

Article

Champing—A Netnography Analysis

Adam Jones * and Francisca Farache 

School of Business and Law, University of Brighton, Brighton BN2 4GJ, UK

* Correspondence: aj48@brighton.ac.uk

Abstract

This research examines Champing, a new niche tourism phenomenon, enjoyed by over 10,000 people, that until now has not been examined in academic literature. The study analyses how Champing markets itself and is perceived by users to evaluate its proposition and its possible categorization as a form of camping and staycation. The research also explores Champing's potential to contribute to more authentic and experiential forms of tourism and a possible solution to the challenges of overtourism. A netnographic approach was adopted, combining content analysis from the Champing website with thematic analysis of over 142 'Champers' reviews of their Champing experience. The website content and thematic analysis highlights how Champing is promoted through heritage narratives, minimalist facilities, and links to local cultural and natural attractions through three core themes: Peaceful, Explore, and Novel and New. Findings position Champing as a niche tourism product that extends the camping and staycation portfolio. Analysis highlights how Champing aligns with policy objectives of local economies and heritage and as an option to mitigate against overtourism and foster experiential travel. This paper provides the first empirical analysis of Champing and extends research on camping and staycations; and it demonstrates the value of Netnography to tourism practices research.

Keywords: champing; staycation; camping; overtourism; sustainable tourism; heritage tourism



Academic Editor: Lewis Ting
On Cheung

Received: 20 August 2025
Revised: 17 September 2025
Accepted: 23 September 2025
Published: 27 September 2025

Citation: Jones, A., & Farache, F. (2025). Champing—A Netnography Analysis. *Tourism and Hospitality*, 6(4), 191. <https://doi.org/10.3390/tourhosp6040191>

Copyright: © 2025 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

This research investigates Champing, staying overnight in historic churches, as a niche tourism concept that contributes to the diversification of the staycation and camping product portfolio. It argues that Champing can help address challenges of overtourism while fostering more sustainable, authentic, and experiential tourism.

The growth of tourism has amplified the urgency of developing sustainable alternatives. By 2050, forecasts suggest there will be between 7.7 and 15.4 billion tourist trips globally (Gössling & Peeters, 2015). This expansion risks intensifying environmental and social challenges. Alternative forms of tourism such as staycations and camping have been positioned as lower-impact solutions, though both remain underexplored in the literature (Brooker & Joppe, 2013; Dissart, 2021; Rice et al., 2019; Van Rooij & Margaryan, 2020).

Champing—a contraction of “church” and “camping”—was developed by the Churches Conservation Trust (CCT) in 2015 and now spans 29 churches across England and Wales. Guests gain exclusive access to sacred heritage, with minimalist facilities such as camp beds and lanterns. Champing blends camping and staycation features while generating revenue for church conservation and local economies. Unlike glamping, which emphasizes luxury and comfort in natural settings, Champing emphasizes minimalism, heritage, and cultural authenticity, aligning with broader discussions on niche and heritage tourism.

Despite its novelty and growth, Champing has been largely absent from academic study. This research therefore provides the first empirical evaluation of Champing, situating it within underdeveloped literatures on camping and staycations. Methodologically, it applies Netnography to tourism studies, using both website content and visitor reviews to analyze how Champing is constructed and experienced.

To understand the Champing concept, a Netnography methodology was used. Netnography as a research method allows for less obtrusive and more naturalistic research (R. Kozinets, 2002); however, it has received less attention from tourism researchers (Tavakoli & Wijesinghe, 2019). A content and thematic analysis of the Champing website was used as the data source for the Netnography methodology. A content and thematic analysis of promotional text and 182 images displayed on the Champing website was used to support an understanding of the Champing proposition. This analysis is supported by a thematic analysis of 142 published reviews of Changers and reflections of their experience to analyze the lived Champing experience and how this aligns with the concepts and practices involved in camping and staycationing.

Through research into understanding the marketing and promotion of Champing and how it is perceived by users, this paper provides an analysis of where Champing fits within the concepts of staycations and camping. Such research is important if countries and destinations are to remain competitive through the development of non-traditional forms of tourism (Dzurov Vargová et al., 2020). It provides an analysis of the elements that compose the Champing concept, how these are supported by marketing materials, specifically the website, and how they relate to camping and taking a staycation. The research answers the research question of what is the attraction of Champing to Changers, or those that engage in Champing. In addition, the research answers the question of the possibilities of how Champing can support the local tourism economy through the activities they engage with when considering non-traditional forms of tourism.

To guide the study, the following research questions were developed:

- RQ1: How is Champing represented and promoted?
- RQ2: How do visitors describe and evaluate their Champing experiences?
- RQ3: Where does Champing fit as a form of camping and staycation experience?

This research provides the first scholarly evaluation of Champing. The findings support Champing as a form of niche tourism, representing a specific product tailored to the needs of a particular market segment (Novelli et al., 2022). The study contributes theoretically by situating Champing within the camping and staycation literature—both under-researched areas of tourism (Dissart, 2021; Brooker & Joppe, 2013; Rice et al., 2019; Van Rooij & Margaryan, 2020). Methodologically, it demonstrates the value of Netnography within tourism studies. Practically, it identifies opportunities for policymakers and destination managers to develop a more sustainable, heritage-based tourism that addresses the challenges of overtourism.

2. Champing Camping and Staycations

This section reviews the development of the Champing concept, its foundation, and its growth. This is followed by an analysis within the literature of camping and staycations as a form of tourist experience as a possible theoretical framework with which to evaluate Champing and its proposition. This is followed by a discussion of Champing's possible role contributing to overcoming some of the challenges of overtourism and developing a more sustainable tourism product through its role in supporting the local economy.

One of the earliest forms of tourism involved overnight stays in religious buildings such as churches, mosques, temples, and monasteries, typically as part of a pilgrimage (D'Amore, 2009). Pilgrims were welcomed into these spaces to rest, eat, and recover

during their journeys. While once defined exclusively as a journey prompted by religious motivation, the more recent definition of pilgrimage tourism accommodates the concept of both traditional religious and modern secular journeys (Collins-Kreiner, 2016). Rather than the accommodation being a subservient aspect of the reason for the tourism journey or pilgrimage, the experience of staying in the church is a major motivation for the tourist to partake in Champing. “Champing” is a new form of church hospitality where vacationers of all faiths, or no faith, are invited to rest, recuperate, explore, and, importantly, stay overnight in historic churches.

The name Champing refers to the concept of staying overnight in a church, where sleeping in the church is part of the tourism experience (Figure 1). Similar to the word “staycation”—a neologism combining “stay” (as in stay at home) and “vacation” (Molz, 2009)—and “glamping,” which blends “glamorous” and “camping,” Champing is a neologism formed by combining the “Ch” from church with “amping” from camping. Champing as a type of vacation product was trademarked in 2015 by the CCT (2017).



Figure 1. Jones 2025 Camp bed and Stained-glass window at St Mary’s Church, Walkhampton.

The idea of Champing originated when a group of young Scouts asked for permission to camp overnight in a redundant church cared for by the CCT. The CCT is the charity responsible for maintaining historically and architecturally significant redundant churches. This first instance of Champing sparked an initiative to develop the concept further, with the recognition that facilitating camping in redundant churches could be a way to raise funds to support the upkeep of these buildings.

The first Champing initiative was launched by the CCT, in partnership with Canoe2, a local canoe hire company, offering a package of overnight accommodation for those exploring the nearby river. The success of this initial venture led to more churches across England—and, later, Wales—offering Champing. In its inaugural season, which ran from May to September, nearly 300 people camped overnight in four CCT churches in the Southeast of England, generating an additional £15,000 in revenue for the charity (Huddleston, 2020). Since then, the concept has grown, with 29 historic churches across England and Wales offering exclusive church stays in 2025. In 2015, 1500 people—and 200 dogs—experienced Champing, and since 2015, more than 10,000 people have experienced Champing (McNamee, 2024).

Champing involves staying in historic churches converted into B&B-style accommodations (Figure 2) and constitutes an extension of the use of rural heritage assets for slow tourism (Efford, 2016). This trend serves the dual purposes of conserving living heritage through use of rural heritage assets for tourism and, at the same time, promoting community participation in tourism as a locally focused economic activity (Bui et al., 2020; Tritto, 2020). Such initiatives appeal to those seeking authentic heritage experiences, catering to the growing demand for church and religious tourism (Figure 3) and the opportunity to do something different (Honkanen, 2002; Shackley, 2002; McCartney, 2008; Collins-Kreiner, 2010).



Figure 2. Jenkins 2024 Champing camp beds at Tom Paine's Chapel in Lewes.

The concept of Champing started with churches that had been decommissioned and no longer used for religious worship; as the concept has grown in popularity, churches that have not been decommissioned and are still used for services have offered themselves as Champing options. Champers have exclusive use of the church from 4 p.m. to 10 a.m. (Figure 4). This limited time is because churches, even decommissioned ones, are still open to day visitors. Accommodation consists of camp or blow-up beds, with tea and coffee-making facilities, lanterns, and fairy lights provided. Bedding is available at an additional

charge at some churches, while at others, Changers must bring their own. Bookings are made through the Champing website, where details of each church, pricing, and availability are listed, along with links to media coverage and reviews from previous guests.



Figure 3. Jones 2025 Interior of St Mary's Church, Walkhampton.



Figure 4. Jones 2025 Champing exclusive use sign at St Mary's Church, Walkhampton.

