



56-DAY CAMPING OPPORTUNITY

National Sheep Association - 26th April 2021

Olivia Cook



- Pitchup.com, Camping and COVID-19

- How to Get Started

- How Pitchup Works



Background in online travel/leisure



- Brought up in South Devon in a B&B in Torquay
- Previously at Mr and Mrs Smith and Secret Escapes
- Joined Pitchup.com at Head of Account Management in 2018

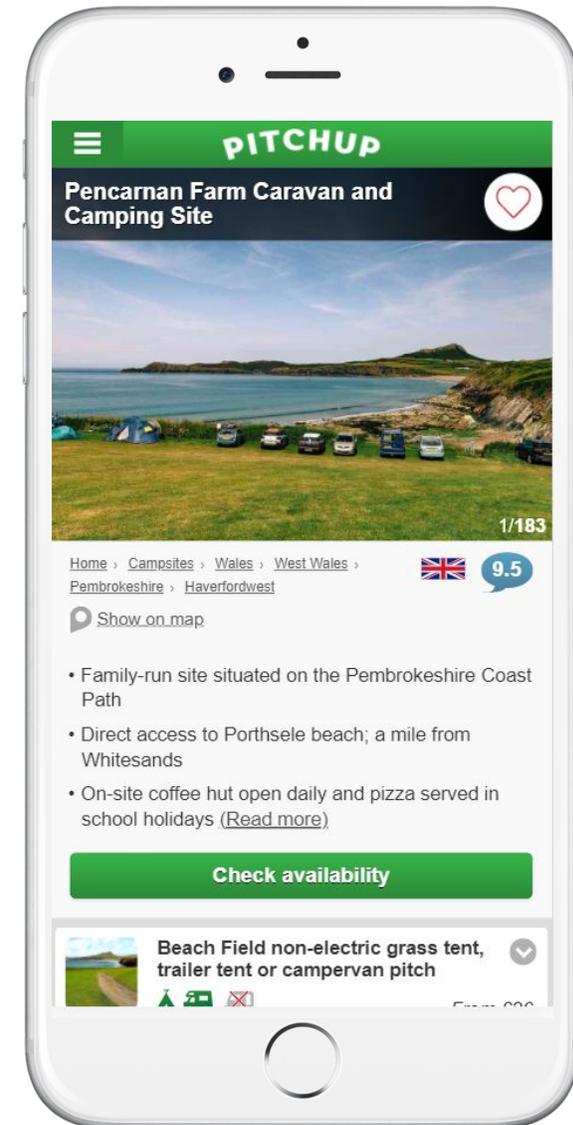
secret escapes

Smith
Mr & Mrs Smith



Pitchup is the leading online travel agent for outdoor holidays around the world

- We make it a doddle to find and book 4,600 campsites, caravan parks and glamping sites in 67 countries
- Growing rapidly:
 - 22m annual visits
 - 3m annual nights sold
 - Customers in 117 countries
- Website available in 17 languages and 22 currencies
- One of only 90 companies to win the 'FT 1000' (Financial Times' 1,000 fastest-growing companies in Europe) 3 years running



Our site is tailored to outdoor accommodation

Fixed accommodation
/ glamping



Tipis, yurts, wigwams, domes
and bell tents



Mobile homes / static caravans



Lodges, cabins, camping pods,
treehouses and huts

'Bring your own'



