

ACSI-inspectors on the road for the 60th time

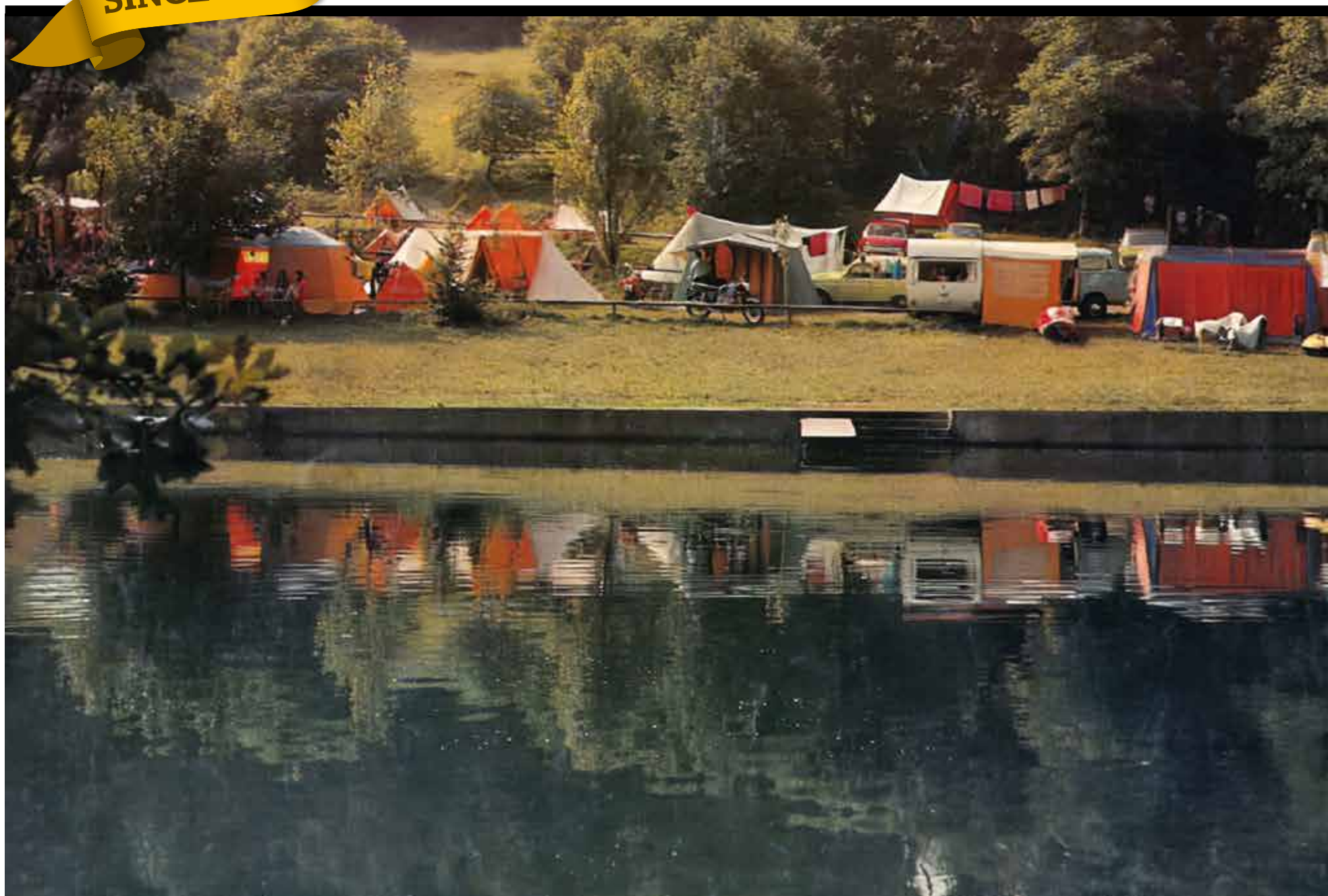
Indispensable for reliable camping information

by ACSI the campsite specialist: **edition spring 2024**



SINCE 1965

ACSI Times



Overnight stays in Europe

A comparison of all European overnight stays figures.

► Read more on **pages 2-3**

Artificial Intelligence in the camping sector

How can campsites benefit from AI?

► Read more on **pages 6-7**

ACSI Awards 2024

A complete overview of all winning campsites.