The camping component of Champing is related to the rather basic form of accommodation offered, with fold-up beds and rather limited basic facilities (Figure 3). Camping has a long history, most notably in relation to tents forming temporary military 'camp' accommodation for armies (Ward & Hardy, 1986). Camping in relation to tourism and leisure was originally defined as staying in a tent in nature, a basic accommodation type, as part of a low-cost form of holiday (Brooker & Joppe, 2013). Indeed, camping as a tourism product has developed into a well-established outdoor hospitality industry (Timothy & Teye, 2009; Brooker & Joppe, 2013; MacLeod, 2017). Camping is associated not only with 'the activity of living in a tent for a short period of time whether in a campground or wilderness setting', but also with a type of comfortable accommodation, such as RVs, caravans, and 'other forms of temporary shelter' around regions with scenic natural and cultural resources (Brooker & Joppe, 2013).

Quality time together in natural settings while camping is understood to provide social benefits to family or friends that are taking part in the camping experience (Mikkelsen & Blichfeldt, 2018; Timothy & Teye, 2009). Indeed, the social benefits of camping are extended to personal rewards through opportunities to reconnect with simpler living practices, natural environments, and time for oneself and one's family and friends (Brooker & Joppe, 2014). Camping illustrates one of the (many) paradoxes of postmodern tourism in terms of living 'more authentic experiences' which are closer to nature but in comfortable conditions (Bigné & Decrop, 2019; Rogerson & Rogerson, 2020). Indeed, there is an emerging segment of campers who are demanding "alternative systems of camping accommodation that does not involve owning and taking camping equipment but rather renting it" (Cerović, 2014, p. 57).

Recent innovations in camping reflect shifting consumer attitudes, with many individuals now seeking not only products but also ideas and experiences. Traditional camping under canvas has evolved into a more socially oriented form of leisure that emphasizes reconnection with the outdoors while often incorporating additional—sometimes luxurious—services and amenities (Arizton, 2018). A prominent example of this trend is glamping. Similar to Champing, the term glamping is a portmanteau derived from "glamour" or "glamorous" and "camping." It denotes camping experiences that integrate modern, innovative, and upscale features such as distinctive décor, high-quality amenities, and premium services. Glamping encompasses a wide range of accommodation types, including airstreams, barns, campervans, cottages, double-decker buses, eco-lodges, huts, lodges, safari tents, tipis, treehouses, yurts, caravans, houseboats, igloos, and light-houses (Brochado & Pereira, 2017). Craig's (2025) systematic review of glamping literature highlights a consensus that glamping constitutes a form of luxury camping, typically commanding premium pricing. The questions posed by this research are whether Champing fits under the camping umbrella of the outdoor hospitality industry and how it may be responding to reflect shifting consumer attitudes.

Alongside considering Champing as a form of camping, staycations appear as a suitable proposition to help understand and analyze the Champing concept. The term "staycation" can be traced back to 1944, when the Cincinnati Enquirer suggested that people should "take a Stay-cation instead of a Va-cation this year" (Merriam-Webster, 2022). Although the term originated in 1944, it has recently gained popularity as a new form of tourism concept (De Bloom et al., 2017; Lin & Xiao, 2023; Moon & Chan, 2022; Pichierri et al., 2023).

Staycation has no universally agreed-upon definition, and various interpretations exist, leading to fragmented and unclear understandings of its precise meaning (Kou et al., 2024). The term "staycation" is loosely defined and has been applied to different phenomena, including a "daycation," which refers to a relaxing weekend spent at home without staying overnight; a "nearcation," involving visits to destinations close to home; or even an "agrocation," a day trip to nearby farms for suburban experiences (Wixon, 2009). While these descriptions encompass a range of activities, which make precise definitions unclear (Kou et al., 2024; Yan et al., 2022), it is generally understood that a staycation is commonly associated with travel within one's local community or locality potentially involving an overnight stay (James et al., 2017).

Even this local community or locality can be considered as context dependent as it is reliant upon the geographical or cultural context: for example, people living in Great Britain might consider that, given its more insular island situation, as long as one does not leave the island it is a staycation (Dissart, 2021). An alternative distance could be aligned with the locavore movement focused on consuming food grown or produced locally, defined as being within 100 miles of or within the same state (Stanton et al., 2012). As a distance,

local was regarded as 100 miles, being the distance measure set by the French government during the May 2020 unlocking phase of the lockdown (Dissart, 2021).

This review of staycation definitions, trends, and intersections reveals both commonalities and differences (Yesawich, 2010; Wong et al., 2023; Moon & Chan, 2022; Yesawich, 2010; Wong et al., 2023). Common themes center around staycations being local and offering an alternative to vacationing further afield and exploration of differences between the destination and the tourist's home environment (Lin et al., 2021; Lin & Xiao, 2023; McKercher, 2023). The differences between definitions center around whether a staycation involves an overnight stay or is a non-residential trip. James et al. (2017) and others argue that the term staycation applies to trips that go no further than 50 miles from the traveler's residence and include at least one overnight stay.

Several attributes are associated with staycations, including accessibility, proximity, and a slower pace, all of which align with social tourism movements that promote sustainability and enhanced well-being (Dickinson et al., 2011; Jeuring & Haartsen, 2018). The more tranquil and less hurried nature of staycations challenges the prevalent "modernist" notion of vacationing, involving significant distances and levels of activity, and appeal to those who prefer to take a vacation within their local area due to psychological, time, or physical constraints (Molz, 2009; Roehl & Fesenmaier, 1992).

Dissart (2021), in his review of the literature, identified several factors he ascribes to support for the development of staycations as a growing tourism occurrence. People are taking staycations due to increasing environmental awareness and, more specifically, the phenomenon of the 'Flygskam' or as more commonly know flight shame or flying shame (Andersson, 2019; Mkono, 2020), where tourists are encouraged to reduce their carbon emissions by not flying and instead staying local for their holidays. The second factor he identified was that of tourists not wanting to engage in overtourism, which not only means "harming the landscape, damaging beaches, putting infrastructure under enormous strain, and pricing residents out of the property market" (Milano et al., 2018, p. 2), but also diminishing the tourist experience (Koens et al., 2018) due to excessive queues and overcrowding, the poor behavior of other tourists, and price inflation. Linked to the negative aspect of overtourism to support staycations is the tourist's search for authenticity and a (re)discovery of local heritage. Dissart's (2021) analysis of staycation tourism identified a growing interest in experiencing local lifestyles, customs, and culture and interacting with locals at their destinations. While authenticity is dependent upon tourists' interpretation of their social and physical environment (Dennett & Song, 2016), individuals are looking to increase their perception of 'true' whenever they can, including in the context of leisure and recreation (Dissart, 2021). Theoretically, this research considers the level to which Champing, as an innovation that provides opportunities for tourists to have local and authentic experiences, is a possible reaction to the issues created by engaging in overtourism.

Staycations provide opportunities to explore nearby regions and engage in local cultural and natural activities, such as visiting national parks, museums, and festivals (James et al., 2017; Kou et al., 2024). One of the identified benefits of staycations is the chance to uncover hidden treasures in local surroundings, which may go unnoticed in the rush of everyday life (Heljakka & Rääkkönen, 2024). They are often promoted as safe, convenient, and potentially last-minute getaways that offer a novel way to experience one's home region (Madsen, 2022; VisitEngland, 2014; Walker & Lee, 2022).

Staycations have been linked to numerous benefits for individuals and society. They offer opportunities to rediscover and develop life skills that can enhance psychological capital and promote well-being (Wong et al., 2023). Their popularity can be attributed to factors such as the experience economy, nostalgia, and the chance to appreciate familiar

environments from the perspective of a local visitor (Besson, 2017; Singh, 2015). Staycation visitors, especially those that stay overnight, contribute to the local economy (McLoughlin et al., 2020). Increases in global education levels, particularly in key tourist-generating areas, along with the effects of globalization, have sparked a growing interest in more local cultures, heritage, and authentic experiences (Jovicic, 2016). This research analyzes the ways Champing adds to the staycation proposition, how it contributes to local economies, and how it provides a tourism innovation that can help satisfy the demand for local cultures, heritage, and authentic experiences.

One appeal of staycations is their local nature, which makes them more convenient and less stressful than long-distance travel (Barclays, 2019). As a result, they provide different travel experiences (Dickinson et al., 2011; Lin et al., 2021; Walker & Lee, 2022). Staycations can, thus, be said to deliver vacations that are undertaken for restoration and replenishment, and to improve subjective well-being (Besson, 2017; Filep & Pearce, 2014; Pyke et al., 2016). Many of the benefits provided by staycations are aligned with the principles of minimalism, which puts emphasis on experiences in place of material possessions and focuses on low consumption (Chen & Wei, 2022; Pangarkar et al., 2021). Those who embrace this lifestyle often limit their expenditures, value environmental well-being, and engage in utility-driven consumption (Chowdhury, 2018; Kang et al., 2021). This research provides an evaluation of the possibilities for Champing to meet the desire for restoration and replenishment, and to improve subjective well-being by aligning with the principles of minimalism by putting a greater emphasis on experiences.

The key findings from the literature review are discussed and summarized in Table 1 below. “Champing” is a relatively new and innovative tourist development that has not been researched or studied. Champing appears to be associated with many of the attributes of camping and staycations, which appear to provide a theoretical basis with which to explore and understand Champing. The literature has identified that camping and staycations are both relatively under-researched. There is some ambiguity as to what precisely constitutes a staycation, though it does involve a local tourist experience. People who engage in staycations are concerned with appreciating the local and enjoying an authentic experience. Staycationing is about a slower tourist experience, which traveling locally allows. Staycations, as they are local, can be aligned with environmental awareness through people engaging in efforts to engage in tourist experiences that do not involve flying. Finally, staycations are a possible reaction to overtourism and negative tourism experiences, especially related to the authentic and experiencing tourist products as a local visitor.

Table 1. Key findings from the literature review.

