Camping Trends 2025: Off-Road Adventures, Sustainable Travel and Flexible Accommodations

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BY CONTINENTAL AG

- Top trends: thirst for adventure, sustainability and self-sufficient sites

- Safe on the road: Continental has the right tire for every camping vehicle

Hanover, Germany, April 8, 2025. Camping is an ongoing trend across Europe. The start of the 2025 season reveals three key trends for mobile travel. People who travel by motorhome or RV are looking for more adventure, more sustainability and more flexibility.

Trend 1: Off-Road Camping - Four Wheel Drive Adventures

More and more travelers are drawn to the great outdoors, away from paved roads. All-terrain vehicles, such as four-wheel-drive motorhomes, expedition vehicles or rugged panel vans, are all the rage. They can handle anything from gravel roads to wet meadows.

> When traveling off-road, choose robust tires with high traction. These tires offer better grip on unpaved roads and reduce the risk of punctures thanks to their reinforced sidewalls. It is also advisable to check the tire pressure regularly: for more traction on soft surfaces, it can be useful to reduce the pressure to the minimum recommended by the manufacturer

, recommends Alexander Stangner, Head of Product Management Commercial Mobility EMEA at Continental.

Trend 2: Self-sufficient and sustainable camping

With the boom in "Overlanding" - choosing challenging and entertaining routes rather than the quickest way to a destination - the need for independence is growing. Campers are increasingly relying on self-sufficient power supplies, such as solar systems and small

batteries, water filtration systems and sustainable sanitation solutions. At the same time, the focus is shifting to energy efficiency: weight-saving lightweight construction, tires with optimized rolling resistance, and fuel-efficient engines help reduce fuel consumption and protect the environment.

> If you want to travel sustainably, pay attention to the weight of your vehicle: Emptying the water tank at the start of a journey reduces fuel consumption. The right tire pressure is also crucial - too low a pressure increases rolling resistance and wastes fuel. An anticipatory driving style can also reduce fuel consumption,

advises Alexander Stangner.

Trend 3: Micro-camping and legal wild camping

In addition to traditional campsites, many outdoor enthusiasts are looking for flexible alternatives. Micro-camping is particularly popular: Small, private pitches on farms or vineyards offer an idyllic stay close to nature. Local authorities are also increasingly responding to this trend by creating legal nature pitches in national parks or protected areas, offering alternatives to wild camping, camping in the open air or camping with a motorhome or caravan. Digital platforms help to find and book these sites. This creates a sustainable way to stay overnight in nature in a flexible and legal way, as wild camping is generally prohibited in many European countries.

Always well equipped - with tires from Continental

Whether on a campsite, a natural campsite or off-road, the right tires are crucial for a safe and comfortable trip. For large and heavy motorhomes, Continental's VanContact Camper offers high stability and load capacity. Those traveling with a lighter van under two tons will find the right tire for example in the AllSeasonContact 2 or the PremiumContact 7. The latter was recognized by AUTO BILD for its outstanding performance in wet and dry conditions - ideal for those who value safety and driving comfort. Drivers of heavier campers rely on special tires with a C-marking (commercial) for vans, such as the extra robust VanContact Ultra or VanContact A/S Ultra. Heavy motorhomes require CP-tires (camper) with an extra high load index, such as the VanContact Camper.

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