Motorhome and campervan
pitches



Touring caravan pitches



Tent pitches

Who we work with



CASTLE HOWARD



Hampshire
County Council



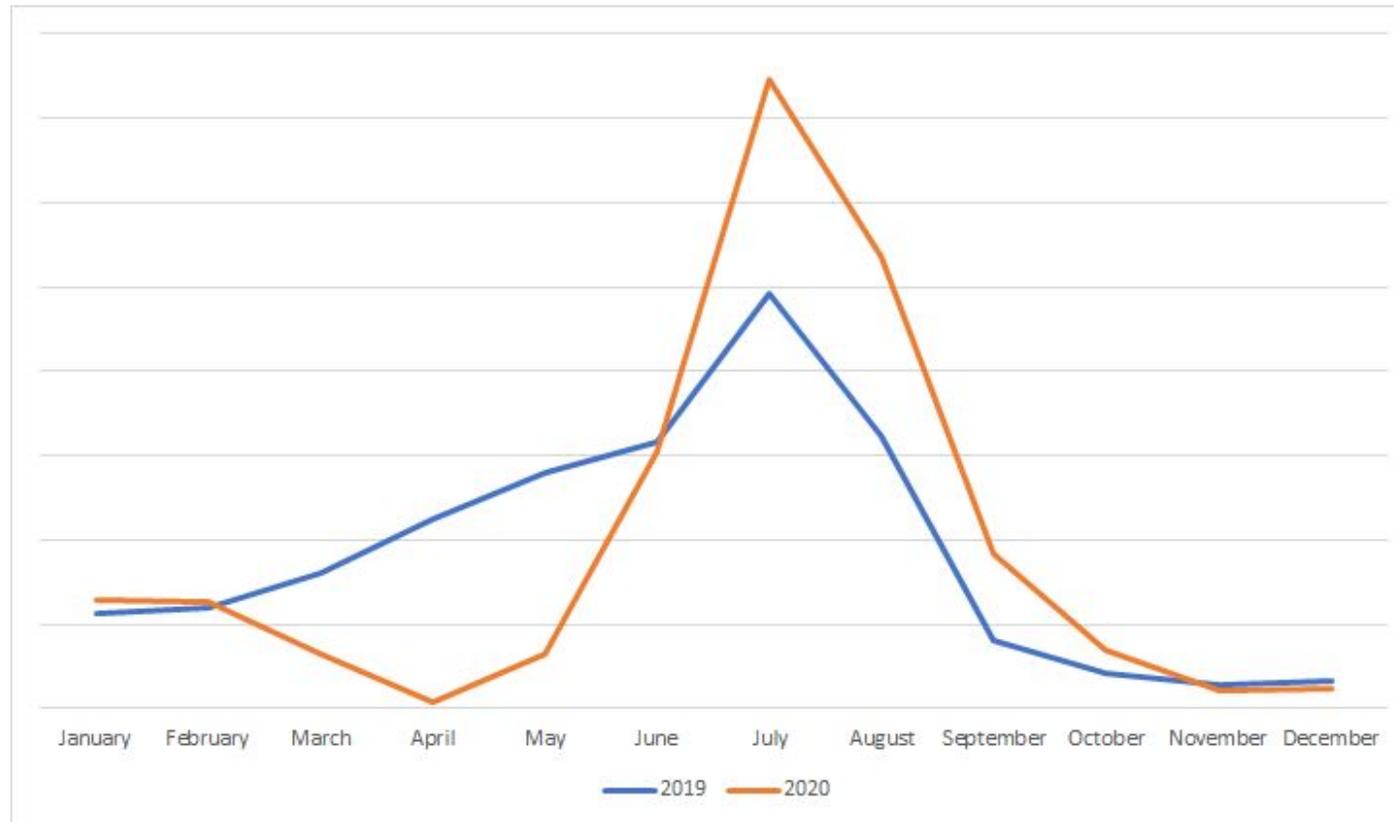
HOLKHAM

Inspiring
Learning



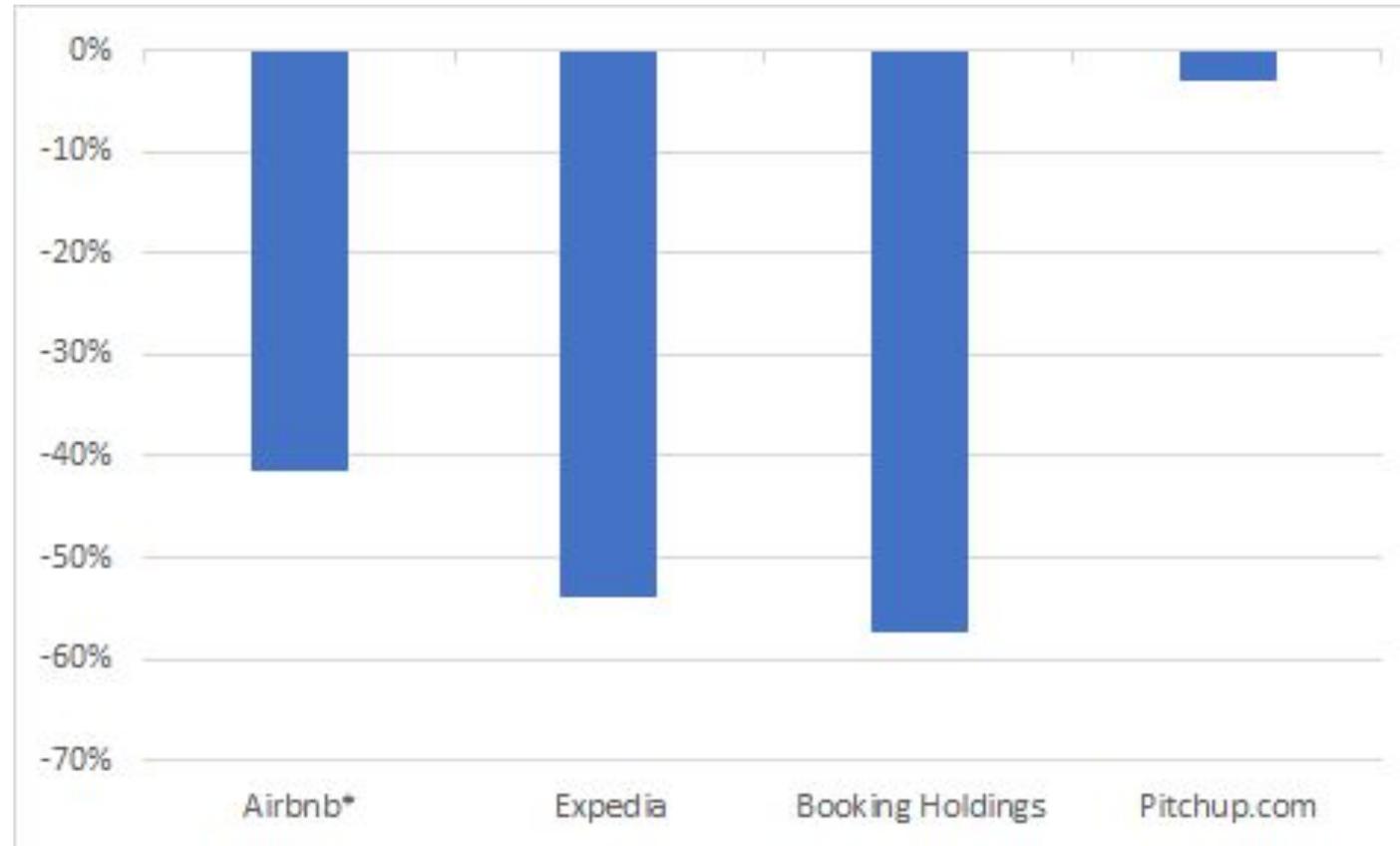
2020: a rollercoaster year

Booking value by month



But camping and caravans resilient

Annual growth in room nights (Q1 2020 - Q3 2020)



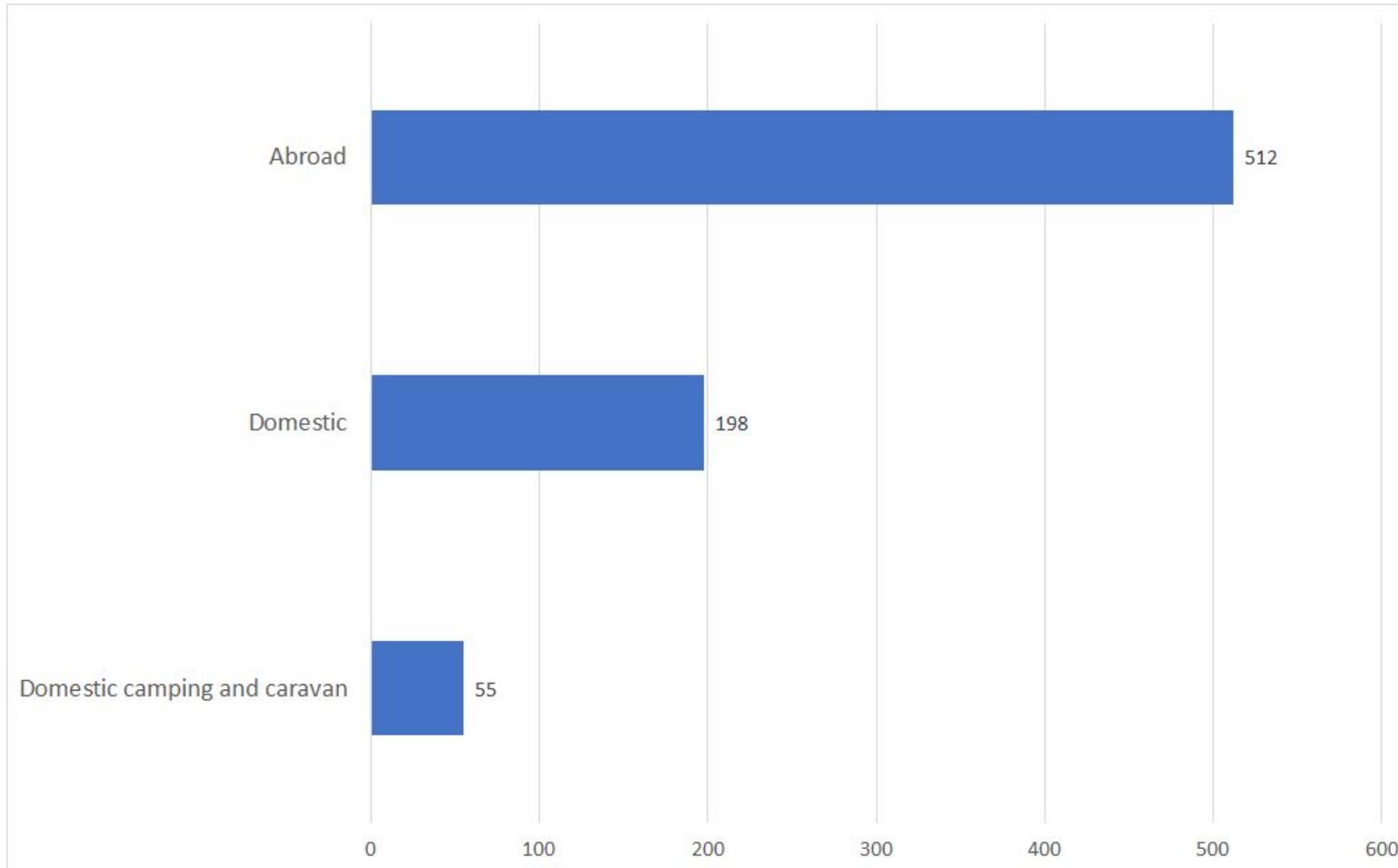
*includes Experiences seats

Source: regulatory filings, internal data



Switching opportunity for domestic tourism

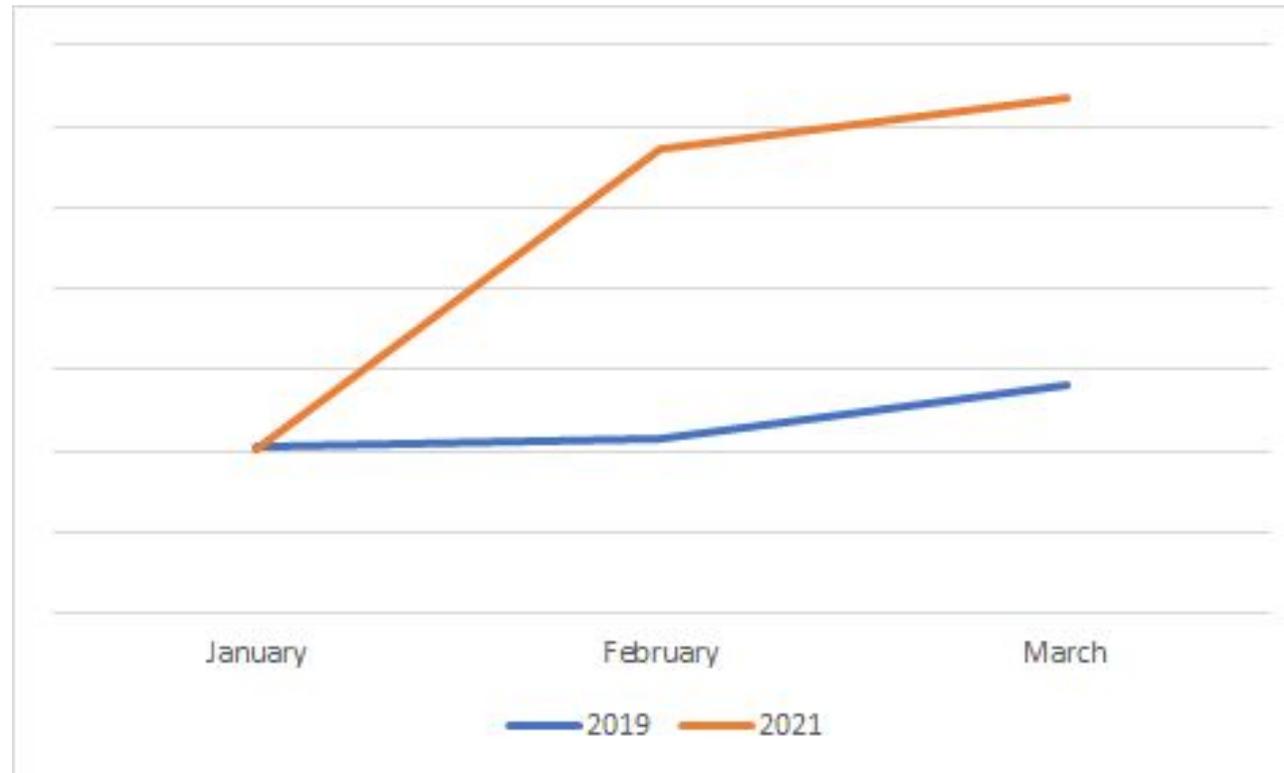
Holiday nights spent by GB-based tourists (2019)



