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GLOBAL AND UKRAINIAN HOTEL STATISTICS ANALYZE: UKRAINIAN CAMPSITES COMPETITIVENESS RESEARCH

This article analyses the Global and Ukrainian hotel industry development statistics and in particular, camping in 2020. In order to find ways to improve the competitiveness of Ukrainian campsites we look at statistics about travel and tourism impact of COVID-19.

The hotel services sector remains today one of the most dynamically developed sectors of the Ukrainian economy. In recent years, the hotel market in Ukraine is gradually recovering after a sharp drop in 2014. Against this background, more and more investors are planning to buy a ready-made hotel business such as campsites. It is established that the development of the hotel industry is facilitated by the opening of low-cost airlines, which leads to an increase of foreign tourists number.

However, according to the forecasts of the World travel and tourism council, the share of tourism in Ukrainian GDP by 2028 will increase to only 1.7%, and the number of foreigners visiting Ukraine in a year will increase to 21 million from the current 15 in 2028 (the share of tourists among them less, since statistics take into account transit travelers), which indicates the low attractiveness of Ukraine as a tourist destination. The low pace of development of the industry is due to COVID-19 in the beginning of 2020 and the absence in Ukraine of legislation favorable for the development of the tourist industry and the necessary infrastructure, and the lack of quality hotels and campsites. Therefore, despite the increase in inbound tourist flow, Ukrainians themselves have been and remain the main guests of Ukrainian hotels and campsites, and the volume of domestic tourism continues to grow rapidly, especially in the south of the country. It is proved that hotel services markets of various levels including campsites represent an excellent opportunity for hotel operators to confidently enter the Ukrainian market and pursue a policy of expanding their influence in the industry. The dynamics of their development depends on how effectively the hospitality industry representatives will carry out the analysis of the market situation, which will also depend on the composition of participants in the Ukrainian hospitality industry market. The article analyzes Global and Ukrainian markets key camping statistics for 2020, identifies and explores key trends in the camping industry by demographics, best destinations, equipment, types of camping, customer behavior and reasoning, the latest technologies and other indicators.

Introducing professionals and experts with the results of the article will contribute to positive changes in the Ukrainian camping market, which will increase the number of investors interested in doing camping business in Ukraine. Ukraine has a huge potential for the development of camping tourism, and the article should be the first step to increase interest in the development of this type of hotel business and prosperity in this niche.

Stabilization of the situation with coronovirus throughout the world, as well as in Ukraine, improving the political situation and improving economic indicators, technological progress development and following global trends in the development of the hospitality industry, investment growth in the tourism sector and the reanimation of recreational, protected and natural sites in Ukraine will lead to successful development of campsites in our country.

Keywords: *camping competitiveness, camping statistics 2020, tourism statistics, hospitality market statistics.*

Problem formulation

Our country has rich natural resources, a developed road infrastructure, and valuable historical and cultural monuments. These prerequisites make it possible to effectively meet the population tourist and recreational needs, including those who spend holidays or travel by car. Campsites and Boutique Hotels are a significant part of the hospitality market in Ukraine and have great potential. The relevance of the research topic is that at present, the proportion of autotourism trips is growing every year. At the same time, unfortunatelly, in our country, for many reasons, the camping industry has not reached a large scale compared to abroad, and the study of its economic and managerial fundamentals has not yet turned into an advanced branch of economic science, in particular in the field of hospitality, management and marketing as scientific areas and applied research are insufficiently implemented in economic activity. In vew of the above, research and use of foreign (world) experience for Ukraine remains relevant. The changes in the economy and politics that have taken place in Ukraine over the past few years have caused us to rethink and define the place and role of the hospitality industry in Ukraine and the world. The relevance of this study is emphasized by the need to apply international experience in the development of the hospitality industry in Ukraine, in order to stimulate the overall development of tourism, which is limited, among other things, by the archaic system of organization and management of the hospitality industry.

In Ukraine, camping tourism, including caravanning as a whole, is still a new type of recreation. We have been working in this direction for less than 10 years, while in the USA – more than 100, in Europe – about 80. Relatively recently, the construction of caravanning establishments, which began in our country, is not widespread. In this regard, many campers are forced to stay in ordinary hotels, resorts or campsites, which do not usually have comfortable amenities, in addition, violates the operational regime of these institutions. As a result, there is a need to develop roadside infrastructure.

One of the types of such auto-tourism enterprises is camping – an institution of seasonal operation, which provides the organization of leisure for auto-tourists on the principles of self-service. Campsites in Ukraine, having a fairly good natural and cultural-historical potential, can become one of the priority areas of tourism: a unique plain in the East and mountainous in the West landscape; a large area occupied by forests, lakes, rivers; suitable for the development of tourist infrastructure terrain; temperate climate that does not impede the development of this direction; protected and ecologically clean zones; rich fauna and flora with rare species of populations; unique natural and historical sites; prospects for water tourism – all this creates the prerequisites for the development of camping networks in the region.

Possessing the key statistics of the world market and comparing statistics with the domestic market, you can draw conclusions about where there are gaps and where investments are needed most, as well as what aspects and areas you need to pay the most attention to. The need for this study is due to the current situation in our country. According to the The Travel & Tourism Competitiveness Report 2019 Ukraine got score 78.

The Travel & Tourism Competitiveness Index 2019, Overall Rank

Rank	Economy	Score	Rank	Economy	Score	Rank	Economy	Score	Rank	Economy	Score
1	Spain	5.4	36	Slovenia	4.3	71	Azerbaijan	3.8	106	Senegal	3.3
2	France	5.4	37	Taiwan, China	4.3	72	Brunei Darussalam	3.8	107	Rwanda	3.2
3	Germany	5.4	38	Czech Republic	4.3	73	Dominican Republic	3.8	108	El Salvador	3.2
4	Japan	5.4	39	Russian Federation	4.3	74	Uruguay	3.8	109	Paraguay	3.2
5	United States	5.3	40	Indonesia	4.3	75	Philippines	3.8	110	Kyrgyz Republic	3.2
6	United Kingdom	5.2	41	Costa Rica	4.3	76	Jamaica	3.7	111	Gambia, The	3.2
7	Australia	5.1	42	Poland	4.2	77	Sri Lanka	3.7	112	Uganda	3.2
8	Italy	5.1	43	Turkey	4.2	78	Ukraine	3.7	113	Zambia	3.2
9	Canada	5.1	44	Cyprus	4.2	79	Armenia	3.7	114	Zimbabwe	3.2
10	Switzerland	5.0	45	Bulgaria	4.2	80	Kazakhstan	3.7	115	Ghana	3.1
11	Austria	5.0	46	Estonia	4.2	81	Namibia	3.7	116	Algeria	3.1
12	Portugal	4.9	47	Panama	4.2	82	Kenya	3.6	117	Venezuela	3.1
13	China	4.9	48	Hungary	4.2	83	Serbia	3.6	118	Eswatini	3.1
14	Hong Kong SAR	4.8	49	Peru	4.2	84	Jordan	3.6	119	Côte d'Ivoire	3.1
15	Netherlands	4.8	50	Argentina	4.2	85	Tunisia	3.6	120	Bangladesh	3.1
16	Korea, Rep.	4.8	51	Qatar	4.1	86	Albania	3.6	121	Pakistan	3.1
17	Singapore	4.8	52	Chile	4.1	87	Trinidad and Tobago	3.6	122	Ethiopia	3.0
18	New Zealand	4.7	53	Latvia	4.0	88	Cape Verde	3.6	123	Benin	3.0
19	Mexico	4.7	54	Mauritius	4.0	89	Iran, Islamic Rep.	3.5	124	Lesotho	3.0
20	Norway	4.6	55	Colombia	4.0	90	Bolivia	3.5	125	Malawi	2.9
21	Denmark	4.6	56	Romania	4.0	91	Nicaragua	3.5	126	Guinea	2.9
22	Sweden	4.6	57	Israel	4.0	92	Botswana	3.5	127	Mozambique	2.9
23	Luxembourg	4.6	58	Oman	4.0	93	Mongolia	3.5	128	Cameroon	2.9
24	Belgium	4.5	59	Lithuania	4.0	94	Honduras	3.5	129	Nigeria	2.8
25	Greece	4.5	60	Slovak Republic	4.0	95	Tanzania	3.4	130	Mali	2.8
26	Ireland	4.5	61	South Africa	4.0	96	Kuwait	3.4	131	Sierra Leone	2.8
27	Croatia	4.5	62	Seychelles	3.9	97	Lao PDR	3.4	132	Burkina Faso	2.8
28	Finland	4.5	63	Viet Nam	3.9	98	Cambodia	3.4	133	Haiti	2.8
29	Malaysia	4.5	64	Bahrain	3.9	99	Guatemala	3.4	134	Angola	2.7
30	Iceland	4.5	65	Egypt	3.9	100	Lebanon	3.4	135	Mauritania	2.7
31	Thailand	4.5	66	Morocco	3.9	101	North Macedonia	3.4	136	Congo, Democratic Rep.	2.7
32	Brazil	4.5	67	Montenegro	3.9	102	Nepal	3.3	137	Burundi	2.7
33	United Arab Emirates	4.4	68	Georgia	3.9	103	Moldova	3.3	138	Liberia	2.6
34	India	4.4	69	Saudi Arabia	3.9	104	Tajikistan	3.3	139	Chad	2.5
35	Malta	4.4	70	Ecuador	3.9	105	Bosnia and Herzegovina	3.3	140	Yemen	2.4

