



# Leisure Vehicle Survey

A report by Verve





It may be the biggest and longest-established organisation of its kind, but when The Caravan Club announced its Leisure Vehicle Survey no one would have predicted the huge response. Almost 40,000 people – Club members and users of our online forum Club Together – took the time to complete a detailed questionnaire on buying and owning their caravan or motorhome. This is part of our commitment to raising standards and The Club would like to thank all those who took the trouble to take part.

Almost 30,000 caravan and 10,000 motorhome owners provided detailed information on their experiences of buying and running their leisure vehicle. From the infographics that follow you will be able to see at a glance what buyers expected and whether those expectations were met. The survey was commissioned by The Club, and designed by an outside company (Verve), who are experts in the market research field. We are confident the findings will help members and consumers to make informed choices on their leisure vehicle purchases.

There is an undeniably high level of satisfaction among the UK's caravanners and motorhomers. The Caravan Club has regular face-to-face meetings with manufacturers and importers, and we know how much they value feedback from Club members. Events such as our Motor Caravan Design Awards, Caravan Design Awards and Lightweight Leisure Trailer Awards draw great support from the industry and the results of this survey will help make sure future competitions continue to reflect real owners' views and priorities. We know that manufacturers are particularly interested in the areas highlighted by survey respondents on how they feel manufacturing might be improved still further.

Once again, thank you to all those members who gave us their honest opinions about their leisure vehicles.

A handwritten signature in cursive script that reads "Nick Lomas".

**Nick Lomas**  
**Director General**





## ABOUT THIS REPORT

- We invited **350,000 owners** (mainly members) to share thoughts on their leisure vehicles.
- We asked about the high and low points, about satisfaction levels and hopes for future leisure vehicles.
- Almost **40,000 people** part in the survey, providing **20,000 hours**-worth of valuable feedback.
- Over **7.5m** pieces of information were collected (c.200 per survey completed).
- To enable this survey to report robust data against a particular brand, we set a minimum criteria of 200 respondents per brand. This means that 18 caravan and 14 motorhome brands were eligible to appear in this report.
- To present the most useful data, we split the top performers into 2 categories per leisure vehicle:

### Caravans

#### Category 1:

over 1,000 owners responded to the survey

#### Category 2:

under 1,000 responses to the survey

### Motorhomes

#### Category 1:

over 500 owners responded to the survey

#### Category 2:

under 500 responses to the survey

## BRANDS ELIGIBLE TO APPEAR IN THIS REPORT, BY CATEGORY:

CATEGORY 1		CATEGORY 2		CATEGORY 1		CATEGORY 2	
Bailey	Sprite	Bessacarr		Auto-Sleepers	Swift	Bessacarr	
Swift	Compass	Fleetwood		Auto-Trail	Elddis	Bürstner	
Lunar	Avondale	Hymer			Autocruise	Bailey	
Coachman	Ace	ABI			Hymer	Chausson	
Elddis	Adria					Rapido	
Sterling	Buccaneer					Volkswagen (California only)	
Abbey	Eriba					Adria	
						Compass	

**18** unique caravan brands

**14** unique motorhome brands

A NOTE FOR EAGLE-EYED READERS: YOU MAY SPOT THAT IN SOME CASES, %S DO NOT ADD UP TO 100%! THIS IS BECAUSE, FOR LEGIBILITY, WE HAVE JUST SHOWN “TOP BOX” SCORES (E.G. EXTREMELY GOOD, VERY GOOD, GOOD) WHERE THESE DOMINATE. IN SOME CASES, RESPONDENTS COULD TICK OR GIVE MORE THAN ONE ANSWER TO A QUESTION.



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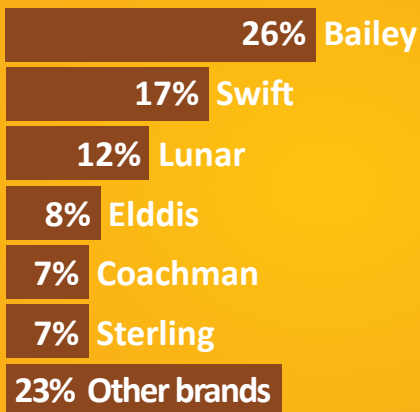
# ABOUT THE LEISURE VEHICLES IN THIS SURVEY

Over three quarters of caravan owners taking part in this survey owned one of the...

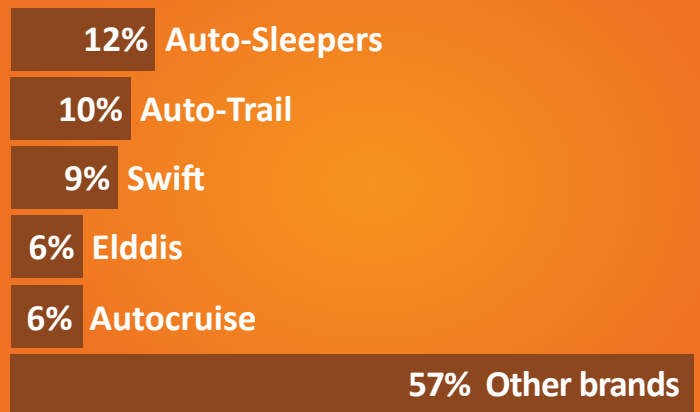
Over three quarters of motorhome owners taking part in this survey owned one of the...



## Top 6 owned caravan brands were...



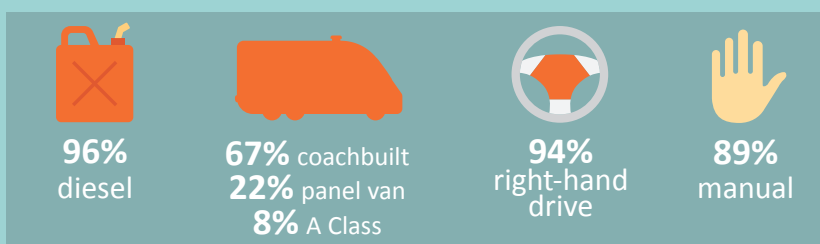
## Top 5 owned motorhome brands were...



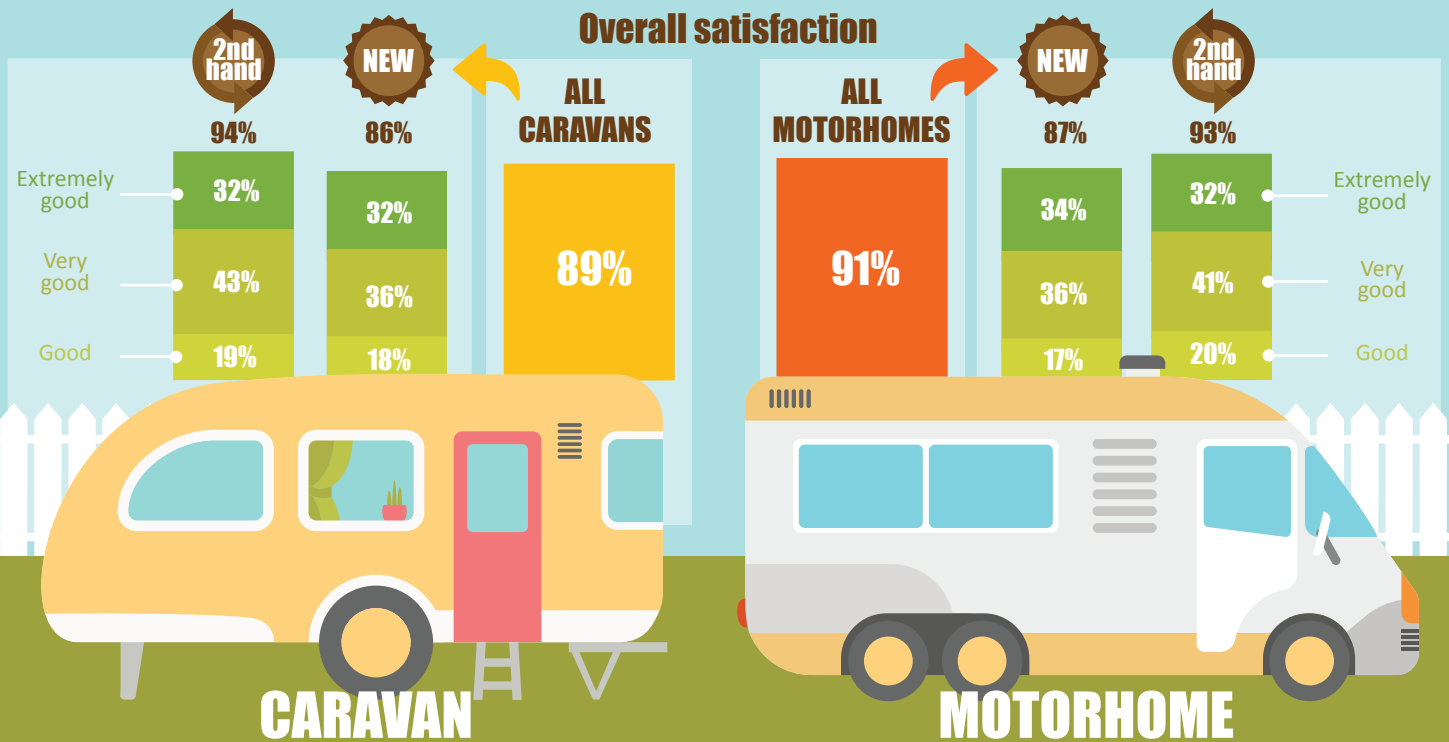
## IMPORTED BRANDS ACCOUNT FOR AROUND...



