

# The World of Campsite Chains

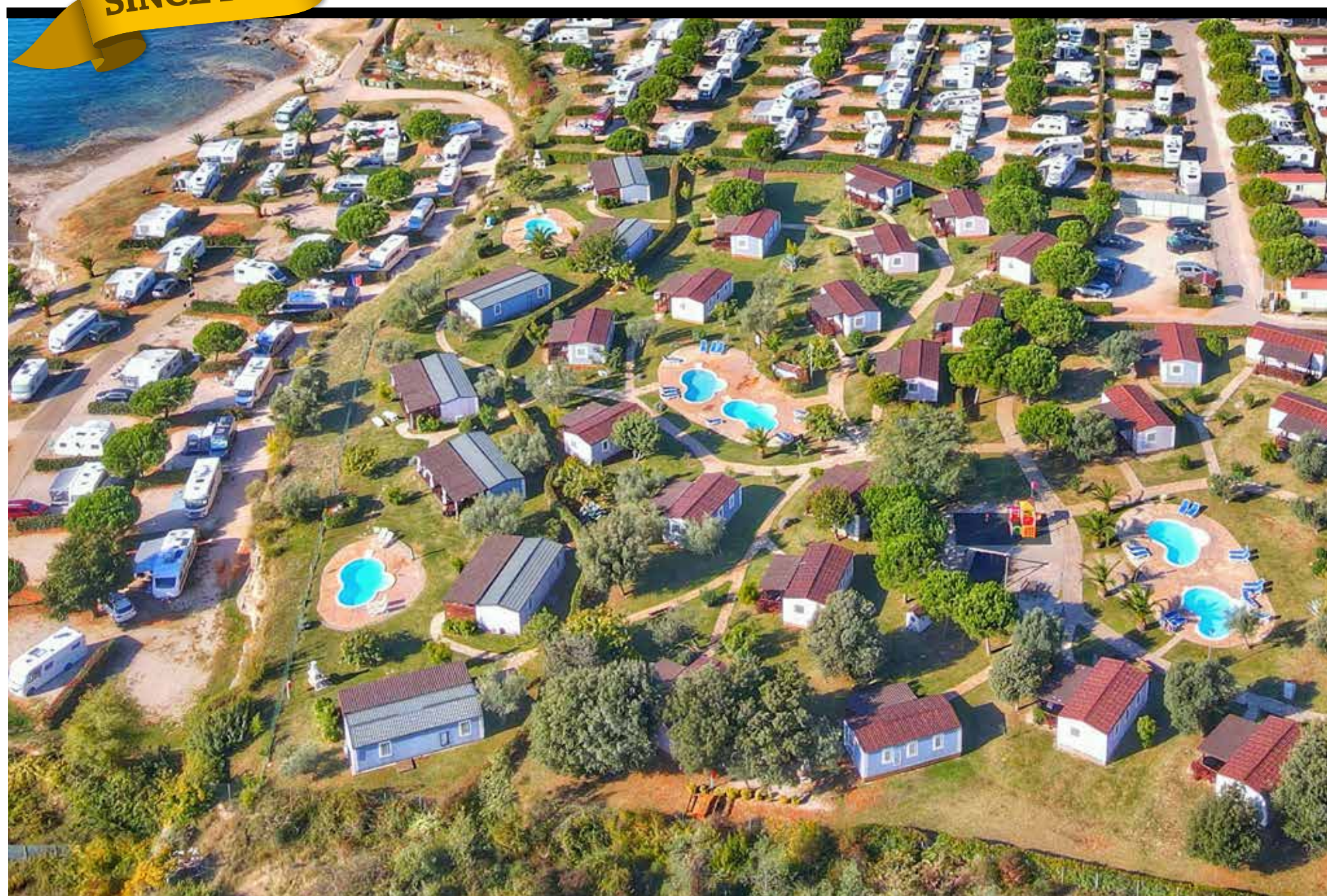
An overview of  
campsite chains  
in Europe



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



# ACSI Times



#### Automation in Camping

What does the check-in of the future look like?

► Read more on **pages 2-3**

#### ACSI Awards 2025

Voting period for the ACSI Awards 2025 begins.

► Read more on **pages 10-11**

#### Safari Tents and Mobile Homes

Which European suppliers are available?

► Read more on **pages 14-15**

# Automation in camping: the

The recreational sector is also automating at a rapid pace. This not only makes the daily life of camping staff easier, but camping guests also benefit from more efficient service. However, what does this mean for personal contact with guests at a campsite? ACSI spoke with three experts and focuses on the check-in of the near future.

## Introduction

Introducing Sjoerd Botter, co-owner of the Camping Comfort app, a service offered to campsites across Europe. ACSI also spoke with Mart ter Braak, an advisor at the Dutch company Eijsink, which supports the optimization and automation of business processes in the hospitality industry. Sharon de Putter is co-owner of the Dutch company Recranet, which provides digital solutions for the recreation sector, including check-in terminals. Together with these specialists, five trends for the future of check-in are discussed.

### Trend 1: Faster check-in

Long queues at the entrance barrier and reception on changeover days are the nightmare of both receptionists and campers. Automation can offer a solution here. 'Digital check-in can speed up this process in many ways, from submitting your details online and making payments a few days in advance to a fully automated, reception-free check-in process,' says Botter.

A faster check-in is within reach for every campsite, even without complicated or expensive technology. Sometimes, the camera on a mobile phone is enough, for example, to scan the digital

CampingCard ACSI discount card.

Ter Braak also suggests a practical solution to avoid long queues: 'You could offer time slots for check-in or completely eliminate fixed changeover days. This helps to spread out the rush, so that not everyone is waiting at reception on a Friday or Saturday afternoon. It gives guests a more positive feeling right from the start.'

De Putter adds: 'A barrier with license plate recognition is an important step for many campsites and holiday parks. The guest drives onto the grounds and feels welcome immediately.'

### Trend 3: The entire check-in process goes digital

Fully digital check-in is already a reality at an increasing number of campsites and holiday parks, according to De Putter. 'How far one goes with this depends entirely on their own philosophy and target audience. Everyone moves at their own pace in this. Some parks have extensively automated processes, including license plate

recognition, automatic check-in, and facial recognition for access to the pool. In winter, you can automate heating, so it is already on when the guest arrives at the holiday home. This way, you cater to the needs of the modern guest, who seeks convenience and has become more demanding.'

Ter Braak points out that campsites can learn from the hospitality industry. 'Twenty years ago,

it was new for staff to use a tablet instead of a notepad, but it really improved service and was quickly embraced.' The development has gone further now, with robots delivering drinks at some places. However, De Putter warns against moving too quickly. 'If you have guests from countries where automation is less common, you want to be able to accommodate them with a traditional reception.'



The role of the reception is changing, but personal contact remains.

### Trend 4: More qualitative customer contact

A partly or fully automated check-in does not mean personal contact with guests disappears. By automating standard processes, there is more time for personal conversations with guests. The function of the reception shifts to a central information point.

'Check-in is not always the best time for pleasant customer contact,' explains Botter. 'Your guests may have been travelling for ten hours, and they are tired or hungry. It's much better to drop by the next morning and ask if everything is to their liking. It's also an excellent opportunity to offer additional services such

as bike or boat rentals.' This way, personal conversations gain more value. 'In these personal conversations, you can build a strong relationship with your guests and provide them with tips about the area, good restaurants, or activities they can do during their holiday. This is truly qualitative customer contact that enhances their holiday experience.'

To make the rest of the communication as efficient as possible, a guest app can be used. 'The Camping Comfort app is an example of this. In the app, guests can manage many practical matters themselves at a time that suits them. For instance, they can order bread and croissants or

reserve a table at the restaurant.' Ter Braak adds: 'Ideally, you always want to be available for the guest who is willing to spend money at the campsite. If they had to stand in line at the reception, they certainly don't want to queue again at the snack bar. By allowing online food orders for a specific time slot and, for example, delivering them directly to the campsite pitch, you offer the guest a very positive experience. It's also much more enjoyable for the staff to interact with relaxed customers.'

De Putter even sees it as a unique selling point. 'For some campsites, a more personal approach is a way to continue standing out.'



