

Who books camping holiday online? Campingitalia.it tells you all about it.

Summer 2015 is at the door. Campingitalia.it, online booking site of the **KoobCamp Network**, is a starting point for tourists from all over Europe who use the web to book a **bungalow, mobile home** or a **camping pitch on a campsite or holiday park** in Italy.

By now, online booking of a hotel is rather normal for most travelers, but for campsites and holiday parks this is quite a new phenomenon. At the start of the summer season of 2015, thank to data from past years, Campingitalia.it is proud to present a **profile of the camping tourist**, who is not afraid to use computer and internet to organize his perfect holiday, and saves money confronting prices and package deals.

We encountered interesting surprises, already starting with the gender of the people who book online. In the great majority of cases, **it were men who requested price quotations** for holidays on a campsite or holiday park: 61,63% versus 38,37% of women. These numbers are quite similar for the Italian, German and Dutch versions of the website. For the French and English markets there wasn't much difference between men and women. (In this last case, women booked slightly more often than men.)

Striking results also for the **travel party**. Most people do not go on holidays alone, but **the couples win over the other groups**. 36% of the reservations were for 2 travellers, followed by 31% for groups of 4, and in 18% of the cases the travel party consisted in 3. Together they cover 80% of the total number. Compared to 2013, last year couples outdid the groups of 4.

Another interesting difference between the data of 2014 and the year before is encountered also in the preferred holiday type: Italians prefer bungalow accommodation, but 53,49% of the total tourist number of of Campingitalia.it chose to stay on a campsite. This data endorse the choice for this particular Koobcamp portal, the **first and only online booking site for camping pitches**.

We finish this small analysis of booking camping holidays online with some fascinating facts: either they are more parsimonious either more careful, **through internet, the Italians spent less of all!** The Dutch and the German lie in the price range from 400 to 1000 Euro and the Dutch spent the most on their holidays: they made the lowest number of bookings under 100 and the highest number of bookings over 1000 Euro.