Theoretical Discussion	Finding	Authors
New and under-researched concepts	Champing as a tourism concept has received no empirical research. Staycations as a form of tourism are under-researched but gaining attention. Camping as a tourist form of lodging has also received limited research focus.	Brooker and Joppe (2013); De Bloom et al. (2017); Dissart (2021); Lin and Xiao (2023); Moon and Chan (2022) Pichierri et al. (2023); Rice et al. (2019); Rogerson and Rogerson (2020); Van Rooij and Margaryan (2020)
Camping is basic but authentic	Champing is a more authentic experience of basic tourist accommodation, providing the quality holistic activity of staying in a tent in nature. Camping is associated with the social benefits of personal rewards via opportunities to reconnect with simpler living practices, the natural environment, and campers making time for themselves, family, and friends.	(Bigné & Decrop, 2019; Brooker & Joppe, 2014; Cerović, 2014; Rogerson & Rogerson, 2020)

Table 1. Cont.

Theoretical Discussion	Finding	Authors
Staycation is a contested tourism concept	Staycations include concepts such as returning home, visiting a local place, travelling within the local community, and possibly overnight stays.	(James et al., 2017; Kou et al., 2024)
Staycation is local	A staycation involves local travel—local meaning staying within the country of residence and between 50 and 100 miles from home, potentially involving an overnight stay.	Dissart (2021); James et al. (2017); Stanton et al. (2012)
Staycations involve local differences	Staycations are about local culture and natural activities, and exploration of the unusual and differences between the destination and the tourist’s home environment.	(James et al., 2017; Lin et al., 2021; Kou et al., 2024; McKercher, 2023; Singh, 2015)
Staycations are authenticity, nostalgia, and novel	Tourists are looking to increase their perception of ‘true’ and novel through staycations.	(Dennett & Song, 2016; Dissart, 2021; Madsen, 2022; Singh, 2015; VisitEngland, 2014; Walker & Lee, 2022)
Staycations are slow-paced and affect well being	Staycations are about a slower pace, well-being, tranquility and a less-hurried rediscovery. They provide opportunities to develop life skills that can enhance psychological capital and promote well-being.	Dickinson et al. (2011); Jeuring and Haartsen (2018); Molz (2009); Roehl and Fesenmaier (1992)
Environmental consideration	There is a trend where tourists want to stay local to reduce their environmental impact.	Andersson (2019); Mkono (2020)
Reaction against overtourism	A desire not to engage in overtourism due to poor quality, and the chance to appreciate familiar environments from the perspective of a local visitor.	Besson (2017); Koens et al. (2018); Milano et al. (2018); Singh (2015)

3. Methods

This study adopts a netnographic approach to explore how Champing is represented and experienced. Netnography has been broadly defined as a qualitative research approach that, by adapting traditional ethnographic techniques, enables the study of online communities, practices, and cultures accessible through computer-mediated communication (Addeo et al., 2019). Originally developed as a tool for business researchers to understand consumer behavior, Netnography has more recently been recognized as a valuable methodology across a range of disciplines (Bartl et al., 2016). One of its benefits lies in its naturalistic and unobtrusive approach, supporting scholars interested in examining everyday social practices in their natural context (R. V. Kozinets, 2010). However, it has received comparatively less attention in tourism research and remains underutilized by tourism scholars (Tavakoli & Wijesinghe, 2019).

Netnography is methodologically flexible and adaptive, as it does not confine itself to rigid procedures but instead allows for responsiveness to issues arising from the field (Varis, 2016). It requires specific skills in navigating computer-mediated communication and involves critical choices about field sites and the types of data to be gathered and analyzed (Addeo et al., 2019). In this study, the netnographic approach is supported by incorporating online reflections of Champers to analyze their experiences and perceptions of value creation with respect to Champing (Cherif & Miled, 2013).

The research employed a pure netnographic approach, with all data derived from the official Champing website (R. V. Kozinets, 2010). Drawing on R. Kozinets’ (2002) guidelines for Netnography, the research process involved the following:

1. Setting research objectives—analyzing the Champing proposition through website promotion and guest reviews;
2. Entrée—selecting the Champing website as the online field site;

3. Data collection—gathering promotional text, images, and reviews displayed for each church;
4. Analysis and interpretation—conducting content and thematic analysis;
5. Research ethics—applying university research protocols.

A multi-method approach, combining content and thematic analysis, was used to examine the promotional material, images, and guest reviews displayed on the Champing website.

Content analysis of the promotional text for 29 churches, 182 images, and 142 guest reviews was conducted. The purpose was to provide an understanding of the Champing promotional proposition and users' reflections. Content analysis is a well-established and widely applied method for the objective, systematic, and quantitative examination of communication content (Kim & Kuljis, 2010). It has increasingly been applied in studies of human–computer interaction, including in the analysis of websites (Kim & Kuljis, 2010; Smith & Font, 2014). The advantages of content analysis include its unobtrusive nature, sensitivity to context, and capacity to manage large volumes of data. It examines the artifacts of communication, such as text and images, rather than individuals themselves (Krippendorff, 1980). Furthermore, content analysis is relatively straightforward and cost-effective, particularly when applied to web-based content (Kim & Kuljis, 2010).

Within tourism studies, content analysis of websites has been used to examine corporate, destination, and sustainability communications (Choi et al., 2007; Jose & Lee, 2007; Park & Gretzel, 2007; Smith & Font, 2014), supporting its application in this research. It is also recognized as a technique for gaining insights into users' preferences and behaviors (Kim & Kuljis, 2010).

The web entries for each church were downloaded using the SingleFile extension, which saves complete webpages (including CSS, images, fonts, and frames) as single HTML files. These files were converted into Word documents, separating the promotional text, images, and guest reviews for each church.

An adapted version of Neuendorf's (2002) content analysis methodology was applied. The unit of analysis was the webpage for each church, excluding other areas of the website. Categories were developed for promotional text, images, and guest reviews. Coding was tailored to each category, as follows:

- Promotional text—church characteristics (age, notable features), operational status (in-service or not), facilities (e.g., toilets, bedding), local attractions (natural or cultural), and cultural associations (literary or historical connections).
- Images—types of visual content (camp beds, kitchen area, seating area, exterior view, surrounding landscape, entrance door, stained-glass windows).
- Guest reviews—themes relating to atmosphere, local hospitality (pubs/restaurants), natural surroundings, and visitor origin (local or international).

The sample comprised the Champing website itself, reflecting the research focus on Champing's promotional proposition. Reviews from other sites such as Facebook or Trip Advisor were excluded to maintain alignment with this aim. Coding recorded both instances and details, allowing for a qualitative appreciation of the Champing offer. A summary of the content analysis is presented in Table 2 (promotional text), Table 3 (summary of images used, see Table A1. Detailed breakdown of Champing website image content analysis), and Table 4 (summary of reviews).

The second component of the multi-method netnographic approach was thematic analysis of guest reviews and reflections published on the Champing website. Thematic analysis provides a rigorous yet flexible framework for organizing and interpreting qualitative data and is widely recognized within qualitative research (Braun & Clarke, 2006; Terry et al., 2017). Its strength lies in its flexibility and capacity to yield nuanced insights (Braun & Clarke, 2006).

Table 2. Champing website content analysis.

Church Name	Age of the Church	Notable Attributes	Toilet	Bedding	Service	Local Natural Attractions	Local Cultural Attractions	Literary/Famous Connection
All Saints, Laxfield, Suffolk	14th century	Magnificent Tower; 15c carvings	Flush			Suffolk Countryside	Local market towns; Sutton Hoo	
All Saints in Aldwinckle, Northamptonshire	13th century	The chambre chantry; chapel of 1489	Compost	To Hire		River Nene; Rockingham Forest, Bramwell Park	Historical houses to visit	Birthplace of Poet John Dryden
All Saints in Claverley, Shropshire	675	Medieval wall paintings; Norman architecture	Flush	No	Y	Shropshire Hills AONB	UNESCO Ironbridge; Gorge museums	
All Saints in Langport, Somerset	15th century	Tower with views; historic interior	Compost	To Hire		Somerset Levels; River Parrett	Muchelney Abbey; Langport Heritage Centre	
All Saints, Melton, Mowbury	13th century	Robbert De Brett	Flush			Wreake Valley	Belvoir Castle; water park	
All Saints, Muggleswick, County Durham	18th century	Ruins of a medieval church	Flush			North Pennines AONB; Derwent Reservoir		
St Andrew in Wroxeter, Shropshire		Adjacent to Roman ruins of Viroconium	Compost	To Hire			Wroxeter Roman City; Shrewsbury Museum	
St Barnabas in Queen Camel, Somerset	1291	Tower; font eagle lectern	Flush	No	Y	Somerset Levels; Camel Hill	Haynes Motor Museum; Iron Age Fort	
St Bartholomew's in Failand, Somerset	1887	Tapestry depicting Chaucer; oak doors	Flush	To Hire		Avon George—North Somerset countryside	Clifton Suspension Bridge	
St Botolph's in Limpenhoe, Norfolk	12th century	Noman south doorway	Flush	To Hire	Y	Rivers and marshes	Norwich, Yarmouth	
St Cuthbert's in Holme Lacy, Herefordshire	1571	17C font; medieval stalls	Compost	To Hire		River Wye; Herefordshire countryside	Holme Lacy House; Hereford Cathedral	
St Dona in Llanddona, Beaumaris, Anglesey	1873	Modern stained-glass window	Compost	To Hire	Y	Coast line	Oriel Mon artist home -	
St George's Church—Hindolveston, Norfolk	1932	Lancet windows; brass setting	Flush			Pensthorpe Natural Park	North Norfolk Railway	
St Gwrhai, Penstrowed, Caersws, Powys	1860		Flush	No		Dark Sky Discovery; River Severn		

Table 2. Cont.