Source: International Passenger Survey (National Statistics), GBTS (VisitBritain)

Current growth of almost 200% vs 2019

Booking value by month



'56-day rule' a lifeline

Last summer the government introduced laws to provide greater freedom over how people use their land. This doubled the length of time that temporary structures can be placed on land without needing an application for planning permission.

The time limits in the existing right for the temporary use of land were doubled from 14 days to 28 days for holding a market or motor car and motorcycle racing, and from 28 days to 56 days for any other purpose.

This makes it easier to host markets, stalls, marquees, car boot sales and fairs for longer without needing a planning application. This was due to expire on 31 December 2020 and is now being extended by another year until 31 December 2021.

Robert Jenrick, Communities Secretary
November 2020

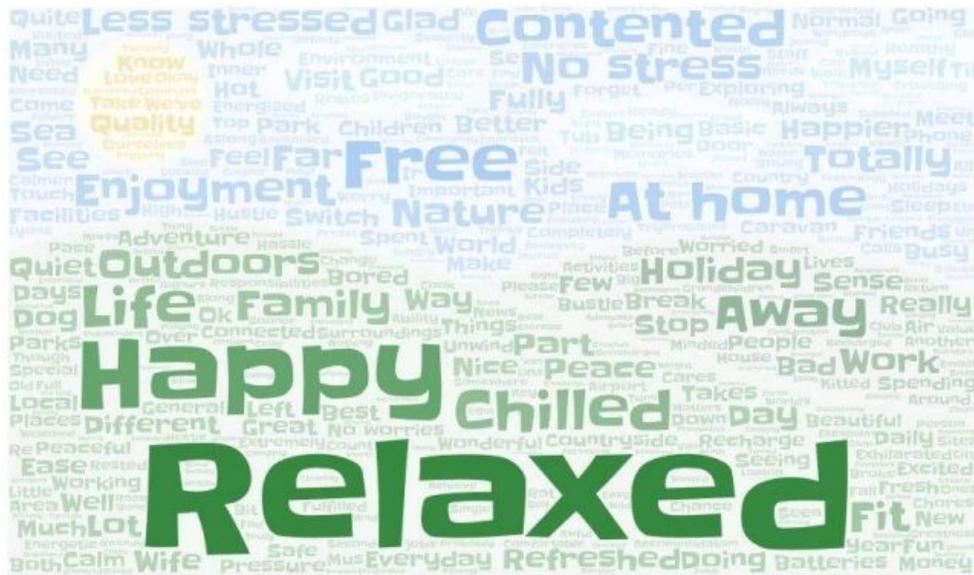
Market drivers

- Growing **sustainability concerns** favour the sector, with its low carbon footprints and low reliance on air travel. 'Localism' is also now a priority for many: nearly half of visitor spend is **off-site**, sustaining rural communities with significant footfall
- **Staycation-led** market post COVID-19 will favour accommodation aimed at the domestic market – over 90% of visitors to UK campsites and caravan parks are domestic*, even in a year without quarantines for international travel. There has been [huge press interest](#) in the sector globally, with media naming 2020 'the summer of camping'
- **Affordability during a recession** – camping and caravanning are low-cost options, with average trip spend of £23pppn in the UK
- The **lure of the countryside**, open air and [socially-distanced accommodation](#) – desire to escape built-up environments of lockdown; relatively easy for campsites to meet new safety rules and instil confidence. Greater demand for 'simple pleasures' activities rekindled during lockdown e.g. wellbeing-focused activities/crafts in proximity to nature, especially where parents have confidence children are in a safe environment
 - "It is absolutely a biological truism that outdoor environments are much less [of a] risk than indoor environments". – [government's deputy chief medical officer](#), May 2020
- **Greater choice, higher quality** lodges, glamping, farm/pub sites and a higher standard of facilities are attracting more of the 60%+ of UK adults who have not taken a camping or caravan holiday recently**

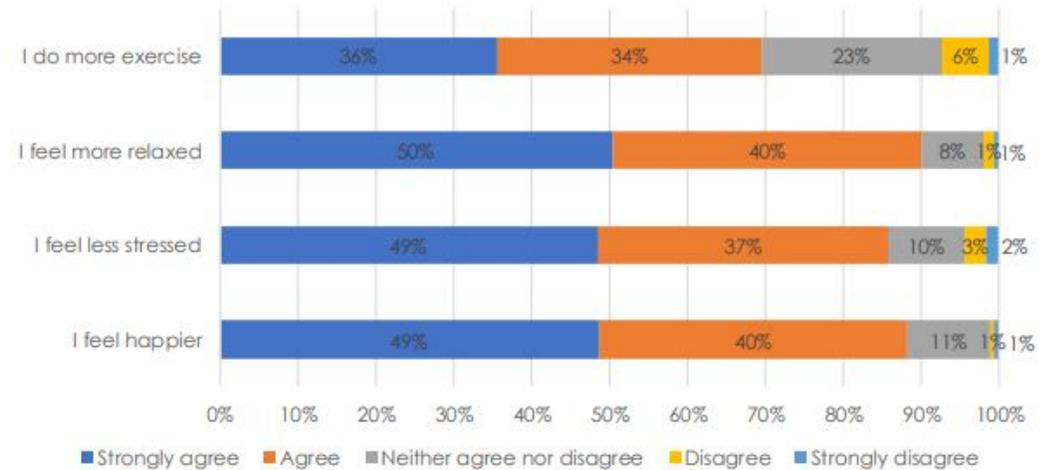
Key reasons to camp/caravan: access to nature and sense of well-being

Why customers visit

- Close to nature - proximity to local attractions such as National Parks, coastlines and walking/cycle routes
- Sense of relaxation, health and well-being
- Affordability
- Access to on-site activities - e.g. relief for parents



When visiting a holiday park/campsite...



"Confident and secure in the knowledge that the site is well maintained and most of all pet friendly!"

Tent Owner, North Wales

"Safe as a single woman traveller and value independent travelling. Okay with basic sites and then enjoy ones with full facilities."

Motorhome/Campervan Owner, South West Wales

"Relaxed. Like adventure is out there. Being with nature and away from technology. And focusing on the important things, friends, nature, and inner peace."

Tent Owner, North Wales

"Relaxed and at one with nature, having unwound over our weekends away and feel refreshed when we go back to work every Monday."

Motorhome/Campervan Owner, South West Wales

-
- Pitchup.com, Camping and COVID-19

- How to Get Started

- How Pitchup Works



3 options for planning and licensing

Planning permission

Camping or caravan site licence

1. Permitted development

- 56 days' tent camping* ([28 in Scotland/NI for 2021](#))
- Also covers moveable structures for same purpose (e.g. reception, toilets/showers) – these count towards 56 days
- Days do not have to be consecutive, possible to run different 56-day periods on different parcels of land
- Building operations and engineering works still need planning permission. Check SSSIs, Article 4, Article 3, Section 106.