More and more campsites and parks are using license plate recognition at the entrance barrier.



Checking in with a terminal is becoming more common at campsites.

### Trend 2: Check-in with a terminal

A growing number of campsites are using check-in terminals or machines. De Putter explains how Recranet's check-in terminal works. 'Guests receive a barcode with their reservation. They can scan this at the terminal, either from paper or a smartphone, or they can enter the reservation number. This process can be linked to other systems such as license plate recognition, a digital key for an accommodation, or other services. The terminal can be placed indoors,

for example, at the reception, or outdoors at the entrance of the site. The important thing is that it is clearly visible. Guests who arrive spontaneously can also use the terminal to book an overnight stay on-site. The campsite can configure this feature at its discretion, allowing guests, for instance, to select their pitch directly on a map.'

Ter Braak adds: 'Travelling campers or motorhome owners sometimes arrive in the evening or at night. In such cases, a self-check-in machine is ideal.'

# future of check-in

## Step-by-step automation

Automation can help every campsite, according to Ter Braak, De Putter, and Botter. Each campsite can approach this in its own way. 'Even small campsites run by one manager or a family can benefit from online bread ordering or a chat function,' says Botter. De Putter and Ter Braak also note that automating processes is often a multi-year process, even in terms of investment.

Moreover, it's not a one-size-fits-all approach, but rather a tailored solution. Each business has its own character and needs. The three experts are more than happy to take the time to work with their clients to determine automation priorities and ensure that these align well with the existing processes at the campsite. The common experience is that once campsites start with automation, they quickly come up with new ideas and requests on their own.



Using a guest app, campers can order their bread rolls online at a time that suits them.

**Trend 5: Retaining your staff**  
'As a business owner, you always want to do your best for your guests,' says Ter Braak. 'But during peak moments, that can be challenging. When things get really busy, you're more likely to make mistakes, which can affect your own job

satisfaction as well. Automation can help reduce the workload, allowing you to once again enjoy those positive interactions with guests. Naturally, this also encourages staff to return the following summer. For example, it could be a fun summer job for students to deliver

online-ordered meals directly to the camping spots. These young people can then grow into roles such as restaurant or reception staff in the following years. In this way, you do not only offer guests a better experience, but you also retain experienced and motivated staff.'



Dinner can also be ordered online or via an app at an increasing number of campsites.

## Faster check-in with the CampingCard ACSI discount card

Every year, ACSI takes steps to improve the camping experience for both campsites and campers. In 2024, 770,000 campers hit the road with the CampingCard ACSI discount card. Since this year, there is also a digital version, which has proven to be popular.



The CampingCard ACSI discount card with QR code.

Ilse Maas, Product Manager for CampingCard ACSI, states, 'Our customers are truly ready for digitalisation. Many existing CampingCard ACSI users have switched to the digital discount card, and we are also seeing a new group of campers immediately opting for the digital card.'

The CampingCard ACSI & Motorhome Pitches digital product has proven particularly popular among motorhome owners. Sales of this app are going very well.

'We have been scanning the discount card for several months now and are very satisfied with it. It is much easier than manually re-entering handwritten information each time.'

### Scanning the QR code

New in 2024 is the ability for campsites to scan a QR code on both the digital and paper versions of the card. This allows campsites to instantly have all customer information in their system. An increasing number of campsites are satisfied with this feature.

ACSI inspector Monique Couturier visits campsites in France and Spain. 'Campsites

that scan the CampingCard ACSI discount card are very positive about it. Especially when there is a language barrier, it's helpful to have all the details on the screen in one go. In Spain, campsites are also required to scan identity documents, but the details on the CampingCard ACSI discount card are a useful addition, as you also immediately have the correct email address and license plate of your guest. The campsites scan the card using a smartphone or the camera of a PC or laptop.' As an inspector, Couturier sometimes walks through the scanning process with the owner or staff. 'Once they see how easy it is, they continue to use it,' says Couturier.

Camping director Fred Jost of the Swiss Camping Des Pêches is also positive. 'We have been scanning the discount card for a few months now, and we are very satisfied. It is much easier than manually entering handwritten details every time. Also, transmitting the code over the phone works well, giving us all the information we need to enter the booking into our system quickly.'



The digital version of the CampingCard ACSI.

# ACSI acquires Euronature

Acquisition expands ACSI Touroperating activities



**Camping specialist ACSI proudly announces the acquisition of Euronature, the market leader in naturist holidays. Euronature will now operate under the ACSI Touroperating division, which specialises in camping holidays.**

With this acquisition in the naturist niche, ACSI further expands its offerings while leveraging ACSI's extensive camping network. The acquisition also strengthens Euronature's international position.

Pieter Melieste, Manager of ACSI Touroperating, elaborates on the acquisition: 'This significantly enriches and strengthens our offering. We see opportunities to further internationalise naturist holidays, especially given that Euronature has already established a strong base in the Netherlands. The acquisition is effective immediately, and we are already preparing for the upcoming season.'

#### Future of Euronature

Peter and Annie de Kruijff, the founders of Euronature, express their confidence in ACSI and the organisation's vision for Euronature's development. 'We are very pleased. We were looking for a party that could continue Euronature with the same passion and care we've put into building it. In ACSI, we found that partner. Furthermore, ACSI offers benefits such as annual campsite inspections by ACSI inspectors and access to advanced technical platforms, international marketing, and sales.' To ensure a smooth transition, Peter and Annie will remain involved in Euronature's management for the time being.



Pieter Melieste (left) and Peter and Annie de Kruijff sign the transfer documents.

## Janneke Boonzaaijer and ACSI Champ de Tailleur make Olympic history

ACSI has a deep connection with eventing, and since 2019, the ACSI Eventing Team has existed. Janneke Boonzaaijer, the team's flagbearer, represented the Netherlands at the Olympic Games in Paris with her horse ACSI Champ de Tailleur. With the Dutch team, she achieved tenth place, and individually, she finished ninth overall.



Janneke Boonzaaijer and her horse ACSI Champ de Tailleur in action in Paris.

Eventing is the equestrian triathlon, featuring dressage, cross country, and show jumping over three consecutive days. Boonzaaijer made Olympic history as the first Dutch combination since 1938 to complete the Olympic cross country course without faults and within the

time. She then completed a faultless show jumping round, qualifying for the individual final, where she again posted a faultless round. This put her in the select group of four Olympic competitors who, after their dressage tests, added no further penalty points to their overall score.

## Renewal of the ACSI Great Little Campsites app

**As more campers search and book their holidays online, ACSI's digital products are continually being improved.**

Recently, the ACSI Campsites Europe app and the CampingCard ACSI app were upgraded with a fresh and more user-friendly design. Over the coming months, the focus will shift to the ACSI Great Little

Campsites app. Alongside the introduction of the new design, this app will now feature subscription options, making it easier for campers to choose how they want to use the app. Campers can opt for an annual subscription that includes just camping information or one that provides access to both camping and motorhome site information.



## 25% growth in ACSI camping.info Booking

**The weather during the first half of 2024 was exceptional: Northern Europe experienced a mild, rainy winter, with few summer-like days in spring. Did this weather impact camper booking behaviour?**

ACSI camping.info Booking saw a 25% increase in bookings in the first half of the year compared to the same period in 2023. Campgrounds in Spain and Italy were especially popular, while Croatia and the Netherlands saw a slight decline. France remained the largest market, accounting for 40% of bookings. Interestingly, campers in 2024 made their decisions later, and the average duration of their holidays was slightly shorter than in

2023. It is expected that bookings for July and August will increase significantly, along with those for the autumn season.





### Dear Campsite Owner or Manager,

The camping landscape is constantly evolving. On one hand, there is a steady influx of campers, either with their brand-new

or second-hand motorhome, trailer tent, or caravan, all seeking a spot at the campsite. Based on the latest figures from the European ECF and the Dutch KCI, this trend is expected to continue in the coming

years. Camping with a roof tent is also a growing phenomenon. On the other hand, camping holidays in rented accommodations or glamping tents are also becoming increasingly popular.

This creates significant changes for campsites. "The camper" can no longer be defined as a single group, and this raises an important question for campsites: what image do we want to project, and which groups of campers should we attract to position our campsite as the ideal holiday destination?