Church Name	Age of the Church	Notable Attributes	Toilet	Bedding	Service	Local Natural Attractions	Local Cultural Attractions	Literary/Famous Connection
St James' in Cooling, Kent	13th century	500-year-old timber doors	Compost	No		North Kent Marshes; RSPB reserves	Cooling Castle; Rochester Cathedral	Featured in Charles Dickens' Great Expectations
St Laurence in Hilmarton, Wiltshire	12th century origins	Historic nave and chancel; village setting	Flush	To Hire	Y	North Wessex Downs AONB	Wiltshire Museum; historic houses	
St Leonard's Church in Watlington, Oxfordshire	12th century origins	Gothic windows	Flush		Y	Chiltern Hills AONB; Watlington Hill	Oxford	Filming location for Midsomer Murders
St Luke in Clifton, West Cumbria	19th century	Victorian architecture; stained glass	Flush	To Hire		Lake District National Park AONB	Penrith Castle; Hadrian's Wall	Wordsworth; Harry Potter
St Mary Magdalene in Whitgift, East Riding of Yorkshire	Grade one listed	Unusual clock face with XIII; riverside setting	Flush	No		Humberhead Peatlands; River Ouse	Goole Museum	
St Mary the Virgin in Stansted Mountfitchet, Essex	12th century	Norman architecture; historic graveyard				Hatfield Forest; Essex countryside	Mountfitchet Castle; House on the Hill Toy Museum	
St Mary's Church in Arkengarthdale, North Yorkshire	1800s	English gothic style	Flush	No		Yorkshire Dales National Park	Swaledale Museum; Richmond Castle; Dark Sky	James Herriot countryside
St Mary's Church in Burgh Parva, Melton Constable	1903	Medieval tower	Compost			Norfolk Coast AONB; Holt Country Park	Coloney of Grey Seals	
St Mary's Church, Longsleddale	19th century	Remote valley church; stone architecture	Public			Lake District fells; Longsleddale Valley	Kendal Museum; local heritage trails	Postman Pat
St Mary's in Edlesborough, Buckinghamshire	Medieval	Tower with spire; medieval architecture	Compost	To Hire		Chiltern Hills; Ivinghoe Beacon AONB	Ashridge Estate; Whipsnade Zoo	
St Nicholas in Berden, Essex	12th century origins	Historic nave and chancel; restored interior	Flush	To Hire	Y	Hatfield Forest; Essex countryside	Mountfitchet Castle; War Museum	
St Paul's Church in Witherslack, Cumbria	17th century origins	Set in Lake District National Park; stone architecture	Flush			Lake District fells; Whitbarrow Scar	Cartmel Priory	Wordsworth connections nearby
St Peter's Church in Wolfhampcote, Warwickshire	14th century	Limewashed walls; 14C carved screen	Compost			Daventry County Park; Oxford Canal	Braunston Marina	

Table 2. Cont.

Church Name	Age of the Church	Notable Attributes	Toilet	Bedding	Service	Local Natural Attractions	Local Cultural Attractions	Literary/Famous Connection
St Peter's Church, Bratton Fleming, Southwest Barnstaple	13th century origins	Restored church with tower	Flush	To Hire	Y	Exmoor National Park	Exmoor Zoological Park	R. D. Blackmore
St Thomas in Friarmere, Greater Manchester	19th century	Vibrant stained glass	Compost			Marsden Moor Estate AONB	Peveril Castle	A Monster Calls was filmed at this church
Tom Paine's Chapel in Lewes, East Sussex	1687	Built against the normal wall and defensive gateway.	Flush		Y	South Downs National Park	Lewes Castle; Tom Paine exhibitions	Home of Tom Paine, political philosopher

Table 3. Content analysis of images on the Champing website.

	Camp Beds	Kitchen Area	Seating Area	Exterior Church View	Country View	Entrance Doors	Stained Glass Church Windows
No of images	26	13	19	20	2	8	6

Table 4. Summary of content analysis of Champers reviews.

	Experience	Nature	Local Pubs/Restaurants	Local Attractions	Domestic Tourist	International Tourist
No of mentions	98	35	34	9	16	2

The analysis followed [Braun and Clarke's \(2006\)](#) six-phase framework. First, the lead researcher read the downloaded reviews to achieve data familiarization. Next, initial codes were inductively generated. To enhance reliability, coding was reviewed by a second researcher, after which both collaboratively refined the codes into major themes. The final stage involved evaluating findings from the three sets of content analysis (text, images, reviews) against the themes derived from the guest reviews to identify areas of convergence and support. It is acknowledged that there are limitations with using Netnography (see [Costello et al., 2017](#)), especially limiting the data set to only the Champing website; however, through a structured approach and mixed analysis methods, it does provide a starting point for analyzing this under-researched area of tourism.

4. Findings

To explore the Champing phenomenon and how it contributes to camping as an outdoor hospitality option and as an innovation that satisfies tourists' desire to experience local and authentic as a possible development, this section discusses the content analysis of Champing promotion and Champers' reviews as promoted on the Champing website. The Sections 1 and 2 discuss the content analysis of the promotional material and images on the Champing website to better understand and empirically support the proposition being offered. The Section 3 of the findings discusses the content analysis of customer

reviews to better understand the customer experience of Champing. The Section 5 discusses the Champing concept developed from a thematic analysis of Champers' reviews, alongside supporting data from the content analysis against a theoretical understanding of characteristics of camping and staycations as vacation types, as detailed in Table 1. The analysis of themes also discusses the position that Champing can contribute to supporting mature tourism destinations reacting to overtourism through possible tourism dispersal and transferring to more sustainable experiential tourism options, contributing to more sustainable tourism.

4.1. Content Analysis of the Champing Website Text

Table 2 displays the content analysis of the Champing website. The first thing to note from the analysis, and as highlighted in Table 2, is the prominence of the church, its history, and features with respect to promoting Champing. This was true for all Champing options, confirming that Champing is a staying-in-a-church tourist experience and supporting the 'Ch' of Champing. This analysis demonstrates how Champing can be associated with a staycation's nostalgic aspects and desire to experience the unusual (Singh, 2015). This highly specific use of churches enables Champing to offer staycationers a novel way to experience their home region (Madsen, 2022; VisitEngland, 2014; Walker & Lee, 2022).

Also notable (see Table 2) is the toilet facilities being a mix of flushing, composting, and even public. Bedding is mentioned for less than half of the churches. These more limited facilities support the more utilitarian association of 'camping' as part of the Champing proposition (Blichfeldt & Mikkelsen, 2013). A considerable number of churches note that they are still active, requiring Champers to leave early on those Sundays when there was a service. The limited nature of these facilities and comforts and relatively modest provisions align with the principles of minimalism, which emphasize a prioritization of experience over material possession and low and more utility-driven consumption (Chen & Wei, 2022; Chowdhury, 2018; Kang et al., 2021; Pangarkar et al., 2021).

The content analysis of the Champing details on the website highlights the importance of natural local attractions to the Champing proposition. The majority of Champing options, as detailed in Table 2, are located within or near to designated National Parks or Areas of Outstanding Natural Beauty. This alignment with natural attractions supports Champing as a staycation option, with its opportunities to engage with and discover possible hidden treasures that may be unusual (Heljakka & Rääkkönen, 2024; James et al., 2017; Kou et al., 2024).

Aligned with this opportunity to engage in culture while Champing, and noted in Table 2, are the links many of the churches have with authors, poets, and even fictional characters, including Harry Potter. This promotion of other cultural associations provides opportunities to support staycations' opportunities for exploration of differences between the tourist's nearby home location and destination and the tourist's home environment. This link to local literature connections aligns with staycations supporting tourism opportunities to link with local culture and exploration of differences between the destination and the tourist's home environment (James et al., 2017; Kou et al., 2024; Lin et al., 2021; McKercher, 2023).

In addition to natural attractions, as discussed above and as noted in Table 2, cultural attractions were also promoted. Cultural options include castles, cathedrals, abbeys, museums, historical preservation railways, national trust properties, gardens and zoos. This range of cultural attractions provides options for a diverse range of interests and supports those expecting that staycations will offer an antithesis to the spread of mass culture and homogenization of experience brought about by globalization (Jovicic, 2016). Such attractions provide staycation opportunities to engage in local cultural and natural activities, which

are associated with the rural tourism aspect of staycations and appreciation of familiar environments from the perspective of locals (James et al., 2017; Kou et al., 2024). They also support a desire not to engage in overtourism due to poor quality and the chance to appreciate familiar environments from the perspective of a local visitor (Koens et al., 2018; Besson, 2017; Singh, 2015).

The final significant finding from the content analysis of the Champing website text was the promotion of local tourism hospitality attractions such as pubs, restaurants, and cafés. This provides evidence of the possibility of Champing as a staycation option, similar to that of natural and cultural attractions, and of supporting the local economy and discovering hidden treasures and the unusual (James et al., 2017; Kou et al., 2024; Lin et al., 2021; McKercher, 2023; Singh, 2015).

4.2. Content Analysis of the Champing Website Images

The second component of the content analysis was an analysis of the images used to promote Champing on the website (see Table 3). Similar to the content analysis of the promotional text, the importance of the activity being camping in a church can be identified. Content analysis has identified that the overriding images used are those to support a basic or minimalist portrayal of the Champing concept. This basic or minimalist portrayal was visible in the predominant use of images of camp beds, the kitchen area, and the church interior. The second most significant connotation arising from analysis of the images used is support for the idea of staying overnight in a church. Extensive use was made of images such as stained-glass windows, church entrance doors, or the narthex, also referred to as the vestibule and church exterior. These are attributes that could be aligned with the simplicity of camping and support Champing as a staycation for the exploration of differences between the destination and the tourist's home environment and experience of the true and novel (Dissart, 2021; Dennett & Song, 2016; Madsen, 2022; VisitEngland, 2014; Walker & Lee, 2022).