*covers bell tents and other tents if 'building operations' not needed, for example construction of a permanent solid base

2. Planning application

- Planning permission for change of use (£462)
- Most decisions now by council officers under delegated powers (not councillors), and made within 8 weeks

3. Exempt organisation (members of Greener Camping Club, etc.)

- Use as campsite/caravan site exempt from planning permission under permitted development rights
- Engineering/building operations likely to need planning

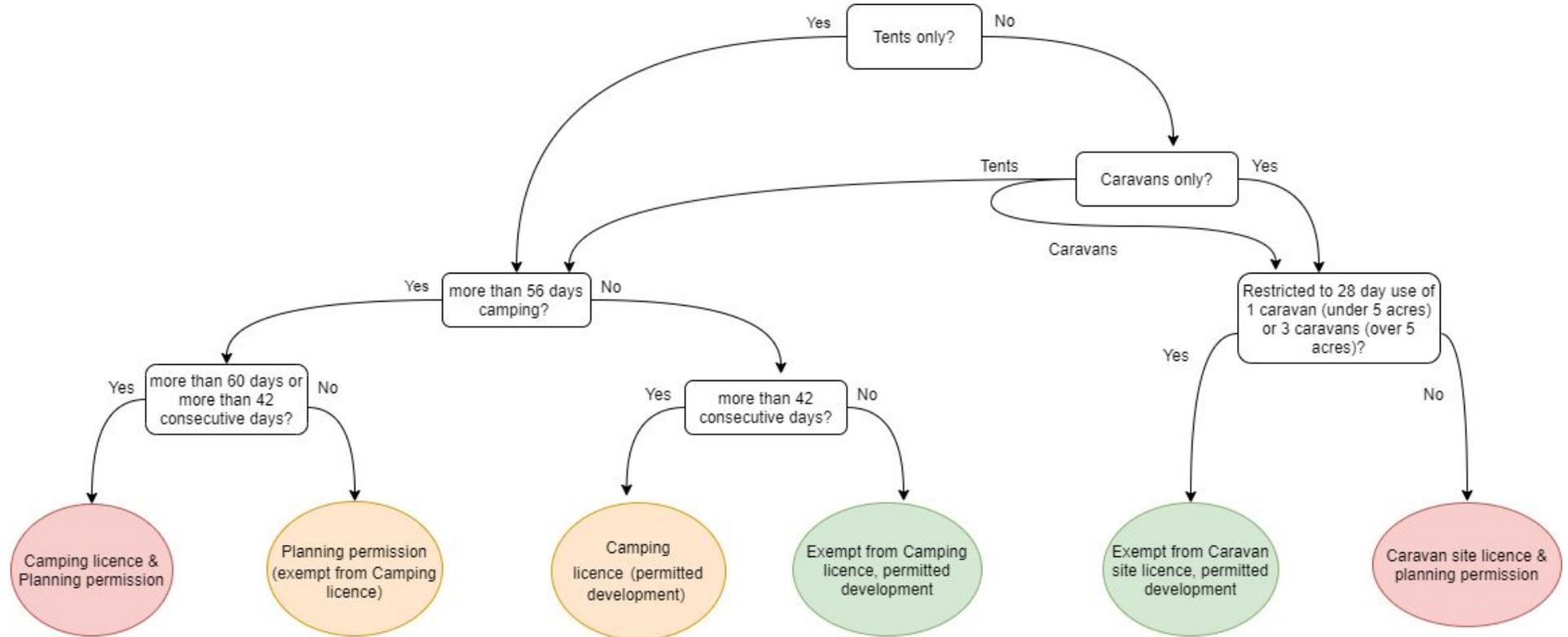
- Camping licence** not needed unless (over last 12 months):
 - More than 42 days' consecutive tent camping, OR
 - More than 60 days' non-consecutive tent camping
- Caravan site licence needed for stationing of caravan* (including motorhome, campervan, pod, shepherd's huts)
- Conditions may cover:
 - number and type of units (tent, touring caravan, static caravan, etc.), spacing
 - toilets/showers, waste water, refuse disposal
 - fire safety, LPG storage
 - roads and footpaths, recreational space
 - electrical installations

- Exempt from camping/caravan site licence

*More information: <https://www.pitchup.com/start/> **Not required in Scotland



England and Wales: Requirements by length of season and type of units



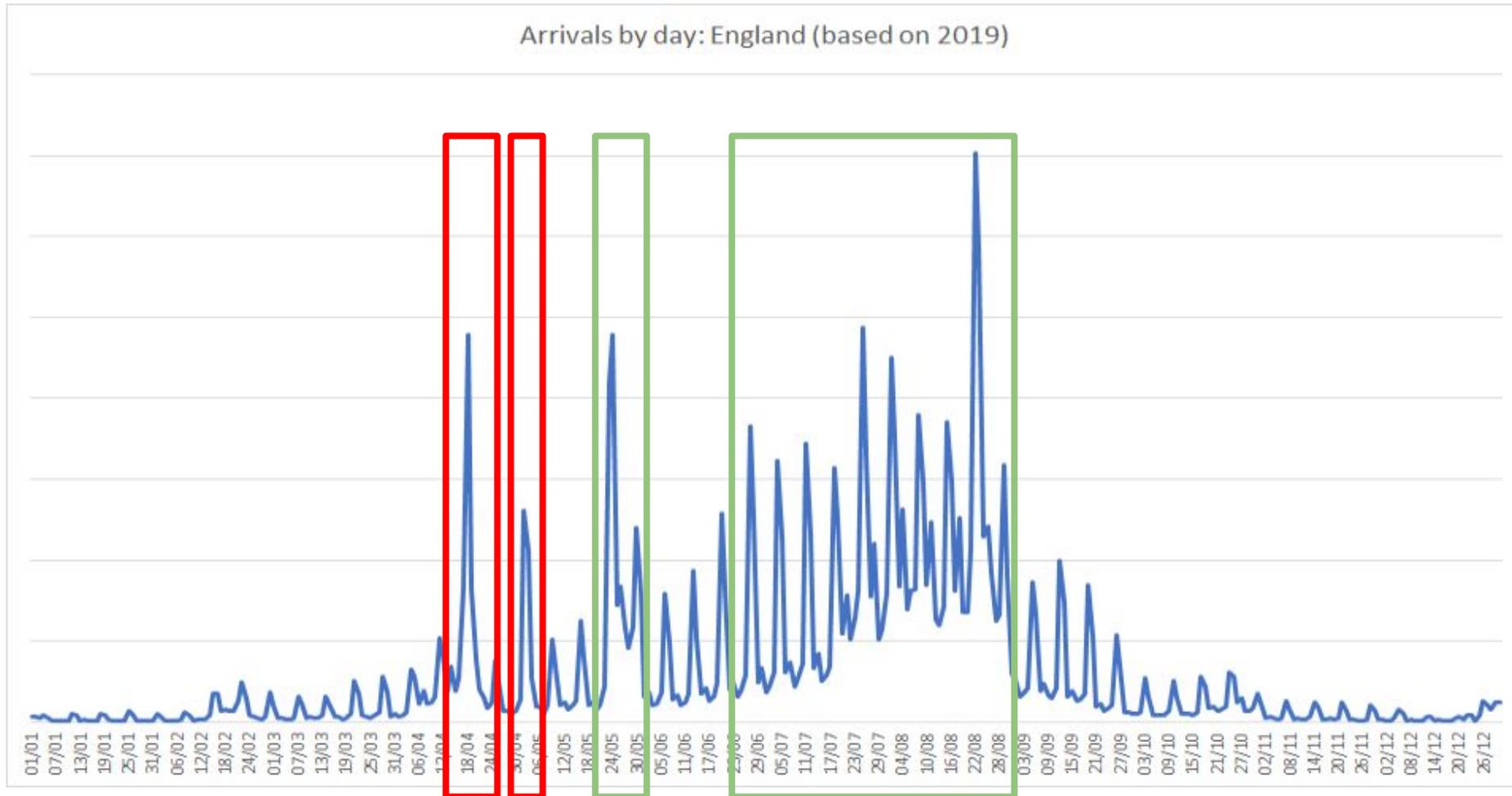
Camping licence	✓	✗	✓	✗	✗	✗
Caravan site licence	✗	✗	✗	✗	✗	✓
Planning permission	✓	✓	✗	✗	✗	✓

Alternative: Exempt organisation (Greener Camping Club, Freedom Camping Club, etc.)



When do people arrive?