External influences may affect this decision. A prime example is the trend of campsite chains, which is becoming increasingly common in the European camping industry. In the search for ways to adapt campsites to the evolving needs of campers, more campsites are turning to well-financed chains that take

over and transform the campsite to fit their own concept.

However, as varied as the camping landscape is, so too are the camping chains and other forms of cooperation between campsites. There are still plenty of campsites that choose to remain independent and develop their own vision. On pages 6-9, you will find an overview of the active camping chains in Europe and a rough outline of their key characteristics. We also provide information on other forms of collaboration available to campsite owners.

In addition, on pages 12-13, you can read all about the benefits of regional promotion. This is a powerful marketing tool that shifts the focus from promoting your individual campsite to highlighting the entire tourist region.

In this edition of ACSI Times, we also cover the new edition of the ACSI Awards, with tips on how to increase your chances of winning.

I wish you a successful end to this camping season and look forward to a fantastic 2025 together.

Ramon van Reine  
ACSI CEO

## Better visibility with a campsite photo

Searching for and booking a campsite stay is now largely done online. For campsites, having good digital visibility is crucial, both on their own website and on other platforms where they are featured. For example, on ACSI's websites and apps, which are viewed annually by millions of campers.

### Wide reach

Every campsite inspected by ACSI has its own page on Eurocampings.eu and in the ACSI Campsites Europe app. These pages are valuable. In 2023, more than 22 million campers visited the website and app, and this number is expected to increase in the coming years.

A significant portion of these visitors end up on a campsite page. The primary reason for visiting the website or app is to find a suitable campsite for their holiday. Visitors can use search filters to specify their preferences and find a campsite that matches their needs, with over 250 filters available to them.

### The perfect image

Photos are undoubtedly one of the most important ways to stand out in search results. They immediately catch the eye and should convince campers that it's worth learning more about the campsite.

What makes a good first photo depends on several factors. Some campsites opt for an aerial shot of the grounds or the pool complex, while others highlight a unique feature or capture the beauty of the

surrounding area. The first photo is not only displayed in search results, but also when a campsite is featured on the homepage, regional pages, or theme pages. ACSI strongly recommends that campsites provide a high-quality first photo.

### Understanding visitor behaviour

Once a visitor navigates to a campsite's page, they are presented with more detailed information about the site. From here, they can also click through to the campsite's website or – if the campsite is affiliated with ACSI camping, info Booking – make a reservation directly. Special heatmaps provide insights into how visitors interact with a campsite page, offering interesting data that further highlights the importance of visuals. The screenshots in the boxes show campsites with and without a photo.

It's clear that pages with a visible photo receive more clicks, as indicated by the red areas. This is evident on both desktop (box 1) and mobile (box 2). Without a photo, visitors are far less likely to continue reading or visit the campsite's website. On mobile, having a

photo is even more essential. When photos are present, campers become more engaged and want to see more, as shown by the red area around the slider where visitors can view additional photos.

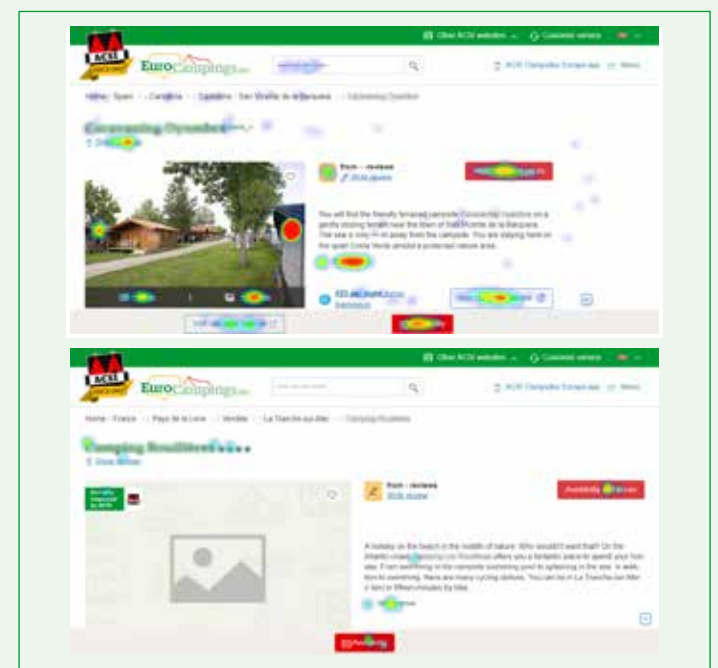
Visuals give campers a sense of the campsite and play a key role in determining whether the site suits the holiday they have in mind. The option to watch a video or view the campsite's location on the map of Europe is also popular.

Only campsites inspected by ACSI have control over the photos and videos displayed. Campsites that purchase an ACSI Starter Package can upload multiple photos, a video, and a 360-degree photo.

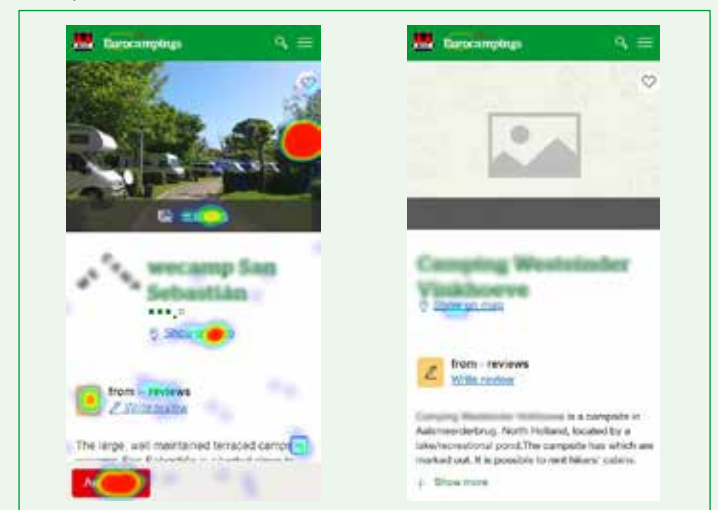
Work is underway to update the ACSI Campsite Portal, making it even easier for campsites to upload content starting in 2025. Campsites with an ACSI Starter Package can display more materials and benefit from many other advantages.

Contact our sales department for more information on the various options and how to upload or adjust the visual content for your campsite.

I: [www.acsi.eu/collaborations](mailto:www.acsi.eu/collaborations)  
E: [sales@acsi.eu](mailto:sales@acsi.eu)



Box 1: comparison of click behaviour on a campsite details page with and without a photo (desktop).



Box 2: comparison of click behaviour on a campsite details page with and without a photo (mobile).

# Small-scale and simple or large family campgrounds?

## Campsite Chains in Europe

Whether it's pure simplicity, five-star holidays, or a water park with a kids' club and entertainment programme, campsite chains often share the same concept, values, and goals, working closely together internally. Affiliated campsites strive for consistent quality and service, often sharing a common vision of what an ideal camping vacation should be. However, there are also collaborative models where campsites connect in different ways, such as federations, quality labels, or ownership by a company or investment group.

ACSI has observed a clear trend in the growth of these associations in the camping sector across Europe. ACSI explored the major camping associations in Europe, their values, characteristics, and collaborative methods, as well as the current trends in the European camping landscape.

### Capfun



France, The Netherlands, Belgium, Spain, Italy, United Kingdom  
▲ 240 campsites

The French family company Capfun focuses on family holidays. Guests can find large swimming pools with slides, playgrounds, and an extensive entertainment programme at every campsite. Capfun typically offers comfortable, fully-equipped mobile homes and unique rental accommodations. Currently, Capfun is the largest camping chain in Europe, and it even includes the Clicochic chain under its umbrella. Capfun has complete ownership of all its affiliated campsites.

#### Les Campéoles

France  
▲ 7 campsites

#### Only Camp

France  
▲ 51 campsites

#### Seasonova

France  
▲ 18 campsites

### Aquadis Loisirs



France  
▲ 19 campsites

At Aquadis Loisirs campsites, guests experience simple camping in nature. Various recreational opportunities and outdoor activities are offered. The campsites are ideally located for active holidays, featuring themed sites focused on fishing, wine, or wellness. Aquadis Loisirs owns all the affiliated campsites and employs managers to oversee daily operations.