4.3. Content Analysis of Changers Reviews of Their Champing Experience

The third component of the content analysis element of the mixed methods analysis was that of Changers' reviews of their Champing experience as featured on the Champing website (see Table 4). The most important and significant reflection noted by 98 reviewers out of 142 was their appreciation of the atmosphere within the church as part of their Champing experience. Reflections such as 'What a fantastic experience champing at the amazing All Saints Church in Langport' and 'Such a beautiful church to spend the night in, we had a fantastic experience' (St Mary's in Edlesborough, Buckinghamshire) aligned with Champing as an authentic experience (Bigné & Decrop, 2019; Brooker & Joppe, 2014; Cerović, 2014; Rogerson & Rogerson, 2020). With 35 mentions related to nature (seeing bats, enjoying the sunset), there is support in their reflections for the importance of nature when considering Champing as a form of camping (Blichfeldt & Mikkelsen, 2013). The 34 specific mentions of eating out in local pubs and restaurants and thus supporting the local economy, along with the nine mentions of local attractions, provide evidence for Champing supporting the local economy and being aligned with providing opportunities to explore nearby regions, engage in local cultural and natural activities, and uncover hidden treasures (Heljakka & Rääkkönen, 2024; James et al., 2017; Kou et al., 2024). Finally, the content analysis identified that the vast majority of Changers are staycationers, as evidenced by them mentioning their local travel to the church as part of their reflection on their Champing experience.

4.4. Thematic Analysis of Champers Reviews

Thematic analysis generated three broad themes from the data gathered from 142 Champers' reviews and reflections of their Champing experience published on the Champing website. These three themes provide empirical insights from personal experiences of Champing and are discussed below in relation to the theoretical attributes of staycation tourism experiences, possible responses to the challenges of overtourism, and how destinations and tourism policy makers can support more sustainable experiential tourism development. The broad themes developed from the reviews are Peaceful, Explore, and Novel and New. These are discussed below.

Peaceful, the first theme developed from analysis of Champers' reviews, is supported by many Champers using terms such as 'sanctuary', 'calming', 'surreal', 'intimacy', and 'peaceful' in their reflections. Analysis highlights that it is the combination of the church's history and the church environment that creates this peaceful experience, as we can see from analysis of Champer A's review:

We stayed here (All Saints in Aldwinckle,) in August 2020 for one night, our second experience Champing. . . The church itself was easy to find, beautiful and old with a sense of peace and serenity. There were a couple of 'cold spots' as the night progressed, and we had a lovely rainstorm outside which made the inside feel like a sanctuary. Champer A All Saints, Aldwinckle

For Champer A, it is the intimacy of the beautiful church that supports their Champing experience as being peaceful. Similar to Champer B, it is the environment created by staying overnight in a church, for the first time, that creates a peaceful time:

What can I say? Champing is a new venture for us. . . The church is a real gem in the Champing crown, and we felt so privileged to bed down for the night. The camp beds were exceptionally comfortable, and we slept well in the peace and intimacy of this beautiful venue. The twinkling fairy lights, and battery lanterns and high wooden rafters added to the magical ambience. I even caught a glimpse of the bat! Champer B All Saints, Laxfield, Suffolk

The experience of Champer C is that it is the setting of staying in a church that allows for time to unwind, thus supporting a peaceful experience:

Two-night stay with our dogs Doris & Rupert. What a great adventure and amazing experience. Time to unwind and embrace the tranquil and peaceful setting. We had everything we needed and wow what a sunrise we were treated to through the stained-glass window which was unforgettable. Such nice touches, tea, coffee, milk and biscuits for Doris and Rupert.! Champer C St Botolph's in Limpenhoe, Norfolk

For Champer D, it is a combination of the church, options for eating out, and experiencing an owl in a natural setting that provide for a relaxing and peaceful stay:

Wow, wow & thrice wow. . . a magical weekend, gorgeous church, everything had been well thought out. . . a weekend of complete relaxation. Owls at night a partying, a little owl in the churchyard. . . bliss. Thai four two in Rochester does great vegan options. Champer D St James' in Cooling, Kent

Supporting this theme of Peaceful is the content analysis of the images used and reflections of Champers and their Champing experience (see Tables 3 and 4). The image analysis highlighted the importance of pictures of the interior of the church, the stained-glass windows, and the surrounding countryside, all associated with calm and relaxation. Similarly, from the content analysis of Champers' reflections, the 35 comments on nature align with Peaceful.

The theme of Peaceful aligns with the restorative benefits attributed to staycations through experiencing a local place with hidden treasures. (Jeuring & Haartsen, 2018; Heljakka & Räikkönen, 2024). Changers' reflections with respect to the theme of peaceful align with the benefits of staycations being about a slower pace, well-being, tranquility, a less hurried rediscovery, and development of life skills that can enhance psychological capital and promote well-being (Dickinson et al., 2011; Jeuring & Haartsen, 2018; Molz, 2009; Roehl & Fesenmaier, 1992). This all aligns with a tourist development that is a possible counterpoint to the challenges and poor quality of overtourism (Besson, 2017; Singh, 2015).

The second theme developed from analysis of Changers' reviews, Explore, relates to the experience in the church and the opportunities Champing provides as part of their stay. For Changer E, the church provided an unusual location to explore with their family:

We had a fantastic time Champing. The church, St Andrew's in Wroxeter, is beautiful and we had everything we needed. We spent hours exploring every detail and playing hide and seek in the pews. Our four-year-old adored the fake candles. It was a perfect break, and we'll definitely do this again in another church. Thank you! Changer E St Andrew's

Playing hide and seek is an experience that would not usually be possible or offered in a church. By having sole access to the church and staying overnight, Changer E has created a novel, and memorable, family experience, of a type associated with staycations (Madsen, 2022; Walker & Lee, 2022). It is not just the Champing in a church that contributes to the theme of exploring, as we can see from analysis of Changer F's review:

We drove to Langport from Bristol, slept overnight in the church and did a tandem [bike ride] tour the next day around S Somerset to stay at another Champing church at Queen Camel. Langport was quiet; a nice atmosphere in the church, lovely to have the building to ourselves and think of all the people who must have visited it over the centuries. Warm enough to swim in the R Parrett near the town. Thanks to all who made it possible. Changer F, Langport, All Saints (Somerset)

Here we can see that Changer F and their tandem partner were able to explore, through Champing, and by touring between Champing churches, the local river and go swimming. Changer F's exploring experience is created by their stay in the church and the chance to engage with the surrounding area. They have also engaged in low-carbon, low-environmental-impact activities, possibly in response to climate concerns (Hwang & Lee, 2019). The convenient and less stressful distance from home and the chance to explore different activities and appreciate familiar environments from the perspective of a local visitor are all aspects identified with staycationing (Besson, 2017; Lin et al., 2021; Singh, 2015; Walker & Lee, 2022).

Similar to Changer F, Changer G indicated that with their bike, Explore was a significant element of their Champing experience:

I rode my bicycle from Staffordshire to St Andrew Church in Wroxeter, Shropshire. April 2021. It was a great day to ride and an inspiring place to aim for up a few tricky hills. It is truly a magnificent Church and a privilege to be a sleep-over guest. I'll definitely be going back and incorporating this and other Champing churches into future bicycle tours. In fact, I've booked another one already in Warwickshire to check out! As a cycling tourist to other cycling tourists I highly recommend this experience. It's an unforgettable end to a day's ride. For everyone else it's a wonderful place to sleep over and a peaceful and relaxing location Changer G St Andrew in Wroxeter, Shropshire

Analysis identifies how Champing supports Champer G in exploring, providing the inspiration to undertake more exploration through a Champing staycation. It also provides opportunities to engage in more low-carbon holidays in a way that does not contribute to overtourism or a congested tourism experience. Staying local to reduce environmental impacts, along with a chance to appreciate familiar environments from the perspective of a local visitor and explore differences between the destination and the tourist's home environment in a more authentic way, are all positive attributes attributed to staycations (Andersson, 2019; Mkono, 2020; Besson, 2017; Singh, 2015).

This second theme of Explore is supported through the content analysis of the text and Champers' reflections. Providing details about local attractions (natural or cultural) and listing any literary or other such contemporary associations in the promotional text (see Table 2) provide information to support Champers exploring as part of their stay. Similarly, the content analysis of Champers' reflections identified 34 comments regarding local pubs and restaurants and nine mentions of local attractions (see Table 4), providing support for the importance of Explore as a component of Champing promotion and experience.

The third theme developed from analysis of Champers' reviews was that of New and Novel. New and Novel was not just about staying in a church overnight but was supported by the whole experience of Champing:

This is the first time my grandson has ever slept in a church, it's an experience he will never forget, he's already telling his friends and anyone who will listen, all about it. I can't recommend Champing highly enough. Champer H, St. Botolph's

Champer H's reflections on their Champing staycation with their grandson present an association with creating an experience distinct from the everyday. This aligns with the staycation attributes of home region experiences in a novel and authentic manner (Dennett & Song, 2016; Dissart, 2021; Madsen, 2022; Singh, 2015; VisitEngland, 2014; Walker & Lee, 2022).

Staying in a church building overnight is something very novel for those who may not be as familiar with the concept of using churches for activities other than religion:

Champing was such an unusual and beautiful experience! Coming from a catholic country (we're from Italy), allowing people to sleep in the very heart of churches (we did it in the choir) may sound a bit... destabilizing! On the contrary, the study found a very welcoming place: I was expecting an icy and damp church, but the study found a dry and warm one; everything looked prepared (kettle and tea and coffee facilities, sleeping bags and pillows, electric candles) with love and was spotlessly clean. Waking up in the morning with the sunlight coming through stained glass had no equal! It is considered that there's a way to enjoy the stay for anyone: for someone who's looking for quiet, for a place for thinking, for a religious approach or for simply sharing an out-of-beaten-track experience. Champer I St Mary's in Edlesborough, Buckinghamshire

New and Novel is specifically created by a difference with Champer I's home country. They enjoyed the new, unusual, and memorable setting of their experience, one which could not be recreated at home. While this visit may not be classified as a staycation if Champer I was visiting from Italy, this was one of two of the 142 reviews where the Champer appears to have traveled a significant distance from another country. This review also highlights a possible cultural difference between people of different countries who engage in Champing.