## MORE ABOUT THE MOTORHOMES OWNED



# HOW SATISFIED ARE OWNERS WITH THEIR LEISURE VEHICLES?



Satisfaction with brand new vehicles is a little lower than for second hand vehicles.

MOST SATISFIED CARAVAN OWNERS		MOST SATISFIED MOTORHOME OWNERS	
Category 1	Category 2	Category 1	Category 2
Abbey Coachman Bailey	Eriba Hymer Adria	Hymer Autocruise Auto-Sleepers	Volkswagen (California only) Rapido Adria

## Coachman Caravan Company

Congratulations to The Caravan Club on a very successful Leisure Vehicle Survey, which we are sure will be extremely useful to all manufacturers moving forward.

Coachman's emphasis is always on quality, which was backed up by the results of this survey, and we will continue to strive to create the perfect quality caravan.

**Elliot Hibbs, Sales Director**

## NET PROMOTER SCORE

LIKELIHOOD TO RECOMMEND\* CURRENT LEISURE VEHICLE TO OTHER PEOPLE...



CARAVAN OWNERS MOST LIKELY TO RECOMMEND		MOTORHOME OWNERS MOST LIKELY TO RECOMMEND	
Category 1	Category 2	Category 1	Category 2
Coachman Bailey Sterling	Eriba Hymer Adria	Hymer Auto-Trail Autocruise	Chausson Volkswagen (California only) Adria

(\*) **RECOMMENDATION SCORE** We asked owners to rate how likely they would be to recommend their current vehicle to other owners or people interested in LVs – from 0 (not at all likely) to 10 (extremely likely). The Net Promoter Score (NPS) is a commonly used way of gauging how well companies/brands are satisfying their customers. It's worked out by taking % scoring 9 or 10 and subtracting % scoring 0-6. Any positive NPS is good; an NPS score of 50+ is excellent.

# WHO'S BUYING WHICH BRANDS?

There were some small differences in the types of people who bought different brands...

**Lunar and Coachman** caravan owners were more likely to be retired than owners of the other large brands. They have caravanned for longer and spent more nights away in the UK last year.

**Eddis and Swift** owners were more likely to work full time and have children than owners of the other large brands.

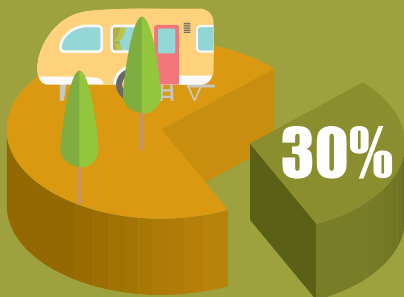
**Eddis and Sterling** caravan owners were more likely to be working, newer to caravanning and spent less time away in the UK last year.

**Auto-Sleepers and Autocruise** owners were more likely to be retired and have the most motorhoming experience - c.40% had more than 21 years' experience.

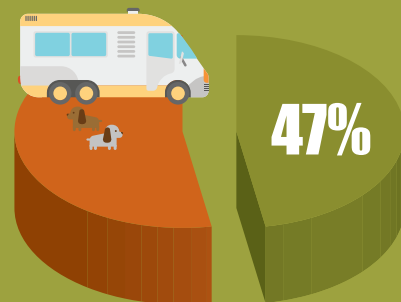
**Bailey and Swift** caravan owners were more wide-ranging in terms of age, working status, amount of caravanning experience and nights away.

**Auto-Trail** owners spent the most time motorhoming in the past 12 months, with almost a quarter spending more than 2 months on the road in the UK and 10% spending more than 2 months on the road overseas.

## Who's taken their leisure vehicle overseas in the past 12 months?



**CARAVAN**



**MOTORHOME**

### Lunar Caravans

The Leisure Vehicle Survey proved to be a well-considered piece of research that we found valuable for a variety of reasons. Whilst supporting some of our own findings, the research also delivered fresh insight into the market and has inspired several new considerations for how we can improve our offering even further.

We invest heavily in our own research to lead innovation and product development, but having access to well-executed, comprehensive market intelligence such as this enables manufacturers to continue to evolve their products in line with market demand.

**Lea Lawrence, Marketing Manager**

# WHAT'S REALLY IMPORTANT TO OWNERS?

Owners rated their vehicles on over 50 individual features. These have been grouped into themes. For example, "Living" included things like bed comfort, design and layout, seating and tables. Top rated brands for each theme are shown below.



CARAVAN					MOTORHOME				
Living	Fittings	On the road	Systems	Chassis	Living	Fittings	On the road	Systems	Chassis
Buccaneer	Eriba	Eriba	Buccaneer	Eriba	Hymer	Hymer	Volkswagen (California only)	Hymer	Chausson
Coachman	Buccaneer	Buccaneer	Eriba	Buccaneer	Bailey	Volkswagen (California only)	Bürstner	Bürstner	Volkswagen (California only)
Adria	Adria	Adria	Coachman	Adria	Bürstner	Rapido	Chausson	Volkswagen (California only)	Bürstner



## The Explorer Group - Xplore, Elddis, Compass and Buccaneer brands

We always value constructive comments, including those from the Leisure Vehicle Survey conducted by The Caravan Club. As we always listen to the comments made by our customers, the thoughts we receive from this, the largest survey of its kind, will help shape our future development plans. We look forward to future Club survey results, hopefully showing that the improvements being made to our products as the years go by are being well received. It was especially pleasing to receive many positive comments in this survey about our unique structural bonding technique, solid construction. Keep up the good work!