Asia-Pacific Europe and Eurasia The Americas Middle East and North Africa Sub-Saharan Africa

Fig. 1. The Travel and Tourism Competitiveness Index 2019, Overall Rank [1]

In 2018, according to the World Tourism Organization, the number of international tourist arrivals worldwide reached 1.4 billion. That year also marked the seventh year in a row where the growth in tourism exports (+4%) exceeded the growth in merchandise exports (+3%). Given this rapid pace of growth, the prediction that international arrivals will reach 1.8 billion by 2030 may be conservative. This presents enormous potential for the sector and economies globally as travel is further democratized. Emerging economies are contributing larger proportions of travellers to this global trend and are becoming increasingly desirable as destinations as they show greater competitiveness in travel and tourism.

It is within the context of enormous growth potential, and increasing pressure on tourism infrastructure and services, that travel & tourism competitiveness can be seen simultaneously as a powerful economic growth driver, or a risk to ongoing development of the industry if not managed correctly. Increasing competitiveness in the field of scientific research technologies has traditionally offered tremendous returns, from increasing gross domestic product and absorbing labor, to local economic development for more remote communities. However, competitiveness for competitiveness sake may become a burgeoning constraint for the sector as a whole. The top 10 TTCI scores remains the same. Spain is the top country the third year in a row, while the United Kingdom’s slight decline in competitiveness has led to it being overtaken by the United States. The top 10 are, from highest to lowest score: Spain, France, Germany, Japan, the United States, the United Kingdom, Australia, Italy, Canada and Switzerland. India (40th to 34th) had the greatest improvement over 2017 among the top 25% of all countries ranked in the report. Egypt (74th to 65th) had the best improvement among countries ranked 36th to 70th, Serbia (95th to 83rd) had the largest improvement for economies ranked 71st to 105th and Bangladesh (125th to 120th) was the most improved among the remaining 25% of scorers.

One of the possibilities to rise to a higher place is to develop the sector of campsites and boutique hotels in Ukraine and bring it to a new level.

Ukraine has all the conditions for the development of campsites because it has beautiful landscapes and natural recreational areas with everything necessary for a good rest and restore the health of visitors. Today, the camping business of Ukraine is developing in several regions, each of which has its own distinct specialization. Thus, hotels and campsites in the western and southern regions are focused on recreational tourism, and the main guests of hotels and campsites in the metropolitan cities are corporate tourists. The most promising for investing in the hotel business are Kiev and the southern regions, where the largest increase in tourist flow is observed. In the capital, it is provided by foreigners and corporate tourists, and in the coastal areas in recent years, glamping and recreational tourism have been actively developing.

Currently, compared to Russia and Eastern Europe, the segment of five-star hotels and campsites in Ukraine is insignificant. In general, in Ukraine the number of hotel beds per 1 thousand population is 2, in Kiev – 6. However in Moscow – 9, Paris – 38, and on average across Europe 14-18. The main problem of Ukraine is the lack of hotels and campsites. According to various estimates, Kiev needs another 12-15 thousand hotel rooms. Of the 8700 rooms in the capital`s hotels, only 3% meets international standards.

In its formation, the hotel market in Ukraine has faced a number of problems. COVID-19 is a main reason for slowing down Ukrainian economy development in 2020. Travel and tourisme hospitality market collapsed at the beginning of the year. International Monetary Fund Managing Director Kristalina Georgieva made the following statement on March 23d, 2020: “The human costs of the Coronavirus pandemic are already immeasurable and all countries need to work together to protect people and limit the economic damage. First, the outlook for global growth: for 2020 it is negative – a recession at least as bad as during the global financial crisis or worse. But we expect recovery in 2021. To get there, it is necessary to first of all prioritize containment and strengthen health systems – everywhere. The economic impact is and will be severe, but the faster the virus stops, the quicker and stronger the recovery will be. Advanced economies are generally in a better position to respond to the crisis, but many emerging markets and low-income countries face significant challenges. They are badly affected by outward capital flows, and domestic activity will be severely impacted as countries respond to the epidemic. Investors have already removed US$83 billion from emerging markets since the beginning of the crisis, the largest capital outflow ever recorded. We are particularly concerned about low-income countries in debt distress – an issue on which we are working closely with the World Bank. We will massively step up emergency finance – nearly 80 countries are requesting our help – and we are working closely with the other international financial institutions to provide a strong coordinated response. We are ready to lend US$1 trillion” [2].

The reason for the unfavorable situation in today's domestic market of tourist services in Ukraine is due to the low quality of services and the military situation of the country. Today, no more than 8% of the working population can use high quality services, including in the tourism sector. Further development of tourism is hampered by the following: -the lack of an integrated system of state tourism management in the regions; -imperfection of the regulatory framework; -lack of methodological, organizational, informational and material support of tourism industry entities from the state; -slow growth in investment in the development of the tourism material base; -mismatch of the vast majority of tourism enterprises with international standards; -limited innovation projects and scientific research on the development of promising types of tourism; -insufficient number of highly qualified specialists in the tourism industry.

The problem points in the functioning of the hotel services market in Ukraine include:

1) The tendency of filling domestic market niches by foreign operators. At the present stage of economic development in Ukraine, there is only one national hotel operator, “Premiere-Hotel”, which includes six hotels – a kind of monopolist in the hotel sector of the Ukrainian economy.

2) The Ukrainian hotel services market is now approaching saturation in the sector of five- and four-star hotels and campsites.

3) The sector of hotels and campsites of the three-star level and below remains unfilled in Ukraine and is represented mainly by enterprises with an extremely low level of service and a small range of services.

4) To date, there has been almost no intensification of entrepreneurial activity in the hotel sector of Ukraine, the delay in national companies can lead to the filling of the market with foreign operators. In turn, the Western investor does not want to enter the hotel field of Ukraine without the active presence of Ukrainian companies there.

5) Issues related to interaction with government agencies remain difficult for national hotel companies. Category of “dangerous” issues include: -the process of registering a hotel facility; -allocation of land for construction; -passing the mandatory procedures in the departments of fire protection and sanitary and epidemiological control; -obtaining the necessary permits and certificates.

6) Several hundred million hryvnias are invested annually in the development of the hotel industry. In order to bring the national tourism economy to an average (by European standards) level of comfort and quality of service, multibillion-dollar infusions are needed.

