

Motor Home Futures

Section One - Executive Summary

Owning and holidaying in a motor home until recently was seen as something only the over-60s did - and then only by those who couldn't afford anything better.

However, the change in holiday patterns caused by cheap jet travel, the ability to release equity from properties, the upsurge of interest across the British population in UK-based holidays and the social trend for nostalgic activities has created a new-found interest in the benefits of the motor home and motor home living.

Key Findings

In order to evaluate new and emerging trends in this sector, UK trend forecasting and consumer insight consultancy. The Future Laboratory conducted primary research and interviews to better understand current and emerging thinking and trends in this area.

Respondents to The Future Laboratory's online LifeSigns Network questionnaire cite several factors for this huge growth in motorhoming both as a holiday and as full-time lifestyle:

- the surge in house prices that allows Generation Jonesers and Baby Boomers to withdraw property equity or downsize and cash-in parts of their property portfolios
- fears of terrorism making overseas trips undesirable
- the unpleasantness of air travel and the impact carbon emissions have on the environment
- increasingly adventurous retirees tired of package holidays
- a general desire to have more control over one's environment
- the rise of nanny culture and the desire to up stakes and leave it all behind
- the need among 30 and early 40somethings to re-assess their lives, lifestyles and life values

- the rise of the beanpole family and the growing number of people in their 30s who travel with friends and children in an extended posse or convoy
- Our growing desire to take part in holidays, trips or activities that embrace adventure, risk and self-sufficiency once more

One-to One Interviews

The Future Laboratory's team of researchers also conducted a series of interviews with motor home owners, vendors and market analysts to better understand the changing needs and changing demographic of the consumer and user.

In Section Two, our trends section, you can read about these new motor home types, and how and why motor home culture is changing so radically, and stylishly!

Interviewees include owners who use their RVs (recreational vehicles) for a range of activities including mobile retailing, after-club parties, as mobile offices, as weekend boltholes, as bling buses, as well as a more luxurious way to go travelling or 'roading it', as the argot of the motor home enthusiast puts it.

In our New Trends Rising section we look at new vehicle types winning share in the UK market - from American RVs, such as Gulstream and Winnebago, to European 'A' class, such as German brand Hymer and British 'coach builds' by Auto-Trail or Auto-Sleeper - and the kind of people driving them.

These include:

Our Cashmere Campers: design savvy 20-30somethings more often than not hiring upmarket camper vans and motor homes for by-the-sea breaks and festival jaunts.

Our Transcultural Workers: self-employed free spirits who take their home to where the work is - with state-of-the-art American RVs fitted with satellite technology, broadband, wi-fi and desk space, enabling them to work while they engage in their serious leisure pursuits - skiing, surfing and outward bound activities, or where their career involves travel, such as selling at country fairs and festivals.

Our New Urban Gypsies: over-50s retirees who sell up and re-invest in a quality motor home and are continually travelling around Europe and the UK.

Our Nanny State Nomads: over-50s who may still be working but prefer the freedom of the motor home life. They have the type of jobs and skillsets that enable them to work when it suits them, and can then decide to head off on a holiday for months at a time, and to move on when they have enough of an area or the neighbours.

And finally just when you thought it was safe to discuss 'glamping' - as in glamorous camping - and demonstrate your newfound knowledge of all things outdoors and upmarket, a new generation of motor homers are giving us even more terms and trends to grapple with - from mild camping, to homesteading and light foot caravanning...

The Future Laboratory
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