

Scottish Caravan and Camping Forum

Economic Impact Assessment of the Holiday Park Industry in Scotland

Scottish
Caravan & Camping Forum



What our client wanted

The Scottish Caravan and Camping Forum (The Forum) is comprised of the British Holiday & Home Parks Association, The Caravan Club, the Camping & Caravanning Club, the National Caravan Council, Parkdean Holidays, and Thistle Holiday Parks. Together their members include the vast majority of caravan and camping parks in Scotland, with 318 parks and 34,116 pitches. To better understand the extent of their sector's contribution to Scotland's economy, The Forum commissioned Frontline to assess the economic impact of the Scottish holiday park sector, breaking down these findings by local area, and by accommodation type.

What Frontline did

We drew evidence from a range of sources, including:

- interviews with the owners of 89 holiday parks
- a survey of 7,034 recent visitors to holiday parks in Scotland
- an analysis of the Forum's member database
- a review of published tourism statistics

We used this evidence to construct a robust, Green Book compliant economic impact assessment that captured the sector's gross and net turnover, GVA and employment impacts at a local and national level.

What difference we made

Our report provided a detailed and rigorous assessment of the economic impact of the holiday park sector, which has been quoted in Scottish Parliament debates, highlighted in Ministerial speeches, and published online by VisitScotland and the Scottish Tourism Alliance.

What our client said

"Frontline's research has provided robust and independently verified data which establishes the sector's significance within the tourism industry and its importance to rural areas."

Bob Hill, Chair of the Scottish Caravan and Camping Forum

frontline
we help you do things better

www.frontline-consultants.com