#### Vacances André

Trigano  
France  
▲ 16 campsites

#### Sites & Paysages de

France  
▲ 31 campsites

#### Europarcs

Belgium, Germany, Luxembourg, The Netherlands, Austria  
▲ 49 campsites

### Camping Paradis



France  
▲ 90 campsites

Camping Paradis has grown rapidly over the past three years. With more than 90 campsites across France, it is becoming a significant player in the camping industry. The focus is on family vacations, with plenty of entertainment for all ages. The chain's popularity is boosted by a French reality TV show aired on the popular channel TF1. It is expected that about 40 additional campsites will join in the coming year. Camping Paradis primarily works with franchisees.

### Flower Campings



France  
▲ 130 campsites

At the small-scale Flower Campings, water and nature are never far away. Guests can choose from a basic camping spot, a fully-equipped lodge tent, or anything in between. The region and surrounding area of the campsites are key pillars. Flower Campings owns approximately a quarter of the affiliated campsites, while the rest are franchisees.

#### Homair Vacances

France, The Netherlands  
▲ 28 campsites

#### Sunélia

France  
▲ 10 campsites

#### Ciela Village

France  
▲ 16 campsites

#### The Caravan and Motorhome Club

United Kingdom  
▲ 32 campsites

#### Camping and Caravanning Club

United Kingdom  
▲ 22 campsites

#### Camprilux a.s.b.l.

Luxembourg  
▲ 12 campsites

### Yelloh! Village



France, Spain, Portugal  
▲ 94 campsites

At every Yelloh! Village campsite, the guest experience is centered around smiles. Guests will find an aquapark, luxury accommodations, and daily entertainment for all ages. Families are expected to enjoy a comfortable and carefree holiday at the affiliated four- and five-star campsites. Yelloh! Village campsites are fully managed by 94 independent franchisees, who have been united under one brand since 2000.

### Sandaya



France, Spain, Belgium, Italy, Croatia  
▲ 65 campsites

Sandaya offers campsites and, more prominently, luxury rental accommodations. These campsites combine luxury, well-being, and comfort with relaxation in nature. Nature and water fun are always guaranteed at every affiliated campsite. Sandaya's campsites are all four- or five-star. Sandaya owns and manages all affiliated campsites and also collaborates with Baia Holiday, an Italian camping chain that shares the same core values.

#### Entreprise Fréry

France  
▲ 29 campsites

#### Alpha Group

France  
▲ 24 campsites

#### Groupe Romanée

France  
▲ 16 campsites

#### Ardoer BV

The Netherlands  
▲ 31 campsites

#### Eldorado Parken

The Netherlands  
▲ 7 campsites

#### Roompot Vakanties

The Netherlands  
▲ 14 campsites

## Huttopia



 France, The Netherlands, Belgium, Portugal, Spain  
(China and United States)

 **63 campsites**

Huttopia aims to create sites in natural areas that highlight rather than harm the beautiful surroundings. Huttopia stands for a simple yet comfortable stay near a lake, river, or the sea, in forests, or in the mountains. In the Netherlands, the chain collaborates with Staatsbosbeheer. Currently, Huttopia is exploring projects in Belgium and Germany, and expanding into Argentina, Japan, Bulgaria, and Georgia. All Huttopia campsites are wholly owned by the chain. Additionally, they have a subsidiary chain: OnlyCamp.

### Molecaten Europe B.V.

 The Netherlands

 **16 campsites**

### RCN Vakantieparken

 The Netherlands, France, Germany

 **18 campsites**

### Sunshine Camping

 Greece

 **19 campsites**

## Maistra Camping



 Croatia

 **6 campsites, 5 campsites with only pitches, 2 naturist parks**

Relaxing in Croatia's Mediterranean nature is possible at Maistra Camping's sites. Located in Istria, near cities like Rovinj and Vrsar, directly by the sea, each campsite emphasizes regional delicacies and local traditions. Maistra Camping is part of Maistra Hospitality Group, which falls under the Adris Group. Maistra also owns 18 luxury hotels and 11 resorts in well-known destinations like Rovinj, Vrsar, Zagreb, and Dubrovnik.

### Valamar Riviera d.d.

 Croatia

 **15 campsites**

### Plava Laguna d.d.

 Croatia

 **9 campsites**

### TCS Camping

 Switzerland

 **18 campsites**

## Club del Sole

 Italy


 **23 campsites**



At Club del Sole's family vacation parks, guests always camp at popular locations by the sea or a lake. Nature, freedom, friendliness, and social interaction with other guests are central to this camping chain. The parks are branded as 'Camping Family Village'. All affiliated campsites are fully owned by the chain, which also has complete decision-making authority. Management is handled by directors or responsible management teams.

### Baia Holiday

#### Camping Village

 Italy, Croatia

 **11 campsites**

### Lago di Garda Camping

#### S.r.l.

 Italy

 **16 campsites**

### Consorzio Lago

#### Maggiore Holidays

 Italy

 **19 campsites**

## Camping Südtirol

 Italy

 **43 campsites**



Camping Südtirol proves that enjoyable camping is possible in every season. This collection of cozy family campsites offers active and adventurous camping vacations. Guests can choose between a basic camping pitch or luxury accommodations. Camping Südtirol is not a camping chain but a camping association. All affiliated campsites are managed by private owners who have control and leadership over their own site. Membership in the association primarily provides regional, promotional, and financial benefits.

## Alannia Resorts



 Spain

 **5 campsites**

At Alannia Resorts' family campsites, you always camp close to the Mediterranean coast. The luxury themed accommodations are open year-round and feature a water park with slides and a comprehensive entertainment program for all ages. There are also numerous activities both on and off the campsites, and a strong focus on local cuisine.

### Taiga (Q10)

 Spain

 **7 campsites**

### CampingRed S.L.


 Spain

 **22 campsites**

### Orbitur Intercâmbio de


#### Turismo S.A.

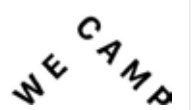
 Portugal

 **20 campsites**

## WeCamp


 Spain

 **7 campsites**




Managed with care and style, with attention to the environment. WeCamp combines a camping holiday in nature and on the Costa Brava with a stay in luxury and modern rental accommodations. The campsites are spread throughout Spain, with plans to expand into Portugal. The chain is centrally managed from its office in Barcelona.

### Topcamp AS

 Norway

 **10 campsites**

### Norway East West

 Norway

 **5 campsites**

### PlusCamp BA

 Norway

 **8 campsites**

## First Camp

 Sweden, Norway, Denmark


 **67 campsites**



First Camp is the largest camping chain in Scandinavia. The chain also includes the First Camp Easy brand, focusing on simplicity, and First Camp Resort, which offers extra comfort. The campsites are owned by First Camp Group, which operates in Sweden, Denmark, and Norway.


### Caravan Club of Sweden

 Sweden

 **11 campsites**


### Dansk Camping Union

 Denmark


 **23 campsites**

### DK-Camp

 Denmark

 **147 campsites**

## LeadingCampings

 Germany, The Netherlands, Denmark, France, Italy, Croatia, Luxembourg, Austria, Portugal, Spain

 **45 campsites**



From camper pitches to exclusive glamping treehouses, LeadingCampings offers a wide range of options. This association only invites campsites that meet high-quality standards. A requirement is that a campsite is fully independent, managed by an owner who is present and visible, and demonstrates excellent quality in service, comfort, experience, and guest satisfaction. LeadingCampings aims to elevate and maintain the highest quality standards for camping options.