7) The weakness of internal competition (which is explained by the lack of available funds and high tax rates, which makes it difficult to ensure economic stability, maximize profits, and increase the competitiveness of hospitality industry enterprises in the hotel services market) and the lack of powerful international hotel chains. The indicator of low competitiveness of hotel services is formed by the price level and quality of services. Through high tax rates (hotel fees) hotels are forced to set high prices. The hotel fee rates for hotels of various categories in Ukraine are different. The cost of hotel services in Kiev is from $60 to $400 per day, and it is constantly growing. Prices are determined by the conditions of competition, the state and the ratio of supply and demand. Hotels are forced to reduce the cost of their rooms. So compared to 2015, the cost of rooms in 5-star hotels fell by 16%, and in 4-star hotels by 6.7%.

8) According to Colliers International [3], in 2016 hotel occupancy in Kiev was 40%, which is a very low indicator. The situation on the market remains rather complicated, and the number of guests does not grow at the pace as expected in 2015.

9) There is no clear legislative definition of the place of the hotel business in the tourism sector, its departmental subordination. At the legislative level, it is necessary to determine the legal, economic and organizational aspects of creating and developing a competitive environment in the hospitality market. The legislative framework should facilitate the formation and entry into the market space of new hotel enterprises, in particular the creation of conditions for legal protection and the survival of small forms in the hospitality industry. The Ukrainian legislation does not clearly regulate the ownership of land, especially for foreign investors. There are no opportunities for land privatization and unfavorable lease conditions for hotel construction, a mechanism for the concession of historical and architectural sites, and this does not help attract foreign companies to the hotel business.

10) The unresolved problem is the change in ownership, corporatisation of hotel enterprises. Huge hotels and a significant part of medium-sized hotel enterprises in Ukraine are in state and communal ownership (39.8%); in some regions there are no private hotels at all. Due to the low profitability and regulatory tax pressure, the owners of most hotels consider the hotel business as an addition to other areas of their business. Privatization and corporatization will lead to a better management at the hotel industry, as well as to the material and financial stabilization of the industry. It is advisable to conduct a financial and economic policy to change the form of ownership by attracting financial resources from various sources. At the same time, it is necessary to create a system of state guarantees for investors to protect private property and capital.

11) Low quality of service. According to a study by international business organizations, today less than 20% of Ukrainian hotels meet the requirements of international standards of service quality.

Ambiguous situations of this kind complicate and slow down the activity of the hotel industry, however, it is here that the national hotel operator can take advantage of the knowledge of such issues and knowledge of the peculiarities of national legislation.

Analyzing tourism statistics in Ukraine, we also see a negative trend. Visitors to Ukraine were well down in 2014 compared to the previous year for example dropping more and more each year until 2020. So in 2014 the country received 12,7 million foreign guests, a 48 percent decrease from 2013. The conflict in the east of Ukraine was undoubtedly the major factor responsible for the fast drop. Just over 2,3 million Russians visited Ukraine in 2014, significantly less compared to 10,3 million that visited in 2013. In fact, during 2014 travellers from Moldova outnumbered Russians, despite a 19 percent fall in the number of Moldovan visitors. Visitors from majority of other countries declined visiting our country. Fewer Poles, Romanians, Germans, Turks, Americans, and British contributed to the indicators drop down. The number of Hungarian visitors actually increased while the number of Slovakians visiting Ukraine fell by just 2 percent. The data in the graph below comes from the State Statistics Service of Ukraine.

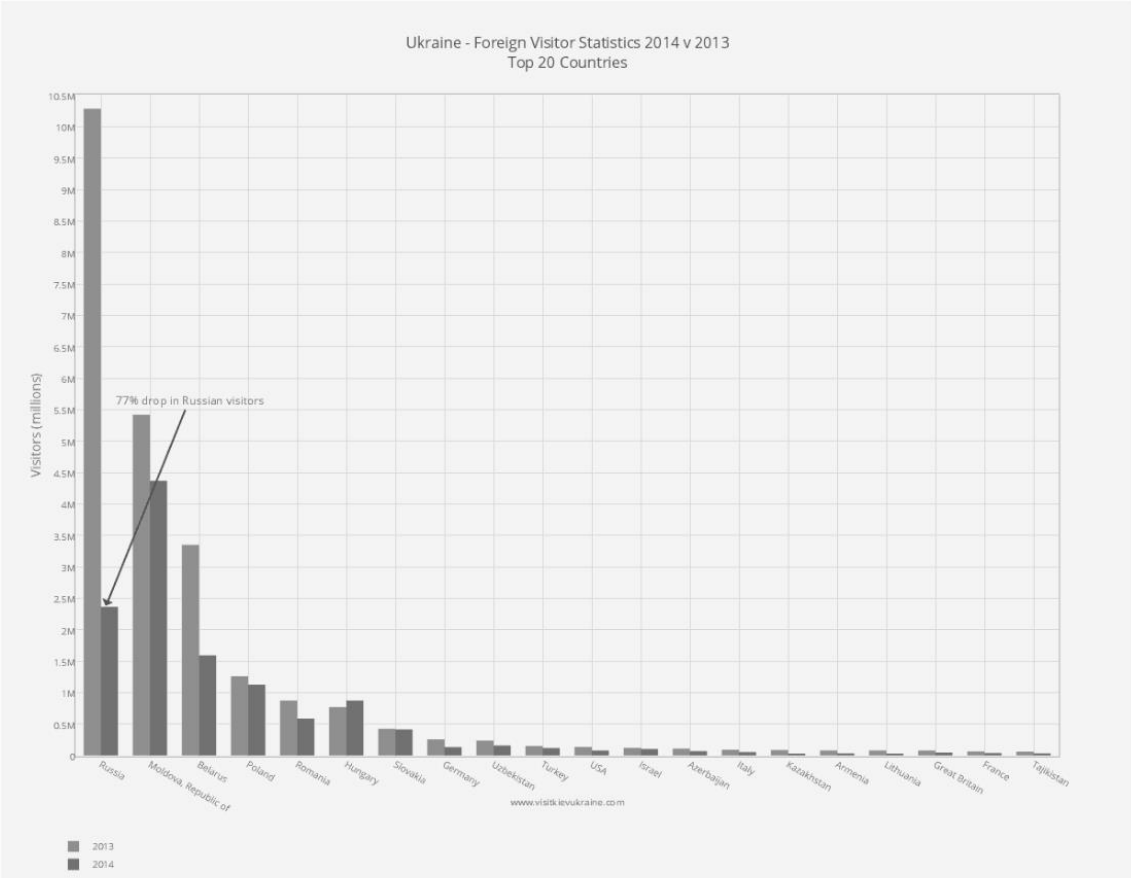

Fig. 2. Ukraine – Foreign Visitor Statistics 2014 vers 2013Top 20 Countries [4]

Foreign citizens who visited Ukraine in 2017 year. Of which by purpose of visit:-business trip 88 975; -organized tourism 38 958; -private visit 13 741 653; -education 4 521; -placing in a job 2 640; -immigration 4 027; -cultural event, sport event, religion, other 348 867 [4].

Our country has never been highly attractive to tourists, and the tourism industry also cannot boast of state support. Despite this, according to experts, in 2015 alone Kyiv received more than one million tourists, despite the fact that the most touristy city of Ukraine - Lviv, visited more than 2 million people. In addition, the Carpathians and Odessa also have significant potential for the camping business development. The total number of tourists to Ukraine amounted to more than 10 million people. Most of the trips, both from abroad and within the country, are business visits. This includes business trips of international employees, visits to conferences, seminars, business meetings. Analysts note a slight increase in business activity in Ukraine in 2016, and accordingly, hotels also felt this in their business. In addition, until the end of 2013, tourists from Russia prevailed in the general flow of visitors to Ukraine, for obvious reasons, these trips were significantly reduced.