**Rob Quine, Managing Director**

## The Swift Group - Swift, Sterling, Abbey, Sprite and Bessacarr brands

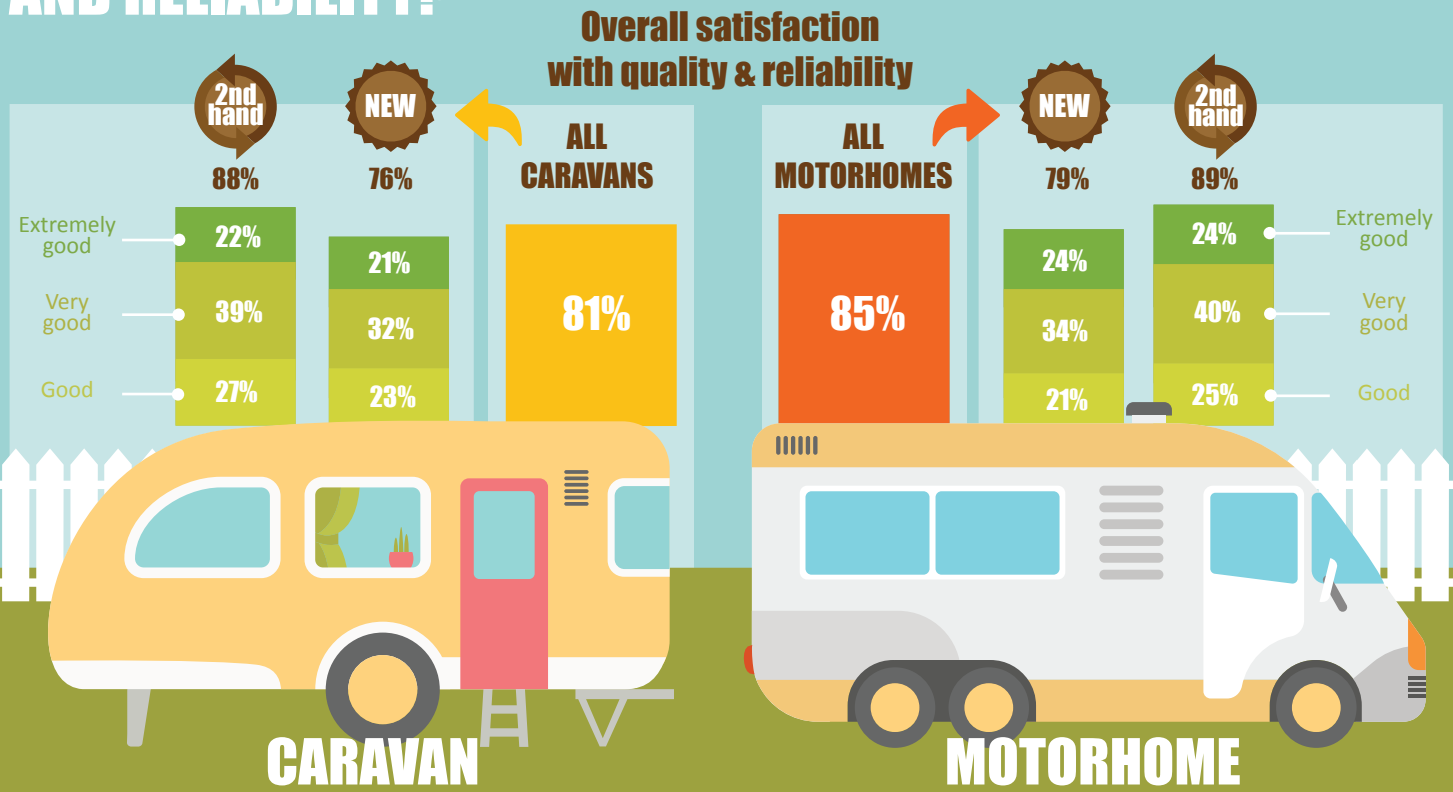
Swift Group is constantly seeking customer feedback through our Swift Talk and Swift Connect platforms so this valuable piece of research by The Club is both applauded and welcomed.

We thank everyone at The Club for their in-depth and customer-centric approach to this research and thank all members who participated. Going forward, we will use this vital information along with our own work to develop our product and customer satisfaction strategy.

**Nick Page, Group Commercial Director**



# HOW DO OWNERS RATE THEIR VEHICLES FOR QUALITY AND RELIABILITY?

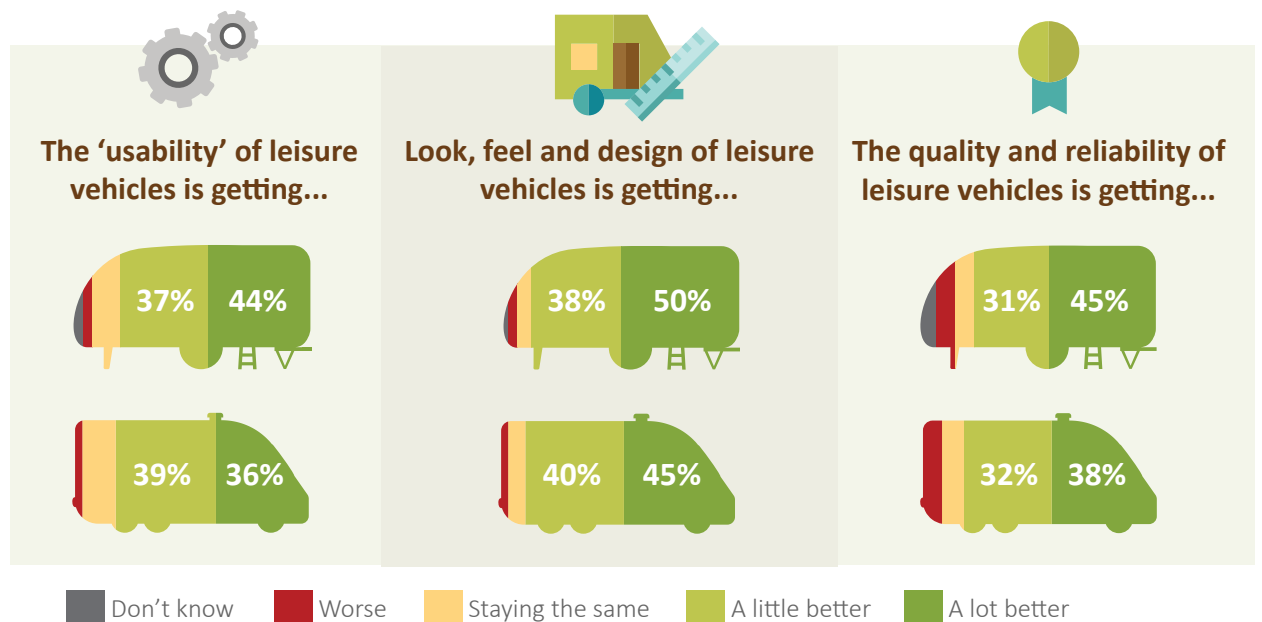


Secondhand vehicles are rated a little higher for quality and reliability than those bought new.

MOST SATISFIED CARAVAN OWNERS for quality & reliability		MOST SATISFIED MOTORHOME OWNERS for quality & reliability	
Category 1	Category 2	Category 1	Category 2
Abbey Coachman Sterling	Eriba Hymer Adria	Hymer Auto-Sleepers Autocruise	Adria Volkswagen (California only) Rapido

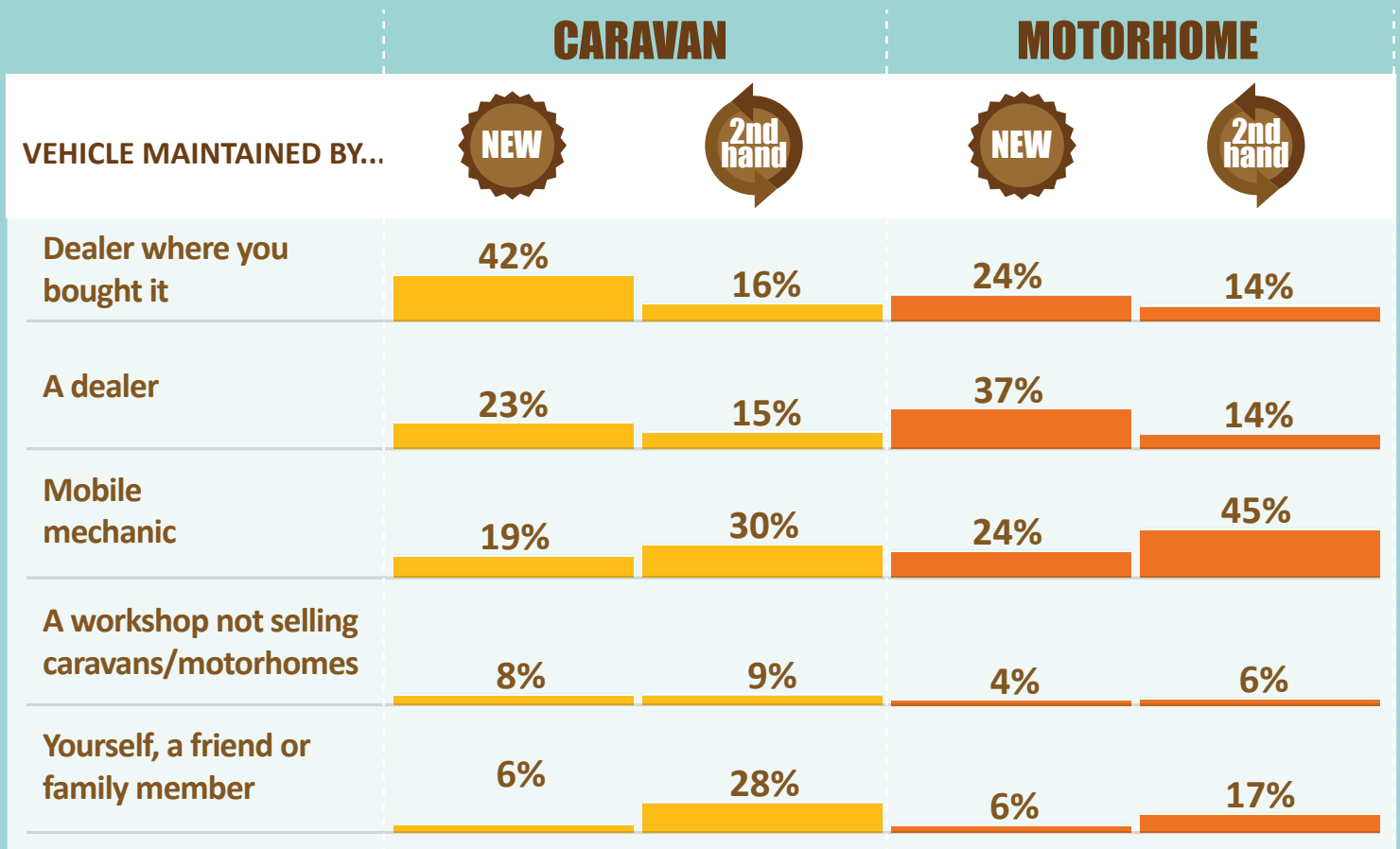
## HOW ARE THINGS CHANGING OVER TIME?