### Knaus KG


#### Campingparks

 Germany

 **27 campsites**

### Regenbogen AG

 Germany

 **18 campsites**

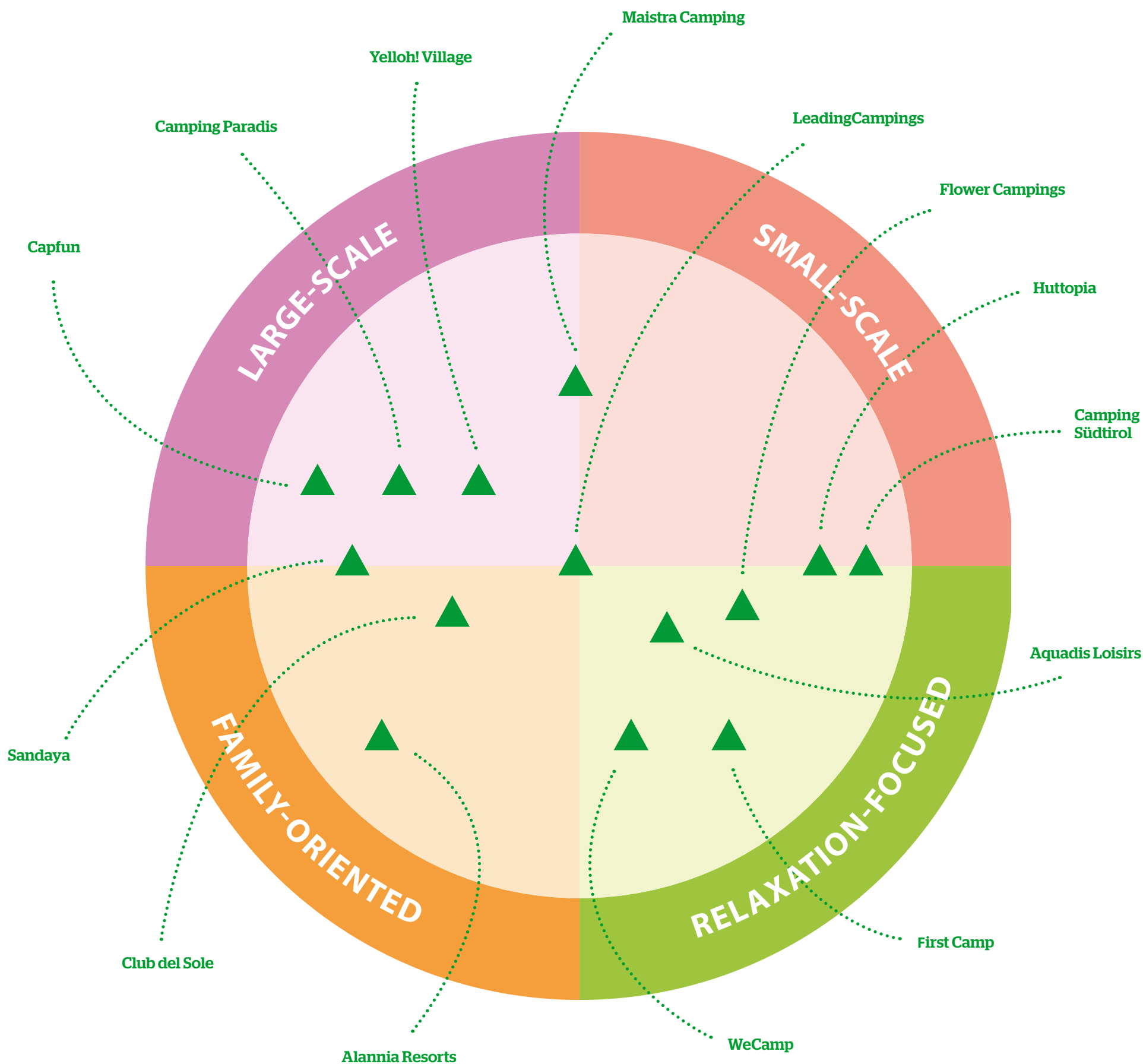
### Landal Greenparks B.V.

 Germany, The Netherlands

 **7 campsites**

# In Practice: Campsite Chains and Associations

ACSI mapped several well-known campsite chains and associations in Europe to provide an overview of the offerings.



## Many camping chains, many differences

**Large-scale** refers to campsites with a high number of pitches and extensive facilities. It doesn't necessarily reflect the number of campsites managed by a chain or

cooperative. **Small-scale** refers to chains or cooperatives with physically small campsites and/or limited facilities. **Family-oriented** chains focus

specifically on family vacations, often featuring large water parks, entertainment programs, and special amenities. **Relaxation-focused** chains cater to nature

campsites, active vacations, or offer accommodation options for individuals. It's important to note that this is not a value judgment. 'Large'

and 'small' campsites are subjective for both guests and owners. The essence of a camping chain or association goes beyond size, facilities, and target audience.



# Different Forms of Collaboration

A campsite chain typically consists of campsites that are similar in one or more aspects, often making them recognizable. If a guest enjoys the character or facilities of one affiliated campsite, there is a high likelihood of customer retention and visits to other affiliated campsites. It also makes it easier for guests to find a campsite that suits their needs, camping preferences, or values. In the camping world, we can distinguish between three types of collaborations: full ownership, franchising, or other forms.

## Franchisees

Camping chains like Camping Paradis, Flower Campings, and Yelloh! Village primarily work with franchisees. They benefit from centralized marketing, promotional activities, and reservation systems. They also leverage the chain's established name and image. Quality is usually maintained through a comprehensive quality charter, objective criteria, and independent audits. This allows oversight of services and quality while preserving the individual characteristics, identities, and cultures of the campsites.



Flower Camping Le Conleau (Brittany, France)

## Other Forms of Collaboration

Other forms of cooperation, such as LeadingCampings and Camping Südtirol, also allow participating campsites to benefit from brand recognition and joint promotional activities. However, there is still significant variation within these collaborative models.

Camping Südtirol, for example, is a regional cooperative. Affiliated campsites pay membership fees and gain access to official reservation systems, as well as promotional and financial advantages, including provincial rights and subsidies. The campsites maintain decision-making authority and operate independently. A central quality standard ensures that the quality of these campsites remains high.

LeadingCampings operates differently. This cooperative consists of top campsites in Europe. A board oversees campsite selection and determines which sites are suitable. A key requirement is that a campsite is fully independent, managed by an owner who is present and visible, and demonstrates excellent quality in service, comfort, experience, and guest satisfaction. Campsites are approached and evaluated, with the board deciding whether to accept them. LeadingCampings functions more as a brand name or quality label.

In these partnerships, the established quality standard is paramount. Each participating campsite is free to make its own choices and set its own course. They thus continue to operate as an independent campsite. All campsite owners can develop their business and increase visibility in this way, while maintaining their own independence, autonomy, and authenticity.

## Complete Ownership by Company or Investment Group

Other camping chains, such as Capfun, Sandaya, Aquadis Loisirs, Huttopia, Maistra, and

First Camp, primarily manage campsites under their full ownership. Affiliated campsites

are acquired by a company or investment group and operate with a standardized concept.

This vision is implemented across all affiliated campsites. Decisions are made by a central headquarters, ensuring uniform services and a high quality standard. For independent campsites, joining a large European chain can also be appealing, especially when there is uncertainty regarding succession.



Capfun Camping Les Flots Bleus (Languedoc-Roussillon, France)



Playa Montroig Camping Resort (Catalonia, Spain)

## Trends in Europe: ACSI's Observations

Frank Jacobs, Manager of Sales and Business Development at ACSI, has noted significant growth in the number of campsite chains in recent years. 'The number of chains owned by companies or investment groups has particularly surged. After an acquisition, there is often substantial investment in facilities. We are also seeing explosive growth in the number of campsites within these chains.'

Another notable trend is the international orientation of chains, which previously often

operated within a single country. 'We are seeing traditional camping spots, where guests use their own camping gear, increasingly being replaced by rental accommodations. These range from basic mobile homes to increasingly luxurious glamping lodges.'

This development presents an interesting crossroads. 'On one hand, campers are seeking more luxury and comfort, reflected in accommodations like lodges and safari tents. On the other hand, the

classic camping experience has also gained popularity, especially during the pandemic, with many people purchasing tents, caravans, or motorhomes. As more traditional camping spots disappear, this group faces challenges. Fortunately, camping chains and cooperatives are increasingly embracing a distinctive profile, ensuring a diverse range of options for campers, much like independent campsites.'



Free promotional kit for gathering votes

# Start of voting period for the fourth



In 2025, ACSI will present the highly sought-after ACSI Awards for the fourth time. Starting September 15, the digital voting booths are open, allowing campers from across Europe to vote for their favourite campsites in various categories until January 15, 2025. Last year, over 80,000 votes were cast across Europe, making the ACSI Awards a prime opportunity for campsites to shine.