In Odessa, Kherson, Nikolaev and Zaporizhzhya regions today there is a rapid increase in the number of tourists. According to the Odessa City Hall in 2018, 3 million 200 thousand tourists visited South Palmyra (in 2017 their number amounted to 2.5 million). Berdyansk was visited by 1.5 million people in 2019. As in Kiev, the majority of hotel guests are Ukrainians - about 60-70%.

The development of the hotel and camping industry is promoted, first of all, by the opening of low-cost airlines, which led to an increase in the number of foreign tourists. The passenger flow of the Kiev and Boryspil airports in the 1st quarter of 2019 increased to 638 thousand (+ 44.3%) and 2.65 million (+ 15.2%), which indicates an increase in the interest of foreigners in Kiev as a economic and tourist center.

Setting Objectives

The purpose of the article is to research the world statistics of the tourist services and hospitality industry, including luxury campsites, and to apply the best world experience in building a gamping business in Kharkiv, Kiev and the best and picturesque places of our country in order to ensure its further development and prosperity.

According to the forecasts of the World travel and tourism council, the share of tourism in Ukrainian GDP by 2028 will increase to only 1.7%, and the number of foreigners visiting Ukraine in a year will increase to 21 million from the current 15 in 2028 (the share of tourists among them is less since statistics take into account transit travelers), which indicates the low attractiveness of Ukraine as a tourist destination. The low pace of development of the industry is due to the absence in Ukraine of legislation favorable for the development of the tourist industry and the necessary infrastructure, and the lack of quality hotels. Therefore, despite the increase in inbound tourist flow, Ukrainians themselves have been and remain the main guests of Ukrainian hotels, and the volume of domestic tourism continues to grow rapidly, especially in the south of the country.

The infrastructure of accommodation facilities in Ukraine does not comply with international standards of accommodation and recreation: insufficient number of hotel enterprises, the structure of hotel enterprises has a low proportion of high category establishments, the material and technical base is outdated and requires modernization, there are no modern means of communication and information communications, effective and reliable protection systems which are necessary for a high level of service quality. In the structure according to the size of hotels in Europe, the number of large enterprises is 15-25% of their total number, 75-85% are regular hotels and family-type hotels. In Ukraine, about 70% of large hotels, but as for motels, campsites, youth facilities, typical of European countries, there are few in Ukraine. As international experience shows, it is small hotel companies today that form the basis for the development of the hospitality industry – they structure the hotel services market according to consumer demand, form a competitive environment and create additional jobs.

Camping statistics 2020: trends in the camping industry by demographics, top destinations, equipment and more:

Camping has significantly increased it's popularity: in 2019, 1.4 million households camped for the first time. Since 2014, there has been a 72% increase in the number of campers who camp three or more times a year demonstrating the growing interest in camping over the years. Camping has become increasingly popular among the younger generation as 56% of campers are Millennials, however, it is still very common among Generation Xers and Baby Boomers. So why do people go camping? Many people look to camp as an opportunity to escape from their busy lives and connect with nature. 34% of people take their first trip because they have a love for the outdoors, making it the number one reason as to why people enjoy it. From glamping with luxuries to sleeping under the stars, this type of trip truly caters to everyone.

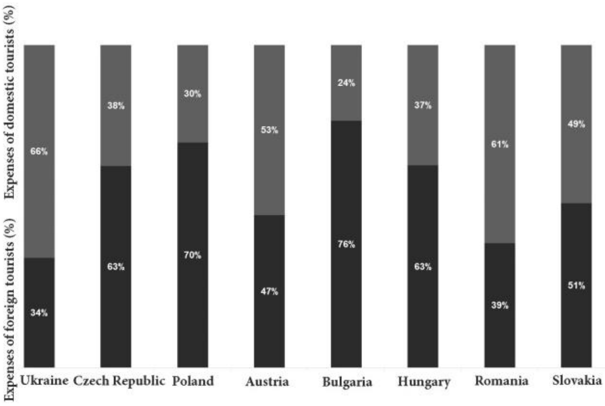

Fig. 3. Cost structure of internal and external tourists in the countries of Central and Eastern Europe in 2017 [5]

Key camping statistics: -77 million households in the U.S. contain someone who camps; -since 2014, 6 million households have taken up camping, 64% of them go out three or more times a year; -in 2018, 4 million families camped for the first time, 51% of these campers were from non-white groups; -in 2018, 8% of those who camped, stayed in the backcountry, whereas 65% chose to stay in campsites; -1 million families in Canada like to camp, 56% of campers are Millennials; -over the last couple of years, 40 million people took RV trips; -28 million Americans camped in 2018; -47% of campers spent between $51 and $200 on camping equipment in 2016; -there was a 64% increase in the number of Americans going camping in 2018; -every year 1 million new families in the U.S. start camping; -81% of campers say their main goal is to spend time with their family and friends; -13 million families would like to camp more in 2017 compared to 2016; -the top five words associated with this industry are outdoors (89%), campfire (89%), fun (84%), tent (83%) and adventure (80%); -on average, trips are planned 25 days in advance.

Camping industry statistics and trends: -there have been 7 million new camper households in the U.S. since 2014; -there has been a 72% increase in the percentage of campers who camp 3 or more times annually since 2014; -66% of families say that the number of times they camp increased in 2019; -in 2018, families who have choosen to camp has grown by 4 million, reaching an all-time high of 78.8 million; -there has been a 22% increase since 2014 in the number of families who camp at least once a year; -there has been a 72% increase since 2014 in the percentage of campers who camp three or more times a year; -5% of families stated that they camped for the first time in 2018; -there has been a 17% increase in the percentage of families who camp with children over the past five years; -66% of teens and 51% of children say that they are enthusiastic about camping; -there has been a 46% increase in campers who intend to camp more often since 2014; -84% of campers stated that they intend to camp more in 2020.

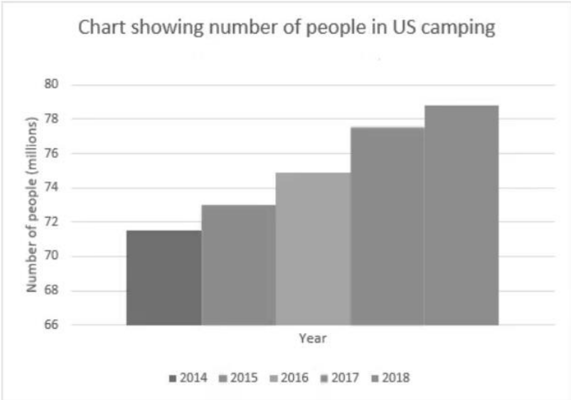

Fig. 4. Chart showing number of people in US camping 2014-2018 [6]

The North American Camping Report has discovered since 2014 the interest in this type of vacation has dramatically increased, there are now 7 million new camper households in the U.S. It is rising in popularity because of its affordability, the range of activities available, as well as it being the perfect opportunity for families to spend quality time together. It allows those who love the wilderness and want to enjoy the fresh air a chance to escape to nature whilst being close to home if they wish. In 2018, families choosing to camp grew by 1.4 million, reaching an overall all-time high of 78.8 million households. Camping statistics show people are expressing an interest in all forms, from luxury glamping to the standard tent. Ultimately, it caters to everyone as people are finding exciting and alternative ways to camp that suits their needs. 84% of campers stated that they intend to camp more in 2019, demonstrating the immense interest in this type of trip, even in the digital age.

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Coronavirus has changed statisctics in 2020 all in Ukraine, in Europe and all over the world.

Fig.5. Current overview map of camping restrictions in Europe as on May 13th, 2020 [7]

The Impact of COVID-19 on camping in Europe: Coronavirus is spreading more and more countries are declaring a state of emergency at national level, leading to a decline in public life and its gradual cessation. In particular, the tourism industry is facing increasing problems related to travel bans and border closures. Not only are travel to other countries canceled, but in many areas, domestic travel is prohibited. In Germany, violating the travel ban is punishable even as a felony. This travel ban now also affects the temporary closure of campsites.

