

SF-Caravan's annual report 2019

Camping all year round

2019 was SF-Caravan's 55th operating year. At the end of the year, the total number of members of SF-Caravan's member associations was 62,812. Compared to the previous year, the number of members grew by 565 persons (0.91%).

In 2019, there were more registered motor homes in Finland than ever before, a total of 124,980 (31 December 2019). Of these, 66,519 were caravans and 58,461 were motor caravans.

There are approximately 550 camping areas in Finland. In 2019, Finnish camping areas recorded approximately 4 million overnight stays. The number of domestic overnight stays increased by 1% while the number of foreign overnight stays increased by 6.5%. All in all, overnight stays in camping areas increased by 1.7% compared to the previous year. Of these overnight stays, 61% were spent in motor homes, 31% were spent in camping cottages or other indoor accommodation at camping areas and 8% were spent in tents. As in previous years, the nationality that recorded the highest number of foreign overnight stays was Germans, with Swedes recording the second highest number and Russians the third.



Mission statement

SF-Caravan, the Finnish Federation of Camping, Caravanning and Motorcaravanning, was established on 17 May 1964 as the national central organisation of motor home user associations.

To develop camping, SF-Caravan engages in the comprehensive and diverse promotion of the usage opportunities of motor homes, develops camping sites and promotes traffic and camping safety and environmental protection. SF-Caravan engages in cooperation with the authorities, motor home manufacturers, importers, sellers and travel and camping entrepreneurs and communities.

SF-Caravan has 79 member associations that operate independently in different parts of Finland.

Caravan magazine

Caravan magazine is one of SF-Caravan's key member benefits. Published six times a year, the magazine was distributed to all members as a benefit included in the annual membership fee. According to an official circulation audit, Caravan magazine has a circulation of 56,592 and approximately 103,000 readers. In addition to the print magazine, Caravan-media published topical articles and videos on its website and on social media. The website's visitor numbers grew during 2019.

Karavaanarit.fi and social media

The popularity of the karavaanarit.fi website as a means of distributing topical news, camping information, member services and information about associations continued to grow, as measured by the number of visits. The website averaged 2,300 visitors per day, who viewed an average of

16,200 pages per day. During 2019, the website recorded a total of 851,925 visits and 5,930,988 page views.

SF-Caravan's Facebook page had recorded 10,130 likes by December. SF-Caravan can also be followed on Twitter, Instagram and YouTube.

Association meeting and Board

SF-Caravan's highest decision-making body is the association meeting, which convenes once a year. In 2019, SF-Caravan's association meeting was held in Järvenpää on 25 May.

SF-Caravan's board is responsible for SF-Caravan operations, monitoring SF-Caravan's use of funds and the work of the working committee and other committees and preparing and implementing the decisions made in the association meetings. SF-Caravan's Board consists of eight members and a chairperson. The chairperson and Board members serve for three (3) years at a time.

Board composition in 2019: Chairperson Olli Rusi and Board members Minna Joensuu, Hanna Joensuu, Jiri Kattelus, Hannu Kivikoski, Pirjo Kuisma, Heikki J.O. Leinonen, Juha Rakkola, Timo Tarvainen and Jari Valkeapää. The Board secretary was SF-Caravan's Managing Director Timo Piilonen.

Training

SF-Caravan offered a wide range of training opportunities to its members. In 2019, SF-Caravan organised training courses on organisational activities, marketing, communications, the development and safety of camping and first aid.

In addition to this, SF-Caravan's experts participated in events organised by member associations and in driving practice and driving skill badge completion events. An important part of SF-Caravan's efforts to provide its members with basic training in topical issues were the briefings and lectures held at the Caravan Show trade fair.

Audits and presentations related to the Vankkurihymiö quality system also serve as training sessions for camping area staff. Based on completed audits, the Vankkurihymiö certificate was granted to eight SF-Caravan camping areas and one public camping area for a three-year period from 2020 to 2022.

Trade fairs

SF-Caravan had its own exhibition stand at three national motor home industry events in 2019. SF-Caravan's most important trade fair was Caravan Show, which was held on 11–13 January in cooperation with the Turku Fair And Congress Center. In addition to this, SF-Caravan participated in the joint MATKA 2019 and Caravan trade fair held on 18–20 January in Helsinki and in the Caravan trade fair held on 19–22 September in Lahti.

International cooperation

SF-Caravan is a member of the Nordiska Caravan Rådet (NCR), the Fédération Internationale de Camping, Caravanning et Autocaravaning (F.I.C.C.) and Federation Internationale de l'Automobile (FIA). In addition to this, SF-Caravan has established cooperation agreements with a number of foreign camping and caravan unions.

karavaanarit.fi – read more about SF-Caravan's operations