

SPRING 2019 EDITION

ACSI Times is published by Europe's leading campsite specialist. In this new edition you will read about the reception desk of the future, Marco Walter will tell you all you need to know about sustainability and camping. We will also delve into what the advance of the electric car means for you as a campsite manager.

CONSTRUCTION WORKS LEGISLATION AND REGULATIONS

What are the regulatory obstacles that a campsite encounters during construction work?

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CAMPINGCARD ACSI

More and more campers are using CampingCard ACSI. The number of camping holidays per customer is also increasing. How do campsites benefit from these developments?

► Read more on **page 5**

ACSI INSPECTOR GOES DIGITAL

With our two new portals, ACSI inspectors can process your campsite information even more efficiently, accurately and securely.

► Read more on **page 6**

PROPERTY MANAGEMENT SYSTEM

A Property Management System (PMS) can take a lot of work off your hands. How does it work exactly and what are the most recent applications?

► Read more on **page 9**

CAMPING TRENDS 2019

Which countries are popular for camping in 2019? What is the biggest irritation at the campsite? We put these and other questions to Dutch, German, British, Spanish and Italian campers.

► Read more on **page 10**

BUILD WITH PASSION

Starting a completely new campsite, moving a campsite or renovating an existing one brings many challenges. Four campsite managers talk about their experiences.

► Read more on **page 12**

NEW GENERATION SUNLODGES

Reimagining the available space. That's SunLodge's strategy. This also applies to the 2019 generation of mobile homes.

► Read more on **page 15**

Is your campsite ready for the electric car?

Charging requires many changes to infrastructure

If Europe's ambitions become a reality, in five years' time there may well be millions of electric cars driving around on our continent. It remains to be seen if things will actually move quite that quickly, but you can be sure that electric cars will soon arrive at the gate of your campsite. Are you ready?

The first electric cars appeared about ten years ago, it was small and had no practical range. Until Tesla entered the market in 2012 with the Model S, the first EV (electric vehicle) with which you could drive 350 to 400 kilometres on a full battery. By now, Tesla has fierce competition, because almost every car manufacturer is bringing out an electric car this or next year. And the all-electric Jaguar I-Pace was recently declared Car of the Year.

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In addition to electric cars, there are also electric motorhomes on the market.

Reception desk of the future

What does the reception desk of the future look like? New technology and automation may change the function and therefore the layout, location and appearance. The single point of contact for questions will undoubtedly remain. But will queues on the check-in days remain a necessity?

Nowadays, the main role of a reception desk is checking guests in and out. The moment of check-in is the first contact with guests who arrive at a park. For guests, this first experience often means: waiting in line before all

formalities have been completed and you are referred to your pitch. Campers and campsite owners alike would prefer this queue to be something of the past. This article discusses various alternatives that can make the check-in

process more attractive or even take it away completely. This creates room for other reception desk functions that promote hospitality and improve returns. We look at some concepts in practice.

Reception-free arrival

A reception-free arrival can be organized in several ways. The check-in can be done online from home, for example. Upon arrival, a barrier with license plate recognition can be opened automatically. A map with the location of the accommodation can be sent along digitally. If the locks of the rental accommodation are equipped with a card reader, a card can be sent in advance. A lock with a code can also be a solution. The Dutch park Marveld Recreatie in Groenlo makes use of this.

Another option is a wristband with an RFID code that gives access to the holiday accommodation and other amenities at the park. The wristband can even be linked to a digital wallet.

Check-in kiosk

Another method is a check-in kiosk. The French campsite Les 4

Saisons in Grane uses this system. The owners say that this has given them more time to talk to the guests in person. Kiosks are also useful for motorhome pitches. After registration, electricity and water can be made available at the motorhome pitch. The Dutch Holiday Park Stoetenslagh has been working with a check-in kiosk at their barrier since 2017. Entrepreneur Jan van Veen explains the system: 'Guests arrive and drive straight on to the reception lodge, where they receive all items for their stay, such as information about the park and surroundings, activity programme, shower, swimming pool and barrier cards. Immediately after that, they can continue on to the pitch or accommodation.'

Reception via app

Another solution is a park app. This allows guests to check in on their smartphones in advance. But there are even more opportunities in terms of upselling and providing information about the

► continued on **page 2**



Check-in kiosk Holiday park Stoetenslagh (Netherlands)

►continuation of page 1

40 pitches worth of power

Perhaps you have had a guest with a Tesla at your campsite in recent years and have been asked if you had a recharging point. Plugging an electric car directly into the campsite's power supply is not really an option, because with a standard a 230 volt supply and a 6 or 10 ampere fuse, the usually at least 85 kilowatt battery would need almost 40 hours to be fully charged.

If you want to reduce the charging time to an acceptable one, you will need to offer at least a three-phase (400 volt) installation with 16 ampere fuses. With an installation like that, charging would take about ten hours. In that time, the electric car will have consumed as much electricity as 40 pitches on your campsite. And we're only talking about fully charging one electric car. The chance that in five years' time you will have many more campsite guests that drive an electric car is very high. Linda Gedink, president of EFCO & HPA (the European umbrella



Charging one electric car uses as much power as 40 pitches.

organisation of national campsite federations), sees even more challenges for campsites. 'You will not only have to think about how to offer your guests charging facilities, but also, for example, how much money to charge for the service. For example you could choose to ask different rates for different time slots, and make charging more expensive at the end of the day, when several guests come back from a day trip and all want to charge their cars.

And then there's the infrastructure on the campsite. A 3.6 kW connection charges slowly and is only suitable for overnight charging of an electric car with a small battery. 11 kW is the most commonly used, but requires three-phase power with a 16 ampere fuse and 22 kW requires double that capacity. Apart from the investment of 1000 to more than 3000 euros per charging point, the local electricity network must also have sufficient capacity. Another option

is to create additional capacity through renewable energy from solar panels or a wind turbine.'

Solar panels create more capacity

The north Spanish campsite La Ballena Alegre in Sant Pere Pescador chose that last option. 'We have created a new bungalow area where each bungalow is equipped with solar panels and a battery to store any unused solar power,' says Managing Director Alex Trias. 'The energy that is left from the day can be used at night, but each bungalow also receives a charger for an electric car to use the surplus electricity. The 39 bungalows are connected to each other, so that they can share the

electricity with each other. This way we will always be able to charge electric cars with renewable power. For those who want to quickly recharge their electric car, we have a faster charging point at the campsite entrance.' 'We came up with this solution because we were concerned about the volume of electricity we would have to provide if there were many electric cars on the campsite at the same time,' Trias explains the choice for installing solar panels. 'With our own panels we can offer this service without increasing the total external energy demand of the campsite, while there are also possibilities for those who want to charge faster immediately.'

Fast charging not an option

A real fast charging station like the ones on motorways doesn't seem to be a real option for campsites. The Dutch company Fastned is specialized in the installation of fast charging points. When asked about costs they talk about amounts of approximately 80,000 euros per charging point for a 50 kW charger and almost double that for the newer 175 kW charger. 'Apart from the fact that it is hard to recoup such an investment, a fast charging station requires a connection to the 'medium voltage grid' with voltages between 3 and 30 kiloVolt,' says Fastned spokeswoman Kyra Hartlief.



Comfortable check-in at Camping & Resort Sangulí (Spain).

►continuation of page 1

surroundings. That means saving the receptionist's time. Another advantage of an app is that it often remains on the phone after the guests' stay and can be used for marketing purposes.

The living room reception

A trend that is completely at odds with the reception-free arrival is a living room reception. Time is taken to welcome the guest. The waiting time is pleasantly filled in a comfortable place with, for example, a snack and a drink. We see this kind of reception at campsite De Lakens (Netherlands). At this beach campsite, the reception lounge has been transformed into a beach bar. Camping & Resort Sangulí (Spain) tries to make

waiting pleasant with luxurious seats. Campsite managers sometimes choose a combination of reception and bar. In periods when the reception is not really necessary, the same desk can be used as a 'regular' bar.

The reception desk as a tourist office

When the standard services are automated, time is freed up for other functions and upselling. Guests who are not yet familiar with the surroundings often decide on the spot which activities they want to undertake during their stay. Activities in the park or outside can be brought to their attention at the reception. Guests are given ideas personally by reception staff, via screens, but also via old-fashioned leaflets. When sell-

ing excursions or packages in the region, campsites can work on a commission basis. As a result, the reception desk is increasingly taking on the role of a tourist office.