The impact of natural light pouring through the stained-glass window of a church was specifically commented on as being a new and novel experience by several Champers. We have already seen this with Champer C in relation to the theme of Peaceful and Champer H

in relation to the theme of Explore. We can see from analysis of Champer I's review above how the stained-glass window contributes to a very special experience. Similarly, Champer J highlights how experiencing waking up to sun pouring through a stained-glass window made their Champing experience magical:

This is the second time me, my husband and 2 daughters (aged 10 and 11) have been champing and we LOVE it. It is well put together making it a warm and comfortable stay. We enjoyed our food and board games surrounded by such beauty. ...and waking up to sunshine pouring through the stained-glass windows is magical! Highly recommend, such a privilege to be able to stay overnight in a building with so much history. We will be back. Champer J St Mary the Virgin in Stansted Mountfitchet, Essex

Champer K not only mentions stained glass but also stonework, carvings, pulpits, and bats as making their stay memorable and something new and novel:

Booked a one night stay to celebrate my 60th with five friend[s]. Absolutely perfect! Yes the weather was stunning, which made for a wonderful picnic outside, admiring beautiful views and a late night walk through surrounding wheat fields but regardless, the church was all I could have hoped for. Thirteenth century stonework, medieval carvings and tiles, Victorian painting, gorgeous stained glass. So much history to see and experience at close quarters. A fun-filled evening reading from the pulpit, singing with amazing acoustics and even a tune or two on the organ. Camp beds and chairs provided were of very high standard and hospitality tray greatly appreciated. The odd squeak of a bat and other night time noises added to the atmosphere. Couldn't recommend more highly. Champer L, St Mary's in Edlesborough

Here, we can see how Champing has provided opportunities for Champer L to enjoy beautiful views, go for a late-night walk through surrounding wheat fields, and even create some music. All these experiences, especially the impact of the stained-glass windows, are associated with staycation opportunities to restore, replenish, and improve overall well-being, alongside generating memorable new experiences (Filep & Pearce, 2014; Pyke et al., 2016). Champer L also shows appreciation for the culture and heritage of the church they are staying in, making specific mention of the thirteenth-century stonework, medieval carvings, Victorian painting, and gorgeous stained glass. Their Champing stay offered these staycationers a novel way to experience their home region and local culture (James et al., 2017; Kou et al., 2024; Madsen, 2022; VisitEngland, 2014; Walker & Lee, 2022). Champer M describes a solo Champing experience where they had the church to themselves, which can be described in terms of the theme of New and Novel:

I stayed for one night on a solo trip and had a brilliant time. It was so amazing to have the space to myself. The instructions were great and I had all the aspects I needed. St Mary's is in a great spot—you're up on the hill so you get feeling of being on your own, but there are actually houses (and a bus stop!) just outside. I was on foot and found that the Swan in Northall was closer and easier to walk to (pavements all the way!) than the Travellers Rest. The food there was good and it was a nice friendly pub. Champer M, St Mary's in Edlesborough, Buckinghamshire

This solo experience demonstrates the well-being benefits of Champing and the potential to support local communities economically, as the analysis identifies that Champers often visit nearby pubs and restaurants. Champer M also mentioned that they traveled on foot, showing how Champing contributes to more sustainable travel and provides options for reducing the need to fly when on holiday (Dickinson et al., 2011; Mkono, 2020).

The theme of New and Novel is supported by the importance of including notable features of Champing churches in the promotional text used on the Champing website (see Table 2), as well as the 98 Changers who specifically commented on the experience of Champing as part of their review, which was identified in the content analysis of Changers' reviews (see Table 4).

Reflecting on all these reviews supported the development of the three themes of Peaceful, Explore, and New and Novel. From these reflections, a range of Champing group types, from solo travelers to multi-generational families and groups of friends, can be identified. Also highlighted throughout is engagement with the local area for entertainment and for eating, which all support the local economy.

5. Discussion of Findings

The success of Champing can be measured by its growth over the last 10 years and how it has supported churches outside the collection owned by CCT by means of a franchise model (CCT, 2017). To answer RQ1, what is the Champing proposition as represented through their marketing channels, the analysis highlights how Champing is promoted as something that is novel and new through offering a unique way for people to engage with and support the preservation of historic churches. Promotion is focused on the peaceful environment provided by Champing with the opportunity to explore both the church and the surrounding area. Answering RQ2, what is the Changers' experience of Champing, the analysis of Changers' reflections on their stays provides specific examples of how Champing delivers a peaceful, new, and novel experience with opportunities to explore locally. The findings help answer RQ3, where does Champing fit as a form of camping and staycation experience, through how Champing provides temporary basic shelter connected with scenic natural and cultural resources and allows for reconnection with the outdoors. This is aligned with the philosophy of camping, and through analysis of the Changers' reflections, it attracts mainly local tourists and can thus be considered as an addition to the staycation portfolio of products. In addition to answering the research questions, this paper makes a series of theoretical, methodological, and practical contributions.

5.1. Theoretical Contributions

Firstly, this paper presents analysis of an under-researched niche tourism phenomenon, Champing. Through empirical analysis, this paper provides a critique of the Champing tourism phenomenon through highlighting how it combines staying overnight in a church with the limited offering associated with camping to provide a unique tourism offering.

Theoretically, this analysis of the Champing product proposition has identified that, through the restoration, preservation, and repurposing of redundant or only partly used historical buildings such as decommissioned churches, there are sustainable tourism development opportunities through engaging tourists with cultural and religious heritage. The funds raised from Champing provide financial support for the continued upkeep of these buildings. By attracting visitors to stay overnight, Champing also helps to sustain the local tourist economy through Changers dining in pubs and restaurants and visiting local attractions. Moreover, by repurposing churches as places to camp, it reduces the need for the construction of new accommodation facilities and extends the staycation to support those engaging in reducing their flying and supporting 'Flygskam' by keeping their tourism local (Andersson, 2019; Mkono, 2020). With its connotations of local but different, authentic and novel, slow-paced, and supporting good well-being and environmental considerations, this research has identified that Champing can make a positive contribution to tourism development in relation to alternatives to counteract the challenges of overtourism.

Lastly, this analysis supports considering Champing as a form of staycation tourism with Champers' reflections supporting the themes of Peaceful, Explore, and Novel and New in relation to the local area. Through highlighting Champing's association with local tourism, enjoying local in an unusual way, authentic and novel experiences, opportunities for a slower pace, and a chance to create occasions for well-being, there is a definite correlation between the benefits of Champing and the attributes associated with a staycation.

5.2. Methodological Contributions

This research contributes methodologically through extending the use of Netnography as a method to understand a tourism phenomenon. By applying Netnography, this research provides support for its use by other tourism researchers and adds to its limited use in comparison to other fields (Tavakoli & Wijesinghe, 2019). Through the content analysis of promotional text, images, and Champers' reviews of their experience provided on the Champing website, combined with thematic analysis of Champers' reviews of their personal lived experiences, the research provides a supported, valuable, and structured research method for understanding new tourism developments.

5.3. Practical Contributions

This research contributes practically and managerially by identifying policy opportunities for tourism developments that do not contribute to overtourism, that are more sustainable through being less environmentally impactful, and that can benefit residents. The content and thematic analysis has highlighted the benefits of Champing both to Champers and to the local community, including supporting the preservation and use of local historical buildings and the promotion of local natural and cultural tourism assets. Many of these benefits could be extended through the development of other forms of staycation similar to Champing.

Although currently centered in England and Wales, Champing has potential for wider application. Comparable initiatives in Scotland and the Netherlands indicate interest in adapting the model to different heritage contexts. In Scotland, churches, known as kirks, along with a country abbey, a traditional manse that was once home to a church minister, and a working cathedral on an island, are all available for overnight stays (Visit Scotland, 2024). In the Netherlands, the non-profit organizations Alde Fryske Tsjerken and Groninger Kerken have pioneered opening churches as artists' studios, community cafés, concert venues, and, similar to Champing in the UK, visitor accommodation. Overnight stays in churches contribute to the development of the Netherlands' new long-distance Salt Path (Kehoe, 2024).

By repurposing historically significant buildings and spaces, Champing as a concept could be expanded to other countries to support building maintenance and the building of a rural tourism that is both less impactful and that supports community engagement and the visitor economy. Throughout most regions of the world, there are buildings with historical and cultural significance, many of which have fallen out of use, become redundant, or have areas that are underutilized.

The most immediate and straightforward expansion would be to replicate the concept in religious and state-owned buildings. With public access, administrative support, and facilities already in place, this development would be a simple extension of the initiative. Buildings such as railway stations, local and civil government buildings, places of administration or security, museums, and galleries, with their connections to local history, historical significance, or architecture, could all provide opportunities for such development.

5.4. Limitations and Future Research

It is worth noting some research limitations. First, the application of Netnography and content analysis to the Champing website restricts the data set to that provided for marketing purposes. Secondly, simply counting and analyzing website content does not reflect the usage of the site or the credibility and accuracy of its content, which are essential for a fair and honest assessment of Champing. Thirdly, the research does not include the voices of other stakeholders, such as the local community, tourism planners, and visitors.

Finally, considering these limitations, future research avenues could include visitors and community stakeholders, using focus groups or in-depth interviews to assess their reflections on Champing’s impact and identify any potential conflicts between church practices and visitor behavior, which are often overlooked when considering any possible cultural sensitivities inherent in utilizing churches as tourist attractions.. There would also be benefit in undertaking a more comprehensive analysis of the socio-economic impact of Champing to identify and quantify the benefits to local communities in greater detail. This would provide evidence to support or refute further expansion of the program.