► Read more on **pages 8-9**

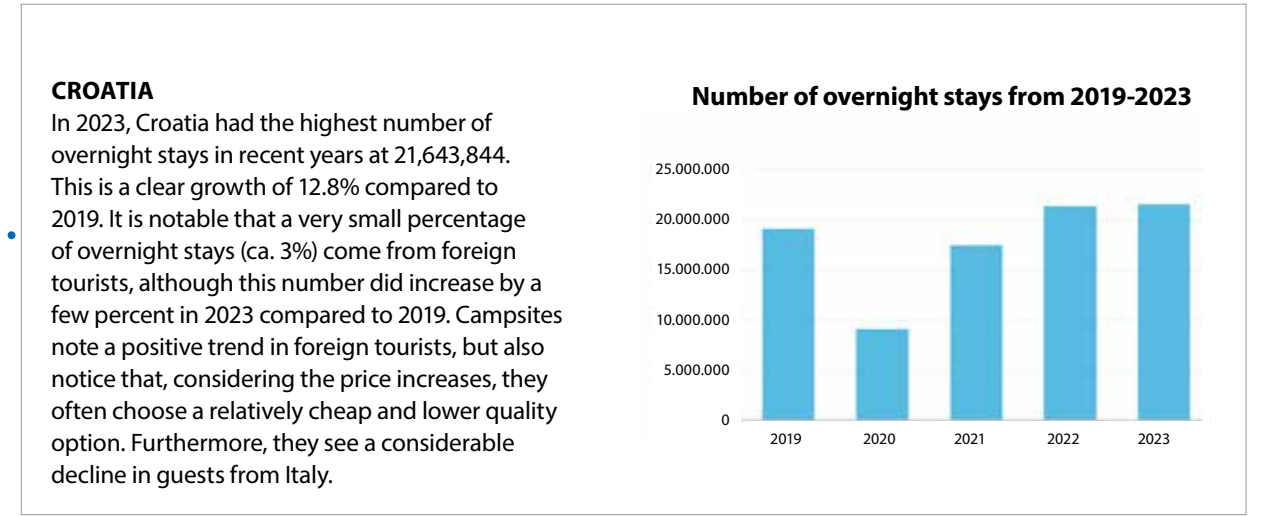
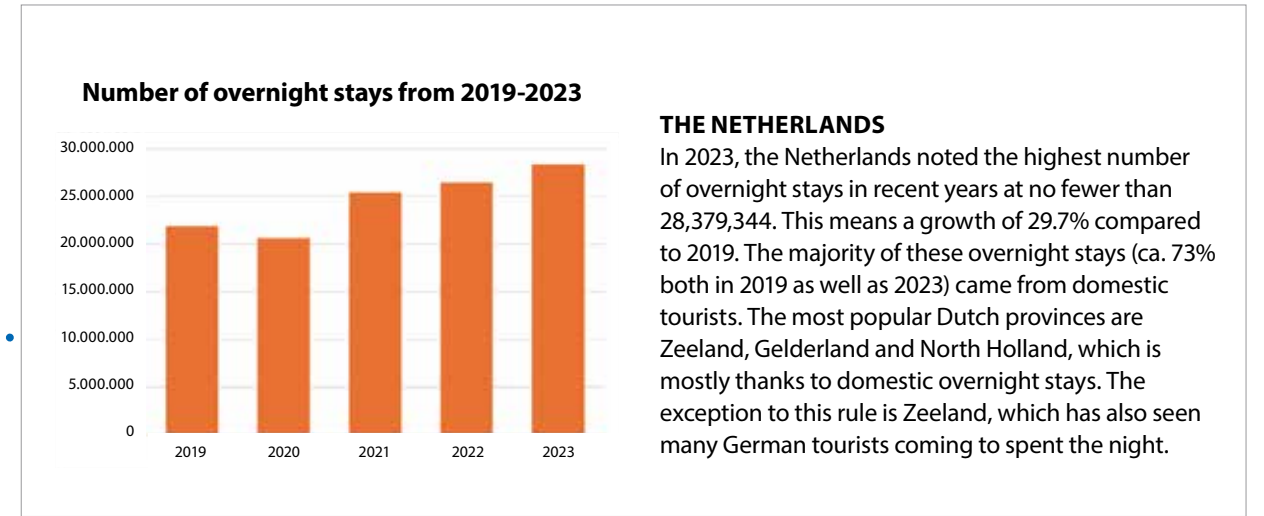
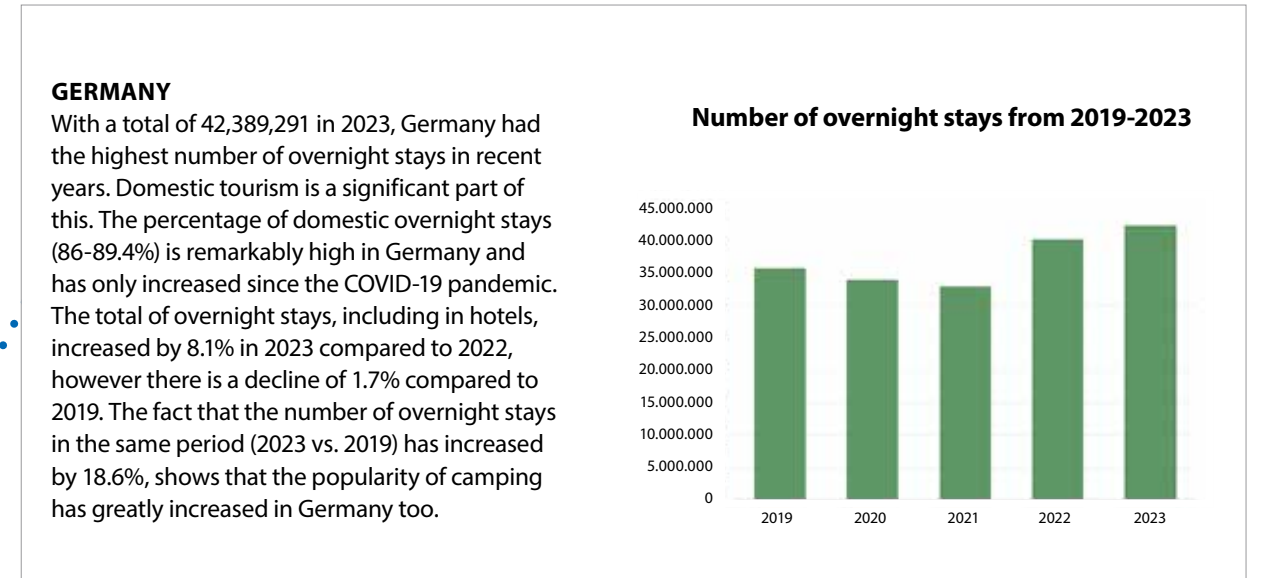
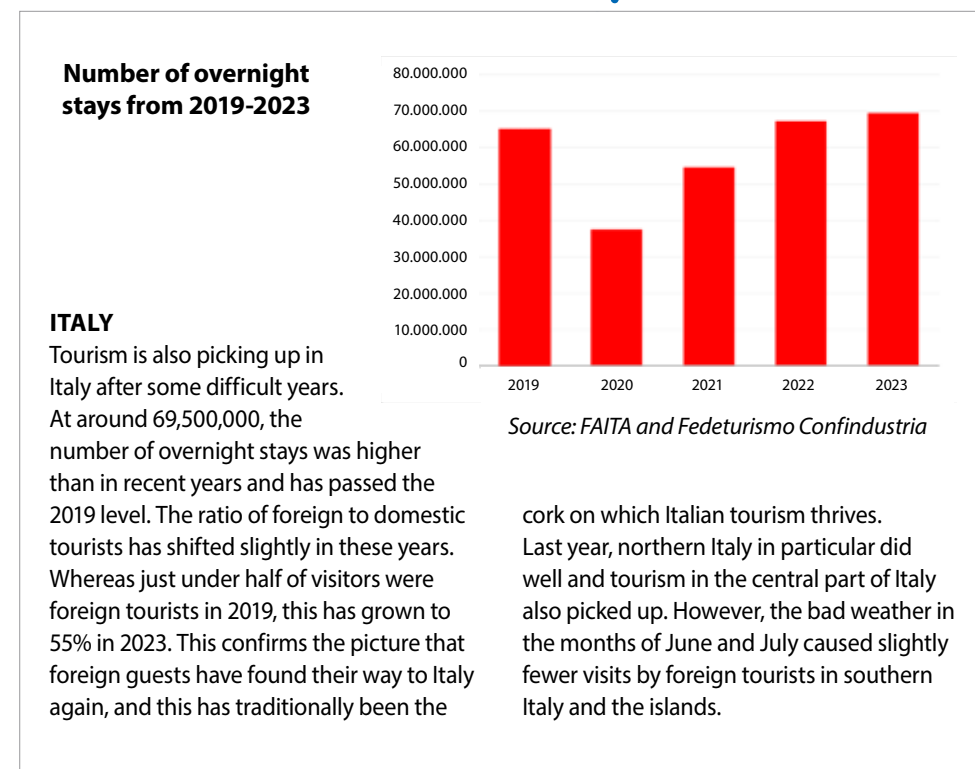
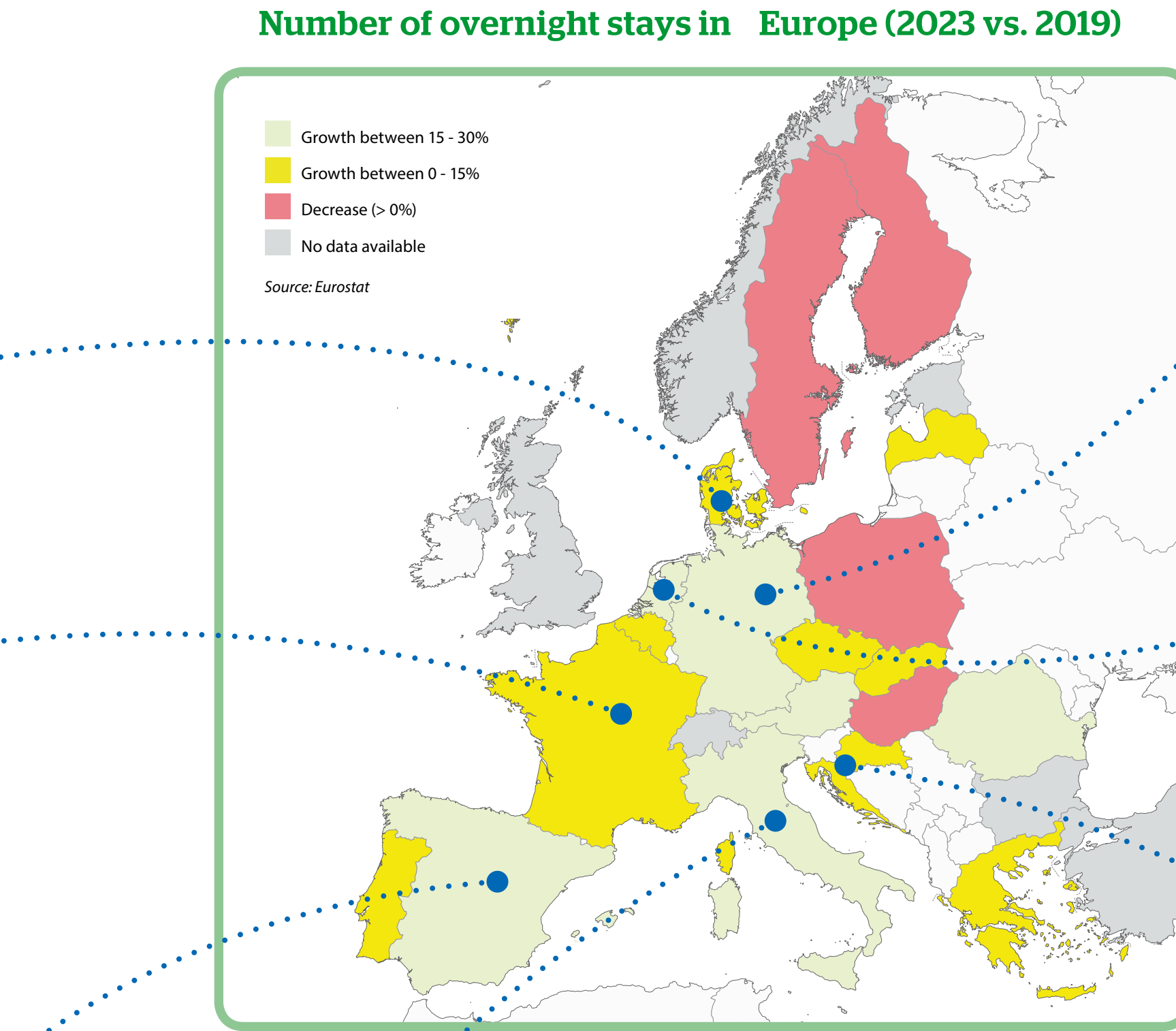
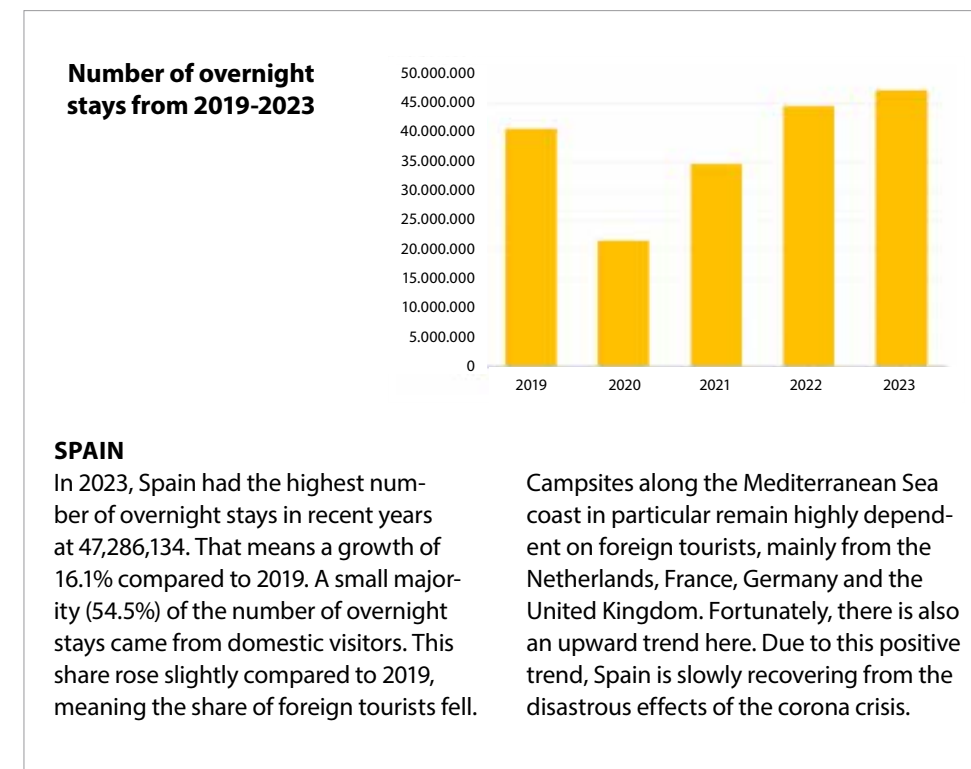
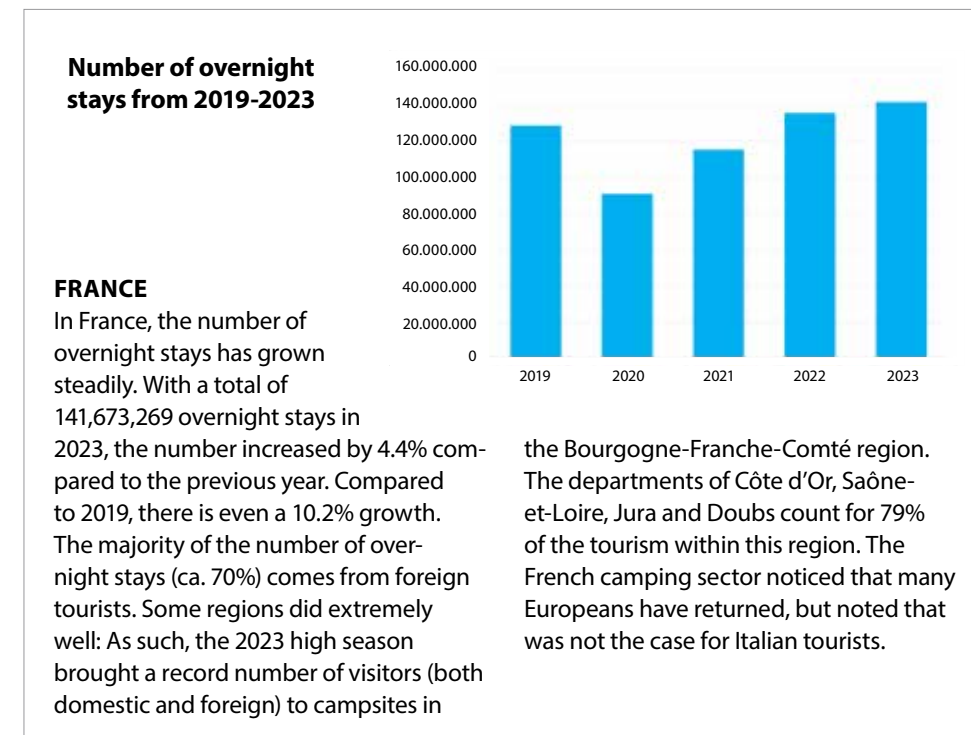
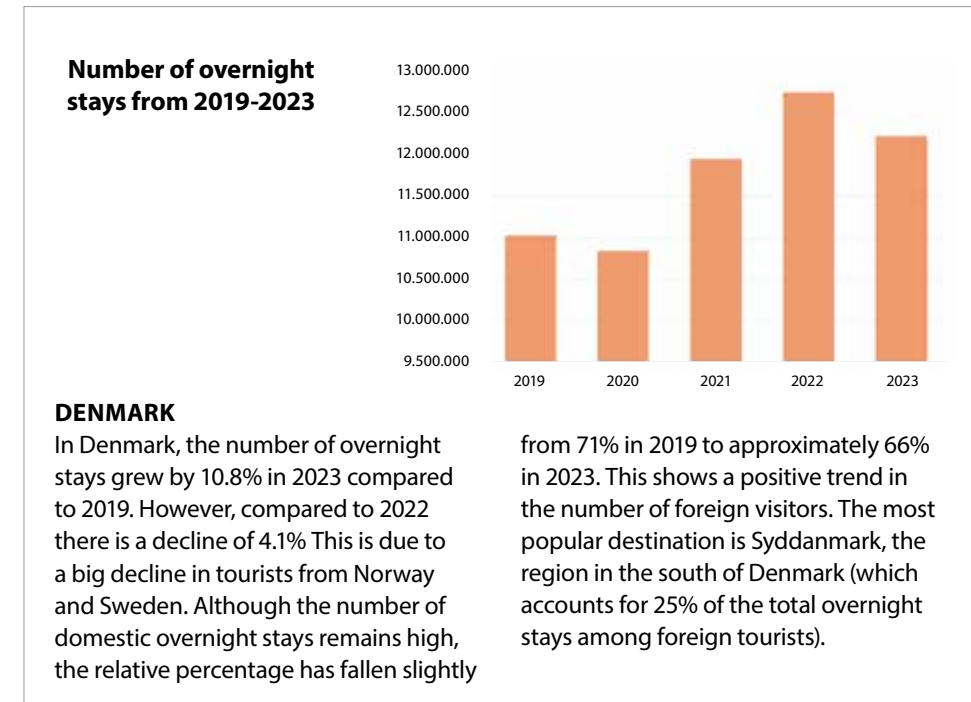
Overview of the European

camping landscape in 2023

The European tourism sector has demonstrated its resilience in recent years. In 2023, there were no fewer than 2.9 million overnight stays in European tourist accommodation. That is an increase of 6.1% compared to 2022

and an increase of 1.4% compared to the pre-COVID year of 2019. ACSI zoomed in on the camping sector and looked at whether it is back at the 2019 level. To gain a good overview of the European camping landscape, we

compared the number of overnight stays in 2023 with the number in 2019. Furthermore, we zoomed in on the figures for some countries and looked at explanations and market developments to clarify these figures.