Most owners feel the quality of caravans and motorhomes is improving, both in terms of usability and quality. The biggest improvement is believed to be the **look, feel** and **design** of the vehicles.

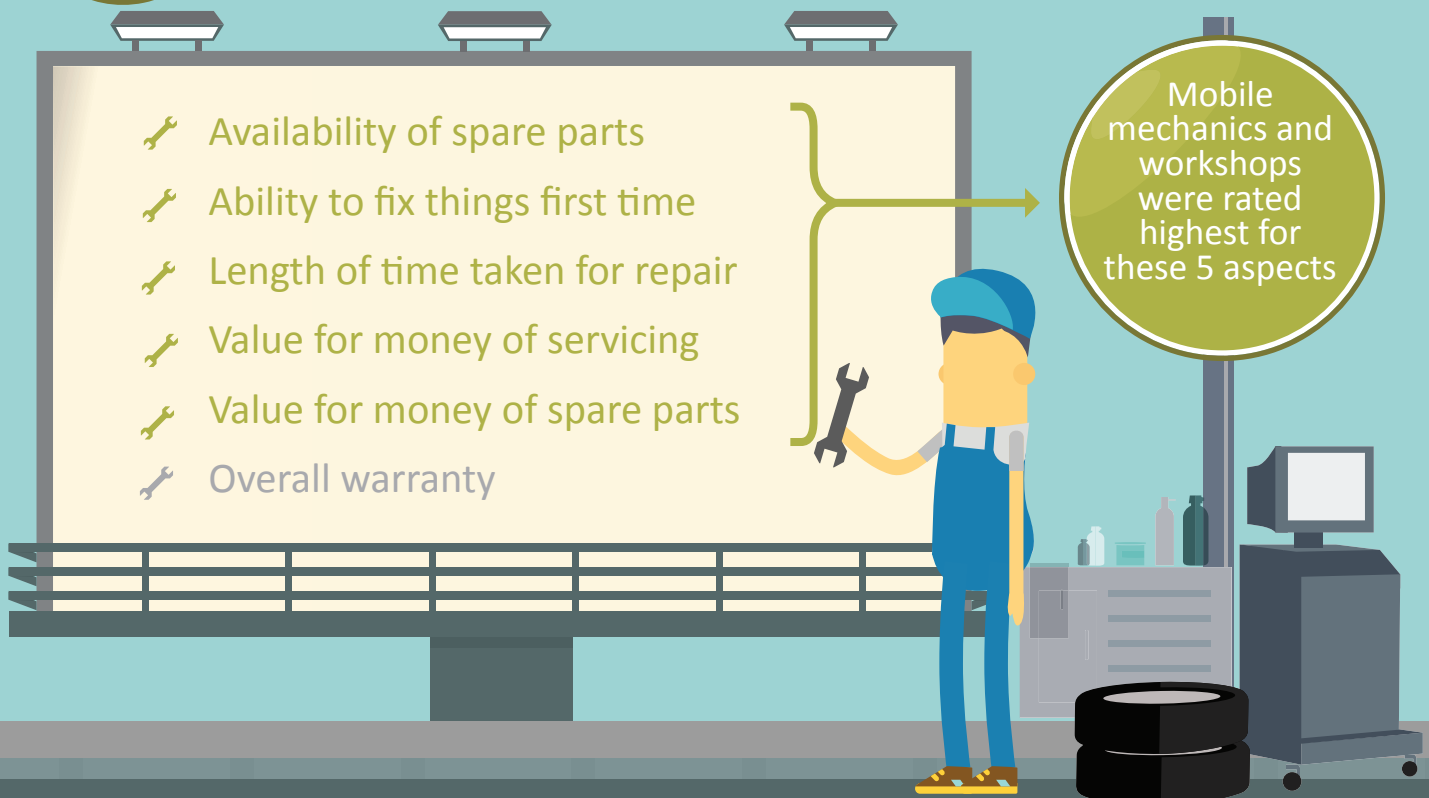


# HOW DO OWNERS MAINTAIN THEIR VEHICLES?

Most brand new caravans are serviced at the purchase dealer, whilst second hand vehicles tend to be serviced by a mobile mechanic or by themselves, a friend or family member.

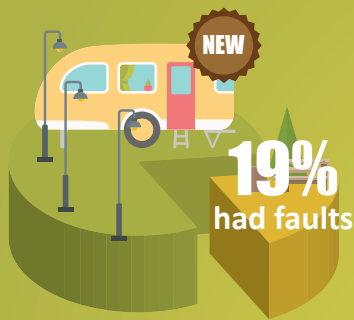


Owners were asked how satisfied they were overall with their chosen maintenance method. They also rated these specific aspects...

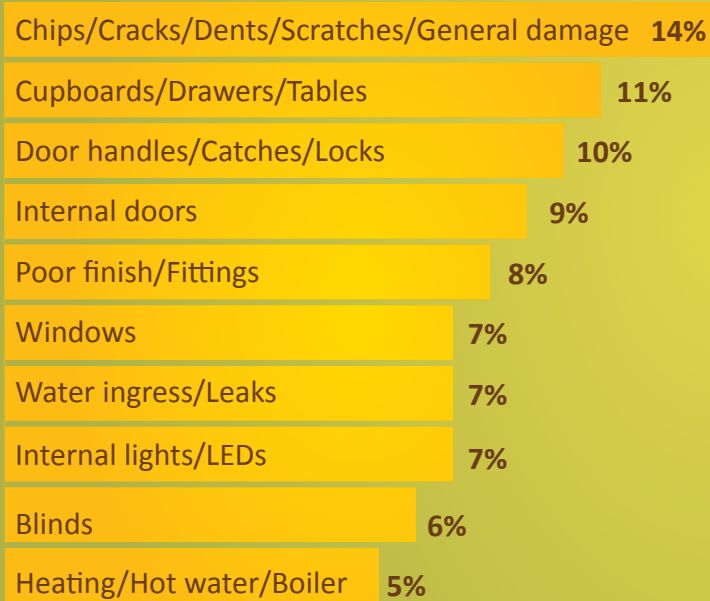


# WHAT IS THE CONDITION OF NEW VEHICLES ON DELIVERY?

## CARAVAN



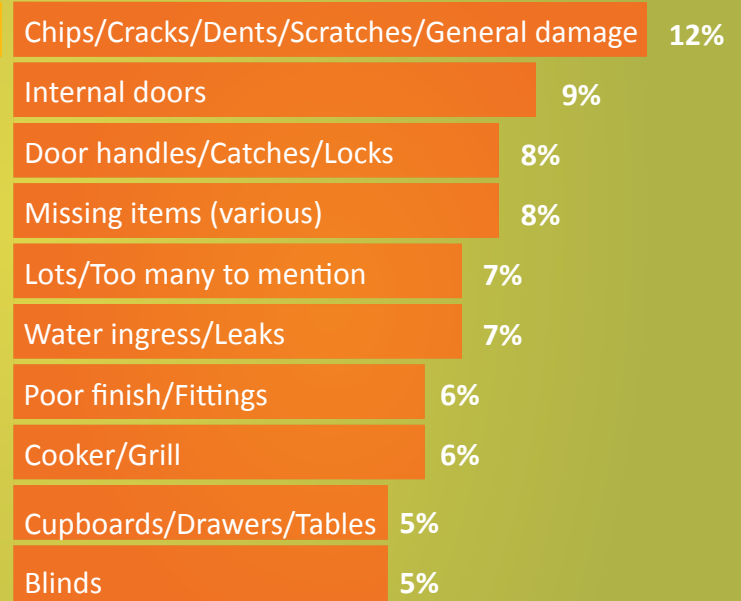
For the 19% of caravans delivered with faults, here are the top 10 areas reported:



## MOTORHOME



For the 25% of motorhomes delivered with faults, here are the top 10 areas reported:



### MOST SATISFIED CARAVAN OWNERS for condition on delivery

Category 1	Category 2
Coachman Sterling Bailey	Eriba Sterling Hymer

### MOST SATISFIED MOTORHOME OWNERS for condition on delivery

Category 1	Category 2
Hymer Auto-Trail Auto-Sleepers	Chausson Volkswagen (California only) Adria

### Bailey of Bristol

In an industry where we are never short of opinion it is great that The Caravan Club has taken the time and effort to quantify the views of its members on their vehicles.