Camping statistics dempgraphics and trends up to 2020: -10 was the average age for a first camping trip; -48% of campers stated that other people introduced them to camping, younger campers stated that they were introduced to it by their families; -32% of Millennials and 38% of Generation Xers now identify themselves as lifelong campers in comparison to past years; -50% of millennials stated that life events such as increased income or having children permitted them to camp more often; -90% of teen campers say they plan to camp as adults; -38% of the 75 million household campers are Millennials, this has increased by 34% since 2016; -in 2018, 51% of new campers are from multicultural groups whereas Caucasian campers account for 49%; -11% of all camping households are Hispanic, making up the largest non-white group of campers; -22% of new campers in 2018 were Hispanic and are the fastest-growing group based on ethnicity; -since 2015, the number of Hispanic camper households using tents has dropped whilst the use of cabins has increased by 10%; -74% of Hispanics are the most likely to camp with multiple generations of family members, they are also more likely to camp with larger groups of campers; -the percentage of same-sex couples camping has increased to 8% in 2018; -Millennials are more likely to camp in larger social groups including friends and family; -generation X campers are more likely to camp with a significant other; -60% of households take at least one trip that includes multiple generations, this has increased by 56% since 2015.

Statistics show Millennials have amplified the popularity in this industry as they represent the bulk of new campers in 2018 making up 38% of the 75 million household campers. This has increased by a whopping 34% since 2016. Millennials are also the most likely generation to camp in larger social groups whether this is with family or friends. 90% of teenagers stated that they will continue to camp in the future, demonstrating why it has become so popular amongst millennials. Taking a camping trip is still very strong amongst the older generation, such as Generation Xers and Baby Boomers as 44% of new campers are 40 years and older. It has become very popular amongst multicultural groups, accounting for 51% of new campers. Camping has become particularly popular amongst Hispanics and they are the fastest-growing group based on ethnicity making up 22% of new campers in 2018.

Camping trends and location statistics: -40% of the adventure tourism market is dominated by Europe; -the Mountain Region has a camping participation rate of 19%, making it the highest in the U.S.; -13% of trips to campgrounds were under 50 miles from home in 2014, this has risen to 31% in 2018; -54% of campers travel less than 100 miles from home to their destination; -60% of nights are spent in public campgrounds or public land; -56% of baby boomers and 54% of mature campers are less likely to change their travel habits; -younger campers are more likely to extend their trips and include more weekends away; -since 2015, camping in national parks and state parks has declined, however, in 2018, in national parks and state parks amongst African American/Black and Asian it is at an all-time high; -40% of households say that the campsite's quality has the most impact on their selection, specifically older campers, 25% stated that the atmosphere in the camp is an influential factor; -in 2018, the top factors that influence the campground selection were campground atmosphere (24%), campground location (22%), quality of campsites at the campground (18%), availability of the cabins (9%), the types of sites available (12%), the onsite recreations opportunities (5%) and Wi-Fi availability (3%); -40% of millennials and generation Xers stated that recreation is an important factor in their vacation experience, 37% of baby boomers and 34% of mature campers agree; -50% of campers believe that clean bathrooms are the most important factor when staying at a campsite; -23% believe that allowing pets is the most important factor, 21% believe being child-friendly is the most important and 20% stated that offering recreational activities is the most important; -90% of campers leave campsites to take part in other activities, such as sightseeing, dining or other outdoor recreational opportunities; -43% of campsite reservations are made on the day of arrival; -Western U.S. campers and Canadian campers are more likely to travel long distances for their camping trips.

More so in the last 4 years, it has become common for people to travel closer to home to camp, specifically amongst the younger generation. 13% of trips were under 50 miles from home in 2014, this has risen to 31% in 2018. Statistics show it has also become a popular escape for those who want to remain healthy with 90% of campers leaving campsites to take part in other activities. Campers are looking to take part in adventure activities like rock climbing or hiking, specifically in European locations as 40% of the adventure tourism market is dominated there. Campsite quality is the most important factor when selecting a campsite, specifically clean bathrooms as 50% of campers stated that clean bathrooms are the most important factor when selecting a campsite.

Types of camping statistics: -there are 30 million RV enthusiasts nationwide, including renters; -11% of U.S. households (35-54-year olds) own an RV; -Hispanic campers are seeking new ways of camping and types of experiences, they are most likely to want to try an RVing experience (58%) or to experience "van life" (22%); -29% of RV owners are couples with children; -60% of campers do so in tents and it is the primary type of accommodation; -60% of new campers are staying in recreational vehicles, cabins or other accommodation; -cabins have increased in popularity with 21% of Millennials, 22% of Generation X and 33% of Baby Boomers staying in cabins; -45% of Canadian households tried out new accommodation in 2018 and 33% of Canadians said that they would like to try a luxury cabin in 2020; -glamping trends show it has increased in popularity with 50% of Millennials and nearly 50% of Generation Xers; -20% of Millennials are interested in giving unique lodging a try but continue to gravitate towards staying in tents; -8 million people in the U.S. participated in backyard, car or RV camping in 2017; -Canadian campers represent the highest rate of RV owners (64%); -46% of Canadian camper households are interested in a glamping experience; -50% of campers stated that they would like to experience glamping in the coming year. This has doubled over the past 12 months.

This choice of accommodation offers the best of both worlds. Not all campsites mean that indulgences must be sacrificed as there are many luxury options such as glamping that follow the traditional camping trend whilst having additional comforts. Glamping comes in many forms, offering campers a chance to experience the outdoors whilst living with more facilities and still being low cost. 50% of campers stated that they would like to experience glamping in the coming year, this has doubled over the past 12 months. The instability of Brexit has caused many holidaymakers to remain in the UK, staycations have become a phenomenon leading to an increase in camping holidays. Americans are the largest market for the RV industry with 40 million people in the U.S going away in their RV, giving them the chance to escape the hustle and bustle.

Facts about camping – behavior and reasoning: -96% enjoy camping with family and friends and feel healthier because of the benefits of outdoor activities; -50% of younger campers say their family inspired this type of travel; -60% of older campers state that it was the love of outdoors that inspired this lifestyle; -the top five influences for people taking their first trip are: the love for the outdoors (34%), thinking it will be fun (32%), due to their significant other (30%), spending time with their family (27%), and to escape the grind (26%).

Camping has a variety of meanings for all campers. 50% of younger campers have been introduced to it at a young age and therefore see it as a tradition that they want to continue. It is a fantastic opportunity to spend quality time with others, in fact, 96% of campers enjoy spending time with family and friends. It also gives people the opportunity to explore nature, improve their health, develop life skills, and gives them the chance to escape from everyday stresses. Many campers have found that they are a lot healthier because of the outdoor benefits it provides.

Type of camping activities: facts and statistics: -physical pursuits whilst on this type of trip have increased since 2014, hiking/backpacking has increased by 14%, canoeing/kayaking has increased by 11% and biking has increased by 6% since 2014; -85% of adults state that the participation of children in outdoor activities is significant; -hiking (50%) outranks fishing (44%) as the most popular form of recreation; -the younger campers listed fishing (73%) and hiking (60%) as their favorite activities. Sightseeing (42%), biking (40%) and canoeing (33%) were also popular activities amongst younger campers.

Camping is known to be the perfect chance to spend time in nature and therefore recreational activities such as hiking, canoeing and biking are extremely popular activities. Hiking is the most popular activity according to 50% of campers. Campers also go out of campsites to sightsee as well as dine in local restaurants. Attending music festivals is also a very significant activity for campers. It has increased in popularity whist being at a music festival, rising to 19% in 2018. The UK music scene is commonly associated with camping at festivals such as Bestival, Reading, Creamfields and Glastonbury.