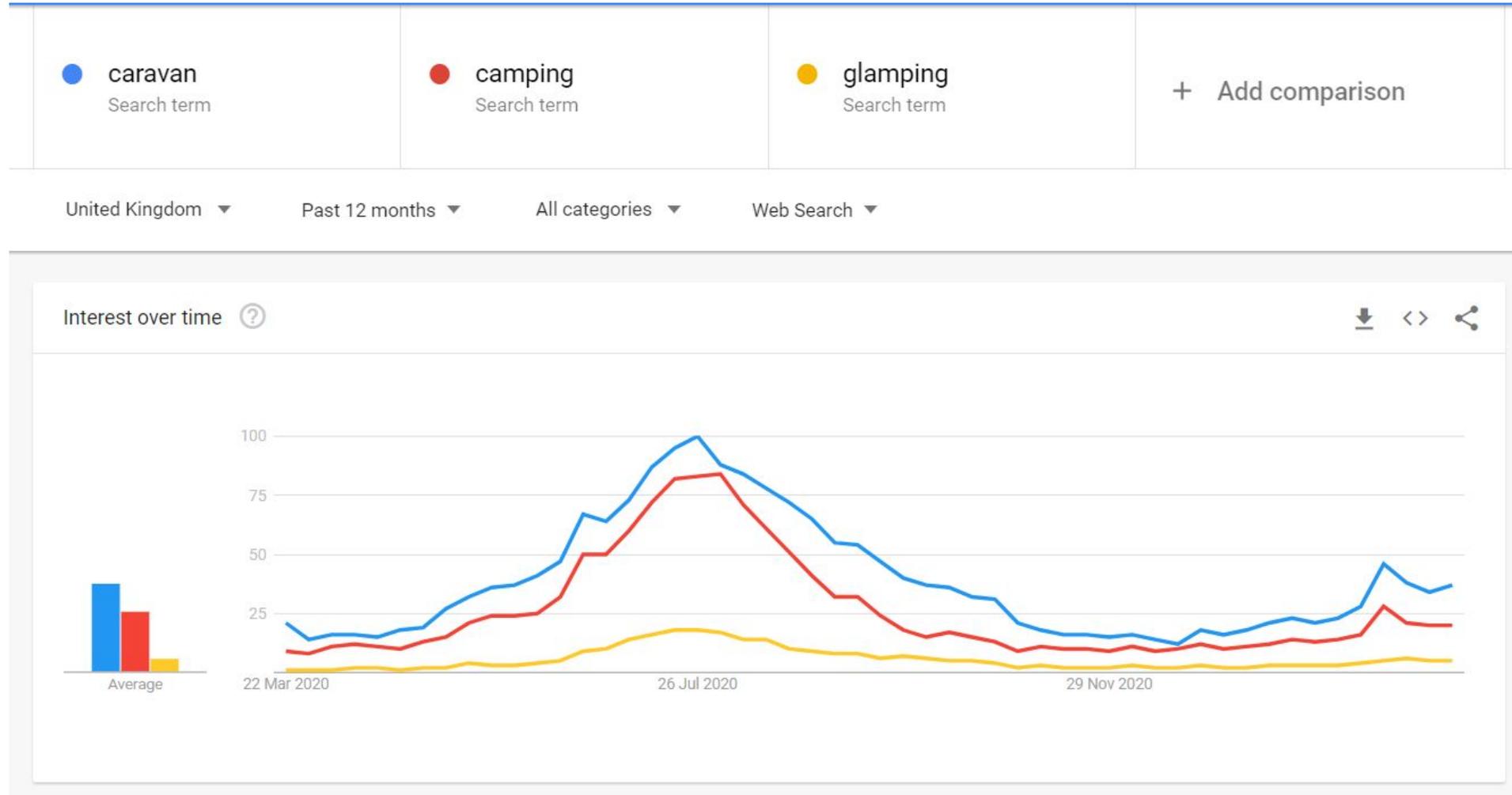
Easter, two May bank holidays, July/August



Source: Pitchup bookings 2019



Most popular searches



Source: Google



How much can I earn? New UK sites last year made an average of £12,500.

Average nightly price (£) by type of pitch

Pitchup.com bookings 2020

Motorhome/campervan pitch	24
Tent, touring or motorhome/campervan pitch	24
Tent pitch	25
Touring caravan, motorhome/campervan pitch	26
Touring caravan pitch	33
Lodge, pod, cabin	74
Tipi, yurt, wigwam, dome, bell tent	79
Static caravan	96

- Average new UK site in 2020: £12,500
 - 75 bookings in first 24 hours for a farm in Cornwall
 - 600 bookings and £50,000 in the first week for a pop-up in Cumbria
 - £98,000 for a new bell tent site in first 3 months
 - £577,000 record annual income (holiday park in Devon)
- Representative '56-day' tent pitch income of £400-500/month per pitch
- Average dimensions 7m x 7m pitch including car (+50% access/spacing) = 50 pitches/acre, but usually lower density (COVID-19)
- 56% of pitch bookings are for electric hook-ups



What do I need?

- Toilet and showers (95% have them) – recommendations for 60-pitch site:
 - 4 WCs for women, 2 WCs and 2 urinals for men
 - 4 wash hand basins for women and 4 for men
 - 2 showers for men and 2 showers for women
- Services
 - safe drinking water
 - septic tank, treatment plant or mains sewer
 - covered bins for dry waste
 - electricity supply/generator
- Arrivals / evening cover
- Access roads
- Insurance – employer’s liability + public liability
- NHS QR Code poster and Test and Trace customer details collection

More info: <https://www.pitchup.com/how-start-campsite-caravan-park/#FAQs>



Farms diversifying fast



- Farms present a unique experience:
 - fresh produce on the doorstep
 - animal experiences - llamas and wallabies!
 - firewood for sale
 - out-of-the-ordinary activities such as tractor rides and outdoor chess
 - tea rooms
- Over 800 farm campsites take bookings via Pitchup
 - earn up to £100k p.a., and an average of £12,500
 - £68 average booking value

Innovative ideas to attract visitors

Firepits and campfires

Organic produce

Extras to make any trip special-
G&T's and hampers!