Facing the future with optimism

The figures show that the camping industry has recovered from the COVID-19 pandemic in many places. Frank Jacobs, Manager Business Development at ACSI, shares this conclusion.

'It is no secret that it was precisely during the COVID-19 pandemic that camping gained in popularity. During that time, many new target groups became interested in camping. For example, people

who first opted for a flight holiday and stayed in a hotel or flat. They have now (also) discovered camping and invested in buying camping equipment and supplies. You often don't do that for one year.'

In this regard, a domestic holiday is an option for more and more people. 'During the COVID-19 pandemic, a domestic holiday was the only option for many campers. As a result, the home market has grown or emerged. For campsites, this is good news because it makes

them less dependent on foreign campers.' Jacobs notes at the same time that foreign tourism is also on the rise again. 'Tourists are visiting the Spanish costas and regions like Provence-Côte-d'Azur and Languedoc-Roussillon again too. This creates a nice balance between domestic and foreign tourism.'

Then there is the discussion about climate change. Is this causing countries in southern Europe to become less popular

with holidaymakers in high season? 'With campers, we don't see that picture yet,' Jacobs points out. 'I also think it depends on the type of camper. Sunny weather is just less guaranteed in northern Europe. We experienced that last summer. I therefore expect that sun seekers will continue to go south. But there are certainly also people who will choose cooler destinations because of the heat anyway and travel north,' Jacobs concludes.

Master in camping management

First students start new master's degree

The Sustainable Outdoor Hospitality Management master programme is Europe's first master degree in the field of sustainable camping resort management. This unique programme combines theory and practice and prepares students for highly qualified positions in the fast-growing camping industry. The University of Girona, University of Rijeka and Breda University of Applied Sciences have joined forces for this programme.

ACSI supports this degree by sponsoring scholarships and providing guest lectures. Students follow classes in Croatia, the Netherlands and Spain and work on sustainable business challenges enabling them to deepen their academic and business management skills.

They develop into professionals who are competent in the sustainable and strategic management of campsites. This is essential for the future of the camping sector.

For more information: www.camping-master.eu



Miquel Gotanegra Portell
President of Catalan Campsites Federation, President of the Girona Campsites Association and CEO of Terraza Grup

'Campsites are like little villages and at the same time, the camping sector is a complicated phenomenon. When you're in charge of a camping resort, you must be properly prepared and be able to work with a diverse team. You certainly have to be versatile. In this master programme, it is important to attend the lectures at the university but the internships at campsites are just as relevant. Theoretical knowledge is thus combined with practical knowledge. This offers students a highly varied master's degree, giving them the opportunity to experience a range of departments at campsites. In other words, it is highly relevant to live the life at campsites and discover the reality.'



The Breda University of Applied Sciences building.

Successful PHOBS integration with Suncamp

Thanks in part to a successful link with channel manager PHOBS, Suncamp has started 2024 well. This has had a positive effect on the number of Croatian bookings in particular. Despite the pressure on demand, due to recent price increases, the number of bookings has significantly increased.

Tour Operating Manager Pieter Melieste underlines the importance of technological developments. 'Technological investments have a massive impact. The link with PHOBS has enabled Suncamp to transform challenges into opportunities and success.'

ACSI camping.info Booking is more than just a booking system

All campsites affiliated to ACSI can participate in ACSI camping.info Booking. This ensures a large variety in the selection of campsites for campers. There are differences in location, size and range of facilities.

ACSI's aim is to show campers a selection of campsites that suit them, but also that there is space to discover new regions and destinations.

To offer campers the right mix, we focus on inspiring content and dozens of filters. These filters are aligned to popular search terms on the internet. For example, the search term 'glamping France'. Participating campsites themselves have the option of indicating which rental accommodation can carry the 'glamping' label. When a camper then enters this term, they will also see campsites in regions they are not yet familiar with.

This method should ensure that both well-known and lesser-known campsites from well-known and lesser-known regions are more likely to come up in searches. By taking part in ACSI camping.info Booking, campsites can automatically benefit from this development and the chance of more bookings increases considerably.

Visit ACSI at various fairs and shows

While the 2024 camping season has just started, ACSI is already preparing for the 2025 season. Our presence at various autumn fairs is part of that. The Caravan Salon in Düsseldorf in August traditionally kicks things off.

Norddeutscher Campingtag
13 to 14 November | Potsdam | Germany

You can find a list of the fairs ACSI will be attending: <https://www.acsi.eu/en/exhibitions/>

ACSI will of course be there and ACSI can also be visited at various fairs and shows in the subsequent months. At consumer fairs, the attention will mainly be focused on the promotion and sales of ACSI campsite guides and other products. The trade fairs will focus on introducing (new) digital products and services. For example, the Camping Comfort app and CampingCard ACSI Digital. Of course, ACSI will also be there to get in touch with campers, campsites and others from the camping sector.

ACSI can be found at the following trade fairs, among others:
Salon Atlantica
8 to 10 October | Niort | France
Sun Beach&Outdoor Style
9 to 11 October | Rimini | Italy
Sett Trade Fair
5 to 7 November | Montpellier | France
Recreatie Vakbeurs
12 to 14 November | Hardenberg | The Netherlands



ACSI featured at this year's Vakantiebeurs in Utrecht.

ACSI Camping Tours is growing thanks to new tour guides

ACSI Camping Tours is on its way to the most successful booking year ever. Both the turnover and the number of bookings is currently about 20% higher than in the previous booking year. A significant factor in that growth is the transfer of around 50 experienced tour guides from ANWB.

The ANWB recently decided to stop offering organised camping trips. On the one hand that means a significant competitor has left the Dutch market. On the other, ACSI was able to take on some of the tour guides.

The selection of trips has also been adapted, with Iceland standing out as the new travel destination. Furthermore, ACSI entered a collaboration with camping influencers Erik and Wilma from CamperTV. This YouTube channel, popular in the Netherlands, attracts some 20,000 viewers every week



New SunLodge Katsura on the market

This year, ACSI Touroperating renovated some of their SunLodges. Additionally, a new SunLodge model has been added to the selection, the SunLodge Katsura. This new glamping accommodation was designed in collaboration with Adria and can be found at Camping Bella Italia, Camping Union Lido and Camping Village Marina di Venezia, among others. The compact SunLodge

Katsura (24m2 mobile home) contains a lot of luxury with two showers and a large terrace. The occupancy rate of the SunLodges is 10% ahead of 2023.



Dear Campsite Owner or Manager,

In 2024, we are celebrating the fact that our inspectors are going out on the road for the

60th time. It's an exceptional milestone that evokes memories of how it all began. My father, mother, sister and I driving through the Pyrenees in a blue Renault 4, where the idea for ACSI

eventually arose at a campsite in Catalonia. Nowadays, the ACSI inspection team consists of almost 400 inspectors who, combined, visit 10,000 campsites in Europe.

Although ACSI has developed significantly in the past 60 years, the up to date and reliable campsite information the inspectors collect forms the basis of our business operations. This information has been available in our apps and online on our websites for years now, but we still see an increase in the sales of printed guides.

In comparison to 1964, camping in a tent is far less popular. Caravans, trailer tents, motorhomes, glamping accommodations and other luxury holiday homes dominate the

camping landscape. The number of European campers has grown significantly, which is reflected in the ever-growing number of overnight stays. On pages 2 and 3, you have seen that number has exceeded the pre-COVID-19 record year of 2019.

Looking at the upcoming years, I expect the popularity of camping only to increase. That does not mean that campsites do not have to make the effort to welcome guests or to improve their internal processes. There are plenty of challenges in terms of sustainability, efficient business operations, loyalty and hospitality.

The emergence of Artificial Intelligence (AI) offers opportunities to tackle these challenges. You can read more about that on pages 6 to 7. At ACSI we do not

shy away from it. We embrace these technologies and see them as an aid to accelerate and improve internal business processes. However, I am convinced that the human aspect will continue to make the difference and ensure a personal approach to campers.

I look towards the future of the camping sector with confidence and wish you a successful camping year.

Ramon van Reine
ACSI CEO



ACSI apps in full development

Campers are increasingly using an ACSI app to find the perfect campsite. The popularity of digital working methods is increasing among campsite owners and other entrepreneurs within the recreation sector. Therefore, within ACSI, we are constantly working to further improve the apps. We have recently implemented various updates and improvements.

CampingCard ACSI Digital

The most notable change is the introduction of CampingCard ACSI Digital. Campers can now have both the discount card as well as the campsite overview available digitally in the CampingCard ACSI app. Checking in takes place by scanning a QR code, making the entire process simpler and safer. Later in this edition of ACSI Times (page 12), camping owners can read how checking in works exactly and how this workflow can be set up efficiently.

New design

We also looked at the design of

the apps. First, the CampingCard ACSI app got an update in terms of UX. The new design has a more modern look and various updates have been made to improve the user friendliness. The ACSI Campsites Europe app has since undergone an update and one is scheduled for the ACSI Great Little Campsites app in the coming time.

Subscription types

In the course of 2023, we introduced a new model for the purchase of information in the ACSI Campsites Europe app. Campers can now choose between a subscription for one,

three or 12 months. All campsite and motorhome pitches information is included in that. In the coming period, the subscription structure of the ACSI Great Little Campsites app will also be adapted. Here, campers can choose for an annual subscription with only campsite information or an annual subscription with campsite and motorhome pitches information.

Camping Comfort app

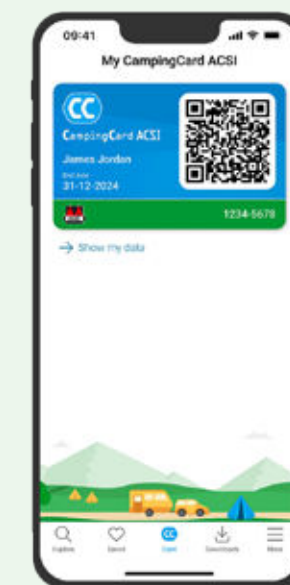
The Camping Comfort app is gaining in popularity among businesses in the recreation sector. The app helps make business operations more efficient.