The accessible reception desk

Europe has a number of agreements on accessibility. In reception areas, physical adjustments to make the counter usable and accessible for everyone are desirable. Think of a lowered part of the counter and a mobile card reader for people in wheelchairs. And don't forget other impairments such as visual (sufficient light, reading glasses available) or auditory (audio induction loop for people with a hearing aid).



Mobile card readers for guests in wheelchairs.



Reception lounge at Campsite De Lakens (Netherlands).



Dear campsite owner or manager,

Some of you have already had a busy winter season, while others have yet to open their gates. For everyone it's an exciting time once again, wondering how this new camping season will go. The very warm and sunny summer of 2018 in northern Europe and the United Kingdom led to a spectacular increase in the number of over-night stays in those countries. Last year's growth at German campsites was no less than 11.3%. Dutch and Scandinavian campsites are also showing nice growth figures and there is optimism about the bookings for 2019. The Alpine countries and France are also positive, but in the Mediterranean regions, campsites are more cautious with their predictions. The weather of 2018 has caused some confusion, but the good news is that camping is unprecedentedly popular across Europe. For ACSI this was sufficient reason

to set up a large camping survey among more than 27,000 Dutch, German, French, British, Spanish and Italian campers. The most important results can be read on pages 10 and 11. Trend watcher Marco Walter from ECOCAMPING shares his observations with us. He is seeing more campers who are increasingly interested in sustainability and who view campsites as a safe haven in a troubled world. And guests are changing in other ways, too, for example their means of transport. Our front page article discusses electric cars on the campsite. According to Marco Walter, campers would also like to be able to visit one platform and quickly see which campsites still have availability. That's exactly what we're doing with ACSI Booking. On Eurocampings.eu, CampingCard.com and GreatLittleCampsites.co.uk, we show the availability on more than

1000 campsites, which guests can book directly. Our ACSI inspectors are ready and waiting to check your facilities with you and to take a look at the possibilities for the coming year. This is the first year that they will do this completely digitally, and also from now on you will be able to arrange and supervise a lot yourself in the ACSI Campsite Portal. A big change for you and for us, which we tell you about on pages 6 and 7. Of course, we are still always happy to assist you with anything you need.

I wish you a successful camping season.

Ramon van Reine
CEO

Sustainability is the future!

Camping is on the rise, camping has a future! Nobody will disagree with that. After all, people's longing for a life in harmony and for the unspoilt countryside is still on the increase. Camping allows us to enter a kind of perfection that the real world just can't offer anymore. Camping lets you experience new things. Because during a camping trip, people have time and are open to something new. This gives the small camping world the opportunity to make the big everyday world a little better: more ecological, social, more conscious.

The future of camping is in sustainability. Campsites that want to maintain or strengthen their market position are investing in sustainability and focusing on social cohesion. Committed campsites like to show this by participating in an environmental certificate such as ECOCAMPING or the European eco-label.



Campsites have to adapt to new circumstances. They have to take climate change into account, for example, to withstand hurricanes, droughts and floods. But



Solar panels, an investment for the future of your campsite.

the increasing diversification of needs must also be considered. The internet gives campers the opportunity to choose a campsite that meets their needs exactly. For example, through booking and review platforms that will introduce flexible pricing models. Campsites will have to choose whether they want to serve a large market or focus on specific target groups. 'Health and sensory tourism' is increasing, for example. Vegetarians and vegans prefer natural camping grounds, which offer the kind of service that is right for them. People with disabilities are looking for campsites without obstacles. Dog

or cat lovers, cycling enthusiasts, singles or owners of electric cars are just a few more examples of specific target groups that you could take into account. People who didn't go camping before can best be lured to your campsite with high quality and preferably sustainable accommodation. Spontaneous campers always want to find a free spot. In order to do this, they need an up-to-date online overview of all free camping pitches in Europe. Something like this is currently being tested at Lake Constance. Campers can immediately see which campsites on Lake Constance still have space

today and tomorrow. This avoids unnecessary traffic and the disappointment of being rejected. The employees of the campsite

also save time and stress. So it's a win-win situation for everyone. For more information, see www.campingleitsystem.de

The author: Marco Walter is co-founder of ECOCAMPING, a European initiative for sustainable camping tourism. For 20 years he and his team have been supporting campsites in their quest for more sustainability. The campsites that show the best performance receive the ECOCAMPING recognition. At the moment there are more than 220 campsites in six countries: www.ecocamping.de



Laws and regulations

Permits and building regulations



Construction work at Falkensteiner Premium Campsite Zadar (Croatia).

In December 2018, ACSI and a few other consumer organisations were invited by the Catalan government to participate in a hearing about new laws and regulations for campsites. The Catalan government announced in 2018 that there would be an 18-month stop for all new and expanding campsites, due to a strikingly high number of permit applications for new campsites. What is going on, what are the consequences, and what bureaucratic rules do campsites come up against in other countries?

The situation in Catalonia is interesting. The Government wants to review the rules for the construction of new, and the expansion of existing campsites, and of course the camping sector is quite concerned about this. During the hearing into the matter, ACSI was asked about the wishes of European campers, so that these could be taken into account in the final decision. Ward Wijngaert, director of the Associació Càmpings de Girona and member of the Catalan Camping Federation, is concerned about the situation. "The new situation severely limits the investment opportunities for

existing and future campsites in Catalonia, and as a result, we risk losing our leading position in Europe." The new situation comes on top of the decision of the Catalan government to designate various parts of the region as risk areas for flooding. That also limits the opportunities that campsites on the coast in those areas have when implementing extensions or renovations. Ward Wijngaert is convinced that the regulatory situation in Catalonia is currently much more difficult than in other countries. "After our study trips to campsites in the Netherlands and Croatia, it quickly became clear that in both Northern and Southern European countries the regulatory environment for both building of new campsites and expansion of existing campsites is much more flexible."

Impact studies

Christian Günther, director of the BVCD, explains that the situation in Germany is also complex. "The federal structure in Germany doesn't make the situation any easier for campsite owners. There are 16 Bundesländer and therefore also 16 Bundesbauverordnungen (building codes). With regard to the Campingplatzverordnungen

(building regulations for campsites) the situation is even more complex, seeing as not every Bundesland even has one. That causes particular problems for campsites that want to have motorhome pitches on their grounds. "In the Netherlands too, the situation for entrepreneurs is both costly and time-consuming. Despite the government's commitment to limit regulations applicable to entrepreneurs, campsite owners don't yet benefit from this. It takes a lot of money and effort to realize major renovations at campsites, according to Marcel Tap from RECRON. "It's also often about adapting zoning plans, obtaining environmental permits

and the like. To that that, the entrepreneur needs to have numerous (effect) studies carried out - into the soil, noise, protection of the environment) and they cost a lot. It can take many years before digging can start."

Administrative red tape

The obstacles in terms of regulations that a campsite comes up against depend a lot on the size and nature of the construction work. Franco Vitali, president of FAITA Emilia Romagna, believes that too many authorities are involved in the permits. He doesn't think that campsites suffer excessively due to administrative red tape, but getting a

permit for renovations takes at least two years. Franco thinks that the situation in Italy isn't more problematic than in the rest of Europe. Campsites everywhere have to deal with all sorts of laws and regulations and permits that can influence the possibility and timing of construction work. Not just when a new campsite is being built, but also if there are new toilet blocks, a swimming pool, or a new restaurant planned. You can read more about the experiences of a number of entrepreneurs who have either built a new campsite or expanded an existing campsite on page 12 of the ACSI Times. They also explain the problems that they have encountered.



In December 2018, ACSI sat down with the Catalan government to discuss new laws and regulations for campsites.



More guests, more profit

The development of CampingCard ACSI

More and more campers are using CampingCard ACSI every year. The number of camping holidays per guest is also increasing. Do campsites participating in the CampingCard ACSI discount system benefit from these developments? Every year ACSI asks the campsites participating in CampingCard ACSI for their opinions and experiences. The survey results of recent years are very positive.