Author Contributions: Conceptualization, A.J.; methodology, A.J. and F.F.; formal analysis, A.J. and F.F.; investigation and data curation, A.J. and F.F.; writing—original draft preparation, A.J. and F.F.; writing—review and editing, A.J. and F.F. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The original data presented in the study are openly available in [The Champing website] at [<https://www.visitchurches.org.uk/>] (accessed on 20 May 2025).

Acknowledgments: During the preparation of this manuscript, the authors used Copilot to review spelling and grammar.

Conflicts of Interest: The authors declare no conflicts of interest.

Abbreviation

The following abbreviation is used in this manuscript:

CCT Churches Conservation Trust

Appendix A

Table A1. Detailed breakdown of Champing website image content analysis.

Church Name	Camp Beds	Kitchen Area	Seating Area	Exterior Church View	Counrty View	Entrance Doors	Stained-Glass Church Windows
All Saints in Aldwincle	Yes			Yes			Yes
All Saints in Claverley	Yes	Yes	Yes	Yes			
All Saints in Langport	Yes		Yes	Yes	Yes		Yes
All Saints, Muggleswick	Yes	Yes	Yes	Yes			
All Saints, Rotherby	Yes	Yes		Yes			Yes
St Andrew in Wroxeter	Yes			Yes		Yes	
St Barnabas in Queen Camel	Yes	Yes		Yes			
St Bartholomew’s in Failand	Yes	Yes	Yes	Yes		Yes	Yes
St Botolph’s in Limpenhoe	Yes		Yes	Yes		Yes	
St Cuthbert’s in Holme Lacy	Yes		Yes	Yes			
St George’s Church—Hindolveston	Yes	Yes				Yes	
St Gwrhai, Penstrowed	Yes	Yes			Yes		

Table A1. Cont.

Church Name	Camp Beds	Kitchen Area	Seating Area	Exterior Church View	Country View	Entrance Doors	Stained-Glass Church Windows
St James' in Cooling	Yes		Yes	Yes			
St Laurence in Hilmarton	Yes		Yes	Yes			Yes
St Luke in Clifton, West	Yes	Yes	Yes	Yes			
St Mary the Virgin in Stansted Mountfitchet	Yes						
St Mary's Church in Arkengarthdale	Yes	Yes	Yes			Yes	
St Mary's Church in Burgh Parva, Melton Constable	Yes		Yes	Yes			
St Mary's Church, Longsleddale	Yes		Yes	Yes		Yes	
St Mary's in Edlesborough	Yes		Yes	Yes			
St Nicholas in Berden	Yes		Yes	Yes			
St Paul's Church in Witherslack	Yes	Yes					
St Peter's Church in Wolfhampcote	Yes			Yes			
St Peter's Church, Bratton Fleming	Yes	Yes	Yes				
St Thomas in Friarmere	Yes		Yes	Yes			
St Dona in Llanddona, Beaumaris	Yes		Yes	Yes			
All Saints, Laxfield		Yes	Yes				
St Leonard's Church in Watlington		Yes	Yes				
St Mary Magdalene in Whitgift						Yes	Yes
Tom Paine's Chapel in Lewes						Yes	

References

- Addeo, F., Paoli, A. D., Esposito, M., & Bolcato, M. Y. (2019). Doing social research on online communities: The benefits of netnography. *Athens Journal of Social Sciences*, 7(1), 9–38. [CrossRef]
- Andersson, H. (2019). *Designing digital nudges for sustainable travel decisions* [Doctoral dissertation, Umea University]. Available online: <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1331709&dsid=6086> (accessed on 24 August 2025).
- Arizton. (2018). *Camping tent market in Europe. industry outlook and forecast 2018–2023*. Available online: <https://www.arizton.com/market-reports/camping-tent-market-europe> (accessed on 24 August 2025).
- Barclays. (2019). *The Great British staycation: The growing attraction of the UK for domestic holidaymakers*. Barclays Bank.
- Bartl, M., Kannan, V. K., & Stockinger, H. (2016). A review and analysis of literature on netnography research. *International Journal of Technology Marketing*, 11(2), 165–196. [CrossRef]
- Besson, A. (2017). Everyday aesthetics on staycation as a pathway to restoration. *International Journal of Humanities and Cultural Studies*, 4(2), 34–52.
- Bigné, E., & Decrop, A. (2019). Paradoxes of Postmodern Tourists and Innovation in Tourism Marketing. In E. Fayos-Sola, & C. Cooper (Eds.), *The future of tourism* (pp. 131–154). Springer International.
- Blichfeldt, B. S., & Mikkelsen, M. (2013). Vacability and sociability as touristic attraction. *Tourist Studies*, 13(3), 235–250. [CrossRef]
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. [CrossRef]
- Brochado, A., & Pereira, C. (2017). Comfortable experiences in nature accommodation: Perceived service quality in Glamping. *Journal of Outdoor Recreation and Tourism*, 17, 77–83. [CrossRef]
- Brooker, E., & Joppe, M. (2013). Trends in camping and outdoor hospitality—An international review. *Journal of Outdoor Recreation and Tourism*, 3, 1–6. [CrossRef]
- Brooker, E., & Joppe, M. (2014). A critical review of camping research and direction for future studies. *Journal of Vacation Marketing*, 20(4), 335–351. [CrossRef]
- Bui, H. T., Jones, T. E., Weaver, D. B., & Le, A. (2020). The adaptive resilience of living cultural heritage in a tourism destination. *Journal of Sustainable Tourism*, 28(7), 1022–1040. [CrossRef]
- CCT. (2017). *The CCT stands ready!* CCT.
- Cerović, Z. (2014). Innovative management of camping accommodation. *Horizons: International Scientific Journal Series A*, 13, 55–68.
- Chen, S., & Wei, H. (2022). Minimalism in capsule hotels: Enhancing tourist responses by using minimalistic lifestyle appeals congruent with brand personality. *Tourism Management*, 93, 104579. [CrossRef]
- Cherif, H., & Miled, B. (2013). Are brand communities influencing brands through co-creation? A cross-national example of the brand AXE: In France and in Tunisia. *International Business Research*, 6, 14–29. [CrossRef]
- Choi, S., Lehto, X. Y., & Morrison, A. M. (2007). Destination image representation on the web: Content analysis of Macau travel related websites. *Tourism Management*, 28(1), 118–129. [CrossRef]
- Chowdhury, R. M. (2018). Religiosity and voluntary simplicity: The mediating role of spiritual well-being. *Journal of Business Ethics*, 152, 149–174. [CrossRef]

- Collins-Kreiner, N. (2010). Researching pilgrimage: Continuity and transformations. *Annals of Tourism Research*, 37(2), 440–456. [CrossRef]
- Collins-Kreiner, N. (2016). The lifecycle of concepts: The case of ‘pilgrimage tourism’. *Tourism Geographies*, 18(3), 322–334. [CrossRef]
- Costello, L., McDermott, M. L., & Wallace, R. (2017). Netnography: Range of practices, misperceptions, and missed opportunities. *International Journal of Qualitative Methods*, 16(1), 160940691770064. [CrossRef]
- Craig, C. A. (2025). Glamping: A review. *Journal of Outdoor Recreation and Tourism*, 49, 100858. [CrossRef]
- D’Amore, L. (2009). Peace through tourism: The birthing of a new socio-economic order. *Journal of Business Ethics*, 89(Suppl. S4), 559–568. [CrossRef]
- De Bloom, J., Nawijn, J., Geurts, S., Kinnunen, U., & Korpela, K. (2017). Holiday travel, staycations, and subjective well-being. *Journal of Sustainable Tourism*, 25(4), 573–588. [CrossRef]
- Dennett, S., & Song, H. (2016). *Why tourists thirst for authenticity—And how they can find it, the conversation*. Available online: <https://theconversation.com/why-tourists-thirst-for-authenticity-and-how-they-can-find-it-68108> (accessed on 16 August 2025).
- Dickinson, J. E., Lumsdon, L. M., & Robbins, D. (2011). Slow travel: Issues for tourism and climate change. *Journal of Sustainable Tourism*, 19(3), 281–300. [CrossRef]
- Dissart, J. C. (2021). Can staycations contribute to a territorial transition towards slow recreation? *Géocarrefour*, 95(95/2). [CrossRef]
- Dzurov Vargová, T., Gallo, P., Švedová, M., Litavcová, E., & Košíková, M. (2020). Non-traditional forms of tourism in Slovakia as a concept of competitiveness. *GeoJournal of Tourism and Geosites*, 30(Suppl. 2), 801–807. [CrossRef]
- Efford, C. (2016). *Parliamentary debate approves funding for The churches conservation trust*. Available online: <https://hansard.parliament.uk/pdf/commons/2016-02-29/b89ef779-0858-44a3-b7bb-c2df0b3dd841> (accessed on 20 August 2025).
- Filep, S., & Pearce, P. (2014). *Tourist experience and fulfilment. Insights from positive*. Routledge.
- Gössling, S., & Peeters, P. (2015). Assessing tourism’s global environmental impact 1900–2050. *Journal of Sustainable Tourism*, 23(5), 639–659. [CrossRef]
- Heljakka, K., & Räikkönen, J. (2024). Instadolls on staycation—doll dramas narrating popular culture tourism and regional development. *Scandinavian Journal of Hospitality and Tourism*, 1–20.
- Honkanen, A. (2002). Churches and statues: Cultural tourism in Finland. *Tourism and Hospitality Research*, 3(4), 371–379. [CrossRef]
- Huddleston. (2020). *Draft grants to the churches conservation trust order 2020*. Delegated Legislation Committee House of Commons.
- Hwang, J., & Lee, J. (2019). A strategy for enhancing senior tourists’ well-being perception: Focusing on the experience economy. *Journal of Travel & Tourism Marketing*, 36(3), 314–329.
- James, Z., Ravichandran, S., Chuang, N.-K., & Bolden, E., III. (2017). Using lifestyle analysis to develop lodging packages for staycation travelers: An exploratory study. *Journal of Quality Assurance in Hospitality & Tourism*, 18(4), 387–415.
- Jeuring, J., & Haartsen, T. (2018). The challenge of proximity: The (un) attractiveness of near-home tourism destinations. In *Proximity and intraregional aspects of tourism* (pp. 115–138). Routledge.
- Jose, A., & Lee, S. M. (2007). Environmental reporting of global corporations: A content analysis based on website disclosures. *Journal of Business Ethics*, 72, 307–321. [CrossRef]
- Jovicic, D. (2016). Cultural tourism in the context of relations between mass and alternative tourism. *Current Issues in Tourism*, 19(6), 605–612. [CrossRef]
- Kang, J., Martinez, C. M. J., & Johnson, C. (2021). Minimalism as a sustainable lifestyle: Its behavioral representations and contributions to emotional well-being. *Sustainable Production and Consumption*, 27, 802–813. [CrossRef]
- Kehoe, L. (2024). *Walking The Netherlands’ new long-distance salt path*. The Guardian.
- Kim, I., & Kuljis, J. (2010). Applying content analysis to web-based content. *Journal of Computing and Information Technology*, 18(4), 369–375. [CrossRef]
- Koens, K., Postma, A., & Papp, B. (2018). Is overtourism overused? Understanding the impact of tourism in a city context. *Sustainability*, 10(12), 4384. [CrossRef]
- Kou, I. E., Wu, J., Lin, Z., & Gong, T. E. (2024). Staycation: A review of definitions, trends, and intersections. *Tourism and Hospitality Research*, 0(0), 1–12. [CrossRef]
- Kozinets, R. (2002). The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research*, 39, 61–72. [CrossRef]
- Kozinets, R. V. (2010). *Netnography: Doing ethnographic research online*. Sage Publications.
- Krippendorff, K. (1980). Validity in content analysis. *Computerstrategien für die Kommunikationsanalyse*, 291, 69–112.
- Lin, Z., Wong, I. A., Kou, I. E., & Zhen, X. (2021). Inducing wellbeing through staycation programs in the midst of the COVID-19 crisis. *Tourism Management Perspectives*, 40, 100907. [CrossRef] [PubMed]
- Lin, Z., & Xiao, X. (2023). Parting thoughts XV: When nostalgic heritage sites become a leisure getaway haven. *Leisure Sciences*, 45(3), 304–307. [CrossRef]
- MacLeod, N. (2017). Camping tourism. In L. L. Linda (Ed.), *The SAGE international encyclopaedia of travel and tourism* (pp. 219–225). SAGE Publications.