For example, by automatically sending push notifications, automatically forwarding orders and generating additional revenue through in-app orders. More than 250 campsites and holiday parks now work with this app. We have also made some new updates here too:

- Use of a white label version so the app is fully in line with the existing corporate style.
- Addition of an AI assistant enabling faster generation of news items and/or descriptions of facilities.
- Integration with Google Calendar for a link to the

recreation programme, for example.

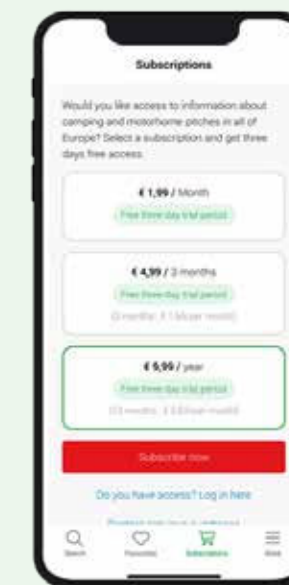
- Simple stock management, for example, for booking bikes, canoes or massages.
- Guests can log in directly in a booking and see all (invoice) details.
- Guests can switch between campsites and languages much easier now.



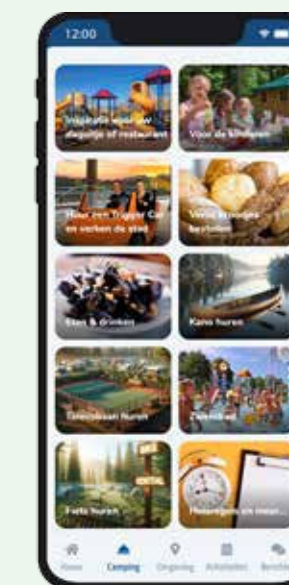
CampingCard ACSI Digital



The ACSI Campsites Europe app in a new look



The new subscription structure of the ACSI Campsites Europe app



Rental and stock management in the Camping Comfort app



The reservation page in the Camping Comfort app

Is there already a place for AI

Artificial Intelligence is playing an increasingly greater role in society. It is in our mobile phones, we use it when searching on the internet, and campers use it to find their way to campsites. Thanks to AI, processes can be completed faster and more efficiently. That is why it is increasingly being used within organisations. For example, to optimise marketing processes, but also to predict natural disasters, improve customer service or simplify ordering bread rolls at the campsite. The use of AI offers an incredible number of possibilities and opportunities. But there are also disadvantages, challenges and pitfalls. ACSI visited experts and found out if there already is a place for AI in the camping sector. And how a campsite can get started today with the well-known chatbot ChatGPT.

Artificial Intelligence (AI): what is it?

The rise and popularity of AI suggests it is a new concept. However, the term was first used back in 1956. Scientists got together in Dartmouth, the United States, to discuss machine learning, neural networks and problem solving by machines. They laid the foundations for Artificial Intelligence.

Artificial Intelligence is a collective name for machines, computers and software that perform tasks that used to require human intelligence. For example, AI can give predictions, solve problems and answer questions. It collects and analyses all data it has access to. This enables it to learn to recognise patterns and on that basis, make predictions or even generate completely new texts and images.

Nowadays, AI is being increasingly and widely used. For example, to write or translate texts or to personalise marketing campaigns. Seeing as these processes no longer require a human hand - or in fact, a human brain - efficiency can be increased. Using AI solutions offers considerable savings in time - and thereby money - that would usually be needed to perform such actions. Furthermore, it reduces the chance of errors.

Whereas people can get tired or lose concentration, AI maintains the same focus non-stop. These advantages of AI mean that many companies are looking for ways to integrate it into their working processes.

AI in the tourism industry

Currently, AI is being used sparingly in the tourism industry. TravelPro indicates that organisations like TUI, World Travel & Tourism Council (WTTC) and Microsoft, see great opportunities in the use of AI within this industry. 'The travel and tourism industry must take action now to leverage the impact of AI. AI could be vitally important to promote innovation, sustainability, productivity and an excellent customer experience.' Experts like Chris van Vleuten, AI & Trend Specialist, and Günter Exel, marketing, web and social media consultant, confirm this picture.

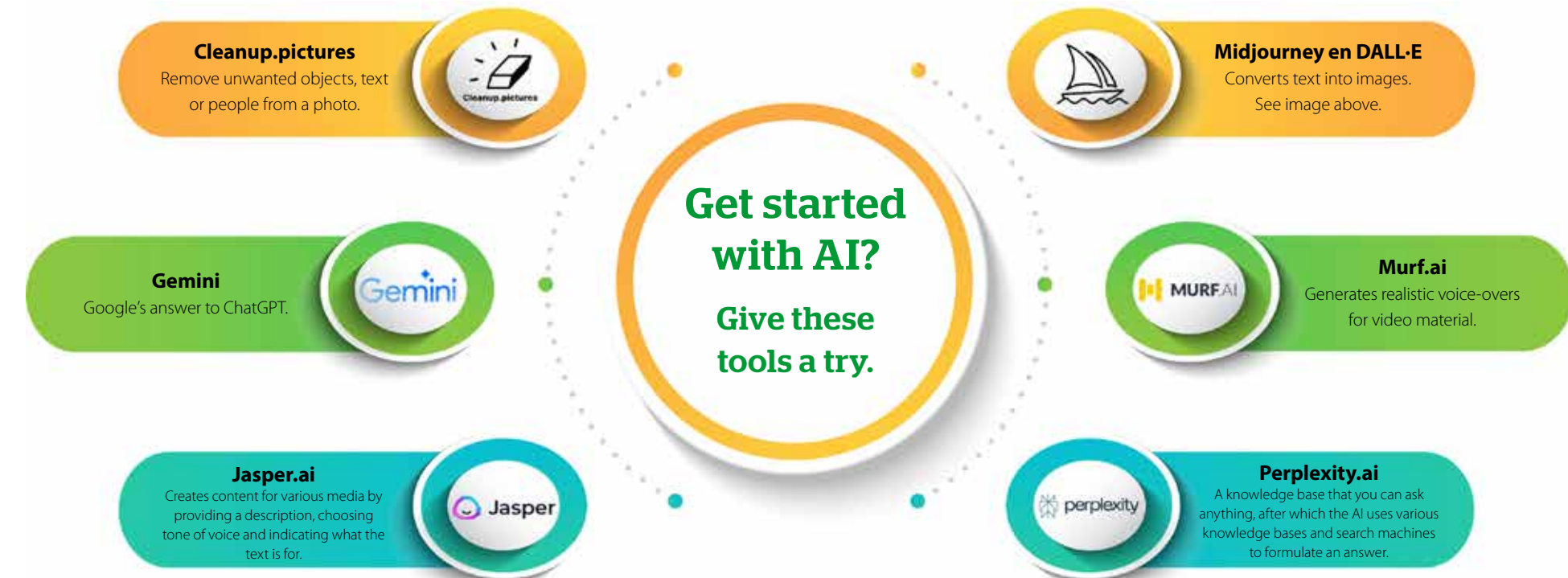
One example of the use of AI in the camping sector is the Camping Comfort app. It is an app especially developed to ensure certain management processes at a campsite proceed more efficiently. That frees up time for other matters, such as increasing guest hospitality. Sjoerd Botter is co-developer of this app and sees the major advantages

of the addition of AI. 'The app takes a lot of work off your hands. For example, it offers the possibility to communicate the opening hours of the campsite shop, the swimming pool or reception. Or to promote this week's entertainment programme. Campsite guests can also use the app to order and pay for their bread rolls, or place an order at the campsite restaurant. It is also possible to send push notifications to all guests simultaneously. An AI assistant has recently been incorporated into the app, which can help campsite owners to create texts for such messages. And all in the campsite guest's language!'

AI can be used for automating bookings, checking in and out and maintenance. It is also possible to offer personalised accommodation, activities, restaurants or sights in the vicinity. Furthermore, AI can offer support to customer service, for example with automatic answers to (online) customer reviews, so they always feel seen and heard. That is of course good for a campsite's reputation.



This image was created by AI in response to the question "what will camping look like in the future?".



in the camping sector?

This is how to use ChatGPT

ChatGPT is probably the most well-known AI tool. This chatbot was launched in November 2022 and is specialised in having conversations with the user. Ranging from answering complicated questions to writing texts based on your own input: ChatGPT provides an extensive and human-sounding answer. The chatbot seems almost all-knowing. That is because it is trained based on all kinds of sources across the entire internet.

All this knowledge combined forms ChatGPT's brain. The disadvantage is that this brain is not always up to date, because it has not yet been able to process current events. The nice thing about the brain is that the chatbot can speak various languages. So it does not matter what language is used to communicate with the chatbot. The input provided to ChatGPT is called a prompt. It is important to

formulate a good prompt to get relevant and high-quality output. Additionally, there is no need to purchase the paid version of the chatbot. The free version, ChatGPT 3.5, works just fine.

Using ChatGPT, texts can be created that a campsite can use to promote the new swimming pool, for example. This can be done in all desired languages and in all desired writing styles. It is important to give some directions in the prompt. For example, how many words or characters the text should contain. Who the target group is. If any specific features or parts should be highlighted in the text, such as the number of slides or a special section for toddlers. The prompt could be as follows:

'Write a text about the new water park at our campsite, [campsite name]. The text should contain about 200 words

and is aimed at camping families. The pool has three slides, one of which is very steep. There is also a special section for toddlers and preschoolers with fun play equipment.'

ChatGPT will now generate a text aligned to the prompt. If it contains good sections, save them. You can then generate another text. Another text will be created using the same criteria. As ChatGPT works based on predictions, no two generated texts are the same. You could adjust the prompt by adding things such as 'less formal', 'aim the text at teenagers', or 'mention our jungle-themed lazy river.' Finalise the text before giving the task to translate it. You can of course also do that with ChatGPT, for example with this prompt:

'Translate the text into [LANGUAGE]. Make it into a flowing text that people

from [COUNTRY] will understand, considering sayings and expressions.'

Paste the final text underneath and use it as a prompt for the translation. This can be repeated for all translations. Finally, ensure that you do not send any business-sensitive information with the prompt. ChatGPT registers all chats and thereby all data it processes, in order to train its brain. That means the campsite information provided to ChatGPT can be used in chats with other parties.



AI at the campsite: too soon or perfect timing?

What the experts say

The use of AI is an everyday occurrence in IT, financial services, communication and healthcare. Although there are various applications for the tourism industry, it is not yet being used on a large scale. TravelPro states that WTTC and Microsoft warn that this industry is lagging behind other consumer industries in terms of adopting AI. They call on the industry to increase the integration of such technologies. 'Challenges that businesses in this industry must overcome include a lack of AI-trained staff, a limited AI infrastructure and the absence of a formal AI strategy in many business plans.' TUI for example, responds to this by offering staff AI training.

ACSI spoke to three AI experts and asked them for their opinions on using AI at campsites. Is it time to invest in it now or is it better to wait a while?

Chris van Vleuten is AI & Trend Specialist. He sees great opportunities for AI within the tourism industry. 'Models such as ChatGPT are good with texts and translations. That can be very handy to quickly summarise long texts or to generate your own text and have this translated directly. It is one of the most interesting applications within the tourism industry because it can finally remove all existing language barriers.' He also mentions Samsung's new phone model with incorporated AI that can translate directly. 'If someone calls you and speaks a different language, you can set it up so that your voice is translated directly into the other

person's language. And that with hardly any delay.' Besides using AI for text, writing and translation assistance, Van Vleuten also sees opportunities for AI in customer service, improved marketing and smarter energy management.