With the CampingCard ACSI discount card, ACSI is still able to attract a growing number of campers. In 2018, 512,500 European campers bought a CampingCard ACSI or ACSI CampingCard & Motorhome

Pitches, an increase of no less than 46% compared to 2014. In addition, the number of campsites in the CampingCard ACSI guide rose to 3,330 campsites in the same period, an increase of 22%. The number of CampingCard ACSI users therefore grew much faster than the number of participating campsites.

Low season
This is also reflected in the results per campsite. We asked about the number of CampingCard ACSI users in the early and late season. In the early season of 2014 the average number of users was 449, in the early season of 2018 there were already 471. The number of users in the late season also increased: from an average of 254 in 2014 to 313 in 2018. So we see the number of CampingCard ACSI users is increasing and the number of guests with the card per campsite continues to grow. More campsites, more guests and more nights.

Customer loyalty
We also asked about the percentage of CampingCard ACSI users who only stay on the campsites during the period in which the CampingCard ACSI rate is valid. In 2014, 56.8% of the campsites indicated that the CampingCard ACSI users only stayed on the campsite during the acceptance period. In 2018, this percentage decreased to 48.6%. More than half of the campsites therefore find that CampingCard ACSI campers also come to camp at the normal rate. Participation in CampingCard ACSI therefore appears to be a good way to make guests loyal to a campsite.



Excellent CPC rates at ACSI media



Within the ACSI and Suncamp Holidays online marketing department we have (just like you do in the role of promoter of your campsite) years of experience in the field of purchasing online promotion. We are talking for example about referrals link to your website via cost per click (CPC). You may be surprised, but as online marketers we look with jealousy and amazement at the low click prices on Eurocampings.eu and CampingCard.com.

To argue this statement, it is important to understand how we at ACSI and Suncamp Holidays determine whether an online campaign is successful. To do this we look at a number of Key Performance Indicators (KPIs). Our most important KPI concerning bookings is the Effective Revenue Share (ERS). The ERS indicates the percentage of turnover used for marketing costs: costs divided by turnover. The lower this percentage is, the lower the advertising costs have been in relation to the turnover they have generated.

Good statistics

In order to be able to determine how well a campaign is paying off, it is very important that you have set up good analytics. We advise you to use Google Analytics or another analytical package on your website. You can find more information about this at acsi-media.com or ask your website builder for help.

At ACSI, we consider a campaign to be successful when the ERS is lower than 8%. If the ERS remains below 8%, our budget is endless: there is really no limit to the costs to be incurred because these generate turnover.

Conversion rate

We know that campsites using CPC on Eurocampings.eu and CampingCard.com obtain a conversion rate on bookings of 1%. This means that 1 out of 100 people who click on the link to the campsite website will make a booking. With an ACSI CPC of, for example, 23 cents, this means that a booking costs €23. For a booking amount of €600, the ERS is 3.8%. For us, that's a really great result.


Campsite-related clicks cost us an average of 44 cents per click at Google Ads. The CPC at Zoover (a Dutch review site) is between 35 cents and 1 euro. When we run a campaign there, we achieve a conversion rate of 0.5% but our average booking amount is somewhat higher: €950. This means that we achieve an ERS of 7% to 10%. You will understand that this ERS leads to internal discussions.

It would be great if there were sites similar to Eurocampings.eu and Campingcard.com for the promotion of our products, where we could advertise to exactly the right target group with a really favourable CPC.


ADVERTISEMENT

Discovery 300/500

Models:
300 - 2 people
500 - 4/5 people



In search of a unique camping experience for guests at your festival, event or campsite? Then Discovery tipi tent is perfect. The Discovery is a tipi tent made from high-quality Ten Cate tent cloth. And you can even personalise your tipi tent. Let us surprise and delight you!



www.redazeilmakerij.nl - T +31 342 473 351

Campsite inspectors

This season, 340 ACSI inspectors will be packing their bags and setting out to visit and inspect more than 10,000 campsites across Europe. They will also visit your campsite, to check if anything has changed and to meet with you. One of the subjects to be discussed is the promotional possibilities within ACSI Media to bring your campsite to the attention of potential campsite guests with the aim of getting more campers to your campsite. This year, we will do this a little differently from the way you are used to. We would like to take this opportunity to discuss the changes.

With two new portals (the Inspector Portal and the Campsite Portal) ACSI has developed platforms that will benefit campsites, inspectors and ACSI itself. In these online and offline environments, information can be processed more effectively, more accurately and more securely. A good prospect for all parties. What does this mean for you as a campsite owner?

Inspector Portal

For many years, ACSI inspectors have checked campsite facilities with pen and paper. Now, they will start working on a laptop which features the Inspector Portal; this will lighten the task and improve the quality of the data. While talking to you at the campsite, the inspector will use his or her laptop as little as possible. After all, it is about exchanging information with you, about new facilities and changes to amenities, and about taking stock of your wishes. We do this as much as possible on paper, after which the inspector will enter everything into the laptop. But for the sake of accuracy, we cannot escape the fact that the inspector, together with you, records on the laptop any wishes concerning various



promotional options at ACSI: for advertisements in the campsite guides, CampingCard ACSI, Media packages, CPC or ACSI Booking.

Paper contracts are a thing of the past


In the past, it sometimes happened that paper agreements were not complete or that different versions circulated after changes. Unclear for you and for the editors, with a risk of errors. By digitally storing our agreement on the desired promotion we are able to work far more accurately. For this reason we

would be grateful if the inspector could use your wifi for a while. The inspector will digitally enter your desired promotion at your office, at the reception or on a

quiet terrace, after which you will receive an e-mail message from us containing a link to a secure environment(Picture 1). Here you get to see the order con-

firmation with all the promotion you have requested (Picture 2). Only you, the authorised signatory, can give your approval by means of a verification code. You will receive this verification code separately on your own mobile phone (Picture 3). ACSI will only use your mobile telephone number for this verification code, and nothing else.

1



To view all the agreements in the contract, please click here. You can then add your digital signature.


[Click here to view the document Order Confirmation and, if agreed, to digitally sign it.](#)

The document is at your disposal until 4 May 2019.

After the document **Order Confirmation** has been digitally signed, you will receive an e-mail with the signed document.

Link to secure area.

2



Contract number: 10142919
Date: 24-04-2019

Order confirmation

ACSI Publishing BV (contractor) and Campingplatz (client) have agreed that the contractor will perform the marketing activities determined in the attached specification in the online and offline media of the contractor during calendar year 2020.

Client

Campingplatz
Campingplatz
Campingplatz
Campingplatz
Campingplatz


Contractor

ACSI Publishing BV Geurdeland 9, NL 6673 DR Andelst
Postbus 34 NL 6670 AA Zetten Nederland

T: +31 488452055 E: info@acsi.eu I: www.acsi-media.com

Commercial registration number: 10142919

Visited by inspector



J. Uurlings
ACSI number: 933

Date of visit: 9 April 2019

www.instagram.com/acsi_nl
www.facebook.com/ACSI-EUR


Confirmation of the desired promotion packages.

3



Message:
Vandaag 12:33

Today 12:33
Verification code
for signing the ACSI
document:
978070



You will receive the verification code on your mobile phone.

go digital

Digital signature

This verification code procedure is facilitated by Evidos, a platform that meets the highest security requirements, such as SOC and ISO 27001 (Picture 4). The digital signatures and digital identification of course comply with the European eIDAS regulations. Evidos processes thousands of digital signatures from renowned organisations every day. This guarantees both parties, you and ACSI, a watertight and safe settling of the agreement.

Campsite Portal

Of course, once you have given your approval, you will receive a confirmation of what has been agreed. After that, you always have access to the agreement in the Campsite Portal and you can adjust it yourself until the end date mentioned in the agreement. In that case, a modified agreement will be made and the procedure with the verification code will follow again. This way, you will always be in control of your documents and the agreed promotion package. Of course, all the information on the Campsite Portal is available in your own language. A good example of data in the Campsite Portal that you might want to change after the inspection visit are the acceptance dates of CampingCard ACSI. During

the visit of the ACSI inspector, it is quite possible that you would like to participate in CampingCard ACSI, but that you do not yet know the acceptance dates. Certain bank holidays may play a role in this. In this case, the inspector chooses 'Proposal' under CampingCard ACSI, and then fills in all the information that you do already know. Later in the season, when you know more, you can enter the acceptance dates in the Campsite Portal, after which you repeat the above procedure with the verification code. After you have approved the agreement, you will receive a request from ACSI to upload new or missing material (advertising material, campsite description, photos, videos and logos) in the ACSI Campsite Portal. This also gives you a complete overview and allows you to retain control over the promotional material you have chosen for yourself.

