

**PRESS RELEASE**

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**Carl Fogarty backs leisure campaign to give people ‘Freedom to Go’**

World Superbike star and winner of TV show *I’m a Celebrity… Get Me Out* *of Here*, Carl Fogarty is fronting a new campaign to encourage people in the UK to get outdoors, and explore the best that the UK has to offer with a leisure vehicle short break or extended holiday.

Designed to attract new audiences to this style of holiday, ‘Freedom to go’ is a joint partnership led by the The NCC (National Caravan Council), and supported by The Caravan Club and The Camping and Caravanning Club.

The leisure vehicle industry makes a significant contribution to the UK’s tourism economy and nearly three quarters of a million enlightened people are making the most of its lifestyle benefits. According to NCC data, 21,359 new touring caravans were sold in 2014 with 8,733 new motorhomes registered with the Driver and Vehicle Licensing Agency (DVLA) during the same period. This means that there are now over half a million touring caravans and more than 200,000 motorhomes in use in the UK. The industry as a whole contributes more than £6bn to the UK economy.

Carl ‘Foggy’ Fogarty who is an avid fan of the outdoors said: “Spending time in a caravan or motorhome is the ideal way to enjoy a mini break or holiday in the UK and the features that often come as standard in today’s leisure vehicles make it a far cry from the experience of yesteryear.

“The UK boasts a wealth of natural beauty and culture, and leisure vehicles are a great way to make the most of this.

“When I was on the Superbikes circuit, motorhomes played a huge role in letting me do what I loved best and I’m all for encouraging people to enjoy the freedom of going where they like, when they like and I’m delighted to be getting behind the campaign.”

Central to the campaign is [freedomtogo.co.uk](http://www.freedomtogo.co.uk), a one-stop portal for people considering this type of holiday for the first time. Packed with itineraries plus tips on buying and renting, the site has already attracted nearly 100,000 visitors, demonstrating the appetite for this type of getaway. Carl will be blogging about his leisure vehicle experiences on the site for the next 12 months.

While many people would only recognise a trip abroad as a holiday, breaks in the UK are more popular than ever. According to Visit Britain, the number of overseas trips taken by UK holidaymakers is 16% lower than it was pre-recession, and the number of holidays taken in England grew by 12% between 2008 and 2013. For holidaymakers keen to explore the UK’s treasures, caravans, motorhomes and caravan holiday homes are an excellent option and it’s easy to see why. Freedom to Go research shows that a quarter of leisure vehicle owners enjoy unplanned getaways once a month and a third report that they love exploring attractions, dining and walking outside their local area, compared with just a quarter of those who don’t have one.

Rachel Piggott, from ‘Freedom to Go’ said: “Foggy embodies everything that the Freedom to Go campaign stands for and we want to inspire people to give leisure vehicles a go, and explore the best that the Great British Isles have to offer.

“Whether it’s visiting new or much loved destinations with friends, enjoying hobbies or spending quality family time together, caravans and motorhomes open up a wealth of opportunity that other accommodation types simply can’t. We want to put the spotlight on the possibilities that a leisure vehicle offers and encourage holidaymakers to reap their benefits.”

The campaign is also backed by a host of sports personalities including British racing driver Oli Webb and rising surf star Melodie King who, like Carl Fogarty, are passionate about leisure vehicles as enablers to an active lifestyle in the great outdoors.

**ENDS**

**Notes to editors**

The [NCC (National Caravan Council](http://www.thencc.org.uk/)) has partnered with [The Caravan Club](http://www.caravanclub.co.uk/) and [The Camping and Caravanning Club,](http://www.campingandcaravanningclub.co.uk/) on Freedom to Go, an awareness building campaign to promote the lifestyle benefits of caravan and motorhome holidays.

At the heart of the campaign [freedomtogo.co.uk](http://www.freedomtogo.co.uk/) offers guidance and advice to help visitors discover and plan a new adventure. The campaign will also show how a motorhome or caravan can enable many activities, such as surfing, and draw on the appeal of the great outdoors and the freedom to explore that owning a leisure vehicle presents.

The campaign is supported by a website to showcase the best that leisure vehicles can offer. Motivational blogs provide a taster of just how life-changing leisure vehicles can be, while inspirational pages on outdoor pursuits open users’ eyes to the possibilities that caravans and motorhomes offer. The site is equipped with interactive tools to help users find their ideal escapes, locate holiday parks and campsites in the UK, and find dealers and rental companies. The term ‘Leisure vehicle’ encompasses trailer tents, touring caravans, motor homes, campervans caravan holiday homes, lodges and camping pods.

The NCC is the trade association for the UK caravan industry, encompassing touring caravans, motorhomes, caravan holiday homes and park homes. The NCC represents some 800 member outlets in manufacturing, park operations, distribution, retailing, and in the provisions of specialist suppliers and services within the UK caravan industry, which is worth in excess of £6 billion per annum (sale of products, services and holiday spend).

The Caravan Club is Europe’s premier touring organisation representing over one million caravanners, motor caravanners and trailer tenters. The Caravan Club has been providing people with the means to enjoy touring holidays since 1907 and offers a wealth of products, information and services, bespoke for caravanners.

The Camping and Caravanning Club is 113-years-old and is the largest and oldest Club in the world for all forms of camping. It has 109 award-winning sites throughout the UK and, through a partnership with the Forestry Commission, now runs and manages a further 16 Camping in the Forest touring sites.