Thomas Buijtenweg, specialist in technological developments and lecturer at Breda University of Applied Sciences (BUAS), has a different view. 'Wait until the AI tsunami has blown over and the developments are a bit more crystallised. If you invest in an AI application now, it could be outdated in a few years. Moreover, there are proposals for laws and regulations that could restrict various applications. For example, that you can no longer simply use human profiles. That is a "high-risk" activity in terms of privacy legislation.' He does have a tip for organisations wanting to get started with AI. 'I would setup a partnership for the development of an AI application. Then you won't have to keep reinventing the wheel.'

The Austrian **Günter Exel**, marketing, web and social media consultant, sees that the tourism industry is open to technical innovation. He sees great opportunities for AI within the camping sector. 'AI can help campsites in many ways to improve their efficiency and offer guests an improved experience. AI chatbots can, for example, answer customer queries and automate handling complaints, which not only increases customer satisfaction, but also saves valuable time.' Just like Van Vleuten, he points

out that ChatGPT is a valuable support. 'ChatGPT or Microsoft Copilot helps with formulating efficient marketing and social media texts and makes it possible to communicate in various languages. AI can help with capacity planning by recognising patterns in booking data and making predictions. Furthermore, tools based on AI can perform market analyses and propose optimum price points to maximise profitability.' Exel advises companies to simply try it out and start with AI in an accessible way, for example with ChatGPT. 'You will soon realise that AI is not only a tool for big companies, but it can also help small and medium-sized campsites save time on standard

processes and when taking strategic decisions.'

Is the camping sector ready for AI?

Despite the many possibilities and rapid developments underway, AI is actually still in its infancy. What's new now may be outdated very soon. It is therefore probably not a good idea to automate all processes, from bookings to maintenance. Furthermore, the tourism and camping industry constantly processes personal data. Seeing as the privacy guidelines are not yet fully defined, this must be handled very carefully.

Although the development and implementation of AI applications

can be a significant cost, it is possible to use AI in a reasonably accessible way to support various processes. Above all, see AI as an assistant that helps you work faster and more efficiently. A room with 100 interns that simplifies the work. Using ChatGPT for texts and translations, for example, can be a great support to campsites that want to offer their websites, newsletters or promotions in several languages. There are also plenty of opportunities for campsites that want to set up a more effective customer service. In any case, the camping sector has all it needs to benefit greatly from the possibilities of AI and, step by step, it is getting increasingly ready for it.



Exel: 'AI is not only there for big companies but can also help (small) campsites save time.'

Winners in 2024



Between September 2023 and January 2024, campers from across Europe again voted en masse for their favourite campsites. This makes the ACSI Awards one of the most prestigious prizes in the European campsite world. You can also see the overview of all winners on [acsi.eu/winners](https://www.acsi.eu/winners)



NORWAY

- 1 Gryta Camping Best location for a campsite

SWEDEN

- 2 Hafsten Resort & Camping Best campsite
- 3 Hammarstrands Camping Greatest little campsite
- 4 Sollerö Camping Best location for a campsite

FINLAND

- 5 Camping Silversand Best campsite
- 6 Camping Koli Freetime Greatest little campsite

DENMARK

- 7 Feddet Strand Resort Best campsite
- 8 Bryrup Camping Nicest campsite for children
- 9 Henne Strand Camping Best campsite restaurant
- 10 First Camp Hasmark Strand-Fyn Best motorhome pitches
- 11 First Camp Bøsøre Strand - Fyn Best campsite swimming pool

THE NETHERLANDS

- 12 Recreatiepark De Leister Best campsite
- 13 Camping De Drie Provinciën Best campsite restaurant
- 14 Recreatiepark Samoza Best campsite swimming pool
- 15 Camping De Helfterkamp Best campsite for cycling
- 16 Ardoer Vakantiepark Ackersate Nicest campsite for children
- 17 Camping Het Liederholt Most dog-friendly campsite
- 18 Camping Het Scharrelnest Greatest little campsite
- 19 Minicamping De Vlaschaard Campsite with the best sanitary facilities
- 20 Recreatiepark Beringerzand Best motorhome pitches
- 21 Terraced camping Osebos Best location for a campsite

BELGIUM

- 22 Camping Sandaya Parc La Clusure Best campsite
- 23 Camping Houtum Campsite with the best sanitary facilities
- 24 Camping De Ballasthoeve Greatest little campsite
- 25 Camping De Lombarde Most dog-friendly campsite
- 26 Kompas Camping Nieuwpoort Best motorhome pitches
- 27 Camping Zavelbos Best campsite for walking
- 28 Camping Jocomo Park Nicest campsite for children
- 29 Camping Natuurlijk Limburg Best campsite restaurant
- 30 Capfun Camping L'hirondelle Best campsite swimming pool
- 31 Camping Le Prahay Best location for a campsite

LUXEMBOURG

- 32 Camping Fuussekaul Best campsite
- 33 Camping du Rivage Greatest little campsite
- 34 Camping Gritt Best location for a campsite
- 35 Europacamping Nommerlayen Best campsite swimming pool
- 36 Camping La Pinède Best campsite for walking

GERMANY

- 37 Südsee-Camp Best campsite
- 38 Camping Struckamphuk Campsite with the best sanitary facilities
- 39 Naturcamping Kirchsee Greatest little campsite
- 40 Camping Stover Strand International Best motorhome pitches
- 41 Camping- und Ferienpark Havelberge Nicest campsite for children
- 42 Camping- & Freizeitpark LuxOase Best campsite swimming pool
- 43 Prümtal-Camping Oberweis Best campsite restaurant
- 44 Campingpark Freibad Echternacherbrück Best location for a campsite
- 45 Camping Kirchgarten Best campsite for walking
- 46 Camping Müntertal Most dog-friendly campsite

SWITZERLAND

- 47 Camping Jungfrau Best campsite
- 48 Camping Santa Monica Best campsite for walking
- 49 Camping Riarena Best motorhome pitches
- 50 Campofelice Camping Village Campsite with the best sanitary facilities
- 51 Camping Monte Generoso Best campsite restaurant

AUSTRIA

- 52 Burgstaller Komfort Camping Park Best campsite
- 53 Tirol Camp Best campsite swimming pool
- 54 Camping & Appartements Seehof Most dog-friendly campsite
- 55 Camping Dachstein Greatest little campsite
- 56 Sportcamping Woferlgut Best campsite restaurant
- 57 Erlebnis Resort Aufenfeld Nicest campsite for children
- 58 50plus Campingpark Fischen Best campsite for cycling
- 59 Naturcamping Kuprian - Ötztal Campsite with the best sanitary facilities
- 60 Terrassencamping Maltatal Best location for a campsite
- 61 Seecamping Mössler Best motorhome pitches

POLAND

- 62 Camp 66 Best campsite

ESTONIA

- 63 Meroja Camping Best campsite

CZECH REPUBLIC

- 64 Zvíkov Village Kemp Best campsite
- 65 Camping Bozanov Greatest little campsite

HUNGARY

- 66 Balatontourist Camping Napfény Best campsite

SLOVENIA

- 67 Camping Menina Best campsite
- 68 Camping Bled Best motorhome pitches
- 69 Camping Šobec Best location for a campsite
- 70 Camping Dolina Greatest little campsite

CROATIA

- 71 Krk Premium Camping Resort Best campsite
- 72 Camping Stella Maris Nicest campsite for children
- 73 Aminesa Maravea Camping Resort Best campsite restaurant
- 74 Camping Valkanela Best campsite for walking
- 75 Camping Polari Best location for a campsite
- 76 Camp Kovačine Best motorhome pitches
- 77 Odmoree Camp & Hostel Greatest little campsite
- 78 Camping Zaton Holiday Resort Best campsite swimming pool
- 79 Falkensteiner Premium Camping Zadar Campsite with the best sanitary facilities
- 80 Camping Stobreč Split Most dog-friendly campsite

GREECE

- 81 Camping Gythion Bay Best campsite
- 82 Camping Louisa Greatest little campsite
- 83 Delphi Camping Best location for a campsite
- 84 Camping Ionion Beach Best campsite restaurant

UNITED KINGDOM

- 85 Highlands End Holiday Park Best campsite
- 86 Halse Farm Caravan & Camping Site Greatest little campsite

IRELAND

- 87 Westport House Camping & Caravan Park Best campsite

FRANCE

- 88 Camping Cala Gogo Best campsite
- 89 Camping du Buisson Greatest little campsite
- 90 Flower Camping Les Bouleaux Best location for a campsite
- 91 Camping Les Embruns Campsite with the best sanitary facilities
- 92 Camping Au Port Punay Best motorhome pitches
- 93 Camping & Spa Airotel l'Océan Best campsite for cycling
- 94 Esterel Caravaning Best campsite restaurant
- 95 Camping Sandaya Domaine de la Dragonnière Most dog-friendly campsite
- 96 Camping Yelloh! Village Le Sérignan Plage Best campsite swimming pool
- 97 Camping de La Baie Nicest campsite for children

SPAIN

- 98 Camping Las Dunas Best campsite
- 99 Aigüestortes Camping Resort Best campsite for cycling
- 100 Camping Aquarius Most dog-friendly campsite
- 101 Camping Cala Pola Campsite with the best sanitary facilities
- 102 Camping Enmar Best campsite swimming pool
- 103 Camping Joan Best campsite restaurant
- 104 Playa Montrouit Camping Resort Best location for a campsite
- 105 La Marina Resort Nicest campsite for children
- 106 Camping Cortijo 'San Isicio' Greatest little campsite
- 107 Camping Mar Azul Balerna Best motorhome pitches

PORTUGAL

- 108 Camping Yelloh! Village Turiscampo Best campsite
- 109 Orbitur Guincho Best motorhome pitches
- 110 Costa do Vizir Camping Campsite with the best sanitary facilities
- 111 Campismo Serro da Bica Greatest little campsite
- 112 Salema Eco Camp Best location for a campsite

ITALY

- 113 Camping Village Isolino Best campsite
- 114 Camping Caravan Park Sexten Best campsite restaurant
- 115 Camping Seiser Alm Best campsite for walking
- 116 Camping Europa Silvella Best motorhome pitches
- 117 Camping Piani di Clodia Best campsite swimming pool
- 118 San Francesco Camping Village Best location for a campsite
- 119 Marina di Venezia Camping Village Nicest campsite for children
- 120 Agriturismo-camping Quarantaquattro Greatest little campsite
- 121 Pappasole Camping Village Most dog-friendly campsite
- 122 Villaggio Camping Capo Ferrato Campsite with the best sanitary facilities

'Inspectors, campsites and ACSI: we are one big family'

Ramon van Reine on 60 years of campsite inspections

In 1964, teacher and enthusiastic camper Ed van Reine started collecting information about European campsites. It was not a job for one person, so he found some colleagues to help. That's how the first inspection team arose. This year, the inspection team will be going out on the road for the 60th time! ACSI CEO Ramon van Reine talks about this unique working method.

'The first inspectors – called selectors at the time – were predominantly teachers, who had time to visit campsites due to the long summer holidays. Even

Know-how
'ACSI is the only campsite specialist in Europe that inspects 10,000 campsites every year,' Van Reine stresses. 'That is genuinely

for advice. Sometimes, they even discuss building plans. Van Reine says, 'The inspectors have a great sense of 'we-ness' with the campsites in their inspection area. They are genuinely involved and want to present the campsites as best as possible. We teach the inspectors to put themselves in the shoes of the both the campsite owner and the camper. That enables them to give valuable advice. Furthermore, ACSI reaches so many campers with the guides and online that we are a reliable partner.'