One central platform

With the Campsite Portal we have created one central platform for all communication between your campsite and ACSI. By logging in with your username and password, you will have access to all relevant data. In this environment you can also upload the material that ACSI needs to carry out the agreed promotions. It is also easy to see how many photos you may

upload and which photos and advertising material are currently available at ACSI (Picture 5). This provides a great deal of clarity for both parties. If we are still missing data from you, we can easily inform you about this. This enables us to ensure that the right material is available to us more quickly.

Thorough preparation

These new working methods of the ACSI inspectors are a major change for us and for you. In order to ensure that this process runs as smoothly as possible, we are thoroughly preparing the inspectors for this. In March/April, training days took place at the ACSI office, during which the operation of the portals was clearly explained. But of course we won't forget you either. Therefore, prior to the inspection, ACSI will send an extensive newsletter to all campsites containing the visit announcement and a link to the new media brochure. This means that you will be aware, before the inspection, of all the promotional possibilities to showcase your campsite even better.

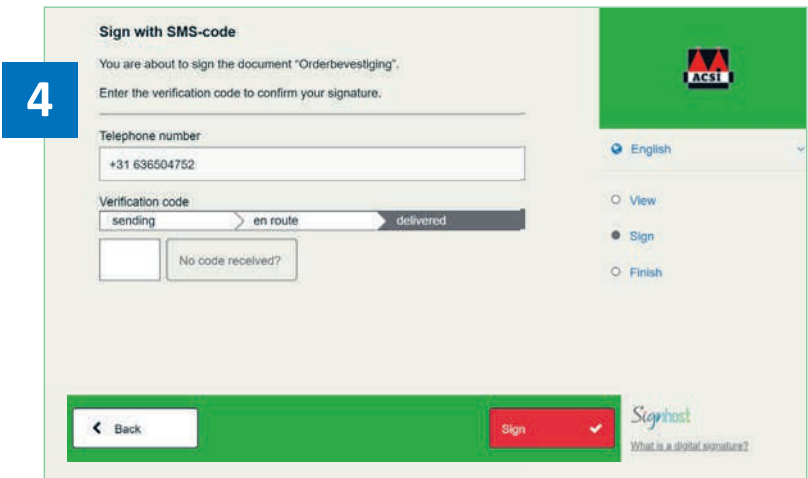
Campsite centre stage

With the portals we offer you the opportunity to take control of your communication at ACSI at any time. The risk of errors will

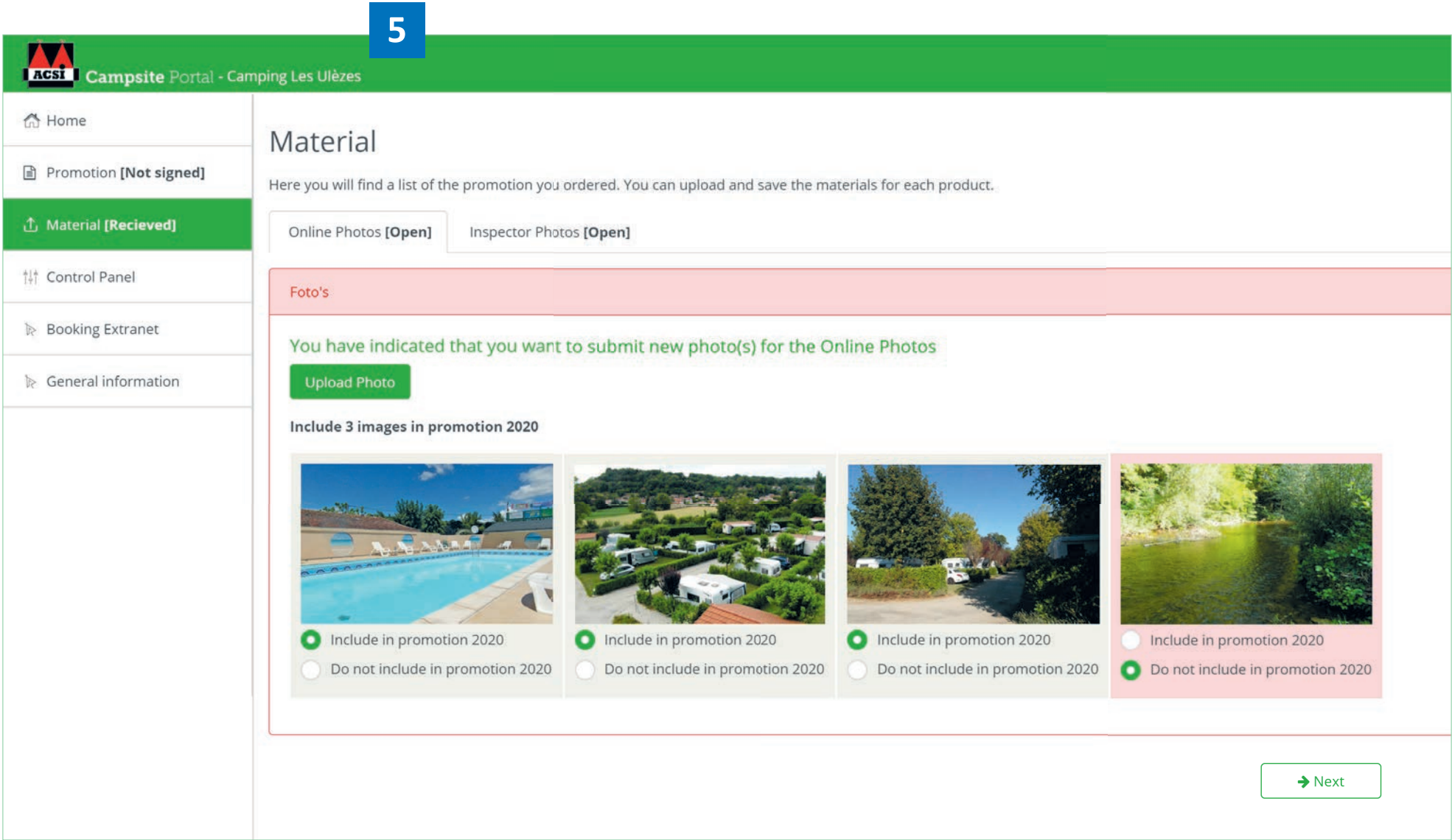
A list of all the changes:

- ✓ No more agreements on paper.
- ✓ Secure digital signature using a verification code.
- ✓ Digital order confirmation.
- ✓ You can change your order yourself or in consultation with ACSI up to the deadline stated in the order confirmation.
- ✓ You can upload and remove photos, campsite descriptions, videos, logos and advertising material yourself in the Campsite Portal.
- ✓ Material can no longer be sent to ACSI by e-mail, WeTransfer or in any other way.

also be greatly reduced. You and your campsite are the focus of our attention. The ACSI inspector and our team at the ACSI office will, of course, help you where we can.



The digital signatures and digital identification.



Uploading the material that ACSI needs.

Here's how you can best serve a camper with a dog

No less than 24% of Camping-Card users go on holiday with their dog. Enjoying nature, plenty of space and freedom. There are campsites that pull out all the stops to provide the best possible service to dogs and their owners. You might find a dog spa or a special dog beach. We've listed some of the ultimate paradises for dogs, and give dog owners some tips for choosing a campsite.

1. Slatina Campsite, Croatia

During the summer months, there is a dog trainer at the campsite who offers various free training sessions. You can also use the training service if your dog has behavioural problems. The campsite wants to ensure that campers both with and without dogs can get along well with each other. There are various zones throughout the campsite where a dog can be walked and let off the leash. And at the beach there is a special area where dogs can swim.

2. Tiliguerta Camping Village, Italy

Dog shows are organised in the summer, and there is a special beach where dogs can run, play and swim. Tiliguerta Dog Beach is fully equipped for dogs. There are parasols and sun beds, drinking bowls, floating toys for in the water, there's a dog shower, vet, dog sitter, dog trainer and even dog snacks. Dogs can access the beach on presentation of a European dog passport, or proof of vaccination. Tiliguerta Camping Village is located on Sardinia.