Campers can cast their votes in nine different categories, such as "Best campsite swimming pool," "Best campsite restaurant," or "Nicest campsite for children." Additionally, ACSI Awards will be presented for the "Best campsite" and the "Greatest little campsite." Campers can select up to three categories in which they feel a campsite excels.

#### Benefits for campsites

Winning an ACSI Award brings significant benefits for a campsite. First and foremost, it is a great honour, as the winners are chosen by the campers

themselves. An ACSI Award is a symbol of guest recognition and serves as the perfect way to demonstrate that campers enjoy a great vacation at the campsite.

Furthermore, winning campsites gain greater visibility on ACSI's websites and apps. A special icon is displayed on the campsite's page, immediately showing visitors that it is an award-winning campsite. Campers can easily find ACSI Award winners using a search filter. These winning campsites are also highlighted in various ACSI communications, includ-

ing an article in ACSI FreeLife magazine, the leading camping magazine in the Netherlands. Additionally, a dedicated webpage listing all winners will be actively promoted across ACSI's online channels.

#### Crystal award and certificate

Winners receive a beautiful crystal ACSI Award and a certificate, both of which can be proudly displayed at the campsite's reception area. This allows every guest to immediately see that the campsite is a prestigious ACSI Award winner.












## Gathering votes with the promotional kit

ACSI promotes the voting process through its online channels, but campsites can also increase their chances of winning by actively gathering votes from guests and followers. A free promotional kit is available to assist in this effort, containing materials such as an online banner, a template for social media posts, and a flyer for the reception area. Scan the QR code, download the promotional kit, and get started today!



## These are the categories for the 2025 ACSI Awards

In 2025, ACSI Awards will be presented in the following categories. For the first two categories, the total number of votes a campsite receives across all categories will count. For the remaining nine categories, the number of votes the campsite receives specifically in that category will determine the winner.

- |                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p> <b>Best campsite</b><br/>The campsite with the highest total number of votes in a single country.</p>                                                           | <p> <b>Best motorhome pitches</b><br/>This campsite has everything for campervan enthusiasts, offering the best spots and all necessary facilities within easy reach.</p> |
| <p> <b>Greatest little campsite</b><br/>A small campsite (maximum of 50 pitches) offering peaceful enjoyment of nature.</p>                                         | <p> <b>Most dog-friendly campsite</b><br/>At this campsite, dogs are more than welcome. It's a holiday for the dog too!</p>                                               |
| <p> <b>Nicest campsite for children</b><br/>Children have the time of their lives at this campsite thanks to great play facilities and fantastic entertainment.</p> | <p> <b>Best location for a campsite</b><br/>This campsite is beautifully situated near forests, water, cities, or mountains. The location is perfect!</p>                 |
| <p> <b>Best campsite swimming pool</b><br/>Campers spend the whole day at this wonderful swimming paradise.</p>                                                     | <p> <b>Best campsite restaurant</b><br/>Guests enjoy excellent meals at this campsite restaurant, with delicious food and superb service.</p>                             |
| <p> <b>Best campsite for cycling</b><br/>From this campsite, the surrounding area is perfect to explore by bike.</p>                                                | <p> <b>Campsite with the best sanitary facilities</b><br/>This campsite stands out for its clean and modern sanitary facilities.</p>                                      |
|                                                                                                                                                                                                                                                        | <p> <b>Best campsite for walking</b><br/>Campers lace up their hiking boots for the best walking routes.</p>                                                              |

# edition of the ACSI Awards

## Looking back: the 2024 ACSI Awards Event in Andelst

Most ACSI Award winners or honourable mentions are surprised with their prize by an ACSI inspector. However, this year, ACSI CEO Ramon van Reine also personally presented several awards. On April 16, he welcomed campsite owners from the Netherlands, Belgium, and Luxembourg to the ACSI headquarters in Andelst. Over 40 nominated campsites from the Benelux attended the ACSI Awards Event. During a celebratory lunch, the winning campsites were put in the spotlight. In addition to the awards, honourable mentions were given to campsites that received many votes but narrowly missed out on an ACSI Award.



1. All attending winners from the Benelux gathered in front of the ACSI headquarters | 2. The 2024 crystal ACSI Award | 3. Recreation park De Leister named Best Campsite in the Netherlands (from left: Sophie Hermans, Daniqve Vermeere, and Julia van Deursen) | 4. Laura Bastiaens and Ruben Raemaekers from Camping Jocomo Park with Ramon and Sabine van Reine | 5. Fenna Nooijen provided musical entertainment | 6. Honourable mentions 2024 | 7. It was a well-attended and successful afternoon

# The power of regional promotion

Campsites often focus on promoting their own location, but collaborating with the region can yield significant benefits. When a region's appeal grows, so does the demand for accommodations in the area, which campsites can capitalize on. ACSI demonstrates how campsites can contribute to promoting their tourist region and provides examples of strategies and actions to make this a reality.

## Opportunities for growth and development

Regional promotion offers campsites a unique opportunity not only to grow but also to contribute to the growth and development of the surrounding community and tourist region. By actively participating in regional promotion, campsites can offer their guests a complete experience that extends beyond the campsite's own facilities and services.

Collaborating with local partners and participating in regional initiatives not only increases the campsite's visibility but also enhances the overall appeal of the region. Together, a broader audience can be reached, and larger-scale actions can be implemented. This often results in an increase in bookings, higher guest satisfaction, and more repeat visits.

## Campsite in the spotlight:

**50plus Campingpark Fischeing**  
Bernd Pfandl, owner of 50plus Campingpark Fischeing, firmly believes in the power of regional promotion. 'By working with local businesses, such as cheese makers and winemakers, we can offer our guests something special—authentic products straight from our region. This not only enhances the guest experience but also supports the local economy. We are actively involved in tourism networks and participate in joint marketing campaigns to promote Styria as a holiday destination.'

In addition to organizing cultural events at our campsite, such as music nights and wine tastings, we offer our guests special deals for nearby attractions and activities, like tours of local producers and visits to historical sites. This gives our guests the chance to

truly experience the culture and nature of our region.'

According to Pfandl, these efforts have already paid off. 'We see greater guest satisfaction, more repeat visits, and we've built strong partnerships with

other regional players. Moreover, through sustainability initiatives with regional environmental organisations, we contribute to responsible tourism, something we are proud of as a campsite. For us, it is clear that active involvement in regional promotion is an

investment that pays off. We are also excited about our collaboration with ACSI as the host region for the ACSI FreeLife TestTour 2025, and we look forward to exploring the new opportunities this will bring for our campsite and the region.'



Campofelice Camping Village was one of the participating campsites in the TestTour Ticino in spring 2024.

## Effective regional promotion strategies for campsites

Campsites can play a crucial role in enhancing the appeal of their region, creating a win-win situation where both the campsite and the region thrive. Below are some effective strategies for promoting the region:

**Collaborations with local businesses:** By partnering with local restaurants, recreational businesses, and other entrepreneurs, campsites can offer joint packages and discount promotions to guests, encouraging them to take advantage of local amenities. This benefits both the local economy and the guest experience.

**Participation in regional events:** Active participation in regional markets, festivals, and other events attracts visitors to the region and increases the campsite's visibility. By being present at these events,

campsites can directly respond to the needs and interests of potential visitors.

**Use of digital media:** Sharing inspiring blogs, photos, and videos through social media and the campsite website is a powerful way to highlight the natural beauty and unique features of the region. This increases online visibility and can appeal to a wide audience, making the region more attractive to potential guests.

**Informative guest brochures and welcome packages:** Offering detailed guest

brochures and welcome packages with information about local attractions and discount vouchers is an effective way to encourage guests to explore the area. This enhances their experience and appreciation of the region while contributing to the local economy.

**Collaborations with tourism organisations:** By working with regional tourism organisations and being listed in tourism guides, campsites can significantly increase their visibility and appeal. This opens the door to a broader audience and ensures a steady flow of new visitors.