Inspectors provide input
For ACSI, the inspectors are an indispensable source of information about the European camping sector. 'They tell us how campsites across Europe are doing, from Spain to Finland and from Greece to Ireland,' Van Reine states. Moreover, many inspectors do more than just visit campsites. 'The inspectors are involved in the development of new products.

They test them and provide input. They also attend trade fairs on behalf of ACSI and are involved in press moments. So, they really are part of the ACSI team.'

A warm welcome
'Many inspectors tell us that their visits are greatly appreciated,' says Van Reine. The warm welcome at the campsites is a great motivation for inspectors. Of course, there are always those times when a campsite owner is having a bad day or the visit comes just at the wrong time. 'Understandable,' Van Reine comments, who stresses to still look at the positives. 'It's good to realise that the inspector makes the effort to visit for a partner.'

'ACSI is the only party that annually inspects 10,000 campsites'

free listing in the campsite guide. All approved campsites are listed there and that enables you to benefit from a wide reach in Europe.'



Enjoyment during the annual inspectors' weekend.



In 1992, these inspectors had been working for ACSI for 10 years already.

now, a significant number of our inspectors work in education,' says Van Reine. While the first team consisted of a small group of Ed van Reine's friends and colleagues, there were 200 inspectors

unique and provides a complete and reliable picture of the campsites. The inspectors are trained at meetings at the ACSI office and online to ensure they inspect the campsites with a broad view and professional eye. Additionally, they check more than 250 facilities. This means the information from ACSI is always more valuable than online reviews. The ACSI inspectors look beyond their own experiences, while an online review is often a personal perception. The inspections are therefore very valuable, and will remain so in the future.'

Involved with the campsite
What can I improve? What is the best way to draw attention to my campsite? Many campsite operators ask the ACSI inspectors

Campsites about the inspections

Camping Solcio, Italy

'We have always had positive experiences with the inspectors.'

Luccio Zuchetti

Family-Resort Klenzenhof, Germany

'We always look forward to the inspector's annual visit. This is a time to evaluate and discuss improvements. The contact with the inspector is always professional yet personal. The basis is mutual respect and we share the same goal of providing the camper with the best experience. The inspector is a valuable source of information for us. We therefore expect campsite inspections to continue to play an important role in the future as they ensure quality and encourage improvements.'

Bernd Pfandl

Camping La Garangeoire, France

'In recent years, we have welcomed several inspectors. The latest inspectors also spent a few nights with us, which gave them a good impression of our campsite. We are always very satisfied with the inspections. The inspectors come up with tips and ideas from their knowledge and experience. We appreciate that. And they are always positive people. So keep up the good work!'

Robert Kooijman



Keep the site and the toilet and washing facilities clean and neat and repair minor damage quickly. Campers appreciate that.



a trailer tent and nowadays, in a caravan. Camping makes us feel free and relaxed and Greece has a special place in our heart. What we'd like to tell campsites? campsites in the Netherlands and Hungary. Throughout the years, the contact with campsite owners has become increasingly personal and positive. By now, we are seen as ACSI family members! The campsite operators are positive about the annual inspections and about the fact that the guides and apps can be bought in so many languages and countries.

We still really enjoy camping. We used to camp in a tent, then

'The inspectors are a source of information.'

by the late 1980s. In the meantime, the team was also enriched with Flemish inspectors; they are more competent in French than the Dutch. By now, the ACSI inspection team has 380 inspectors and the aim is to increase that number to 400.

'We are seen as ACSI family members'

Suinie and Corry Kampherbeek, ACSI inspectors since 1981



We first came into contact with ACSI at the Caravan Beurs in 1980. We have been visiting campsites in Greece for 43 years since. Later we also inspected

'we are one big family'



Ed van Reine

to continue with the inspection if that's what they want. These inspectors also feel a great deal of support from campsites during such a sad period. We are all in this together in this wonderful sector and are actually one big European family.'



Ramon van Reine

Joys and sorrows

'After working together for 20 or sometimes even 30 years, you really build a bond and friendship with the inspectors,' Van Reine explains, who has been at the helm of ACSI for 42 years now. 'There's also a sad side to it. Sometimes, you have to say goodbye to inspectors who have passed away. Or someone loses their partner. We support them

'Even after 42 years, we still enjoy inspecting'

Carel and Karin Iking, ACSI inspectors since 1982



exceptionally hard to make the campsites and the country's image appealing again. Currently, we still inspect in Croatia and in the Netherlands.

After 42 years, we still enjoy inspecting and that's partly thanks to the contact with the campsite managers and owners. We are warmly welcomed and



they appreciate our advice and tips. By now, we no longer have to explain what ACSI is. We have seen campsites change from small camping grounds to complete resorts. A tip for campsites: continue to monitor the balance between 'standard camping' and the rental accommodations.

Our first inspection was in former Yugoslavia, a region that is still in our heart. That was pioneering at the time, because no one from ACSI had been there before. We carried out inspections in Croatia and Slovenia for years and experienced the turbulent years there after 1991. We saw people working



The 2023 team of inspectors

'I would like to thank the campsites for the hospitable welcome'

Gerben Post, inspecting since 2022



The first time I inspected a campsite was in 2022, in Sweden. I chose the country for its stunning countryside and because I'd never been there before. By travelling to a campsite in a quiet period, you

discover places you wouldn't normally come across. I camp a lot in the open countryside.

After my trip to Sweden there were still areas available in Hungary and Poland. These countries were unique too. In Hungary, the aftermath of COVID-19 was still apparent, and I came across very few tourists in my area in Poland because it is close to Ukraine. The common thread during the inspections is that the owners are extremely happy with their ACSI listing. I would therefore like to thank all campsites for

their hospitable welcome and wish them lots of luck with the planned innovations. People are enjoying going on trips again and that offers campsites new opportunities.



Fun facts...

- The youngest campsite inspector is 25 and the oldest is 86 years old. The average age of an ACSI inspector is 68.3 years.
- Of the inspectors, 274 live in the Netherlands, 98 in Belgium and 15 in other countries.
- Suinie Kampherbeek is the longest serving ACSI inspector. This year, he will be going out on the road for the 43rd time.
- In 2024, 57 new inspectors travelled on behalf of ACSI.
- There are 380 active inspectors this year, the highest number ever. The aim is to grow to 400.
- An inspector visits an average of 22 campsites per inspection area.
- Inspectors often submit the inspection data digitally to ACSI on the same day.
- The annual ACSI Inspectors' Weekend is one of the highlights of the year.



Ramon van Reine with the 1996 ACSI campsite guide Europe.

Camping for longer and more often

Results of 2024 ACSI Camping Intention Survey known

Prior to the 2024 camping season, ACSI polled the mood among European campers. This year, more than 17,300 Dutch, German, British and French camping enthusiasts participated in the ACSI Camping Intention Survey. Once again, they are full of holiday plans for this season and even plan to go camping for longer and more often than in previous years. And once again, camping destinations abroad are gaining ground in terms of popularity.

Southern Europe beckons
France, Germany and the Netherlands remain popular destinations among European campers. Among families, either with or without children, the top three consists of France, Germany and the Netherlands. The popularity of Italy is also increasing considerably and the same can be said for Austria, Spain and Croatia. Families with children in particular appear to choose a Southern European holiday more often. Among families without children, there is less desire to go south and more northern countries, such as Denmark, have become more popular.

> See Charts 1 and 2

British and Dutch over the border

Zooming in on individual countries, we see that Dutch families with children go abroad more often. France (46%) has thereby knocked the home country of the Netherlands (35%) off the top

camping destination, for families without children this number is even at 79%. Among families with children, there is a notable increase in Spain. At 39%, this country has moved up to third place, not far behind their home country (45%).

Germans and French go for domestic holidays

It is known that German and French campers choose a holiday in their own countries more often, relatively speaking. The ACSI Camping Intention Survey shows the same picture. Among German families – both with and without children – a domestic holiday is at number one by far (62 and 66% respectively). Countries such as Italy (37 and 35% respectively), France (32 and 35% respectively), the Netherlands (30 and 28% respectively) and Austria (26 and 24% respectively) follow at an appropriate distance.

Among French campers, the dif-

ference between a domestic holiday and a holiday abroad is even greater. Both families with and without children choose en masse for a campsite in their home country (83 and 85% respectively). More southern countries like Spain (32 and 41% respectively), Italy (16 and 18% respectively) and Portugal (14 and 18% respectively) are just as popular as in

previous years. French campers are less likely to go to a destination in Northern Europe. Only neighbouring Germany (12 and 8% respectively) appears on some lists.

More camping days in 2024

European campers who usually go camping with children/grandchildren intend to go on holiday an average of four times in 2024. Campers who usually go camping in a different composition, go camping about five times a year. It is notable that both campers without children and campers with children plan to go camping for more days than in previous years. Whereas campers with children went camping for 36 days on average in 2021 and 2022 and were at the campsite for 37.5 days on average in 2023, in 2024 they plan to go camping for 40 days on average. There is also an increase among campers without children. They have gone from 62

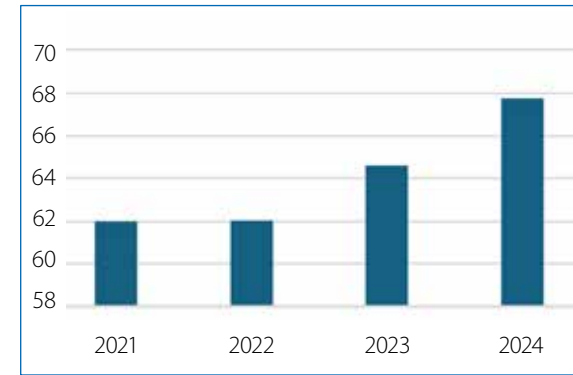


Chart 3 Number of days of holiday (without children)

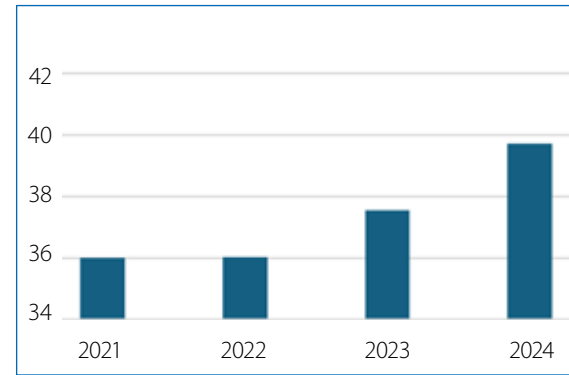


Chart 4 Number of days of holiday (with children)

spot. Among Dutch families without children, domestic holidays are still the most popular (56%), but almost all foreign destinations show an increase.

British campers also like leaving their island. Traditionally, France is the most popular destination here too. Of the families with children, 74% state this is a nice

fererence between a domestic holiday and a holiday abroad is even greater. Both families with and without children choose en masse for a campsite in their home country (83 and 85% respectively). More southern countries like Spain (32 and 41% respectively), Italy (16 and 18% respectively) and Portugal (14 and 18% respectively) are just as popular as in

days in 2021 and 2022, to 65 days in 2023 and to 68 days in 2024. > See Charts 3 and 4

Environmentally friendly choices

Respondents indicate that they consider various sustainability measures when planning their camping holiday. Some common measures are the use of hybrid or electric vehicles, reducing fuel consumption by driving slowly and using solar panels on camping equipment.

Answers also include waste separation, reducing the use of plastic, choosing ecological campsites and limiting travelling distance. People state that once at the campsite, they want to use the car less and explore the area by bike or on foot above all. These results suggest a growing awareness among campers to ensure their ecological footprint is as small as possible during the holiday.