3. Besthmenerberg Campsite, the Netherlands

You can bring up to four dogs for free to this campsite in the woods around the Vechtdal in Overijssel. There's plenty of facilities and things for them to do. You



Union Lido dog park (Italy)

can rent a fence for your camping pitch, there's a dog shower, and a dog play area where dogs can run around off the leash. There's even a dog sitting service where your dog will be well-cared for while you take a refreshing dip in the pool. And there's the Wraf Dog Centre, where you can take your dog to various courses, training sessions or other special activities.

4. Union Lido, Italy

Union Lido in Cavallino (Venice) opened a special Dog Camp in 2016. It has 220 camping pitches and plenty of facilities for your four-legged friend. Campers can treat their dogs to a spa session, a nice drink at the Dog Bar, a refreshing dip in the Dog Pool or a play session on the Dog Beach. Do you want to take a break from letting your dog out while you're on holiday? Then a dog sitter will take your dog on a walk for you.

There's even a dog doctor and a dog ambulance in case there's an emergency.

5. Samoja Recreation park, The Netherlands

After a walk through the woods on the Veluwe, your dog could probably use a shower! This campsite has a shower especially for dogs which campers can use for free. You can bring up to 4 dogs with you for free, and you can participate in activities at the Wraf Dog Centre. Perhaps a photo shoot or agility training. The campsite sometimes organises dog days when there are extra activities for dogs and their owners.

6. Lanterna Campsite, Croatia

Lanterna Premium Camping Resort in Istria in Croatia is home to the Happy Dog Premium Village, which caters completely for pets. Facilities include dog

massage and spa facilities, a bar with special dog beer, a dog play area, a dog shower and a dog-

friendly beach. You can also stay in the themed village - there are 18 modern camping homes.

Things that dog owners consider in choosing a campsite

- Dog owners often prefer a campsite in the countryside, so that they can enjoy nature with their four-legged friend.
- Pitches with plenty of shade are also very important for dog owners. That's particularly true in warmer climates, where there's a danger that dogs can overheat.
- Not every dog is equally social towards other dogs or people. So for dog owners, it's often useful if their pitch can be fenced off. Most campers will bring their own, but it's great if a campsite can offer this too.
- It's important for dog owners to know what rules apply at the campsite, and in the country they are visiting. It's also important that the rules regarding dogs are clearly stated on the campsite's website.
- Dog lovers will often choose a campsite that is close to the sea, a lake or a river.
- They prefer not to be too close to children or children's facilities.



Samoja Recreation park, The Netherlands



Tiliguerta Camping Village, Italy

The spider in the web

Property Management System

Processing bookings via the website, controlling the barrier automatically, drawing up the bill in a few seconds upon departure: a Property Management System (PMS) can take a lot of work off your hands. How does it work exactly and what are the latest applications? ACSI explains.

For keen campers these days, it's only normal that a campsite has a website, that they can see an impression of the campsite and what is on offer, that they can see if there is a pitch available when they want to visit, and that they can book online. They're not even surprised anymore if the barrier opens automatically when they arrive at the campsite, and that they know in advance which pitch they are heading to. When they leave, their bill is prepared at the touch of a button, and includes the cost for the electricity they used during their stay. Of course it's all already processed through the campsite's bookkeeping system, the camper will be sent an invitation by email to write a review, and a few months after they leave, they'll receive another email automatically containing a nice discount offer for their next visit. What campers may not know, is that there's a lot going on behind the scenes, and a lot that a Property Management System (PMS) and a channel manager do. This sort of thing is a piece of cake for many professionals in the camping industry, but for other campsite owners it's a complete unknown.

Dynamic pricing
The original primary function of a PMS was the ensure that guests were distributed around a campsite as favourably as possible. These days, the bookings, sales and marketing tools are probably the most important parts of

a PMS. They range from various booking widgets /- funnels to integration of Google Ads. The latest extension here is the possibility of 'dynamic pricing' (prices that depend on the time of booking) and 'revenue management' (tools to automatically get the highest possible price: the system tries to find what the 'optimal' price is at the time a camper wants to book). More and more PMSs now support dynamic pricing. Revenue management basically means that as long as the number of bookings and the booking amounts don't decrease, the prices

account the historical booking data, the seasonal patterns, the customer's country, and everything that may influence bookings, such as the weather. These are techniques that are already common in the aviation and hotel industry. Phobs has been offering these types of tools for several years. Master has just introduced revenue management. There's a lot of emphasis on marketing. PMSs keep adding new tools or offering solutions from partners. Tommy, for instance, works together with a partner that provides floor plans, and has several ready-made booking widgets.



Use of a PMS for processing a telephone booking. A Property Management System can take a lot of work off your hands.

keep increasing slightly, and that when the results decrease a bit, the prices also decrease a bit until the results increase again. A revenue management tool also takes into

Work on hardware links is also continuing. Stratech integrates with external POS systems and Erdmann Edv Service integrates with a restaurant system.

Everything in the cloud.
Many PMS providers were initially limited to other forms of accommodation, primarily hotels, and then only added campsites later. The reverse also happens. Erdmann Edv Service started as a provider of a camping PMS and has expanded its range to include other accommodation types. Before the internet age, a PMS would run entirely locally at the campsite. Later the data would be sent to a central server at the supplier. The storage on central servers also made it possible to book the campsite via the internet. These days, as much as possible is cloud based, and many PMSs are entirely web-based. Larger campsites with linked hardware often choose a combination of local

Name	Url	Principal Markets
AICN / TOMMY 2.0	www.aicn.nl	The Netherlands
Booking Experts	www.bookingexperts.nl	The Netherlands
Camping.Care	Camping.Care	The Netherlands, Germany, Italy
Compusoft	www.compusoft.dk	Denmark, Germany
Easycamp	www.easycamp.info	Germany, Austria, Italy
Erdmann Edv Service	www.erdmann-edv-service.de	Germany
Inaxel	www.inaxel.com	France
Master Camping	www.mastercamping.com	Spain
Maxxton	www.maxxton.com	The Netherlands, Belgium
Sequoiasoft (Thelis)	camping.sequoiasoft.com	France, Spain
Stratech	www.stratech.nl	The Netherlands, Belgium, Luxembourg
Ctoutvert	www.ctoutvert.com	Multiple countries
Phobs	www.phobs.net	Multiple countries
Qenner	qenner.com	Multiple countries
Nextpax	nextpax.com	Multiple countries
Siteminder	www.siteminder.com	Multiple countries

Running a campsite without PMS

A PMS costs money, and for some campsites that remains a reason to continue to do everything manually. As long as a campsite cannot yet be booked online, that's possible, but these days campers expect to be able to book 24/7. For campsites with a site it's possible to book on, and that want to have a presence on booking sites like ACSI's, using a PMS is almost unavoidable. Of course a campsite gains a lot of productivity by using a PMS: a large number of phone calls asking if there's a pitch, or how much a pitch costs are no longer necessary. Customers who visit without a reservation can check in advance if there's space or not, for example through one of the ACSI sites.

storage (for controlling barriers, cash registers, etc.) and the cloud (the booking data).

not a PMS. They refer to themselves as a 'virtual sales office' - a system that fully supports campsites in the management and optimisation of their bookings and yield. They are also a channel manager to the booking platforms. Phobs is linked to around twenty PMSs.

Newcomers
Changing PMS isn't easy. However, it does happen regularly, and there are new suppliers and products all the time that are affordable for smaller campsites. For instance, newcomers such as Inaxel, Camping.Care and Booking Experts are all managing to attract relatively large numbers of campsites. That's also true for new products from well-known names in the PMS world, such as the Tommy 2.0 programme from AICN. The tendency is to offer more user-friendliness and a design that requires as little support as possible, so that campsites pay less for support services. Good integration options with popular software packages - such as accounting packages, CRM and mailing packages - are indispensable.

The role of channel managers

In the game of trying to get as many reservations as possible at the lowest possible cost, channel management also plays a role: this is the possibility of indicating per channel (for example ACSI Booking) which range of camping pitches and holiday homes may be offered through that channel. Many PMSs have a built-in channel manager function, with external channel managers. Examples include Ctoutvert Channel Manager (over 30 unlocked PMSs and channel managers), Phobs (90% of the Croatian market), Nextpax (Tommy, Maxxton), Qenner (Stratech, Maxxton) and Siteminder (Mastercamping). Some channel managers are also interconnected.