Camping equipment statistics: -$3 billion was spent on camping equipment in 2017 in the US; -the flashlight was the most popular purchase; -96% of campers stated that their outdoor gear kept them comfortable; -the top five most essential items were: a tent (61%), a sleeping bag (38%), bug spray (24%), cooler or fridge (23%) and firewood (22%).

A huge $3 billion was spent on camping equipment in 2017. A large proportion of expenditure was spent on backpacks and sleeping bags, but it is the flashlight that is the most popular purchase. Every camper and experience is different, it is hugely dependent on the type of experience the individual wants when they camp. Many people camp with the spirit of adventure in mind, enjoying making their own entertainment, living with the bare minimum and being more self-sufficient. However, there are also campers who bring fridges, kettles and TV's on their trip, so they aren't without luxuries.

Camping and technology trends: -34% of campers unplug by having their smartphone with them but not turning it on; -97% of campers will bring some form of technology; -the importance of Wi-Fi or internet access has declined from 37% to 29% since 2017. For many, having a mobile phone is a necessity, often for safety reasons as it provides a form of communication in case of emergencies. This may explain why 97% of campers bring some form of technology with them when they go to a campground. Camping is often seen as a great opportunity to have a digital detox and has become increasingly common which is why the importance of the internet whilst camping has declined over the years. People enjoy this type of trip because it gives them an opportunity to be at one with nature and focus on interacting with the world around them. There are also a lot of apps that help campers enhance their experience, such as games and online maps [8].

American camping statistics: When it comes to planning a trip outdoors, camping offers some of the most affordable options. Camping vacation is proven to have an impact on reducing stress and contributes to emotional and physical health (depending on how many s'mores you're eating, of course). Some campers joke that stress can be caused by not camping enough. Who wouldn't want to camp when it offers an opportunity to be entrenched in nature with easy access and more time to be able to explore. Nowadays, more and more people are expressing interest in camping in all of its forms – from back-country to adventure camping and, of course, glamping. According to the 2019 North American Camping Report, sponsored by Kampgrounds of America (KOA), camping is rising in popularity across the United States and Canada. The report shares a number of interesting statistics including the fact that, "77 million U.S. households have someone who camps at least occasionally." Since 2014, more people are camping, with over six million new camping households. The majority are camping as often as three times per year, which has increased by 64%. In 2018 alone, there has been an increase of 2.6 million camper households with representation among all ethnicities. New campers are more diverse than the overall population, with a nearly even split between white and non-white campers. Also, Millennials and Gen Xers make up three-quarters of all campers, with Millennials alone accounting for 40%. While most campers have children at 52%, 48% of campers camp without kids. 59% of campers stay within 100 miles of home. When searching for nearby campgrounds, 42% stay at national/state/municipal campgrounds and 25% stay at private campgrounds. One of the major reasons camping continues to be so popular is that those who camp view it as “a time to relax, escape stress and clear their minds”. According to the President of KOA, Toby O’Rourke, “with reduced barriers and the desire of campers to connect with nature and each other, it is no surprise that camping is fast becoming a fundamental component of an outdoor lifestyle”. The increase in new campers (both younger and more ethnically diverse) seems to be due to a number of factors, including general accessibility to camping and various forms of unique camping accommodations, along with increased access to Wi-Fi and cell service. People who may not have been interested in camping before are now finding alternative and interesting new ways to camp. While 53% of new campers camp in tents, 25% choose cabins and 19% RVs. Nowadays, you can take your pick of staying in a tent, yurt, cabin, trailer, hammock, teepee, among, well, still so many “other” categories. With access to exciting new camping accommodations, nearly all Millennials and Gen Xers across North America are said to be keen to try new ways to camp this year. More specifically, Millennials are interested in experiencing both back-country camping and glamping, while Gen X seeks more unique accommodations. While camping is a way to get away from it all, people still want to have the option to stay connected. The majority of campers (97%) actually bring some type of technology with them while camping. In the past, issues such as safety and security have hindered camping, but now are addressed, simply by having access to the internet and social media networks. The report shares that a third of campers say they have their smartphone with them only for safety purposes. That said, there is a continued upward trend since 2014 with campers significantly more likely to go online while camping. In fact, Millennials share photos and videos on social media while camping, with 27% of Millennials and 25% of Gen X campers saying it is important to them to share their experience. Despite the benefits of technology, campers say the use of it has detracted from the overall enjoyment of their experience (almost 50% in 2018) – perhaps because the idea and draw of camping for some is a time to unplug. There are simply too many parks to explore in the U.S. alone to not take advantage of camping options. According to the National Park Services, approximately 11 million people visit the Great Smoky Mountains National Park on an annual basis (at least for the past two years). It’s currently the most visited national park in the U.S., beating out both Grand Canyon and Zion National Parks combined [9].

French camping statistics: Number of camping sites in France in 2019, by region: -Auvergne-Rhone-Alpes 1 265; -Bourgogne-Franche; -Comte 330; -Bretagne 751; -Centre-Val-de-Loire 238; -Corse 187; -Grand Est 368; -Hauts-de-France 521; -Ile-de-France 521; -Ile-de-France 96; -Normandie 378; -Nouvelle Aquitaine 1 408; -Occitanie 1 437; -Pays de la Loire 646; -Provence-Alpes-Cote d’Azur 718; -total 8 343. It reveals that there were nearly 100 campsites registered in the region Ile-de-France in 2018, compared to 1,437 in the region Occitanie, in south France. Number of travel accommodation establishments in France in 2019, by type: -holiday and other short-stay accommodation 3 679; -camping grounds, recreational parks and trailer parks 8 044; -hotels and similar 17 960; -total 29 683 (including hotels, camping grounds, recreational parks, holiday and other short-stay accommodation.) Number of travel accommodation establishments in France as of January 2018, by type (in 1,000s): -classified furnished of tourism accommodation 95,1; -guesthouse 25,3; -tourist hotel 17,8; -campsite 8,3; -holiday residence and other related accommodations 2,3; -holiday village and family home 0,9; -youth hotel, holding centre 0,2. In total there were more than 95 thousand classified furnished of tourism accommodation establishments recorded in France that year.

This statistic shows the revenue of the industry “camping grounds, recreational vehicle parks and trailer parks“ in France from 2012 to 2018, with a forecast to 2024. It is projected that the revenue of camping grounds, recreational vehicle parks and trailer parks in France will amount to approximately 4.345,5 million U.S. Dollars by 2024. Average camping prices in Europe 2018-2019, by country: Average camping prices in Europe per overnight stay in 2018, by country*: -Italy 46,35; -Switzerland 46,78; -Denmark 41,32; -Spain 39,94; -Netherlands 40,94; -Croatia 40,92; -France 36,55; -Austria 34,31; -Sweden 31,11; -Germany 29,13. Average camping prices in Europe per overnight stay in 2019, by country*: -Italy 48,35; -Switzerland 44,9; -Denmark 42,02; -Spain 40,42; -Netherlands 39,75; -Croatia 38,66; -France 38,54; -Austria 37,02; -Sweden 31,46; -Germany 30,31. In 2019, the campsites in Germany were the cheapest at around 30 euros per night. Leading hotel brands based on brand value worldwide in 2019 (in billion U.S. dollars): -Hilton Hotels & Resorts 7,4; -Marriott 5,04; -Holiday Inn 3,95; -Hyatt 3,68; Hampton by Hilton 3,18; -Shangri-La Hotels and Resorts 2,51; -Double Tree 2,06; -Courtyard Marriott 1,86; -Wyndham 1,71; -Ramada Worlwide 1,62 Hilton Hotels & Resorts was the most valuable hotel brand in 2019, with a global brand value of approximately 7.4 billion U.S. dollars. Other major hotel brands in the ranking included Marriott, Holiday Inn, and Hyatt [10].