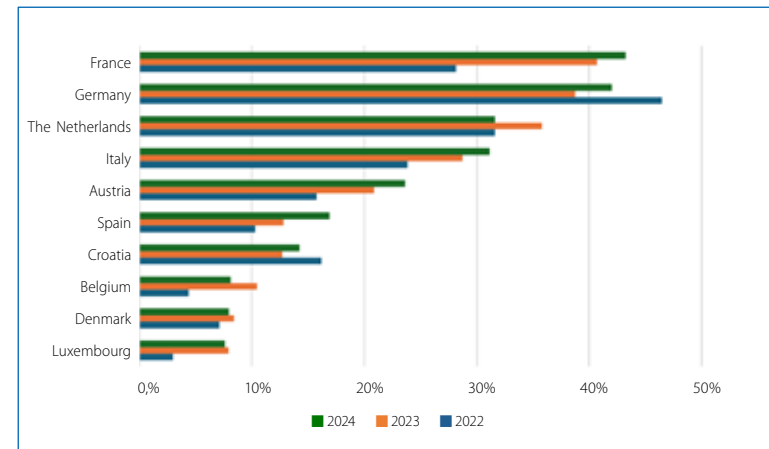


Chart 1 Preferred holiday destination (with children)

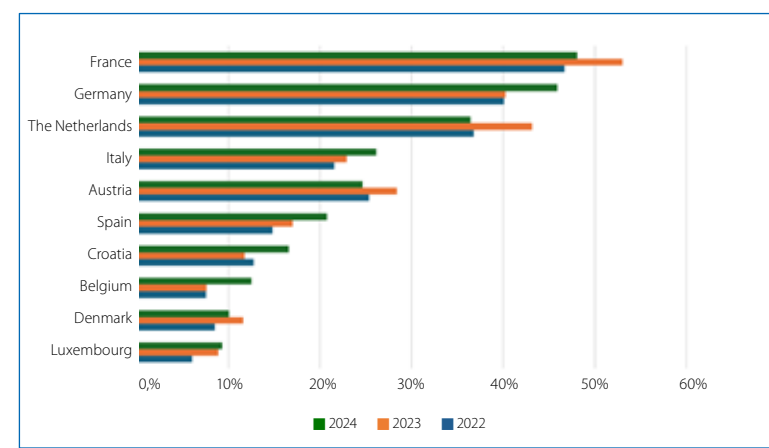


Chart 2 Preferred holiday destination (without children)

Comfort, countryside and culture

Campers were asked to indicate the most important considerations when choosing a holiday destination. Issues such as weather/climate, the surrounding area and the available amenities score highly in this. The preference is often for a quiet campsite in an attractive area, with the possibility of activities such as swimming and going on lovely walks or bike rides.

The distance to the camping destination is also mentioned. Families with young children in particular see this as an important point. Other aspects mentioned include the availability of amenities such as swimming pools and entertainment for children, as well as the dog-friendliness of the campsite. In general, holidaymakers aim to combine comfort, countryside and cultural sights in the immediate vicinity.

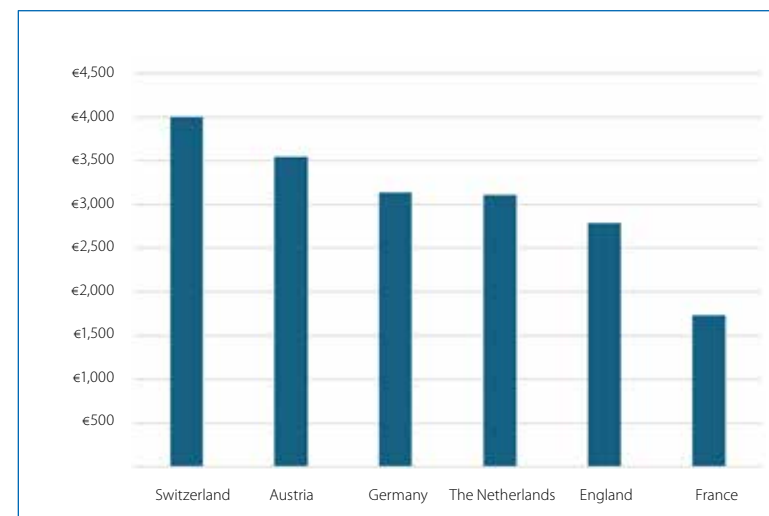


Chart 5 Expected total expenses during the holiday

Expenses on holiday

For the first time, ACSI asked about total expected expenses during a camping holiday this year. This provides an insight into campers' financial planning. We can see that there are vast differences per country. At over €4,000, Swiss campers expect to spend the most during their camping holiday.

Austrian campers also reserve a considerable budget (over €3,500) for their holiday. German, Dutch and British campers expect to spend between €2,800 to €3,100. The French are a lot more conservative at around €1,750. That is less than half (!) of what Swiss campers expect to spend. This shows that differences in holiday habits and priorities, combined with spending power, are significant factors when making holiday plans. > See Chart 5

Justification:

- The number of Dutch and German campers is over-represented in the ACSI Camping Intention Survey. This should be considered when assessing the final survey results.
- Multiple answers could be given to some questions whereby the total percentage may exceed 100%.
- The survey was released on ACSI's Dutch-, French-, German- and English-language websites and in the respective newsletters. This means campers living in Belgium, Austria and Switzerland also participated in the survey.

This is how it works: checking in with CampingCard ACSI Digital

Starting in 2024, CampingCard ACSI is also available in digital format. From now on, checking in is done using a QR code, which has also been added to the physical discount card. This makes it easier for campsites to transfer customer data, simplifies the check-in process and increases security.

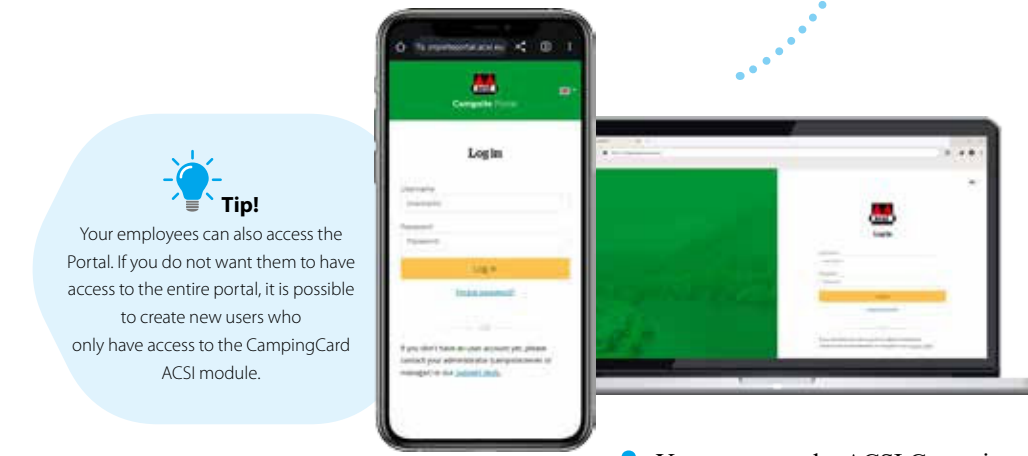
Step 1

The digital QR code is refreshed every five minutes. A built-in movement element in the app makes it impossible to copy the digital card.



Step 2

To scan the QR code, you must first log in on the ACSI Campsite Portal. Go to campsiteportal.acsi.eu. Your username is: cp>YourCampsiteID'-01 (Example cp100700-01).

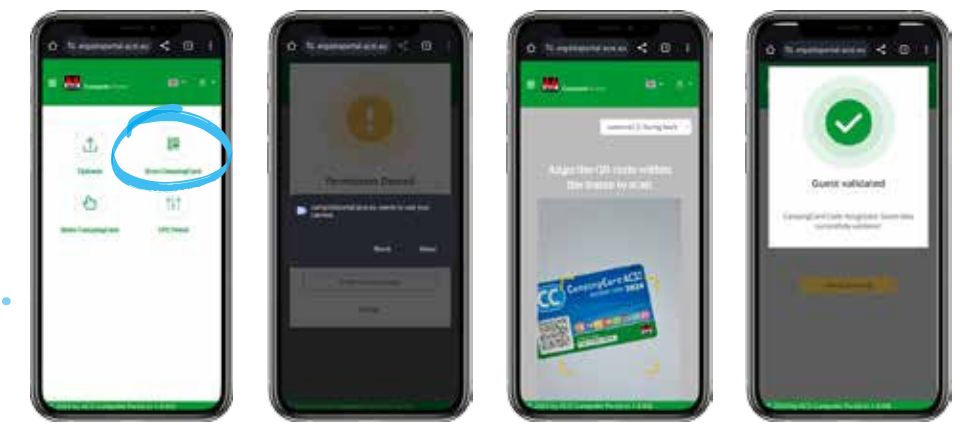


Tip!
Your employees can also access the Portal. If you do not want them to have access to the entire portal, it is possible to create new users who only have access to the CampingCard ACSI module.

! You can open the ACSI Campsite Portal on your smartphone, tablet, laptop or PC.

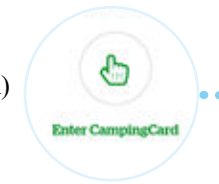
Step 3

Scan the QR code with the camera on your smartphone, tablet, laptop or PC. To scan, your browser needs access to your camera.



Step 3 (optional)

Is scanning still not successful? You can also enter the unique code on the (physical or digital) card manually in the ACSI Campsite Portal.



Step 4

It is very easy to copy the customer data from the ACSI Campsite Portal to your own reservation system. You can also send the data to your mailbox and process everything at a quieter time later in the day.

Tip!
Scan the QR code for the ACSI Campsite Portal webinar.



Frequently asked questions

Why a digital CampingCard ACSI?

This decision for a digital CampingCard ACSI lines up with the trend of digitalisation. Just as people book holidays and scan tickets for events online through their smartphone more often, a digital card fits the times.

This card offers both you and campsite visitors ease of use, speed and increased security. Campsite visitors always have the card at hand, and you or your employees need only scan the data or enter the unique number code. The security of the QR code prevents it from being copied, thereby preventing fraud.

Moreover, checking in with the physical card has also become easier because of the QR code and the unique number code. These additions improve the CampingCard ACSI experience for both campsites and campsite visitors.

Why is there a QR code on the CampingCard ACSI pass?
The QR code makes checking in easier. It makes it possible for campsite owners to register the data of the campsite visitor quickly and safely simply by scanning the code. This QR code offers extra security due to its unique character, time-related authentication (the digital code

is refreshed every 5 minutes) and simple verification, preventing fraud and guaranteeing a reliable registration process.

Is the digital CampingCard ACSI safe to use?

The digital CampingCard ACSI is safe. The physical card works as it always has, with the data of the campsite visitor on the back. You can copy the customer data quickly and easily by scanning the QR code. For extra security, the QR code on the digital card is refreshed every 5 minutes.

A handy tip: at the bottom of the screen, you will see a moving vehicle with a caravan as an

indication that the CampingCard ACSI is active and valid.

What are the advantages of scanning or entering the unique number code for me as a campsite?

For you as a campsite owner, the introduction of the digital CampingCard ACSI simplifies the check-in process considerably. All you have to do is scan the data of the campsite visitor and check the secure QR code. This not only saves time but also reduces the risk of errors that go along with manual entry.

You are also certain that you are dealing with a valid CampingCard

ACSI, and the risk of fraud is decreased because the digital card cannot be copied. It may take some getting used to but you will soon experience the benefits, and our sales team is always ready to provide support if you have any questions or are confused.

There is a technical problem. What should I do?