Europeans love camping

Which countries are popular for camping in 2019? What is the biggest irritation at the campsite? And what type of campsite do people prefer? We put these and other questions to Dutch, German, British, Spanish and Italian campers.

Take a quick look at a motorway on a summer's day and you will realise: Europeans love camping. Motorhomes, caravans, trailer tents and cars with fully loaded roof boxes have taken over the European roads. Off to a sunny camping spot. It is no coincidence that ACSI sells campsite guides and other camping related products throughout Europe. We know European campers pretty well. But we thought it was high time to get to know them even better by asking them about their camping preferences. Through our European websites (Eurocampings.eu, CampingCard.com and GreatLittleCampsites.co.uk) we asked campers to participate in a big International ACSI Camping Survey. The survey was divided into two parts, with 18683 campers filling in the first part and 9130 campers the second part. We are happy to share the most striking results with you. The respondents of the first survey were on average 54 years old, 56% male, and 62% camp as 2 adults

without children. The respondents of the second survey were on average 57 years old, 59% male, and 69% camp as 2 adults without children.

Holidaying at home
A striking similarity between the different nationalities is that in 2018 the majority of them mainly camped in their own country. However, in 2018, Brits camped more in France than in their own country. They also prefer France over their own country when planning for 2019.

Distance
The Dutch travel the most kilometres of all nationalities to reach their camping destination. More than half of Dutch campers even travel more than 1000 kilometres to get to the campsite. Spaniards stay closest to home: 55% of Spaniards do not travel more than 500 kilometres.

Preference
German campers prefer a campsite on the beach (73%). They opt for a coastal campsite much more often than other nationalities. Small campsites are the most popular among Dutch (63%) and British (62%) campers. Spaniards, on the other hand, prefer to go out into the countryside (56%).

Favourite camping vehicle
Motorhomes are clearly on the rise. Among French people, the motorhome (53%) wins it from the caravan (27%) by far. This is also the case with the Italians. Of this group, 57% camp with a motorhome and only 16% camp with a caravan or tent (21%).

Besides French and Italian campers, English campers also make more use of the motorhome (46%) than of the caravan (28%). However, among British campsite guests, the use of tents is still considerable: 20% camp with a tent.

And the jury is out when it comes to German campers; the number of respondents with a motorhome (43%) and a caravan (46%) is almost the same.



THE TOP 5 DESTINATIONS FOR DUTCH CAMPERS

	2018	2019
1.	The Netherlands	The Netherlands
2.	France	France
3.	Germany	Germany
4.	Belgium	Italy
5.	Italy	Spain



In 2019, Dutch campers still prefer to camp in the Netherlands or France. Spain is also gaining in popularity and has received a spot in the top 5, knocking Belgium out of the ranking.

THE TOP 5 DESTINATIONS FOR GERMAN CAMPERS

	2018	2019
1.	Germany	Germany
2.	Italy	Italy
3.	Austria	France
4.	France	Austria
5.	The Netherlands	Croatia



In 2019 German campers prefer camping in France to Austria. And by taking the fifth spot, Croatia has knocked the Netherlands from the top 5 in 2019.

THE TOP 5 CAMPING DESTINATIONS FOR BRITISH CAMPERS

	2018	2019
1.	France	France
2.	United Kingdom	United Kingdom
3.	Spain	Spain
4.	Germany	Italy
5.	Italy	Germany



In 2018 and in 2019, British campers prefer camping in France to camping in their own country. Italy appears to be more popular in 2019 and takes over Germany's fourth spot.

THE TOP 5 CAMPING DESTINATIONS FOR FRENCH CAMPERS

	2018	2019
1.	France	France
2.	Spain	Spain
3.	Italy	Italy
4.	Germany	Germany
5.	Belgium	Belgium



French campers are sticking to their favourite destinations. Compared to 2018, the top 5 is unchanged in 2019.



Do you want to understand the European camper even better? What do they think of naturist campsites, for example? What do they eat during the holidays? Which foods do they bring from home? What do they use the internet for on the campsite?

You can download the complete report from [www.eurocampings.nl/camping survey](http://www.eurocampings.nl/camping-survey)

Campsite guests biggest annoyance

Campers of all nationalities are unanimous when it comes to their greatest irritation on the campsite. Dirty toilet blocks are clearly the biggest complaint for everyone. It is also striking that southern European campers (Spanish, Italian and French) are twice as annoyed by bad weather during the holidays as other nationalities (Dutch, German and British). It would seem that southerners are especially keen on camping in good weather.

However, there are also jobs on the campsite itself that campers can experience as annoying. Number one for most nationalities is cleaning the (chemical) toilet. Italians have a different opinion however, they dislike setting up their camping equipment (35%). Doing the groceries during the holidays? Of all the nationalities, the French find that the most annoying job.



Reviews

Campers value what other campers think of a campsite. Most campers read campsite reviews from others. Spaniards especially appear to be guided by this kind of information. 64% often or always read the reviews of other campers about a campsite. Of all nationalities, the French are the least concerned about the opinions of others.

For most nationalities, the most important topics in a campsite review are toilet facilities and hygiene. The surroundings and getting value for money are also important subjects.

ACSI Widgets

Let your website visitors know that you stand for quality

As an ACSI campsite you have the possibility to place an ACSI widget on your website. This allows you to make optimum use of ACSI as a quality label.

A widget is a small, graphical element that you can easily add to your website which contains useful information for the website visitor. Think, for example, of the ACSI logo or the average rating you received from campers who left reviews on our websites or via our apps.

Recognizable label for millions of campers

The ACSI logo is a quality label and is very recognizable for millions of campers throughout Europe. By placing the ACSI logo on your website, you show your visitors the valuable collaboration with ACSI. This gives your future guests confidence.

Show the reviews of your campsite

In addition to the ACSI logo, reviews of your campsite are also important for your future guests. By showing the ACSI

1. Review widget

Show the review scores given by real campers. You can be proud of them!

Choose review widget

2. Logo widget

Show people that you work with us!

Choose logo widget

3. Inspection widget

Draw attention to the fact that we inspect your campsite every year!

Choose inspection widget

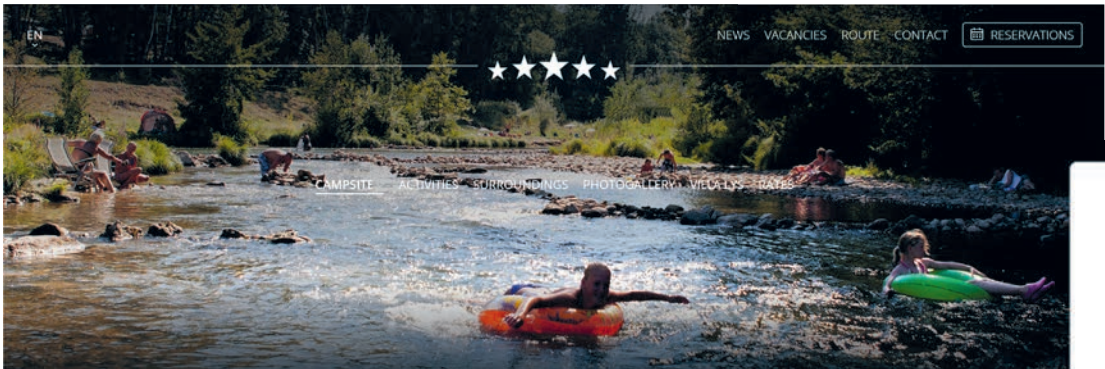
You can download 3 types of widgets:

- 1. ACSI rating
- 2. ACSI logo widget
- 3. ACSI logo widget + inspection year

For more information, see www.eurocampings.nl/widget

ACSI Widgets:

- ✓ Very easy to set up
- ✓ Easy to place on your website
- ✓ High attention value for visitors
- ✓ Show that you are working with ACSI



CAMPSITE

UNIQUE

La Belle is a terraced camp site positioned next to a wooded hillside and set in 36 hectares of grounds. The site can only be accessed along a 1 km track. The site is positioned right by the River Cèze, one of the tributaries of the de Rhône.