-
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- How to Get Started

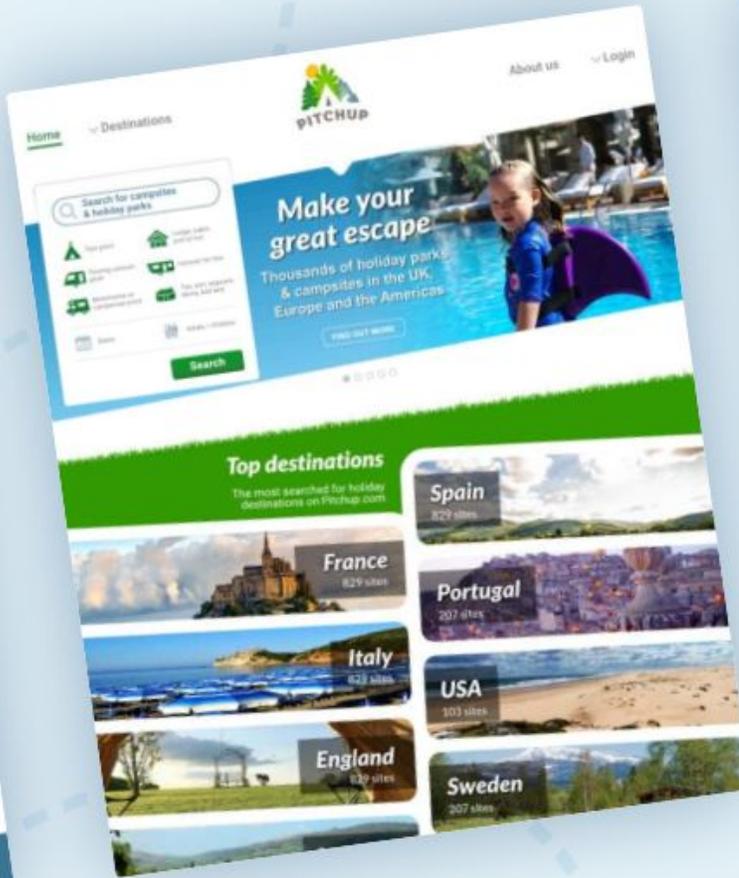
- How Pitchup Works

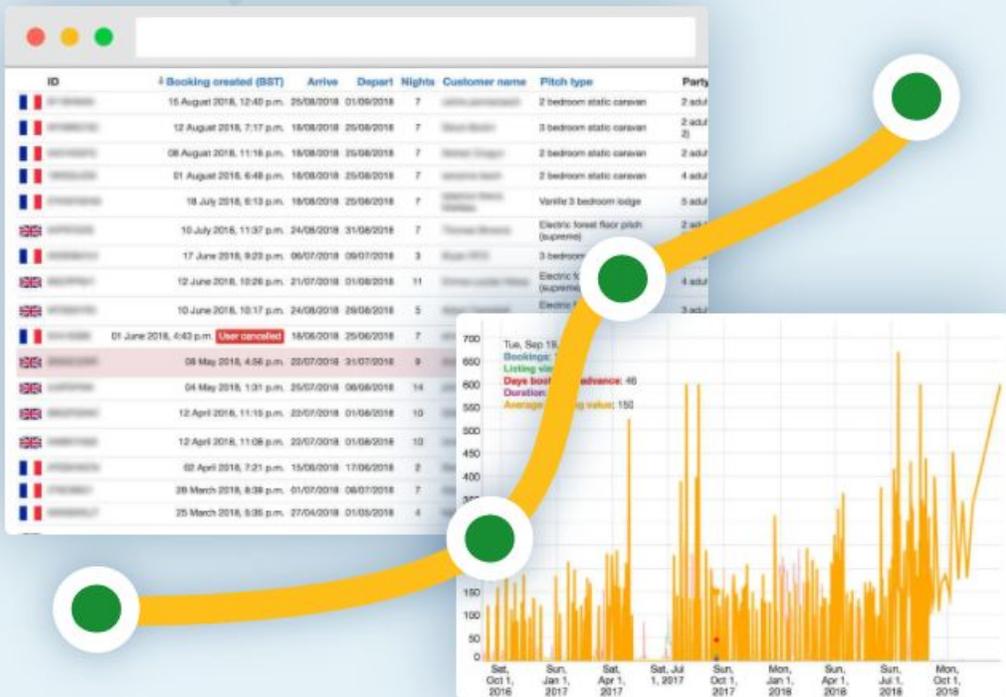


We find visitors

We're experts in the great outdoors. We list over 4,000 accommodation options around the world for people searching for their ideal outdoor holiday.

We know what they look for, we know where they look, and we spend what it takes to make sure they see our listings, at just the right moment.





We bring them to you

Our personalised search and straightforward booking function make it easy for people to find and book their great escape - 24/7.

We'll handle the whole booking process and simply deliver the extra bookings.

For free

No listing fees, no joining fees, no booking fees, no support fees. And no commitment.





6 people max.



Cars: 1 included, 2 max.



Dogs allowed



Pup tents not allowed

On your terms

We believe in freedom. We help holidaymakers find their freedom outdoors, on their terms. We'll help you bring in extra bookings, on your terms.

You control every aspect of your listing, while we make sure the right people see it, around the world.

We only take commission if we bring you bookings. It's as simple as that.



How it works



Create your listing

Our sophisticated system guides you through the process of optimising your listing. We provide a framework for all you need to include, and make it flexible so it works specifically for you.



Control your preferences

You decide when to accept bookings, what to charge and what your rules are.



Integrate with your booking system

Pitchup.com can plug in to most of the main booking systems, so you control everything from one place. Or you can use our easy calendar alongside your own to manage your bookings. [See how to integrate with Pitchup.com.](#)



Earn extra bookings

You'll start to see new bookings coming through for the dates you need them, at the price you set.

Getting paid

You charge the same

The price you set for your property is what visitors will pay. Our customers know we won't charge them more for booking through Pitchup.com. Their trust in us means more bookings for you.

Our commission included

We take a 15% commission on the bookings we send your way (you can reclaim 2.5% if VAT registered in the UK), which is included in the price that visitors pay. That's it.

Payment direct to your account

We work with a payment company called Stripe*, which bills the customer's card, sends 15% deposit to Pitchup.com and the balance directly to you on the due date. You can also opt for payment on arrival.

* Additional charge applies



Choice of payment options

Payment in advance (60% of campsites)

- You set balance due date (to 12 weeks before arrival)
- When booking, customer pays either:
 - if balance not due yet, 15% payment to Pitchup (“deposit”/commission)
 - if balance due, 100% of the amount, with 15% retained by Pitchup
- Low processing fee: e.g. 35p for a £50 payment based on Visa debit (used for 85% of payments)
- Option to allow customers to pay in full at time of booking, even if balance not yet due
- Payment received in your bank 3 days later
- We provide bank reconciliation report

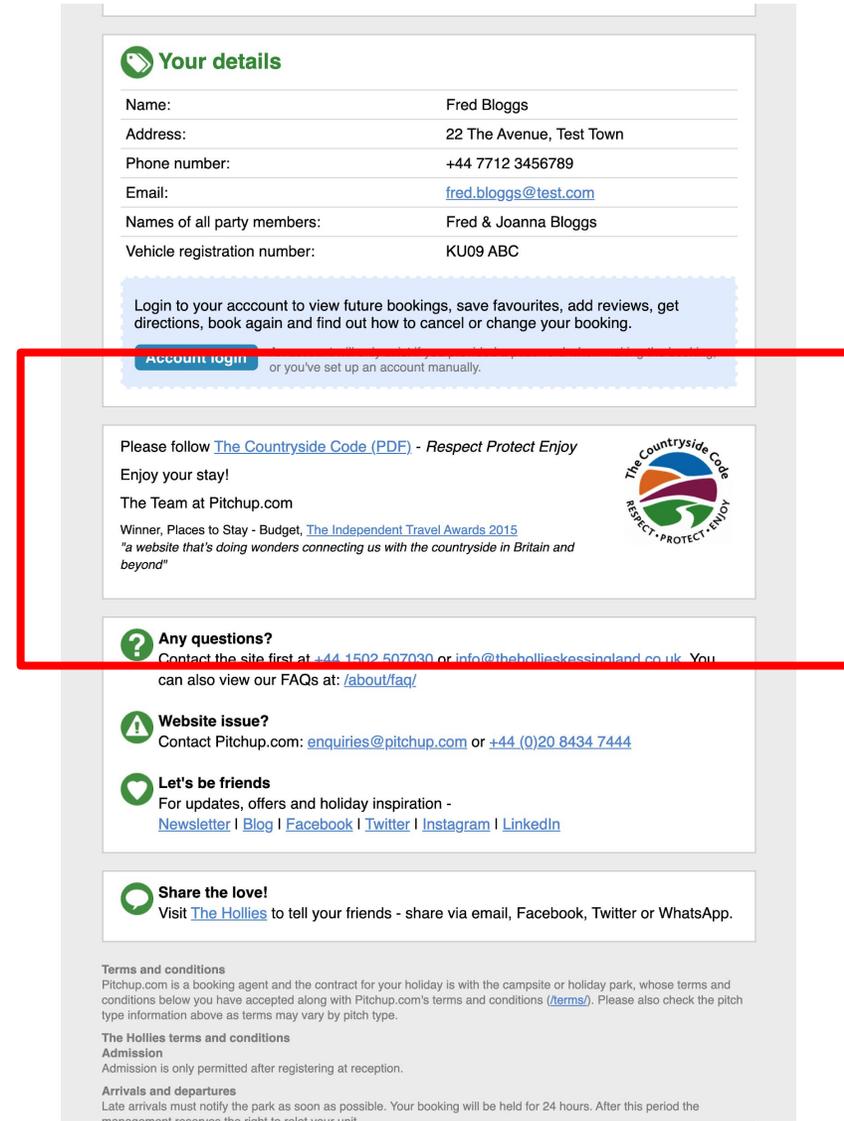
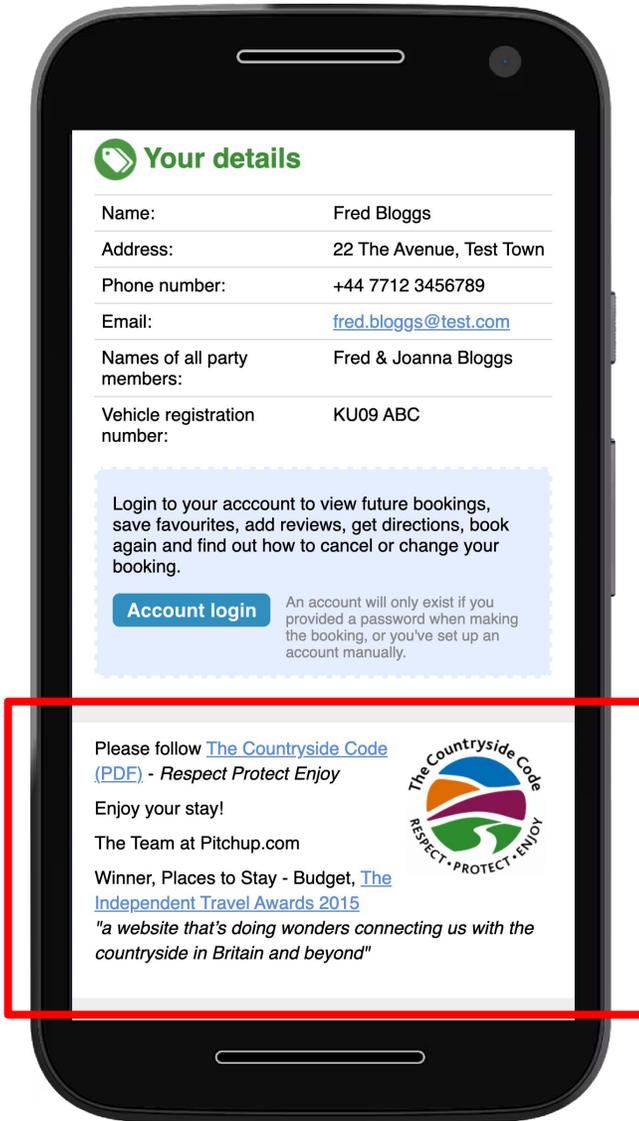
Balance on arrival (40% of campsites)