**Organisation of excursions and tours:** Campsites can organize their own excursions and tours, such as hiking and cycling trips, giving guests the opportunity to actively engage with the natural and cultural treasures of the region. This not only increases guest satisfaction but also fosters their connection to the region.

**Promotion and sale of local crafts and products:** By offering local crafts and products, campsites provide guests with an authentic experience. Organizing educational programs, such as cooking

workshops and guided nature walks, adds an extra dimension, making the region even more appealing.

**Participation in media and publicity campaigns:** Active involvement in media campaigns and publicity initiatives helps to put the region on the map and reach a wide audience. This can lead to an influx of new visitors who initially come for the region but see the campsite as a starting point for exploring the area.

**Region in the spotlight:****Switzerland Tourism**

Janine Nijlant, Key Account Manager and Project Manager for exclusive marketing activities at Switzerland Tourism Benelux, shares her insights on the importance of regional promotion. According to her, regional promotion plays a crucial role for Switzerland. 'In addition to promoting Switzerland as a holiday destination, we also focus on highlighting specific regions and campsites. Our office develops marketing ideas each year that cater to the Dutch market and our Swiss partners, with a special focus on camping'

In 2023, about 25,000 Dutch campers chose Switzerland for their holidays, which Nijlant sees as part of a broader trend of Dutch holidaymakers opting for nearby European destinations due to inflation and ease of travel.

Switzerland Tourism and ACSI have long collaborated on promoting specific regions like the Bernese Oberland and Ticino. Nijlant explains, 'In my role, I am responsible for proposing partnerships and creating travel programs with our partners and ACSI. This collaboration

connects regions and campsites with the right target audience and is built on mutual transparency for the best results. Examples include the winter camping promotion that highlights campsites as attractive destinations during the winter season and the ACSI FreeLife TestTours in Ticino and Bern.'

Nijlant looks back on the ACSI FreeLife TestTours in which Switzerland has participated. 'In August 2021, the TestTour took place in the Swiss Bernese Oberland, a region known for its breathtaking views of eternal snow. The partners involved, including Volvo Car Netherlands, the Erwin Hymer Group, Flyer Bikes, and the Swiss Tourist Office, combined their efforts for a valuable exchange of knowledge and resources. This joint effort significantly boosted the promotion of both the region and the participating campsites.'

This past spring, the ACSI FreeLife TestTour travelled to Ticino, a region famous for its Mediterranean climate and beautiful lakes. The collaboration with partners such as Eriba, Dethleffs, Volvo, Switzerland Tourism, Ticino, and Ascona-Locarno once again underscored



The 2021 ACSI FreeLife TestTour took place in the Bernese Oberland. Together with Switzerland Tourism Benelux and other partners, the stunning beauty of this region was brought into the spotlight.

the value of joint promotion and the synergy between different stakeholders.

'The content produced during this TestTour was of high quality

and became some of the most viewed on our social media channels. Campsites can also use this content themselves, allowing them to integrate these high-quality images and videos into

their own marketing materials, increasing visibility and further promoting the region,' says Nijlant.

## ACSI FreeLife TestTour as an ideal regional promotion

**ACSI FreeLife Magazine**

ACSI publishes a camping magazine eight times a year for Dutch and Flemish campers. ACSI FreeLife magazine informs readers about all the latest developments in the camping world, inspires them with beautiful travel destinations, and tests the latest camping products, motorhomes, caravans, and cars. Each year, an ACSI FreeLife TestTour is organized, where four test teams set out in a new motorhome or car with a caravan to explore a European region.

manager for the ACSI FreeLife TestTour, is responsible for the organisation. 'The TestTour is a project centered on the camping experiences of real campers. Different test teams travel for one or two weeks to a tourist region with a sponsored car and caravan or motorhome. The test teams participate in activities that match their interests. For example, wine lovers enjoy tastings, and families visit exciting amusement parks.'

The uniqueness of this project is that the camping trip is undertaken by real campers. 'People like you and me, experienced in camping, who love sharing their stories on camera. Without a script, the teams share their adventures, making the footage authentic and personal. As a viewer and reader, you experience the journey through their eyes.'

The ACSI crew accompanies the TestTour on-site, creating videos and photos, and documenting the teams' experiences. In the months following the TestTour, this content is published in ACSI

FreeLife magazine and on ACSI's digital platforms.

**Various publication channels for maximum exposure**

'During the TestTour, we produce inspiring videos that are posted on our growing YouTube channel. We also promote the TestTour through our social media channels on Facebook and Instagram and send newsletters to our subscribers. Several editions of ACSI FreeLife magazine feature articles about the TestTour, and the stories and videos can also be viewed on [acsifreelife.nl](https://www.acsifreelife.nl). Through our digital channels, we reach over 2.5 million campers with the TestTour content'

**Collaborations and regional involvement**

During the ACSI FreeLife TestTour, various partners—including a regional partner or camping federation, a caravan and motorhome partner, and a car brand—collaborate. Other partners, such as bicycle or barbecue brands, can also participate. A campsite cannot independently take part

in the TestTour. 'Campsites cannot simply apply to host the test teams. The TestTour travels through a region, and in consultation with the regional partner, campsites are selected for overnight stays. If a campsite has a partnership with the region or submits a joint proposal to bring the TestTour to their region, this can increase their chances of being chosen for overnight stays.'

**A tailor-made programme**

'When a TestTour partnership between ACSI and a regional partner or camping federation begins, we work together to develop a program. We ensure that the test teams participate in suitable activities that highlight the region's key attractions. We also decide which campsites are best suited for the test teams to stay at. By linking your campsite and region to the TestTour, you can reach many campers in the Netherlands and Flanders who might be interested in visiting your region.' The ACSI FreeLife TestTour provides a unique opportunity to inspire campers and showcase

regions and campsites in an appealing way. Additionally, regional packages are available through ACSI. For more information, contact ACSI FreeLife account manager Margriet Harteman.



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**Unique and personal experiences**

Rianne van Ommeren, project

# What does a glamping tent or mobile home cost?

In recent years, there has been a noticeable trend in the European camping industry. More and more campsites are opting to add accommodations to their offerings. Renting these accommodations often provides higher margins and generates more revenue than renting traditional camping pitches. But where do these accommodations come from, and who manufactures them? ACSI highlights several popular European suppliers and outlines the associated costs.

## Outstanding Tent | Barneveld | The Netherlands

Founded in 2009, the Netherlands-based Outstanding Tent supplies fully furnished safari tents and glamping lodges in over 50 countries, working in collaboration with various tour operators.

At its Barneveld headquarters, the company offers safari tents and glamping lodges. The most popular models from Outstanding Tent range from 35 to 40 m<sup>2</sup> and are designed for 4-6 people, complete with sanitary facilities. 'Demand for luxury and unique experiences has been rising for years. We continue to add

more luxurious and special features to our products, such as the play net and children's tent above the terrace of our Ranger lodge,' says Robin van Kooten, CEO of Outstanding Tent.

Outstanding Tent offers a wide range of accommodations, from 7 to 63 m<sup>2</sup> in

size. A basic model for four people starts at €20,000 (excluding VAT). Delivery time for these products is around 10 weeks, with average delivery costs of €15,000.

Sustainability is also high on the agenda at Outstanding Tent: 'We place great

importance on this and are currently developing a fully circular accommodation,' adds Van Kooten.

Find out more about Outstanding Tent at [www.outstandingtent.nl](http://www.outstandingtent.nl)



Outstanding Tent's safari tents can be found at locations such as Camping Torre de la Mora in Tarragona, Spain.



## Adria | Črnomelj | Slovenia

Adria Dom d.o.o., based in Črnomelj, Slovenia, was founded in 2002. However, the larger Adria Group has been in operation for nearly sixty years. Adria Dom d.o.o. manufactures mobile homes and mobile tents, having won Red Dot Design Awards in both 2022 and 2023.

Adria's most popular products vary by region. According to Elvis Zagrljača, Marketing Communications Manager at Adria, 'In the Adriatic region, the MLine and SLine series for 4 to 6 people are the most popular, while in Germany, Austria, Switzerland, and the Benelux, the Aurora series is preferred for its all-season features. There is also increasing demand for higher-quality products, especially in Croatia, where resorts aim to upgrade to 5-star accommodations.'