It is important to note the data of the customer (including the unique card number) and then contact ACSI via sales@acsi.eu or +31 (0)488 452055.

A journey through the history of camping

Many European campsites have existed for decades already and have been around for generations. ACSI spoke with four campsites about their rich history that covers several generations. What was camping like in the past, and what is it like now? And what do campsite guests think of sustainability?

Camping Menina, Slovenia

Working on a new start

Camping Menina's origins lie in former Yugoslavia. The campsite is located in the heart of the Upper Savinja valley, in the northern part of what is now Slovenia. From the establishment in 1982, the campsite has drawn many Dutch guests who enjoy the Slovenian Alps and the friendly local population. At the time, Slovenia was quite an exotic destination for Western campers.



After the campsite had been closed for some time, it underwent major renovations. The current owners, Jure and Katja, opened the new Camping Menina on 1 June 2000. Together with their two daughters, they turned it into a real family campsite. There was space for tent camping, a few caravans, campfires and playing games by the River Savinja. More luxury was gradually added as well as accommodation, a restaurant and glamping options. As

more and more diverse demands and wishes emerged from the guests, the range of activities and entertainment grew. A climbing

"There is nothing better than waking up with the sunrise and being active the entire day."

park was added and wellness facilities were built. The campsite even won an ACSI Award in 2022 for 'Campsite with the best location' in Slovenia.

An unexpected turn
There was an unexpected turn in the summer of 2023. Camping Menina was swamped by one of the worst floods in Slovenian history. Almost the entire campsite was wiped out. At the time, the

support and love for the campsite from campers and partners of Camping Menina became even clearer than before. The campsite has been and is being rebuilt with their help. The reopening will take place in May 2024. The aim of the campsite is, and will always be, to connect people and to show the beauty of Slovenia.

What the future brings
Sustainability played a major

role when rebuilding Camping Menina. The new accommodation will be even more connected to nature and the surroundings. The idea is that campers feel good above all. According to the owners, there is nothing better than waking up with the sunrise and being active the entire day. From cycling and walking to kayaking, it's all about people staying active, healthy and happy.



Västankvads Camping Leksand, Sweden

Camping in an open-air museum

Västankvads Camping Leksand in Sweden has existed since the 1940s. At the time, the Juvas family transformed a seaside resort with a kiosk into a campsite for tent campers and installed some stugas (small houses). Campers, both then and now, come for the countryside, the quiet and the fresh outdoor air.



In the years that followed, the campsite changed owners a few times. Gunnar and Irene Eriksson bought the campsite in Västankvads in 1968. In the course of almost 23 years, they have put the campsite on the map. Many Swedish and foreign campers discovered the beautiful spot by Lake Siljan. Guests from that time still enjoy coming to Västankvads Camping Leksand now. After a brief interlude under the

management of other owners, the somewhat dilapidated campsite was sold to the current owners Odet and Henk-Jan. After the sale, the former owner immediately made himself available to help where needed. Even at 87-years-old, he still walked around the campsite as proud as a peacock.

Authentic and sustainable
Most of the buildings on the campsite were built between 1700 to 1800. That gives the place

an authentic atmosphere. The hunting stuga that functions as reception was built in Rättvik in the 18th century, commissioned by a large estate in the vicinity of Stockholm. Traditional stugas were made of wooden beams, which were numbered then dismantled, moved and rebuilt.

"Visitors still come for the countryside, the quiet and the fresh outdoor air."

According to some guests, the campsite grounds feel like an open-air museum, even though the buildings are, of course, modern inside. For example, the shower buildings are equipped with water-saving taps with fixed temperatures. Some camping guests had to get used to that but sustainability has since become infused in the camping experience.

Place for real relaxation
Much has changed in the 24 years that Odet and Henk-Jan have managed the campsite. In the past, families chose a campsite that offered peace and quiet,



but also culture. The campsite responded to that with canoe, kayak and boat hire and a staffed restaurant. Nowadays, people are more inclined to look for a place with an adequate internet connection and lots of entertainment. Odet and Henk-Jan decided not to jump on that bandwagon. Västankvads Camping Leksand particularly stands out for its small scale, peace and quiet, and personal attention.

There are no playgrounds, discos or entertainment. This enables the owners to keep the campsite running with the two of them, so without staff. The campsite has become a place for relaxation for seniors, couples without children and singles. Here, you discover the Sweden of yesteryear.



Gervanne Camping, France

Two generations in the business

Gervanne Camping is in the French region of Drôme, where the Alps and the region of Provence meet. The parents of Catherine and Jean-François set up the campsite here in 1965. It started with a cow field on which a Dutch couple wanted to pitch their tent. That gave their father, Raymond Gontard, the idea to start a campsite.

In 1997, brother and sister Jean-François and Catherine took over the campsite, so their parents could retire. When the campsite was founded, it was mainly visited by regional campers who wanted a weekend away. It was not long before the region attracted the Dutch and guests from the north of France.

Back in time
The biggest difference between

then and now is the pace. In the past, mail correspondence could take months. That is no longer the case. Catherine and Jean-François's parents also ran a shop and vineyard alongside the campsite, and they cared for three children. Winters meant more work in the fields and less at the campsite, especially because people tended to book in advance less. Nowadays, the requirements are stricter whether related

to administration or campers' wishes.

Tour de France on the doorstep
All kinds of things are organised at Gervanne Camping. For example, l'Open Canoe Festival, which will take place for the 12th time this year. Or a Sun Trip Tour with solar powered bikes and the French FFCC (Fédération Française des Campeurs, Caravaniers et Camping-caristes) national congress. The Tour de France also passed the campsite several times in the past. In recent years, cycling and walking groups have become more popular.

Customer loyalty is the priority
The campsite's values have stayed the same throughout the years: a simple, warm welcome and a relaxed atmosphere in natural surroundings. The current owners also pay attention to their environmental impact by blending the campsite with the landscape, reducing energy consumption and working as environmentally

friendly as possible. The campsite participates in the Biovallée project, to make the Drôme sustainable, and is a member of the Vallée de la Drôme network of sustainable tourism providers (so-called 'écohébergeurs').

Nowadays, it is even more important to create customer loyalty to the campsite.

Catherine and Jean-François are proud that they, as the second generation, can continue the family business. They now get help from the third generation in the season. Nowadays, it is even more important to create customer loyalty to the campsite. As they themselves say: 'Take nothing for granted. It is very important to create loyalty and maintain the connection with our guests.'



Camping Santa Monica, Switzerland

Amid the natural beauty

In 1985, Camping Santa Monica was opened in the stunning Rhône Valley in the Swiss canton of Wallis. The reactions from the nearby village were positive from the start and the campsite in the mountainous region soon became popular among tourists. Not surprisingly, as there is there is a spectacular suspension bridge and two cable cars in the vicinity.



The past and the present
The campsite has been managed since 2023 by Ray Sterren, the son of former managers Erwin and Iris. He and his staff notice the major difference between campers in the past and today. Guests used to be more relaxed, camped for longer and had few demands. Nowadays, they stay a bit shorter, only one to three days. Life is a bit faster, holiday-makers have a bit less patience and the demands on the facilities are higher. Also, more and more motorhome campers come to the campsite.

Mobile homes: a new phenomenon
Camping Santa Monica started with a new form of camping in 2002: mobile homes. These luxury accommodations were a new phenomenon for many of the holidaymakers. At the time, guests with tents and caravans considered the mobile homes as extremely luxurious and

spectacular. By now, the campsite offers various types of mobile homes, including a wooden house called 'Woody' and pods that look like massive wine barrels.

"Mobile homes as a luxurious and spectacular phenomenon."

Time to look ahead
They also consider sustainability at Camping Santa Monica. The current owner, for example, pays attention to the use of energy sources and water consumption. It is important to protect the natural beauty for campers too. Then people will be able to enjoy the Aletsch glacier, the largest glacier in the Alps, and the numerous mountain peaks for many years to come.



Colophon

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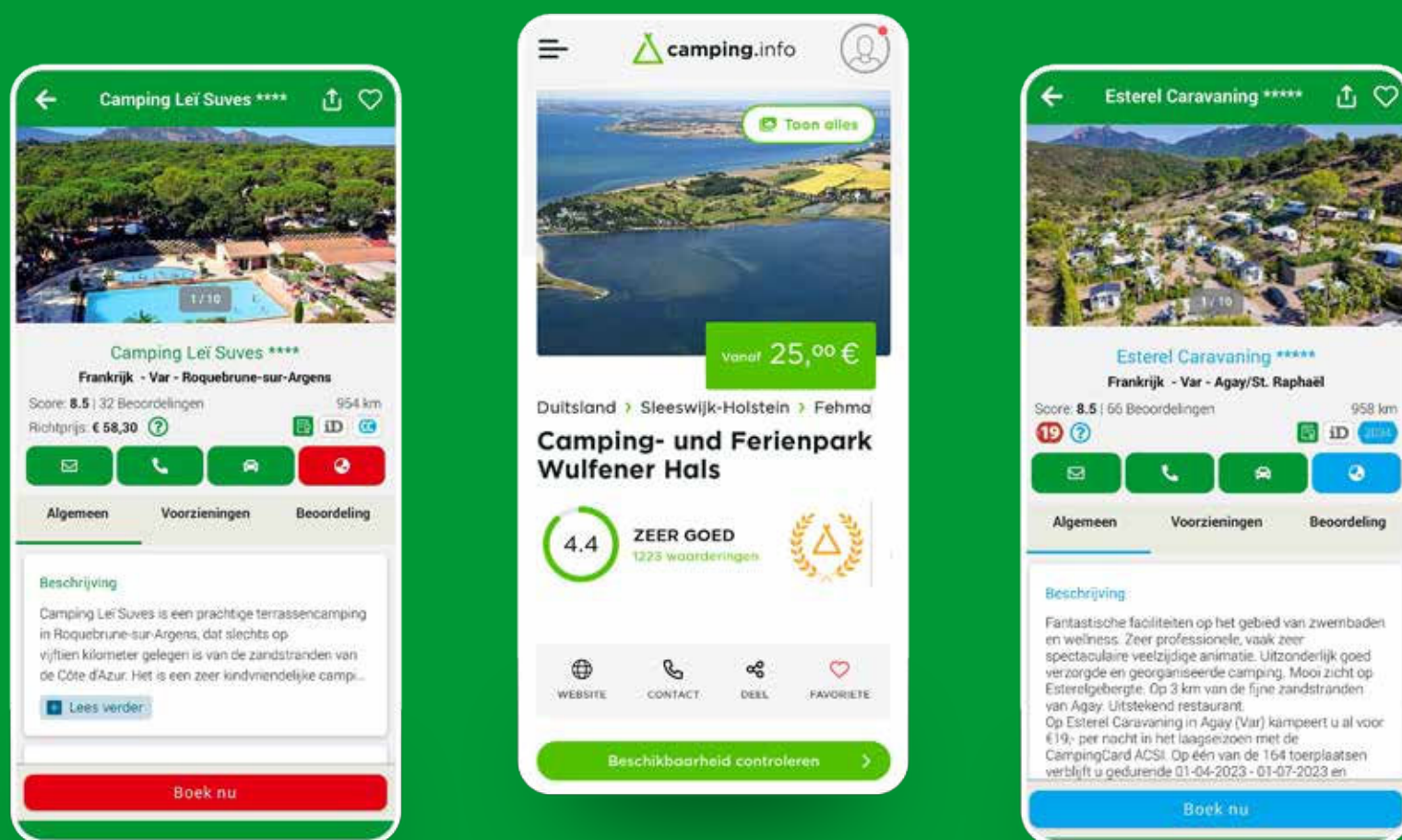
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