The Leisure Vehicle Survey results provide us with the largest independent data set on the performance of our caravans and motorhomes in use. We are in the process of analysing the results and will use the findings to provide a sound empirical basis to our design decisions in the future. Ultimately this will help us produce better-made products that better suit the needs of new and existing customers.

**Simon Howard, Marketing Director**

### Adria Concessionaires

The results of this survey exceeded all our expectations and we are very happy that Caravan Club members judged Adria products to be above the industry average in a number of areas. The information we received from the survey confirms that we are on the right track and that our customer-orientated product development method is successful. The survey will also help us to focus on details and areas that were recognised as needing improvement.

We strongly believe that customer satisfaction surveys are the best way of receiving quality feedback from our valued users and we sincerely hope that such surveys will become regular practice.

We would like to thank The Caravan Club for organising this important survey and all Club members who took the time and effort to help us with information that will be our guideline in our future product development.

**Slavica Sterk, Managing Director**

# WHAT ARE THE COMMON FAULTS AND PROBLEMS?

WHAT TO LOOK OUT FOR WHEN BUYING NEW OR SECOND HAND LEISURE VEHICLES

HOW MANY HAVE HAD FAULTS THAT PUT THEM OUT OF USE?

**20%**  
of all caravan owners

**28%**  
of all motorhome owners

## Sources of faults

Of the **new** caravans put out of use by faults, the top 3 areas reported were:



**15%**  
Water ingress /  
leaks



**13%**  
Damp /  
mould



**6%**  
Fridge /  
freezer

Of the **new** motorhomes put out of use by faults, the top 3 areas reported were:



**13%**  
Water ingress /  
leaks



**10%**  
Electrical faults /  
Wiring



**7%**  
Heating /  
Hot water

Of the **second hand** caravans put out of use by faults, the top 3 areas reported were:



**11%**  
Damp /  
mould



**8%**  
Water ingress /  
leaks



**8%**  
Leaking roof /  
Windows

Of the **second hand** motorhomes put out of use by faults, the top 3 areas reported were:



**10%**  
Engine fault



**10%**  
Electrical faults /  
Wiring

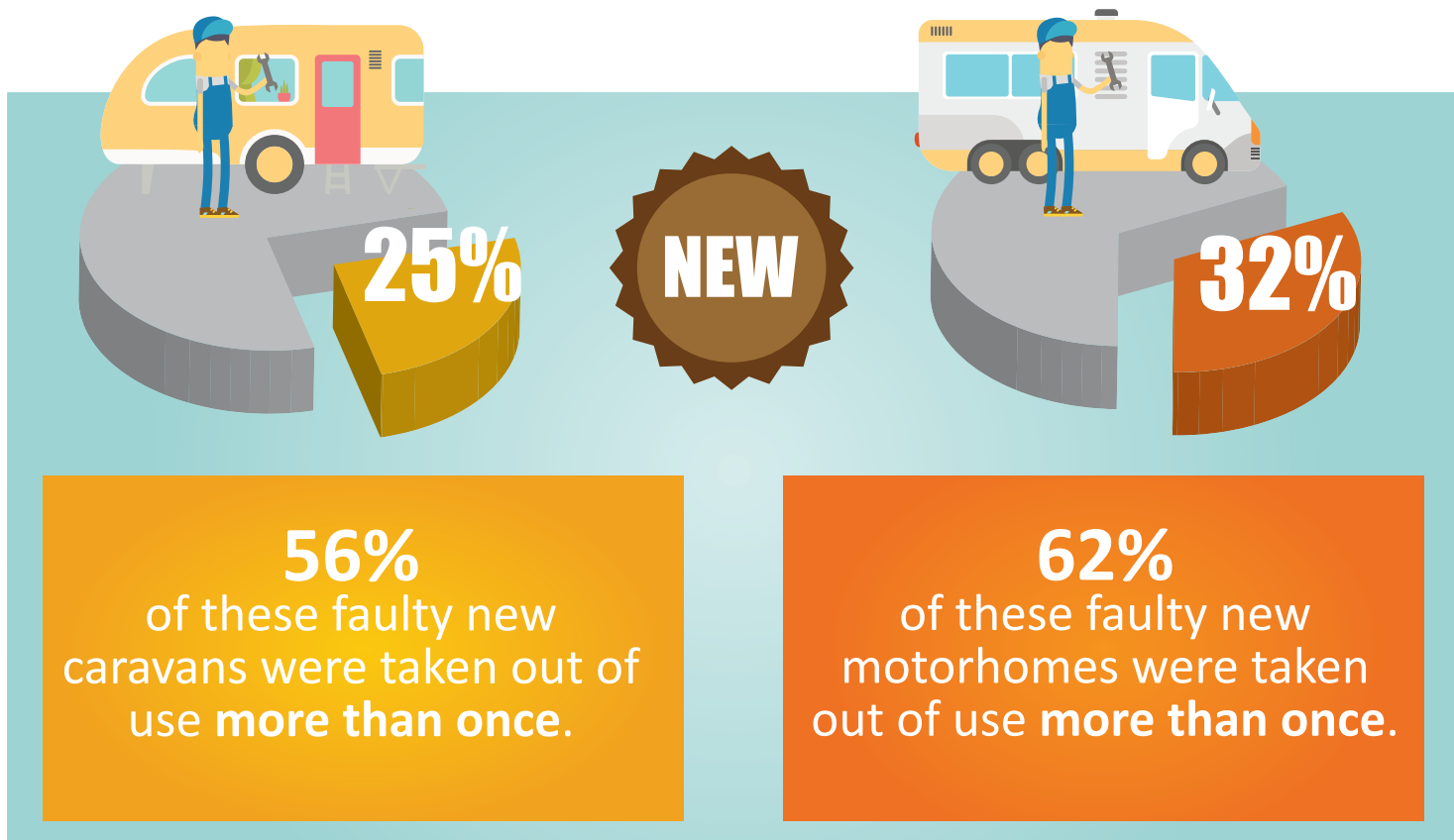


**8%**  
Heating /  
Hot water

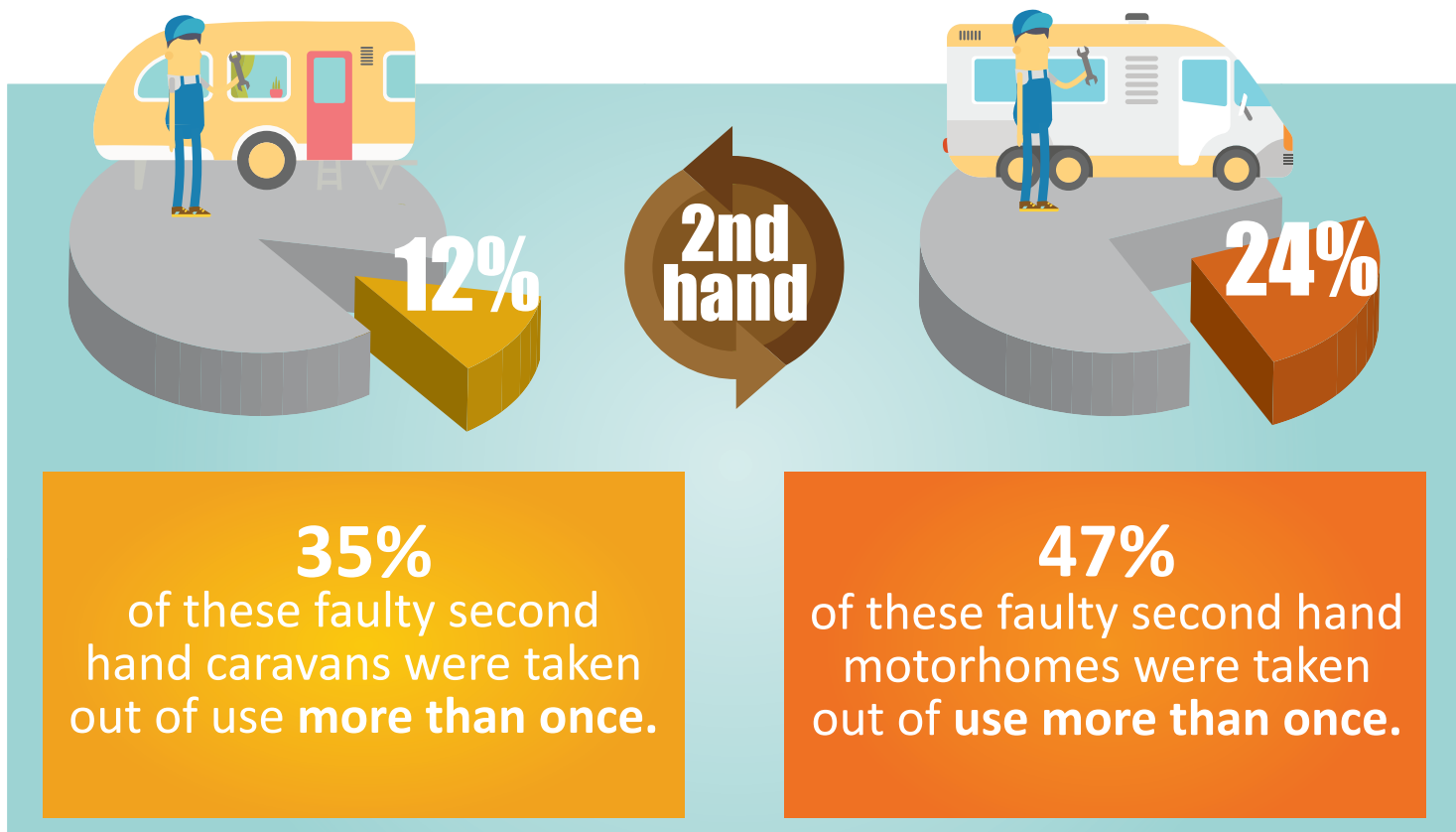
# MORE INFORMATION ABOUT FAULTS AND PROBLEMS

Brand new caravans and motorhomes are more likely than second hand ones to suffer faults that put the vehicle out of action.

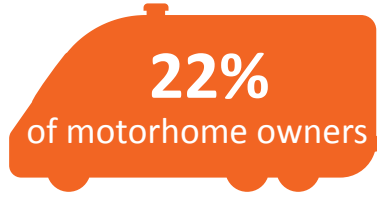
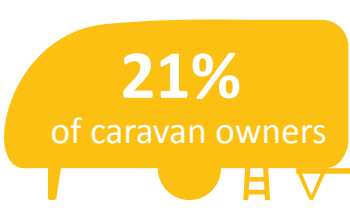
## HOW MANY NEW VEHICLES WERE PUT OUT OF ACTION DUE TO FAULTS?



## HOW MANY SECOND HAND VEHICLES WERE PUT OUT OF ACTION DUE TO FAULTS?



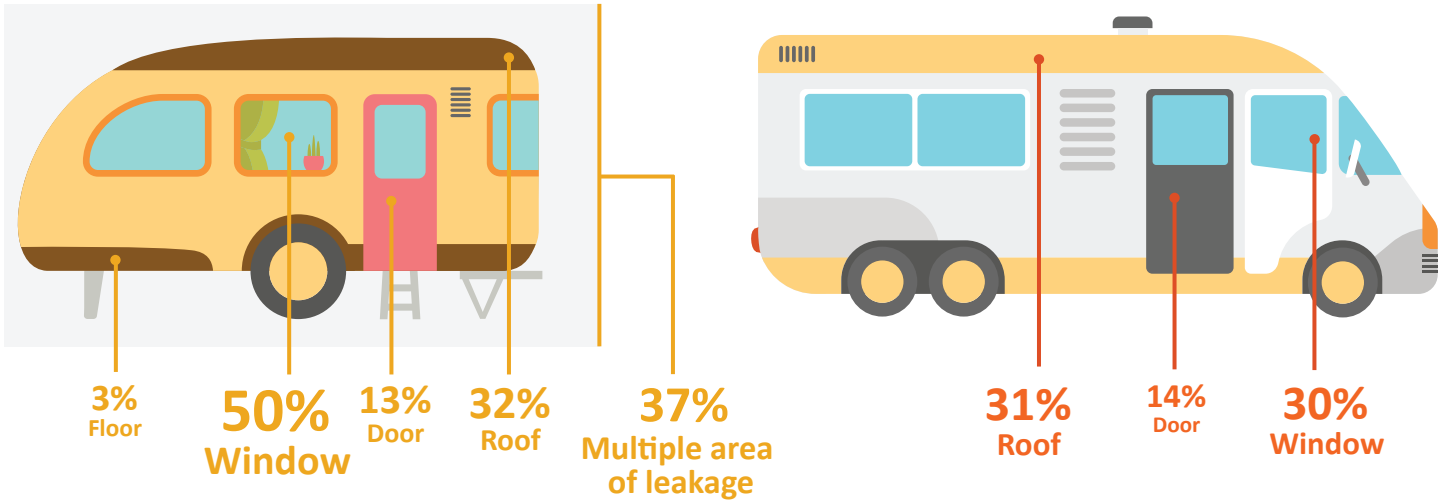
# PROBLEMS WITH WATER LEAKS



report rain water leaking in to their vehicles\*



## COMMON WATER LEAKAGE AREAS INCLUDE...



\*information relates to all vehicles in the sample, regardless of their age

## Owners who have experienced faults are less happy overall with their leisure vehicles

### CARAVAN



Where faults have **taken the caravan out of use** overall satisfaction with the van drops from **94% to 70%**.



When faults have **delayed the delivery of a new caravan**, satisfaction drops from **92% to 57%**.