Leading hotel companies: While Wyndham was in ninth place on the list based on brand value worldwide, it was the leading hotel company in terms of property amount. In terms of guestrooms, Marriott International led the list by far with over 1.3 million guestrooms worldwide in the same year. Marriott International also generated more sales revenue than any other hotel group worldwide in 2018. Leading hotel companies worldwide as of June 2019, by number of properties: Global hotel chain, Wyndham Hotel Group, leads the ranking of the top hotel companies by number properties. As of June 2019, Wyndham accounted for over nine thousand units in its worldwide portfolio, which ranged from economy to upscale accommodation. This was roughly 3,300 more than the number of properties owned by Hilton worldwide. Its closest competitors were Choice Hotels International and Marriot International, who reported 7,045 and 7,003 properties, respectively. The global hotel property market: The hotel industry is full of competition and continues to show growth due to a strengthening global traveler pool. The competitive nature of the industry means the number of properties a hotel company has to its name is subject to change. This is due to companies building, acquiring, or selling properties. For example, Wyndham's acquisition of La Quinta Holdings added over 900 hotels to its property portfolio in 2018. In the U.S. alone there were over 5,300 properties in the development pipeline as of September 2018. When it came to cities, New York had the highest number of new lodging projects in the pipeline worldwide, making the U.S. one of the most productive countries in terms of new lodging construction. Leading hotel companies worldwide as of June 2019, by number of properties: -Wyndham Hotel Group 9157; -Choice Hotels International 7 045; -Marriott International 7 003; -Hilton Worlwide 5 872; -InterContinental Hotels Group (IHG) 5 656; -Best Western Hotels & Resorts 4 008; -G6 Hospitality 1 391; -Radisson Hotel Group 1 179; -RLH Corporation 1 167; -Hyatt Hotels Corp. 865. Global hotel chain, Wyndham Hotel Group, leads the ranking of the top hotel companies by number properties.

Monthly average hotel daily rate worldwide 2015-2020, by region: In January 2020, the average daily rate (ADR) of hotels in Europe was 111.48 U.S. Dollars. Daily hotel prices were lowest in the Asia Pacific region during the same month. Hotel rate changes worldwide: In each region, corporate average daily hotel rates are forecast to increase by 2020. Asia's rates are predicted to be higher than the global average, increasing by about three percent. Latin America should see a smaller rise of about one percent, due to the more modest growth in demand within this region. Hotel occupancy rate: Average daily rates in the hotel industry tend to change throughout the year as they are closely linked to hotel occupancy rates. Specific regions are visited more frequently during certain times of year. For instance, hotel rooms in the Americas were rented more frequently during the summer months, compared to the colder winter months in 2019 [11].

Ukrainian camping statistics: As of May 2020, the camping industry in Ukraine is in an embryonic state and is just beginning to develop. In Ukraine today there are less than 100 campsites, the level of equipment and the quality of the services provided leave much to be desired. The most promising campsites are located in some of the most picturesque places [12].

The hotel market in the south of Ukraine has a number of features:

-The hotel segment of commercial real estate in the southern regions is poorly developed. In Odessa, for example, according to EY in 2018, there were 65 hotels with a total fund of about 4,000 rooms. Moreover, only one hotel, the five-star, is managed by an international hotel operator (AccorHotels). In other resort towns, the situation with hotels is even worse. Therefore, right now it is a great possibility to invest in a hotel business in the southern region.

-Bright pronounced seasonality. In the tourist season, the hotel can be 100% full, but in winter there may be no guests at all.

-Considering that in the south of Ukraine there is a shortage of quality hotels, the competition in the hotel industry is low. The main competitors of hotels in the budget and midscale segments there are apartments and private houses. Also, hoteliers working in the Kherson, Nikolaev and Zaporizhzhya regions should take into account that most of their potential customers are people with relatively low purchasing power (hotels of upscale and luxury categories should be opened in Odessa) [13].

The volume of rooms and the average cost of a standard room in Kiev hotels in the 1st quarter of 2019 according to Colliers International:

5 star hotel: 1518 rooms, average room price rate "Standard" 369 euro

4 star hotel: 3624 rooms, average room price rate "Standard" 147 euro

3 star hotel: 3882 rooms, average room price rate "Standard" 69 euro

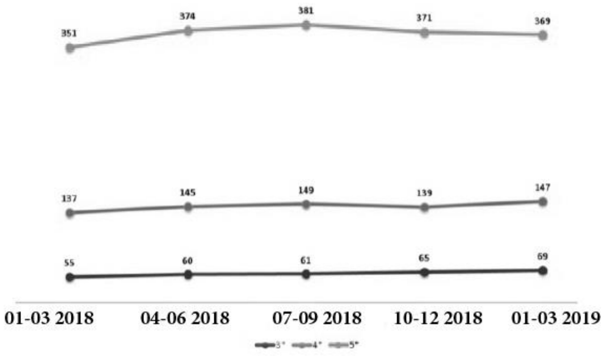

Fig. 6. Average Room Rate "Standard" 2018-2019

According to the tourism department, the number of rooms in Kiev is 12,258 rooms and hundreds of hotels. The largest number of rooms are in 3 star hotels.

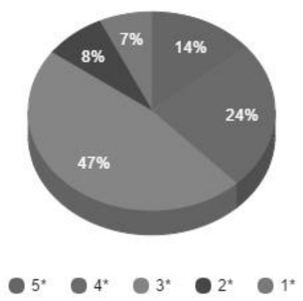

Fig 7. Hotels Room Offer by categories 2019

Moreover, 36% of five-star hotels and 16% of 4 * hotels are managed by international network operators. In total, there are 9 such international hotels in these categories. In Ukraine, at this stage, international brands Hyatt, Radisson, InterContinental, Holiday Inn are operating; Ramada Encore, Ibis, Fairmont, Hilton. In total, there are 6 5 * hotels, 17 four-star hotels and 20 three-star hotels in Kiev.

The number of rooms in Kiev is the lowest among the capitals of the countries of Central and Eastern Europe – there are only 3.5 rooms per thousand inhabitants, which is half the European average. The hotel industry, on the other hand, has great potential for growth. According to Cushman & Wakefield, from 2016 to 2020 the number of rooms in Kiev hotels increased by 13% from 10 117 rooms to 11 451, but the hotel market is still very far from the development limits.

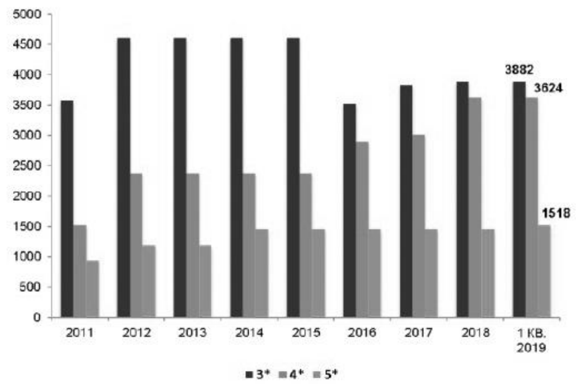

Fig 8. Hotel Rooms Offer 2011-2019

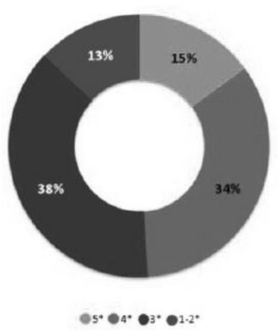

Fig 9. Hotels Room Offer by categories 2020

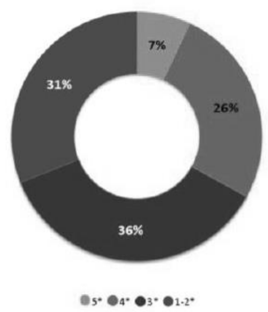

Fig 10. Hotels Offer by categories 2020 [14]

At the moment, there is an overabundance of hotels in the upscale, upper upscale and luxury segments in the hotel real estate market in Kiev. At the same time, there is a shortage of high-quality budget-midscale hotels in the capital, for which there is the highest demand. The average occupancy rate in Kiev hotels in 2018 was 50-60%, but this figure can vary greatly in different hotels of the same segment, as the cost of living in a number of hotels is too high, and some hotels do not correspond to the category assigned to them.