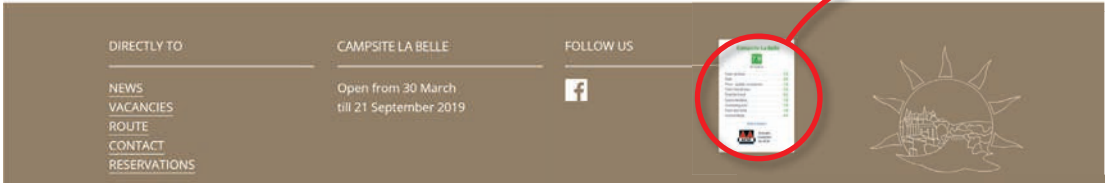
The camp site is under Dutch management. You will receive a warm and personal welcome and a motivated team is at your service. You can get the utmost enjoyment from your holiday!



OPENING CAMPING

The campsite is open from 30 March till 21 September 2019. Our reception is open daily from 8.30 till 17h. (After opening hours you can check in at the bar).

A part of the campsite has an access to handicapped persons or reduced mobility.



Campsite La Belle

7.9

30 reviews

Toilet facilities	7.9
Staff	8.0
Price - quality comparison	7.8
Child friendliness	7.8
Entertainment	8.2
Sports facilities	7.8
Swimming pool	7.8
Food and drink	7.8
Surroundings	8.5

Add a review



Annually inspected by ACSI

Building with passion

Starting a completely new campsite, moving a campsite or expanding an existing one brings many challenges. We talked about this with four campsites and with the Baia Holiday Group. They say it

takes a lot of passion and perseverance to set up a new campsite. Listening to your customers but also having your own vision is essential.

Campsite Cisano/San Vito in Bardolino (Italy)

‘Our patience was rewarded’

Campsite Cisano/San Vito is located on Lake Garda. We spoke to director Umberto Borsotti about the large-scale expansion.

‘In November 2018 we started a major building project including a new water park, 130 new camping pitches and a hotel. We’re increasing our capacity by 20 percent. This requires good organisation. We have had a great deal of technical and architectural research carried out and we have taken guidelines from Italian and northern European organisations into account. It is important to include these guidelines in the design phase, as this will enable us to improve the service for our customers. Not only do we want to meet the minimum requirements and regulations, we also want to set a high standard in a market that is constantly changing.’

Solar panels
Borsotti wants to realise an innovative and environmentally friendly design. ‘All kinds of specialists have been consulted for this. We have installed solar panels that will provide 30 percent of the energy for the hotel. We also collect rainwater in a tank, with which

‘WE WANT TO SET A HIGH STANDARD.’

we can water the plants during dry periods. In the new toilets, the flushing system has been modified to require much less water.’

Very satisfied
Borsotti talks about the planning:



‘The planning took several years because we were dealing with many parties, such as the municipality of Bardolino, the province of Verona, the Veneto region and the Soprintendenza Archeologia Belle Arti e Paesaggio, an organi-

sation that is responsible for the preservation of the landscape. In some cases, we had to wait quite a bit for these governing bodies to respond. But our patience was rewarded. By now, the construction is almost finished and we

are very satisfied with the result. Once the soil and grass have been restored and the plants are in bloom, you will no longer see any sign that we made these additions. We’re looking forward to seeing our guests’ reactions!’

Campsite Resort Bodenmais in Bodenmais (Germany)

‘It appears we are good at knowing what people want nowadays’

Campsite Resort Bodenmais is a new campsite under construction. A long cherished wish of a group of German entrepreneurs who are new to the camping industry.

Diane Heigl, head of marketing: ‘We have had the wish and the vision to start a campsite for years and so we kept a close eye on the camping market. We have a great deal of expertise in the fields of technology, automation, construction and industry. From

the beginning we had customers in the tourism industry. So we were already familiar with the opportunities and challenges of this sector. The move to set up our own campsite was well thought-out and planned long in advance.’

Feel-good place
The Bodenmais concept is a ‘feel-good place’ with a rustic and exclusive atmosphere and every comfort. The campsite is equipped with wellness facilities, a Skypool and there are Grand-

erwasser (specially treated, beneficial water) sources all over the grounds. Sustainability also plays an important role. Heigl: ‘We use electric vehicles and derive most of our energy from solar panels. We are connected to the regional wood-fired heating system. And because of the Grand-

erwasser, less chlorine is needed and we suffer less from limescale.’
Quality over quantity
‘When it came to planning and building the campsite, we knew what we were doing,’ says Heigl. ‘We have researched camping trends and camper needs and have asked ourselves whether this is in line with the concept we had in mind ourselves. Luckily it appears we are good at knowing what people want nowadays and we are progressive. The relatively small scale of the campsite is also a big plus. We believe that quality takes precedence over quantity.’
The campsite opening is planned for April 2020. Bookings can be made from August 2019 onwards. ‘We are still learning a lot and are curious what our experiences will be in a few years,’ says Heigl. ‘We are very much looking forward to this new project.’

‘STARTING OUR OWN CAMPSITE JUST MADE SENSE’

beneficial water) sources all over the grounds. Sustainability also plays an important role. Heigl: ‘We use electric vehicles and derive most of our energy from solar panels. We are connected to the regional wood-fired heating system. And because of the Grand-



Campsite Waterhout in Almere (Netherlands)

‘Our guests’ wishes are reflected in the design’

Campsite Waterhout in Almere went through a very unusual process. This campsite had to be moved in its entirety to another location. We spoke to owner Tineke Fokkens.

‘Our campsite had to move because the municipality of Almere had planned the Floriade World Horticultural Exhibition and a new residential area on our site. The municipality insisted

until 2016 that the campsite could stay, but it turned out later that this was never the intention. ‘We did everything we could to stay, but you can’t compete with the government.’

Six months
‘We made our own plan for the new campsite and had it drawn up,’ says Fokkens. ‘It had to be built in six months and that was quite a challenge. We could only start at the beginning of September because the municipality was so slow and we had to be open before Easter. It was also bad weather with a lot of rain and storms, which was a nuisance. But we continued to look for solutions to be ready before Easter.’

Round shape
‘The new campsite takes our guests’ wishes into account,’ says Fokkens. ‘The old campsite had a round shape that the guests appreciated. This is reflected in the new campsite. We have spacious pitches with electricity, water and drainage. There are also beautiful motorhome pitches, lodges, glamping tents and a camping raft. We designed

the buildings sustainably and installed solar boilers and solar panels. Waste is separated, we have our own vegetable garden, fruit trees and the landscaping is sustainable.’

With pleasure
Fokkens tells us about the whole process: ‘Think carefully in advance about what you want and start in time if possible. That saves a lot of stress. It is also important to make clear agreements with contractors. It is not easy to set up a whole new campsite in such a short time. We managed it because we believed in it and enjoy doing it. We can also take it easy after this because our children are going to continue the campsite.’ The guests of Waterhout support the campsite. The Fokkens family is looking forward to the new season and is ready to greet and pamper the guests.



Camp Omišalj in Omišalj (Croatia)

‘Every guest should feel welcome’

Camp Omišalj on the Croatian island of Krk has been completely renovated. Iva Biskupi, Sales & Marketing Manager, tells us all about it.

‘Omišalj is the place to be for a luxurious holiday in a Mediterranean environment,’ says Biskupi. ‘Every guest should be able to find his or her favourite pitch or accommodation here. The touring pitches meet the highest standards. And the toilet facilities also meet the highest hygiene requirements.’

Customer research
Biskupi says the construction phase took two years. ‘A team of

experts was present throughout the period. We did run into some trouble. For example, we had to halt construction in the summer of 2017. We couldn’t continue until the Autumn.’ In order to meet the guests’ needs, there has been a lot of communication with the campers about their ideas and wishes. Customer research has also been carried out. ‘Every guest is important to us and we want everyone to feel welcome,’ says

Biskupi. ‘After check-in, guests are personally accompanied to their pitch. We also give information about events at the campsite. We have invested a lot in a personal approach. In addition, all facilities for camping guests are free of charge.’

Eco-actions
Sustainability is also important. Biskupi: ‘The water is heated with solar energy, we separate waste and ‘eco-actions’ are organised to keep the sea clean even under water. To achieve this we often cooperate with local organisations and foreign diving clubs.’