- Madsen, D. Ø. (2022). Staycation. In *Encyclopedia of tourism management and marketing* (pp. 246–248). Springer.
- McCartney, G. (2008). Does one culture all think the same? An investigation of destination image perceptions from several origins. *Tourism Review*, 63(4), 13–26. [\[CrossRef\]](#)
- McKercher, B. (2023). Who kept travelling and where did they go? Domestic travel by residents of SE Queensland, Australia. *Tourism Geographies*, 25(2–3), 919–935. [\[CrossRef\]](#)
- McLoughlin, E., Hanrahan, J., & Duddy, A. M. (2020). Application of the European tourism indicator system (ETIS) for sustainable destination management. Lessons from County Clare, Ireland. *International Journal of Culture, Tourism and Hospitality Research*, 14(2), 273–294. [\[CrossRef\]](#)
- McNamee, A. (2024, August 4). What is ‘champing’? The new type of glamping, explained. Time Out.
- Merriam-Webster. (2022). The secret history of ‘Staycation’. Merriam-Webster.
- Mikkelsen, M. V., & Blichfeldt, B. S. (2018). Grand Parenting by the Pool. *Young Consumers*, 19(2), 127–140. [\[CrossRef\]](#)
- Milano, C., Cheer, J. M., & Novelli, M. (2018). Overtourism: A growing global problem. *The Conversation*, 18(1), 1–5.
- Mkono, M. (2020). Eco-anxiety and the flight shaming movement: Implications for tourism. *Journal of Tourism Futures*, 6(3), 223–226. [\[CrossRef\]](#)
- Molz, J. G. (2009). Representing pace in tourism mobilities: Staycations, slow travel and the amazing race. *Journal of Tourism and Cultural Change*, 7(4), 270–286. [\[CrossRef\]](#)
- Moon, H., & Chan, H. (2022). Millennials’ staycation experience during the COVID-19 era: Mixture of fantasy and reality. *International Journal of Contemporary Hospitality Management*, 34(7), 2620–2639. [\[CrossRef\]](#)
- Neuendorf, K. A. (2002). *The content analysis guidebook*. Sage.
- Novelli, M., Cheer, J. M., Dolezal, C., Jones, A., & Milano, C. (2022). Introduction to niche tourism-contemporary trends and development. In *Handbook of niche tourism* (pp. xxiii–xxxii). Edward Elgar Publishing Ltd.
- Pangarkar, A., Shukla, P., & Charles, R. (2021). Minimalism in consumption: A typology and brand engagement strategies. *Journal of Business Research*, 127, 167–178. [\[CrossRef\]](#)
- Park, Y. A., & Gretzel, U. (2007). Success factors for destination marketing web sites: A qualitative meta-analysis. *Journal of Travel Research*, 46(1), 46–63. [\[CrossRef\]](#)
- Pichierri, M., Petruzzellis, L., & Passaro, P. (2023). Investigating staycation intention: The influence of risk aversion, community attachment and perceived control during the pandemic. *Current Issues in Tourism*, 26(4), 511–517. [\[CrossRef\]](#)
- Pyke, S., Hartwell, H., Blake, A., & Hemingway, A. (2016). Exploring well-being as a tourism product resource. *Tourism Management*, 55, 94–105. [\[CrossRef\]](#)
- Rice, W. L., Park, S. Y., Pan, B., & Newman, P. (2019). Forecasting campground demand in US national parks. *Annals of Tourism Research*, 79, 424–438. [\[CrossRef\]](#)
- Roehl, W. S., & Fesenmaier, D. R. (1992). Risk perceptions and pleasure travel: An exploratory analysis. *Journal of Travel research*, 30(4), 17–26. [\[CrossRef\]](#)
- Rogerson, C. M., & Rogerson, J. M. (2020). Camping tourism: A review of recent international scholarship. *Geo Journal of Tourism and Geosites*, 28(1), 349–359. [\[CrossRef\]](#)
- Shackley, M. (2002). Space, sanctity and service; the English Cathedral as heterotopia. *International Journal of Tourism Research*, 4(5), 345–352. [\[CrossRef\]](#)
- Singh, T. V. (Ed.). (2015). *Challenges in tourism research* (Vol. 70). Channel View.
- Smith, V. L., & Font, X. (2014). Volunteer tourism, greenwashing and understanding responsible marketing using market signalling theory. *Journal of Sustainable Tourism*, 22(6), 942–963. [\[CrossRef\]](#)
- Stanton, J. L., Wiley, J. B., & Wirth, F. F. (2012). Who are the locavores? *Journal of Consumer Marketing*, 29(4), 248–261. [\[CrossRef\]](#)
- Tavakoli, R., & Wijesinghe, S. N. (2019). The evolution of the web and netnography in tourism: A systematic review. *Tourism Management Perspectives*, 29, 48–55. [\[CrossRef\]](#)
- Terry, G., Hayfield, N., Clarke, V., & Braun, V. (2017). Thematic analysis. In *The SAGE handbook of qualitative research in psychology* (Vol. 25, pp. 17–37). SAGE.
- Timothy, D. J., & Teye, V. B. (2009). *Tourism and the lodging sector*. Butterworth-Heinemann.
- Tritto, A. (2020). Environmental management practices in hotels at world heritage sites. *Journal of Sustainable Tourism*, 28(11), 1911–1931. [\[CrossRef\]](#)
- Van Rooij, N., & Margaryan, L. (2020). Integration of “Ideal Migrants”: Dutch lifestyle expat-reneurs in Swedish campgrounds. *Rural Society*.
- Varis, P. (2016). Digital ethnography. In A. Georgakopoulou, & T. Spilioti (Eds.), *The Routledge handbook of language and digital communication* (pp. 55–68). Routledge.
- VisitEngland. (2014). *Impact of crises on holiday taking behaviour*. VisitEngland.
- VisitScotland. (2024). *Stay in a converted church in Scotland*. Visit Scotland.
- Walker, T. B., & Lee, T. J. (2022). Contributions to sustainable tourism in small islands: An analysis of the Cittàslow movement. In *Island tourism sustainability and resiliency* (pp. 1–21). Routledge.

- Ward, C., & Hardy, D. (1986). *Goodnight campers!: The history of the British holiday camp*. Mansell.
- Wixon, M. (2009). *The great American staycation: How to make a vacation at home fun for the whole family (and your wallet!)*. Simon and Schuster.
- Wong, I. A., Lin, Z., & Kou, I. T. E. (2023). Restoring hope and optimism through staycation programs: An application of psychological capital theory. *Journal of Sustainable Tourism*, 31(1), 91–110. [CrossRef]
- Yan, Q., Shen, H., & Hu, Y. (2022). “A home away from hem”: Exploring and assessing hotel staycation as the new normal in the Covid-19 era. *International Journal of Contemporary Hospitality Management*, 34(4), 1607–1628. [CrossRef]
- Yesawich, P. (2010). Are staycations here to stay? *World Property Journal*. Available online: <https://www.worldpropertyjournal.com/us-markets/vacation-leisure-real-estate-1/real-estate-news-peter-yesawich-travel-trends-2010-travel-report-y-partnership-tourism-trends-orlando-theme-parks-disney-world-sea-world-universal-studios-2452.php> (accessed on 20 September 2025).

Disclaimer/Publisher’s Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.