According to developers, 40% of Kiev hotels are characterized by poor service and outdated rooms. The occupancy rate of five-star hotels is significantly lower, since the cost of living in them corresponds to the prices in Vienna hotels. Since the majority of Kiev hotel guests are corporate tourists, the hotels are more loaded on weekdays than on weekends. The lack of hotels and campsites in the budget-midscale segment encourages investors and developers to invest in opening new hotels and campsites. In 2020, it is planned to open the Ibis and Adagio City Aparthotel hotels, which are owned by the international hotel chain AccorHotels. It is expected that in the future large international hotel brands will start entering the Kiev market, but you should not expect a hotel boom, since the number of tourists visiting the capital is still small.

OneTwoTrip, an online travel service, has figured out where its customers prefer to stay during the trip. The survey showed that most travelers (42.5%) choose hotels. The second most popular accommodation option is apartments or apart-hotels, they are chosen by 17.1% of respondents. 8.4% stay with friends or relatives, 7% live in guest houses on vacation, and 3.2% rent villas or country houses. Every fifth traveler (18.4%) does not care where exactly to stay. Hostels are the least preferred for OneTwoTrip clients: only 3.4% of respondents prefer to live in them, as many regularly choose this accommodation option. At the same time, a third of the respondents (31.8%) answered in the affirmative if they stayed at the hostel at least once, and every fifth (17.7%) was ready to try this type of accommodation. However, 47.2% are categorical: they do not stop at hostels and do not plan to do so. As for habits when choosing a home, the voices were divided almost equally: 53.5% of travelers consider themselves conservative and for the last couple of years have stayed in those types of housing that they have chosen before. And 43.4% are ready to try new things and admit that their preferences are changing. It is likely that, including thanks to them, the housing market for vacations has been very actively developing recently: there are more and more interesting and unusual accommodation formats, for example campsites, ecofarms or glampings gaining popularity. The survey was conducted from June 3 to June 18, 2019; 750 users of the OneTwoTrip service took part in it [15].

Therefore, the study shows that campsites are gaining popularity and it means that there is a good reason to invest in its developement specially in Ukrainina market now. The territory of Ukraine has unique prerequisites for the formation of a recreational and tourist complex. First of all, it is a complex of physical-geographical, hydrological, structural-geological and other parameters, which led to the formation of a significant number of many types of natural resources.

In order to transform Ukraine into a world-class tourism power, it is necessary to ensure a clear organization of tourism itself, create and strengthen the material and technical base, and attract experienced and qualified personnel to it.

The main strategic directions of camping Ukrainian camping industry competitiveness growth, the development of the recreational and tourist complex and the formation of the tourist services market in Ukraine include: -building chains of 5 star and 4 star campsites offereing high level of services; -provision of national and regional camping business support, attraction of both state and other forms of ownership, as well as individual citizens to its development; -creation of a developed camping infrastructure in order to provide high-quality and varied services to tourists who adore campinsites; -ensuring the priority of domestic domestic and foreign (entry) tourism based on the use of tourism resources, the national historical and cultural heritage of the Ukrainian people; -development of information and advertising and marketing activities; -training, retraining and advanced training of campsites personnel for the needs of recreational and tourist activities. These and other areas determine the guidelines and priorities for the development of the camping business in Ukraine. It should be based on regional programs and business plans.

Conclusions

One of the areas of sustainable development of the tourism industry, aimed at protecting and developing the Ukrainian nature and cultural and historical heritage, at promoting interethnic tolerance and attracting people to actively participate in solving their own financial problems, promoting the employment of those unemployed, as well as overcoming the seasonal tourist nature of Ukraine The product is the development of camping tourism. Ukraine has great opportunities, a wealth of resources and all the prerequisites for camping development.

The creation in Ukraine of a highly profitable sphere of camping tourism, capable of producing and marketing a high-quality, competitive product in the conditions of the international tourism market, will help: -increasing the country`s tourism potential; -saving and ensuring the rational use of cultural, historical and natural-recreational resources; -ensuaring the availability of tourist resources for all segments of the population and to satisfy the needs for tourist services as much as possible; -stimulating the employment of the rural population; -increasing the efficiency of interaction between state and private structures in the field of camping tourism; -promoting the development of small and medium-sized businesses in camps, which means will benefit the state.

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АНАЛІЗ СВІТОВОЇ ТА УКРАЇНСЬКОЇ ГОТЕЛЬНОЇ СТАТИСТИКИ: ДОСЛІДЖЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ УКРАЇНСЬКИХ КЕМПІНГІВ

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У цій статті проаналізовано світову та українську статистику розвитку готельного господарства та, зокрема, кемпінги у 2020 році. Для того, щоб знайти шляхи підвищення конкурентоспроможності українських кемпінгів, ми розглянемо вплив COVID-19 на індустрію туризму.

Сектор готельних послуг залишається сьогодні одним з найбільш динамічно розвинених галузей економіки України. Останніми роками готельний ринок в Україні поступово відновлюється після різкого падіння 2014 року. На цьому тлі все більше інвесторів планують придбати готовий готельний бізнес, наприклад, кемпінги. Встановлено, що розвитку готельної індустрії сприяє насамперед відкриття недорогих авіакомпаній, що призводить до збільшення кількості іноземних туристів. Однак, за прогнозами Всесвітньої ради з подорожей та туризму, частка туризму в ВВП України до 2028 р. зросте до лише 1,7%, а кількість іноземців, які відвідують Україну за рік, збільшиться до 21 мільйона з нинішніх 15 у 2028 р. (Частка туристів серед них менша, оскільки статистика враховує транзитних мандрівників), що свідчить про низьку привабливість України як туристичного напряму. Низький темп розвитку галузі пояснюється COVID-19 на початку 2020 року та відсутністю в Україні законодавства, сприятливого розвитку туристичної галузі та необхідної інфраструктури, та відсутністю якісних готелів та кемпінгів. Тому, незважаючи на збільшення в'їзного туристичного потоку, українці самі були та залишаються основними гостями українських готелів та кемпінгів, а обсяг внутрішнього туризму продовжує швидко зростати, особливо на півдні країни. Доведено, що ринки ненасичених готельних послуг різного рівня, включаючи кемпінги, є прекрасною можливістю для готельних операторів впевнено вийти на український ринок та проводити політику розширення свого впливу в галузі. Динаміка їх розвитку залежить від того, наскільки ефективно представники готельного господарства будуть здійснювати аналіз ситуації на ринку, від чого також буде залежати склад учасників українського ринку індустрії гостинності. В статті здійснено аналіз ключової статистики кемпінгу світового та українського ринку за 2020 рік, виявлено та досліджено основні тенденції в індустрії кемпінгу за демографічними показниками, кращими напрямками, обладнанням, типами кемпінгу, поведінкою та міркуванням клієнтів, новітніми технологіями та іншими показниками.

Ознайомлення фахівців та експертів із результатами статті сприятиме позитивним змінам українського ринку кемпінгів, в результаті чого збільшиться кількість інвесторів, зацікавлених у веденні кемпінгового бізнесу в Україні. Україна має величезний потенціал для розвитку кемпінг туризму, і стаття має стати першим кроком для підвищення зацікавленості у розвитку даного виду готельного бізнесу та процвітання в цій ніші.

Стабілізація ситуації з коронавірусом у всьому світі, а також в Україні, поліпшення політичної ситуації та покращення економічних показників, розвиток технологічного прогресу та слідування світовим тенденціям розвитку індустрії гостинності, зростання інвестицій у туристичну сферу та реанімація рекреаційних зон, заповідних та природних об'єктів в Україні, призведуть до успішного розвитку кемпінгів у нашій країні.

Ключові слова: *конкурентоспроможність кемпінгів, кемпінг статистика 2020, туристична статистика, статистика ринку гостинності.*