How to renovate according to Baia Holiday Travels & Leisure

How does a large organisation like the Baia Holiday Group - with holiday parks in Italy, Croatia and France - handle renovation projects? Luca Neboli, Marketing and Communication Manager at the Italian branch of the Baia Holiday Group: ‘We want to offer the best for every season and every type of customer. That’s why we invest heavily in in-house training, new methods for research and development and support from specialist technicians and consultants. The end goal:

‘YOU NEED PASSION TO ACHIEVE SUCCESS.’

to achieve the ‘wow effect’. Permits and bureaucratic procedures sometimes take a lot of time and energy. We would rather invest this time and energy in improving the holiday experience of our guests. The projects take a long time, for that reason. Thanks to the tenacity of our staff, such as our chairman Mario Vezzola, we were able to realise a project like Campsite Village Roma Capitol (a brand new camping park near Rome, ed.). This project will finally be completed in 2019. Sustainability and ecology have a high priority. We follow a strict ecological policy to keep ecosystems intact and minimize pollution. We also focus on sustainable energy and solar panels. The most important ingredient for successful innovation is passion. This entrepreneurship is not for everyone, but we believe that passion is necessary to achieve success in this sector.’



Even closer to nature

News from the rental market

Demanding campsite guests want an ‘experience’. Manufacturers of rental accommodation understand this only too well. The range of luxury chalets set in the countryside and comfortable glamping tents that blend in with the environment is growing. We present some of the inspiring designs that have entered the market this camping season.



The Safari Adria Adriatic has a lovely terrace.

This year, for the first time, Crippa-Concept was present at the prestigious Milan Design Week held in April. With a large glamping site, the Italian manufacturer of rental accommodation presented the future of outdoor holidays to public, press and designers from all over the world. The future con-

cept Nuovi Sogni, ‘new dreams’, featured two of the brand’s top designs. For the Queenslander mobile home, the Milanese architect Luca Colombo was inspired by the nautical world. This can be seen, for example, in the zinc, copper and titanium cladding and in an interior that is reminiscent

of the deck of a luxury yacht. The other design, the A-Luxury Lodge by architect Roberto Perego, is a two-storey glamping lodge. The designs of CrippaConcept provide the ultimate holiday experience, says director Sergio Redaelli: ‘We pay a great deal of attention to sustainability and design, and create a wellness experience that is accessible to everyone.’

Basic and luxurious
Luxetenten.com celebrates its 10th anniversary with a brand new design, the Romanov Residence. This exclusive model is the first in a new line. By adding an extra floor there is enough space in the glamping tent for a luxury bathroom, a kitchen and two bedrooms. There is also a spacious terrace. According to Luxetenten.com, the starting point of this design is ‘back to basics and closer to nature, but with the luxury of a five-star hotel’. The company



Romanov is the first model in a new line.



The Queenslander is based on a yacht.

has recently joined forces with the Belgian design agency Black Sheep Productions to develop new glamping concepts.

Different options
In the previous edition of the ACSI Times we already showed Adria’s new designs Alpline (modular mountain chalet), Floating Resort (floating mobile home) and Safari Loft (large glamping tent). This season, the brand is also presenting a completely new

SLine series of mobile homes with special design details such as a facade that can feature a photo print. The MLine and XLine series have had a makeover, with various options for the facade, roof and patio doors. Another new accommodation is the Safari Adriatic, a glamping tent that offers a choice of different furnishings, from basic to very luxurious. The large terrace in front of the entrance means guests will feel close to nature.



Luxury in the countryside: A-Luxury lodge.

Inspiration: experiencing nature on holiday parks

Adding to the campsites that are looking to the future, holiday parks are also investing in concepts to offer guests or owners of holiday homes a luxurious experience of nature. Online platform 2HB offers Forest Cubes in the Belgian Ardennes to consumers who are looking for a second home. These modern tree houses are fully equipped and were built to provide a comfortable outdoor living experience. Quirios Holiday Retreats is developing a new type of accommodation in the south of the Netherlands. The new group houses are suitable for ten to twelve people and are built around a tree for the ultimate experience of nature.



Quirios group houses



Forest Cube in the Belgian Ardennes.

(Source: www.pretwerk.nl)

A new generation of SunLodges



Creating something that nobody else has come up with; that's the vision of Ramon van Reine (CEO ACSI) and therefore the strategy of SunLodge. With the SunLodge mobile homes we try to reinvent the available space, to offer an experience and to surprise our guests. This also applies to the 2019 generation.

The newly developed and modern mobile homes are nothing like a traditional mobile home. They are inspired by nature and this is reflected in an adventurous style with the use of high-quality

materials and unique colours and fabrics. With its fenced, covered terrace and larch wood finish, it looks more like a luxury holiday home. Today's SunLodge mobile homes are known for their large

beds, luxury bed linen, kitchen with dishwasher, Bluetooth audio system and covered terrace with beautiful hanging lamp. The new types also have a bathroom with a rain shower and a special jungle look with a tree trunk table, seats with upholstery in safari design and African animal prints on the walls.

Unusual trees

The new names are again derived from unusual trees; the BigLeaf (comparable to the Aspen with

3 bedrooms) and the Catalpa (comparable to the RedWood with 2 bathrooms). The Catalpa even has a unique cooking island and of course the separate bathroom with toilet combination. The (covered) terrace is perhaps the most important part of the holiday experience, so we made sure we got it just right, including a DuoLounger terrace sofa with thick cushions.

Duo-combination

In addition, new tent lodges have been purchased for 2019, in which the showpiece is a unique duo-combination. The Pamoja with three bedrooms, one of which

Colophon

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has a box bed with a play corner underneath, is connected to the two-person mini tent lodge Kambi via a terrace. This makes this combination with a total of four bedrooms suitable for up to eight people. The other lodge, the Taiga, is just as luxuriously finished with a four-poster bed and separate toilet, has two bedrooms and is suitable for five people.

Where can they be admired?

At Campsite Terme Catez (Slovenia) you will find all the new types. Campsite San Vito (Italy) has almost all of them, except the Pamoja. And at Campsite Roma (Italy) and Campsite Poljana (Croatia) you will only find the mobile homes. The plan is, of course, to place the new types on even more campsites from 2020.

The modern mobile homes look like luxury holiday homes.





Media 2020

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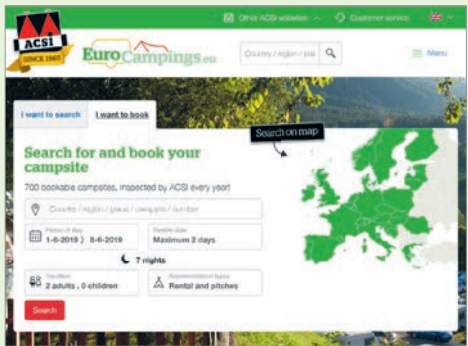
ACSI Campsite guides

All annually inspected campsites will be included in various ACSI campsite guides which are on sale in several countries. In 2020, the total number of printed guides will be 710,500. You will benefit from even more promotion with an advertisement, including one in the ACSI online channels.



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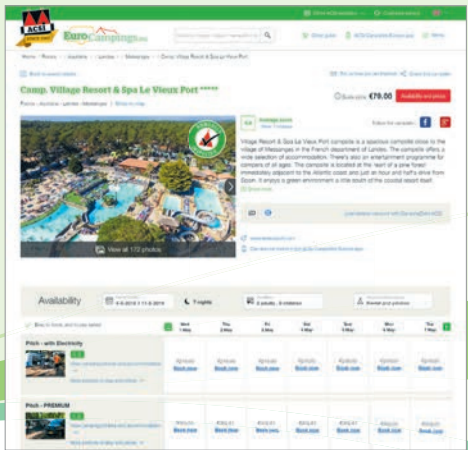
ACSI Campsites Europe app

Your extensive campsite description will also be placed for free in the ACSI Campsites Europe App. This app is visited 2,500,000 times per year, can be used both online and offline, and is available in 13 languages. You will also attract more attention as an advertiser.



ACSI Booking

You can use ACSI Booking to allow potential customers to book and pay for accommodation at your campsite using ACSI sites and apps. Do you want to take advantage of this handy reservation system? Linking your campsite is easy, commission is low, you determine what accommodation you list for yourself, and the camper always pays the official campsite rate.



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