catalogue and magazine with campsite information. It has a print run of 450,000 copies in Swedish, English and German.

Gone Camping is a travel programme that inspires our guests to make new holiday memories. It is shown on TV8, YouTube and Gonedcamping.se.



HYGIENE



ENVIRONMENT



SERVICE



ACTIVITIES



EVENTS



This is what the grading looks like in the classification system.

CLASSIFICATION

SCR Swedish Camping has conducted regular classifications of its members since 1996 based on the standard of the campsite and what it offers. This makes it easier for guests to choose a suitable campsite.

All members must meet the basic standard requirements and ethical rules, but taking part in the classification system Swedish Camping Standard is voluntary. The classifications are carried out through a visit every three years by an independent party, except for five-star facilities, which are expected to maintain a consistently high standard and are visited every year.



CAMPING KEY EUROPE AND CAMPING ID

Checking in at a facility affiliated to SCR Swedish Camping requires a free Camping ID or a Camping Key Europe. Camping Key Europe is a loyalty card packed with offers and accommodation discounts at 2500 campsites in Sweden and Europe and can be downloaded direct to your mobile via the app My Camping Key.

WOULD YOU LIKE TO FIND OUT MORE?

Acting MD Peter Jansson, peter.jansson@scr.se, tel. +46 (0)31-355 60 12 | Marketing and Communication Manager Martin Juhos, martin.juhos@scr.se, tel. +46 (0)31-355 60 08 | Press Officer Eva Svård, eva.svard@scr.se, tel. +46 (0)31-355 60 05