- Customer pays 15% to Pitchup at time of booking (“deposit”/commission)
- Balance paid to you on arrival

Payment methods accepted on the park *

- American Express
- Apple Pay
- Bank transfer
- Cash
- Cheque
- Diners Club
- Discover
- Google Pay
- JCB
- Maestro
- MasterCard
- PayPal
- Postal order
- Visa

Countryside Code included in all confirmations



Manage vacancies on mobile

The screenshot displays the PITCHUP mobile application interface for managing pitch vacancies. At the top, there is a green header with the PITCHUP logo and a hamburger menu icon. Below the header, the text "Girt Down Farm allocation" is displayed. The main section is titled "Non-electric grass tent or trailer tent pitch" and shows a calendar for "July 2021". A dropdown menu is set to "July 2021". Below the calendar, there is a section labeled "Allocation left to sell:". The calendar shows the following availability for each day:

Day	Month	Allocation Left to Sell	Booked
Thu 1	JUL 2021	0	+ 0 BOOKED
Fri 2	JUL 2021	5	+ 0 BOOKED
Sat 3	JUL 2021	5	+ 0 BOOKED
Sun 4	JUL 2021	5	+ 0 BOOKED
Mon 5	JUL 2021	0	+ 0 BOOKED
Tue 6	JUL 2021	0	+ 0 BOOKED
Wed 7	JUL 2021	0	+ 0 BOOKED



Free text message booking confirmations and calendar feeds

Primary phone number *:

United Kingdom (+44)



Get booking confirmations by SMS

Secondary phone number:



Get booking confirmations by SMS



Google Calendar feed of Pitchup bookings



Specify times of arrival and departure

Camping and touring 

Earliest arrival time: 

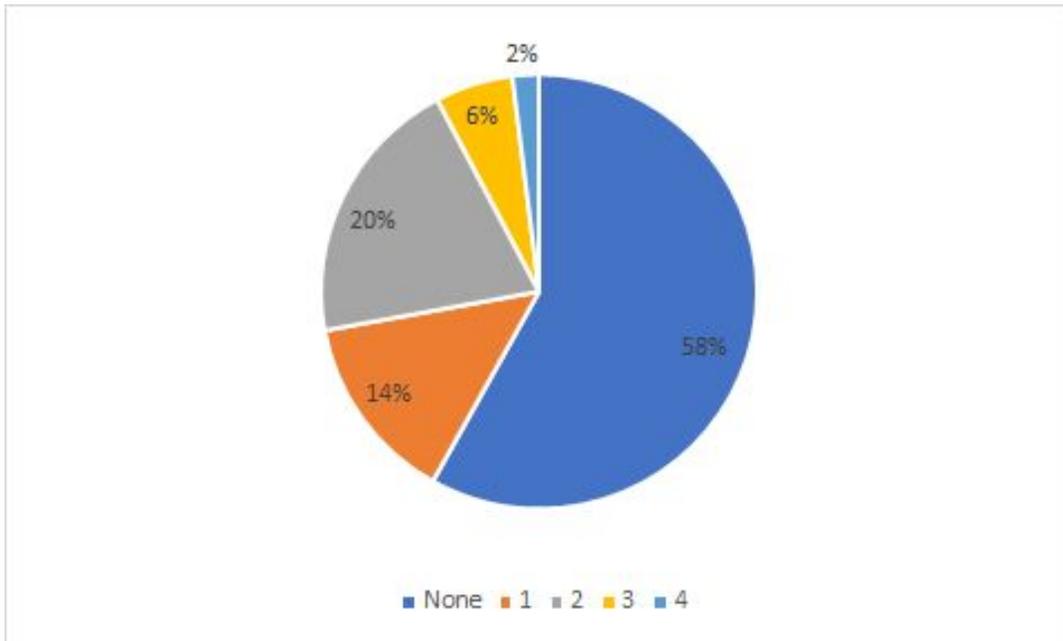
Latest arrival time: 
We'll stop taking bookings at this time on the arrival day. You can also restrict last-minute bookings in the 'Rules' section on the pitch type page.

Must depart by: 

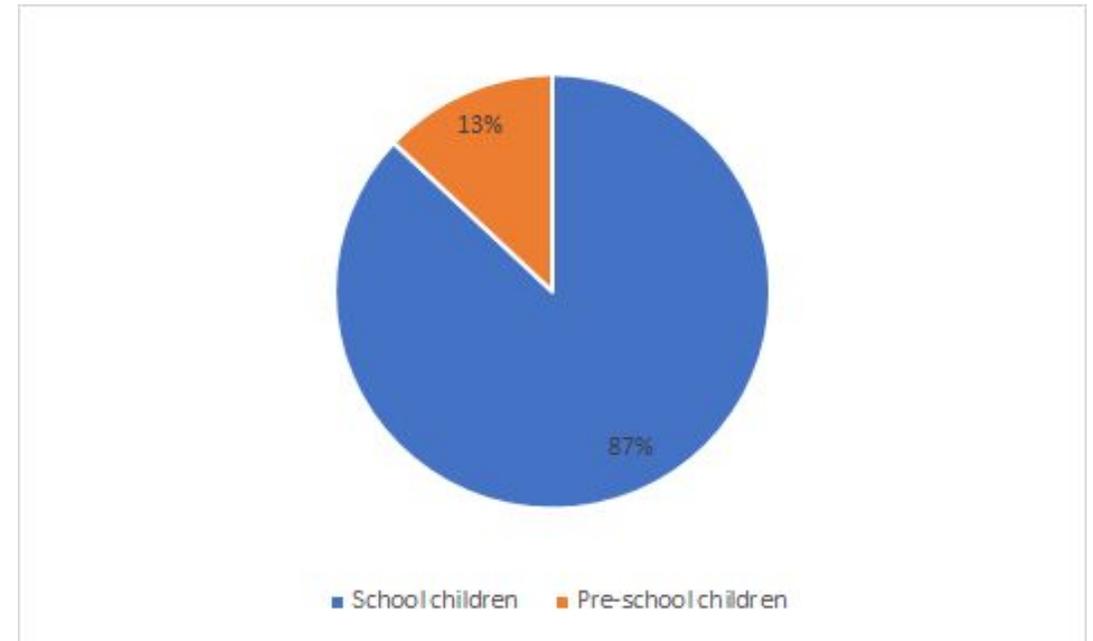
Request customer's estimated arrival time

58% of bookings adult only. Average party size 2.9.

Bookings by number of children



Children by school stage



Over 1,000 pieces of media coverage during the pandemic

The collage features several prominent media outlets and articles:

- THE Sun**: Navigation menu with DEIDRE, TECH, TRAVEL, MOTORS, PUZZLES, SUN BINGO, SUN VOUCNKFURT LIVE.
- HERD IT ALL**: Article headline: "Surge in staycation books leaves UK campsites FULL – so farmers are now opening their fields to campers from £17 a night". Author: Kara Godfrey. Date: 9 Aug 2020, 0:01 | Updated: 7 Aug 2020, 12:50. Includes social media icons and a "2 Comments" button.
- CAMPSITE**: Article snippet: "bookings across the UK have surged after frantic Brits opt for a British holiday this summer, leading to many selling out. Along with limited capacity due to social distancing rules, camping grounds at popular hotspots including Cornwall and Devon are [fully booked for the summer](#)."
- THE GUARDIAN**: UK edition logo.
- THE TIMES**: Logo with a crest.
- CRÓNICA**: Logo with subtext: DESIGN, LIVING, SCIENCE, TECHNOLOGY, TRANSPORTATION, BUSINESS.
- treehugger**: Article headline: "3 online booking sites for people who want to camp".
- USA TODAY 10Best**: Logo.
- Forbes**: Article snippet: "Unplugged Get Off The...".
- COSMOPOLITAN**: Navigation menu with celebs, love, bec.
- news music shows movies**: Navigation menu.
- the airbnb for glamping**: Article headline. Snippet: "Sometimes nature's call is too strong and it's time to reach for... Well, [Pitch Up](#) is where it's at. [The Airbnb for tenting holidays](#) one-stop shop for finding the perfect pitch. They have close to 3000 sites around the UK, Europe, and th...".
- EL PAÍS**: Logo.
- VANTY FAIR**: Logo.
- MailOnline**: Logo.
- THE TIMES**: Logo.
- BBC NEWS**: Logo.
- The New York Times**: Logo.
- LE FIGARO**: Logo.
- EL PAÍS**: Logo.
- CORRIERE DELLA SERA**: Logo.
- GQ**: Logo.
- GRAZIA**: Logo.
- PITCHUP**: Logo featuring a stylized tree and tent.

Broadcast, print and online coverage



THAT'S IN-TENTS Caravan holidays in the UK optimistic for the summer – but camping trips may not return until next YEAR

EXCLUSIVE

Kara Godfrey
15 May 2020, 10:49 | Updated: 15 May 2020, 10:49

Campsite bookings site pitchup.com lists several sites with availability next weekend including the grounds of the Sitwell Arms pub in Alfreton, Derbyshire and the Red Lion in Newmarket, Cambridgeshire. There are also traditional campsites with space in Truro, Cornwall, as well as Glastonbury in Somerset, Exmoor and the Loch Ness Highland Resort.

BBC LOOK EAST

Lorraine

BBC SOUTH TODAY



THE SUNDAY TIMES

British resorts brace themselves for a staycation stampede

SEASIDE

Ben Clatworthy
Assistant Travel Editor

If you think Spanish beaches can be crowded in the summer, brace yourself for Cornwall this August.

The UK is set for a staycation boom once travel restrictions are eased, as Britons abandon hope of overseas travel this year, with industry bosses pinning their hopes on "rescuing the summer" with a surge in demand for domestic breaks.

Campsite owners are particularly hopeful of being able to open this summer, insisting their sites are already set up for social distancing. Hotels and B&Bs are likely to remain closed for longer.

"Campsites that are 20 to 30 acres of green space are

ideal for having a holiday while keeping up social distancing," said Nick Lomas, director general of the Caravan and Motorhome Club.

"Our pitches are already separated by at least six metres (20ft), and we do think there will be lots of people who think of giving camping a go for the first time this year."

The prospect of a 14-day quarantine on return to the UK will further dash the prospect of overseas holidays this summer.

Mike Bevens, managing director of Sawday's, a Bristol-based travel outfit, said: "In the last week, we have seen a significant increase in people searching for UK breaks. The most popular months for forward bookings are July and August, followed by September, so there is optimism among travellers

that we'll be able to travel in the UK again soon." Cornwall and Scotland are the most sought after locations according to Bevens. Hotels, B&Bs and self-catering properties in Wales, Devon and Yorkshire are also attracting heightened interest.

For campsite inquiries, Scotland has overtaken the southwest for future bookings, according to Daniel Yates, the founder of Pitchup, a booking platform. He said: "It's common sense that staycations are likely to be front of mind at the moment, and our figures show intent to book is significantly up.

"Ironically, given the current hiatus, it may be that one of the key issues once lockdown is lifted is overcrowding at popular UK seaside resorts.

"Scotland reacted quickly to the virus, which means it has overall been less

affected, and it offers wilderness." The southwest of England is the most popular region for staycations, according to Visit Britain, attracting more than 19m tourists annually.

Corners of the country that have previously escaped the tourist hordes are also bracing themselves for an influx of day trippers and holidaymakers. Keith Beecham, head of Visit Jersey, hopes to attract more visitors from mainland Britain once travel is allowed.

"Jersey has a lot of strengths that will appeal in the post-Covid-19 market," he said. "We are very open and spacious, with very clean beaches, and have very strong public services.

"I think these are the sorts of things that people will be looking for post-crisis, rather than going for a break in a crowded city."

@BenClatworthy

CORONAVIRUS CRISIS: HOPE FOR BRITAIN'S TOURISM

Staycation stampede



TOURISM

Campsites make pitch for British holidaymakers on staycation

Travel



Camping holidays are in more demand than ever as flying abroad feels uncertain

Can I go camping in the UK during lockdown? The latest advice on when campsites will reopen

Q&A

Your travel questions answered. Send your questions to travel@people.co.uk

Q IS it true all UK holidays are booked for the summer? I'd really like to go camping but am struggling to find any pitches.

A DAN Yates, founder of booking platform [Pitchup.com](https://pitchup.com), said: "Outdoor holidays have exploded in popularity this year, with one booked up to every three seconds on Pitchup.com and a record 6,100 bookings made last Sunday. But contrary to ongoing reports like "Cornwall is booked" the reality is British holidaymakers shouldn't panic as we have plenty of sites which still show availability. "Our stats show significantly more available away from the coast, so it's worth considering Lincolnshire or the wider Shropshire/Warwickshire area."



‘The quickest, easiest and least disruptive way to diversify’

“The campsite is open in our quieter times, so **it complements the farm well**. A lot of visitors walked down into the village and spent money there, so the **wider community** benefited from the campsite. If you’re looking at ways of diversifying your revenue stream, a temporary campsite is probably the **quickest, easiest and least disruptive way** of doing that.” [Girt Down Farm](#), Devon

“It was **nice having people around the farm**. A lot of them took a **great interest in the working farm**, asking us about what we did and how, and learning more about it, which was great to see. Everyone seemed to **respect we are a working farm** so didn’t go beyond the cordon, which meant the campsite didn’t have any real impact on our day-to-day farming life.” [Hundred Acres Farm](#), West Sussex

“We’ve found 50%-plus of campers **spend around £100** in our bar/restaurant, and for a small country pub that’s significant.” [The Red Lion](#), Newmarket



Testimonial: Mains Farm, Penrith



generally the cost of Pitchup is pretty fair, because it is a

“Pitchup has been a tremendous help since we've been a member, bringing **new customers to the area to our business.**”

Watch the video >> <https://youtu.be/k3epDB8HHzl> (or search “Pitchup.com” on YouTube)



Thanks for listening

Email: join@pitchup.com

Phone: 0203 743 9975

Join Pitchup: www.pitchup.com/join/

Starting your site/questions: www.pitchup.com/start/

Frequently Asked Questions

What insurance do I need?

Only one insurance policy is legally required as a business: employers' liability insurance (EL), which covers claims by staff for illness or injury. You may also want to take out other types of insurances: we would recommend at least £2m of public liability insurance (PL) to cover claims made by members of the public. [Read more.](#)

[Find business insurance](#) or [talk to an insurance broker](#). You may also be able to access insurance through a trade body such as the [National Farmers Union](#) or [Country Land and Business Association](#).

Do I need to provide toilets and showers, and how many?

Around 95% of sites listed on Pitchup.com provide toilets and showers: not only is it easier to attract guests by providing these facilities, but also they encourage longer stays and favourable reviews of your business when kept in good order. These are usually provided within either toilet blocks or portaloos.

Moveable structures on wheels or skids in connection with the use of the site, such as portable toilets, benefit from the [same permitted development rights](#). However, any day when such a temporary structure remains on site counts as one of the number of days permitted.

Strictly speaking, an unlicensed campsite is not legally required to offer water, toilets or showers. However, you may want to follow best practices on the number of basins, toilets and showers per pitch. The following guidance is from Cornwall County Council's [Licence Conditions for Camp Sites](#) (see section H, page 3).

"I have been amazed at the number of bookings for tent pitches that we have received from Pitchup.com"

Mid Wales Camping and Caravanning

"We have had more bookings in the past two months than we probably took in a year before being with Pitchup.com."

Knowler Farm.

"Pitchup has given us more than 80% of our business and they pay you in a timely fashion which at the end of the day is the way we fund our business."

Hafod Hall

"When we saw that we could sell our static holiday homes through Pitchup.com, we jumped at the chance to give it a try. The results were outstanding as we filled completely to capacity."

Auchenlarie Holiday Park