Adria sells both mobile homes and mobile tents. The entry-level SLine series starts at €20,000 (excluding VAT, transport, and installation). The price can vary based on size, layout, and additional options. Delivery takes about three months from the time of order, or around four weeks if the product is in stock,

plus the time needed to secure transport permits. Once permits are in place, delivery to a location like Venice typically takes one day.

Delivery costs depend on various factors such as the size of the product, the number of units per truck, and the distance travelled. For example, delivering an 8x3m mobile home to Venice costs around €800, while an 8x4m unit costs approximately €2,500.

'In the DACH region and the Benelux, there is growing demand for sustainable, energy-efficient products due to EU regulations and subsidies,' explains Zagrljača. 'Sustainability is a core part of our strategy. In September, we will introduce the new MLine Pure mobile home featuring our innovative AWT (Adria

WoodFrame Technology) wall construction, which allows for various insulation materials. Additionally, we are launching the modular MHGreen concept. The recyclability of our products ranges from 56% to 87% for the MLine Pure model, with a goal of 100% recyclability for MHGreen.'

Find out more about Adria at [www.adria-home.com](http://www.adria-home.com)



The SLine series from Adria.



The Comet safari tent by YALA.

## YALA | Emmeloord | Netherlands

Founded in 2009 and originally known as Luxetenten.com, the company rebranded in 2020 as YALA luxury canvas lodges to reflect its international market.

YALA sells safari tents and glamping lodges. The most popular models are the Comet safari tent (compact and robust) starting at €5,550 for 2-5 people, and the Dreamer Lodge (family accommodation) starting at €10,433 for 4 to 12 people.

YALA offers various models that are available from stock. Tents that are not in stock have a delivery time of 6 to 8 weeks. YALA also supplies high-end tents like the Eclipse and Aurora, which can be customized to meet specific needs. These exclusive tents have an average delivery time of 4 to 5 months.

'We are receiving more and more inquiries from clients regarding sustainability, energy-saving measures, and

winter-proof solutions. These requests stem from the energy transition and a growing demand for greater comfort for guests. Consumers are increasingly seeking a luxurious glamping experience with an emphasis on nature, peace, space, and privacy,' says Carolien Leeraar, Account Manager at YALA.

'Our sustainability specialist advises on energy efficiency, and we've made strides in insulation. That's why we developed the Luna: a winter-proof tent with a fixed insulated front wall, solid entrance door, and double tent fabric to minimize heat loss.'

Find out more about YALA at [www.yalacanvaslodges.com](http://www.yalacanvaslodges.com)



## Letniskowo | Białystok | Poland

Founded in 2013, Letniskowo from Białystok, Poland, produces various types of mobile homes for Letniskowo and the JB Homes brand. These range from temporary housing for workers to luxury mobile homes. The company delivers these vacation homes to sixteen different European countries.

The price of Letniskowo mobile homes depends on the size, equipment, and additional options. The mobile homes are built with a steel frame and PUR insulation. Letniskowo offers a wide price range. For example, the Whisper model (2-3 people) measuring 8.0 x 3.20 meters costs €35,000 net, while the premium Silver Moon model from JB Homes (13.3 x 4.3 meters, 4-6 people) costs approximately €96,000 net.

The average delivery cost for mobile homes within Germany is between €7,000 and €9,000. For international deliveries, costs vary based on distance and specific transport requirements. Delivery time is typically around three months from the time of order, depending on current production

capacity and the delivery location. Letniskowo's most popular product is the aforementioned Silver Moon model (see photo). This luxury mobile home combines elegant design with functionality and comfort, making it popular among both individual buyers and resorts. Glamping is also a growing trend among Letniskowo's customers, along with demand for energy-efficient mobile homes featuring heat pumps and unique designs.

'Sustainable development is a priority for us,' says Piotr Chamienia, Marketing Manager at Letniskowo. 'We use environmentally friendly materials, energy-efficient solutions, and ensure minimal production waste. Additionally, our mobile homes are designed to

accommodate solar panel installation, enabling the use of renewable energy sources.'

Find out more about Letniskowo at [www.letniskowo.eu](http://www.letniskowo.eu)



The Silver Moon by JB Homes is Letniskowo's premium mobile home.

### Colophon

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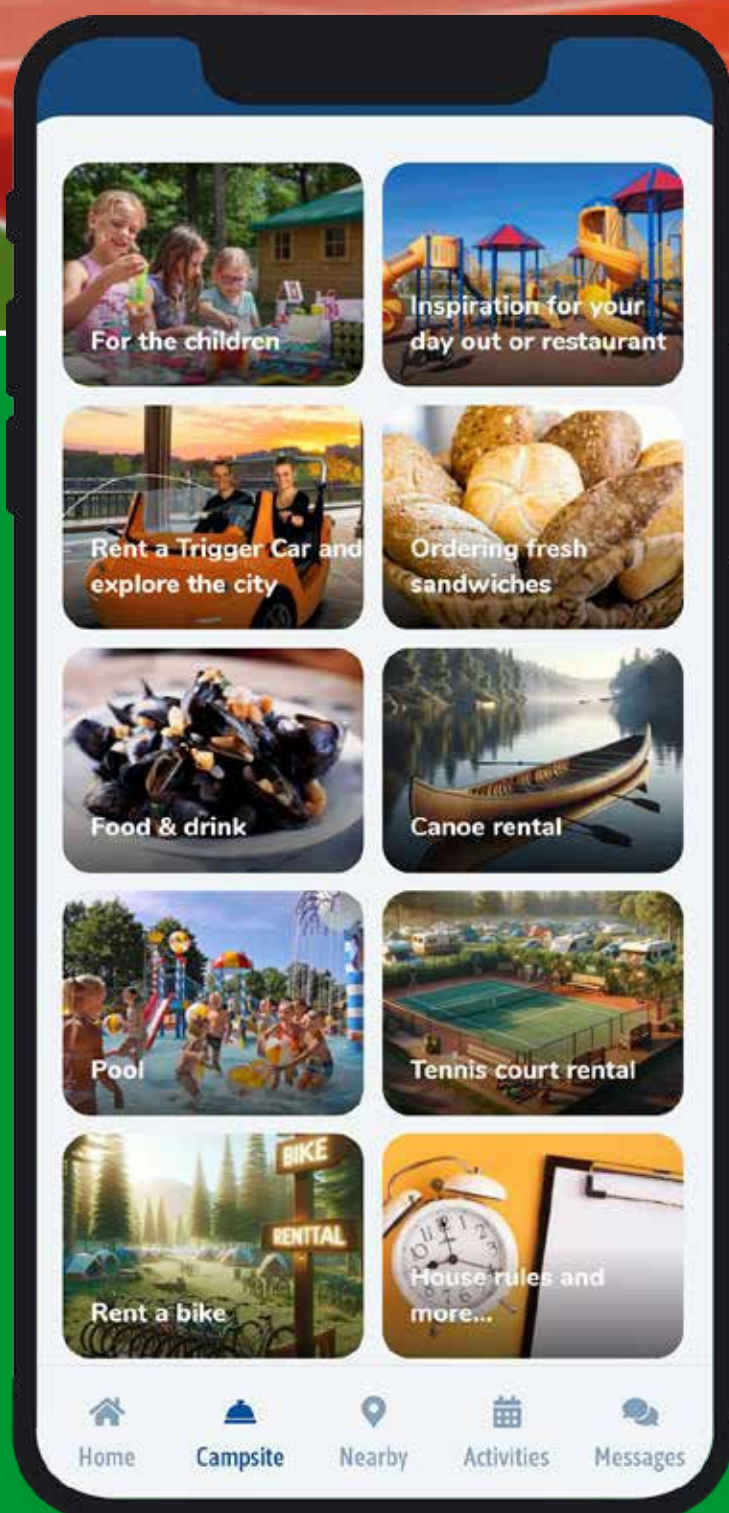
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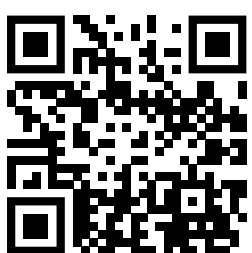
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# camping comfort



## The guest app of Europe

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