### MOTORHOME

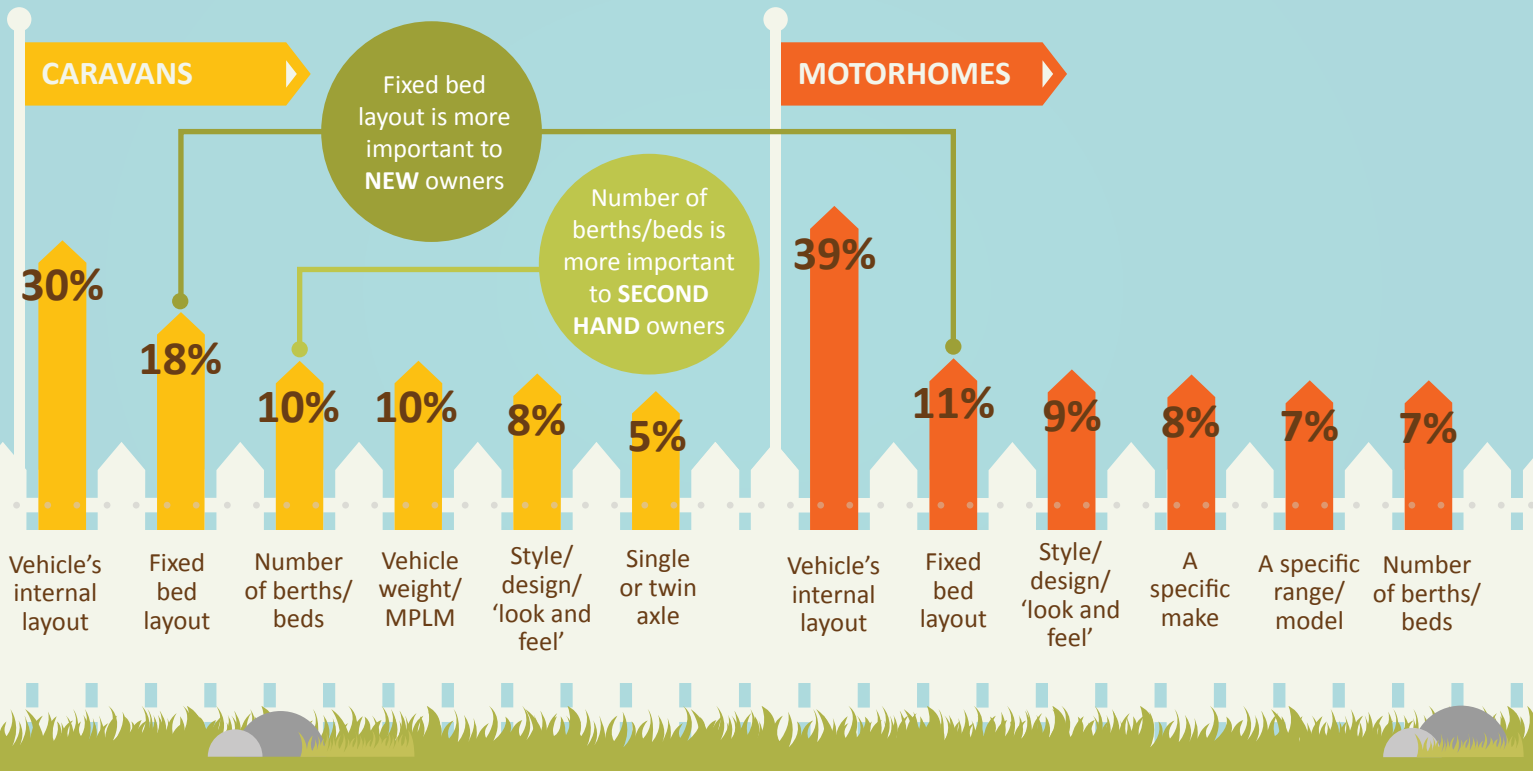


Where faults have **taken the motorhome out of use** overall satisfaction with the vehicle drops from **96% to 79%**.



When faults have **delayed the delivery of a new motorhome**, satisfaction drops from **91% to 53%**.

# WHAT DO OWNERS CARE MOST ABOUT WHEN BUYING?



## WHERE ARE LEISURE VEHICLES BOUGHT?

### CARAVAN

### MOTORHOME



## HOW DO PEOPLE PAY?



Over **75%** bought their current leisure vehicle with **cash/cheque/debit card**. Most owners planning to replace their LV in coming years say they will opt for these payment methods too.

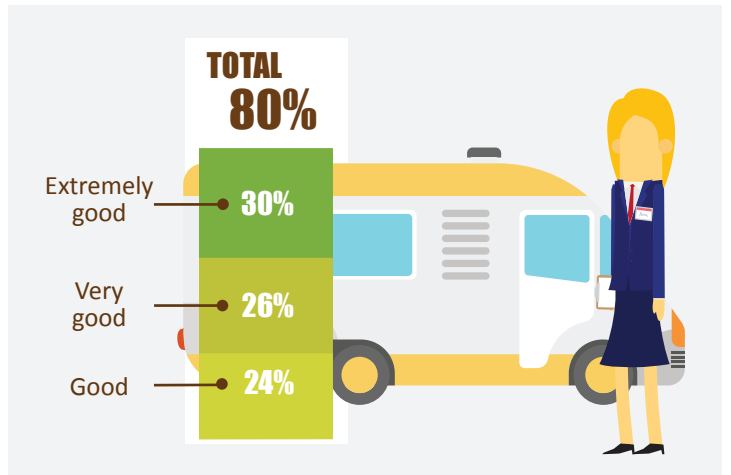
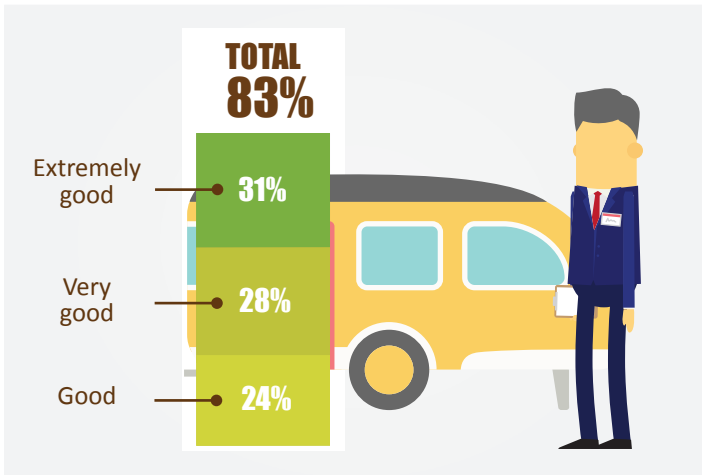
# HOW SATISFIED ARE OWNERS WITH DEALERS?

Customer ratings for sales staff are positive but satisfaction is lower for after sales care. Owners named hundreds of different dealers, suggesting that no individual dealers or groups dominate.

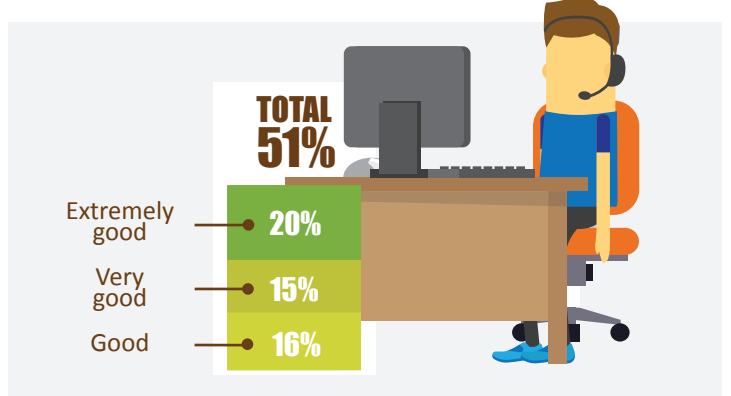
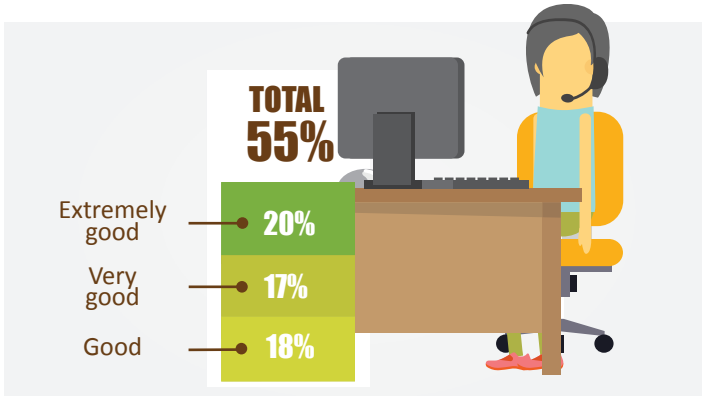
## CARAVAN

## MOTORHOME

### Customer satisfaction with sales staff...



### Customer satisfaction with after sales customer care...



## THE NEXT VEHICLE PURCHASE

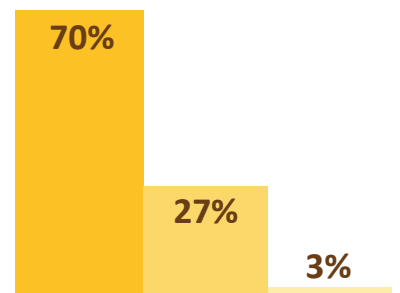
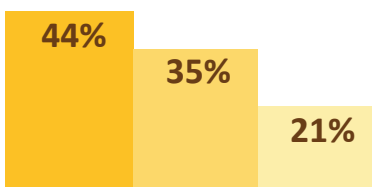
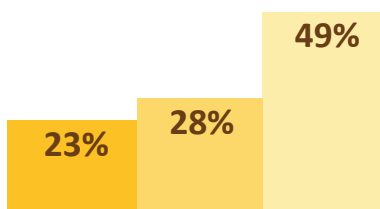
### PLAN TO CHANGE IN THE NEXT...



### PLAN TO BUY...



### WILL BUY...
















# WHAT DO OWNERS THINK OF THEIR VEHICLE BRAND?

Which brands do owners rate most highly for their...

## CARAVAN

## MOTORHOME

	CATEGORY 1	CATEGORY 2	CATEGORY 1	CATEGORY 2
 Contemporary design	Sterling Swift Bailey	Adria Hymer Sprite	Auto-Trail Hymer Bessacarr	Chausson Rapido Adria
 Good choice of dealers	Bailey Swift Sterling	Sprite Buccaneer Adria	Auto-Trail Swift Auto-Sleepers	Bailey Volkswagen <small>(California only)</small> Chausson
 Innovative	Bailey Swift Sterling	Hymer Eriba Adria	Hymer Auto-Trail Auto-Sleepers	Rapido Bürstner Adria
 Manufacturer I trust	Coachman Bailey Swift	Eriba Hymer Adria	Hymer Auto-Sleepers Auto-Trail	Adria Bürstner Rapido
 Value their customers	Coachman Bailey Swift	Hymer Eriba Adria	Auto-Sleepers Hymer Auto-Trail	Adria Volkswagen <small>(California only)</small> Bürstner
 Acts on customer feedback	Bailey Coachman Swift	Hymer Adria Buccaneer	Auto-Sleepers Hymer Auto-Trail	Volkswagen <small>(California only)</small> Adria Bailey
 Affordable to buy	Bailey Lunar Elddis	Adria Sprite Ace	Elddis Swift Autocruise	Bailey Chausson Adria
 Value for money	Abbey Bailey Lunar	Adria Sprite Fleetwood	Elddis Hymer Swift	Chausson Adria Bailey
 Affordable to run (MH only)	N/A	N/A	Elddis Autocruise Hymer	Chausson Adria Compass
 Suits families with children	Bailey Swift Elddis	Adria Swift Fleetwood	Swift Hymer Auto-Trail	Chausson Bailey Bürstner
 Suits beginners	Bailey Abbey Swift	Sprite Eriba Adria	Elddis Swift Auto-Sleepers	Compass Volkswagen <small>(California only)</small> Adria
 Suits frequent users	Coachman Bailey Sterling	Hymer Buccaneer Eriba	Hymer Auto-Trail Bessacarr	Rapido Bürstner Adria

based on those who strongly agree/agree scores

# WHAT INNOVATIONS AND IMPROVEMENTS DO OWNERS WANT TO SEE?

## CARAVAN OWNERS WOULD LIKE TO SEE...

### LIGHTER VEHICLES

“Much lighter caravans to enable more choice of towing vehicle. Most of the "luxury" vans require big vehicles to tow.

### FIXED BEDS AS STANDARD

“Larger lounge with a fixed bed facility on a single axle. Currently fixed bed models have small lounges with door entry into the lounge area. Needs a radical change of internal layout.

### AUTOMATIC / HYDRAULIC LEVELLING

“A simple hydraulic jacking system (i.e. 4 corner jacks) which, at the touch of a button, would level the floor of the living area. Electric systems may be possible as well.

### SMARTER LAYOUT / DESIGN

“Just better interior layouts and accessibility to all features (no microwaves and longer double fixed beds!).

“Flexibility of layouts. We do not use the shower and would prefer a bigger wardrobe instead.

### MORE / BETTER CUPBOARDS / WARDROBES / STORAGE

“Making the high level storage around the caravan more user friendly and better for clothing.

“Better storage for wet items on return journeys.

### MORE COMFORTABLE SEATS / BEDS

“More comfortable seating possibly along the lines of the seats provided on motorhomes adopted in caravans.

“Better quality mattresses, more comfortable seating.

### BETTER HEATING / GAS / INSULATION

“Heating that can 'start-up' from the car just before you reach the site.

“Removal of central heating systems that require mains hookup to use for any length of time.

### SELF-ERECTING / BUILT-IN / POP-UP AWNING

“Wind down awning top with pneumatic sides to add and front as required dependent on length of stay and weather.

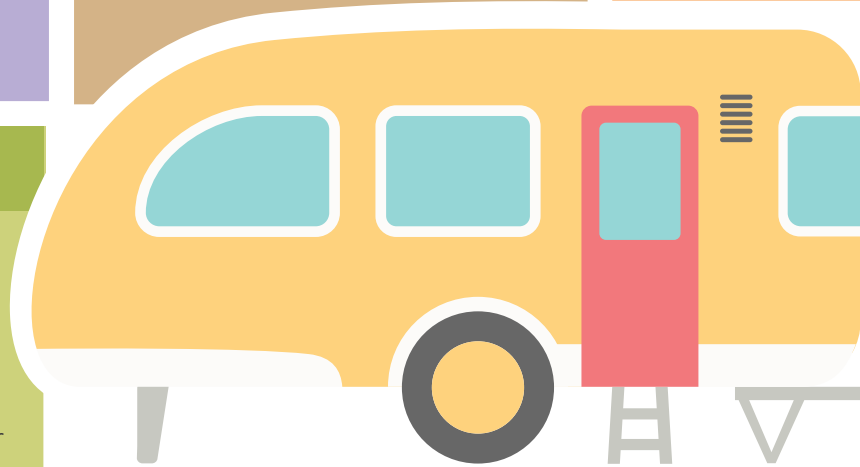
“Integral awning that will open and set up with a push button!

### WATERTIGHT / NO LEAKS

“The simple fact that manufacturers have been able to supply caravans to dealers that are wet from factory is a disgrace.

### LARGER / IMPROVED TOILET / WASHROOM

“More pragmatic washroom / toilet / wardrobe area layout better suited to long term use.



# WHAT INNOVATIONS AND IMPROVEMENTS DO OWNERS WANT TO SEE?

## MOTORHOME OWNERS WOULD LIKE TO SEE...

### SOLAR PANELS / ALTERNATIVE POWER

“A better source of power when not on mains electric, i.e. wind turbines, smaller and more powerful solar panels.

“Panels that makes the vehicle self sufficient in electricity.

### LARGER / IMPROVED TOILET / WASHROOM

“Toilet/shower more usable with more space to sit down, and close door! Better quality fittings, top doors that stay closed when travelling.

### MORE / BETTER CUPBOARDS / WARDROBES / STORAGE

“Better cupboard storage. It would be better if they had some sort of net or slider you could put at the front when travelling that could be removed when you set up camp.

### DROP DOWN / FOLD AWAY BEDS

“Double bed that folds out of the way and takes up minimal space along with ease of assembly.

### LAYOUT / DESIGN

“Limited external dimensions but better planning to give more space inside.

“Increased integration of cab and living areas to make it easier to move between travel and being sited.

### TELEVISION / ENTERTAINMENT SYSTEMS

“Fixed televisions with a good aerial that do not require a lot of setting up.

“Auto tracking tv aerial built in as standard.

### COMFORTABLE SEATS / BEDS

“Seating could be made a bit more comfortable. Perhaps have a 2 berth which has a bed and then a couple of single arm chairs to have more of a comfortable lounge feel.

### BETTER SHOWER

“I prefer to have a separate shower cubicle in the bathroom with a good rim and curtain to stop splashes.

### FIXED BEDS

“Practicality of fixed bed without losing that valuable space during the day.

“A family van with a fixed double bed and fixed bunks for the kids.

### BETTER BUILD QUALITY / FINISH

“To see better quality materials used i.e. the cab side window blind holder way too fragile.

“Higher standard of vehicles delivered with no faults / snags across all makes of vans.

### BETTER / LARGER FRIDGE / FREEZER

“I would like to see larger fridges fitted with a freezer section, or separate freezer.

“Only things we would like to see improved are the size of fridge and process for making up the overcab bed.





We hope you've found the **Leisure Vehicle Survey** results informative. If you're thinking about buying or changing your vehicle, The Club has a Technical team ready and waiting to answer questions.

Either call the helpdesk:

**Mondays-Fridays** from **9am-5.30pm** on **01342 336611**, email [technical@caravanclub.co.uk](mailto:technical@caravanclub.co.uk) or visit [www.caravanclub.co.uk](http://www.caravanclub.co.uk)

For more information about The Club's annual Design Awards, visit:

[www.caravanclub.co.uk/caravandesign](http://www.caravanclub.co.uk/caravandesign)

[www.caravanclub.co.uk/lightweightleisure](http://www.caravanclub.co.uk/lightweightleisure)

[www.caravanclub.co.uk/motorcaravandesign](http://www.caravanclub.co.uk/motorcaravandesign)

For more information about Verve, visit:

[www.addverve.com](http://www.addverve.com)

Check out the latest Caravan Club news and views on social:

