

## 2019 AUTUMN EDITION

ACSI Times is published by Europe's leading campsite specialist. In this new edition you can read about fire hazards at the campsite, the role of the campsite shop, the ACSI Campsite Guides, ACSI Booking, the new ACSI Datawarehouse, the ACSI FreeLife TestTour, and more.

## BREXIT

What are the effects on camping tourism to and from the United Kingdom? The first figures indicate a decline.

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## THE TWO SIDES OF THE FRENCH CAMPING INDUSTRY

Trendwatcher Antoinette de Prévoisin talks about the future of camping in this popular holiday country.

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## ACSI CAMPSITE PORTAL

It took some getting used to, but by now our campsites and inspectors are very satisfied with the new way of working.

► Read more on [page 6](#)

## WIFI AT THE CAMPSITE

Wifi usage is increasing, what are the trends and challenges? We talked to three people with hands-on experience.

► Read more on [page 8](#)

## CITY CAMPSITES IN EUROPE

More and more people are choosing a city break for their second or third holiday. Four campsites in Paris, Hamburg, Rome and Deventer (The Netherlands) explain how they are responding.

► Read more on [page 10](#)

## THE ADVANCE OF THE MOTORHOME

There are already more than 1.9 million motorhomes on Europe's roads and there's plenty more room for growth. What do campsites do to embrace motorhome owners?

► Read more on [page 12](#)

## THE POWER OF PLATFORMS

Professor of eMarketing Cor Moleenaar gives his opinion on platforms such as Booking.com and AirBnB, which offer the consumer convenience and a wide range of accommodations. What does this mean for the camping industry?

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## Results of ACSI survey

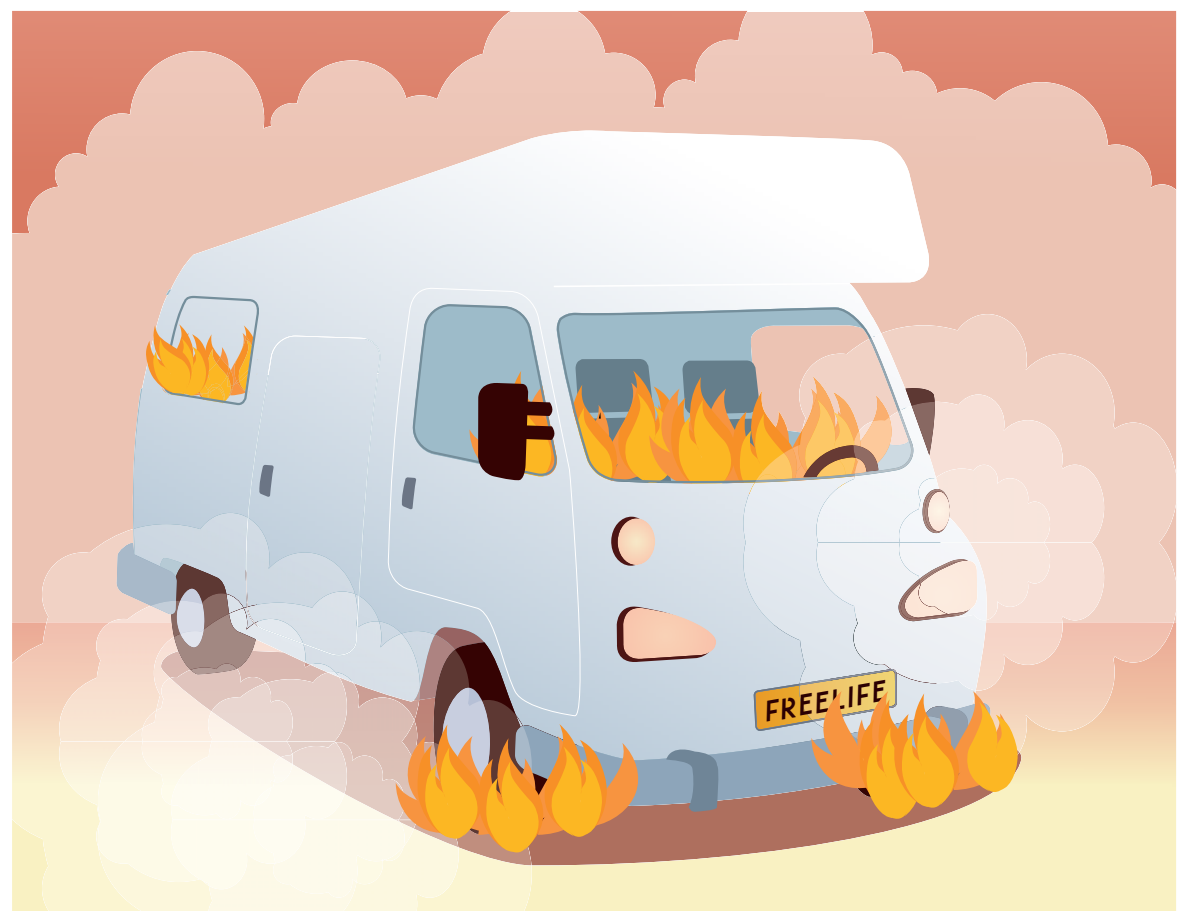
# Negligent guests increase fire risk at campsite

As a European campsite, you can work hard to take all necessary fire safety precautions and comply with all regulations, but if your guests bring unsafe camping equipment to your site, the risk of a fire can be greater than you might think and want. And unfortunately not all campers are equally careful when it comes to the fire safety of their caravan, motorhome or tent, according to a survey carried out by ACSI.

ACSI FreeLife, ACSI's camping magazine, regularly writes about what checks are desirable before camping enthusiasts take their caravan or motorhome on the European road again for the new holiday season. In addition to road safety checks, fire safety checks are high on the list. In order to find out whether these checks actually take place, ACSI FreeLife conducted a large survey among its readers.

### Underestimating the risk

No fewer than 1100 readers completed the survey, and the results show that a large number of them underestimate the risks of fire. One of the questions on the ques-



tionnaire was whether campers check the batteries of their smoke detector and carbon monoxide detector. Strikingly, the majority of respondents indicated that they do not have either of these vital

devices. Just like any home, caravans and motorhomes also run the risk of catching fire. The use of gas (cooking and heating) and electricity (refrigerator and household appliances) doesn't make this

any less likely. In addition, there is often only one escape route. It is therefore all the more important to keep the risk to a minimum.

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# ACSI Campingführer Europa

## Germany's most popular guide

In a number of European countries, the ACSI campsite guides have almost completely sold out. According to the leading German publishing magazine Buchreport, the ACSI Campingführer Europa is Germany's bestselling campsite guide in 2019.

Germany is still ACSI's largest market. The number of CampingCard ACSI users, the discount card for the low season, has grown by 9% over the past two years. The ACSI CampingCard & Stellplatzführer for motorhome sites has also

increased sales considerably, by no less than 26%.

### Other countries

As has been the case for a long time, the Netherlands is just behind Germany and is the second largest market for ACSI. For French motorhome owners, ACSI introduced the ACSI CampingCard & Aires camping-cars in 2019. The sale of this new guide, with all the CampingCard ACSI campsites and 9000 inspected motorhome pitches, is going so well that it is also almost sold out. The number of CampingCard ACSI users in

France has increased by 12%, partly as a result of this. Spain has also discovered CampingCard ACSI as a discount card for the spring and autumn. The growth in CampingCard ACSI sales this year is 18%.

### Sales via Amazon

In June, ACSI started selling campsite guides via Amazon in Germany, France, Spain and the United Kingdom. Other countries and channels will be added in the future to make ACSI's products visible to a wider audience.





► continuation of **page 2**

ACSI FreeLife's technical expert Joop Stam was surprised by the outcome of the survey. "The risk of fire is greatest at the location of the battery, charger or fuse box. So it is advisable to hang a sensor near that location, high up in the interior. It is best

not to hang a smoke detector too close to or above the stove. Though the stove is also a fire hazard, you do not want the alarm going off all the time when you are cooking. A carbon monoxide detector should preferably be hung about one and a half metres above the ground."

#### Gas detector

Expert Stam also advises campers to purchase a gas detector. "You hang it just above the floor in the interior, because propane is heavier than air. That's why the sensor should be placed low down. It's also important to make sure that the gas bottle locker is well ventilated." Fortunately, most campers do always or often check the following before departure: the gas supply (88%), the gas hose (66%), and the gas installation's pressure regulator (59%). But only 33% of them always or often check the condition of the gas filter before leaving.

## 50% OF CAMPERS DO NOT HAVE A SMOKE DETECTOR

#### Alerting guests to risks

Campsite management can, of course, increase fire safety on their site by alerting guests to pos-

sible risks while camping. After all, the more careful everyone is about these things, the smaller the chance of an actual fire or casualties, with all possible consequences. It's also a good idea to check whether your campsite is prepared for a fire or carbon monoxide poisoning incident. Is there an emergency plan and do the employees know how to act?

## 61% OF CAMPERS DO NOT HAVE A CARBON MONOXIDE DETECTOR

#### Guidelines for gas stoves

Of course, the use of gas bottles and gas stoves on the campsite is a potential risk. The Dutch Fire Service has drawn up the following guidelines for using gas stoves:

- Have them checked, cleaned and adjusted once a year.
- When using a gas stove in a

## 66% OF CAMPERS CHECK THE GAS HOSE

tent, do not place it too close to the tent canvas or other easily inflammable materials, such as curtains or towels.

- Always use a guard when cooking.
- Never keep a gas bottle loose in a caravan or motor home, but always put it in the specially provided location (usually a gas bottle container) with sufficient openings for ventilation.
- When swapping out gas bottles preferably go outside the caravan or tent.
- If you are not able to connect the gas bottle to the stove as described in the operating instructions, ask a qualified person for help. Don't go experimenting yourself.
- Always make sure there is good ventilation in rooms where gas stoves are used.



# The campsite shop

## Different ways of selling

Almost every campsite sells something. In many cases there are a few products for sale at the reception desk. But there are also campsites with a separate supermarket full of food and camping equipment. Is a campsite shop a must or a service? Four campsites share their experiences.

**Camping La Domaine de la Dragonnière** is a large, luxurious campsite (815 permanent pitches, 702 rental accommodations) in Vias in the south of France.

**Camping Des Bastides** in the French town of Salles (Lot-et-Garonne) offers more than one hundred pitches, including twenty accommodations. The small-scale **Alevi Camping** is located in the natural surroundings of central Sweden and has only sixty pitches and a few wooden cabins and holiday homes.

**Recreatiepark De Boshhoek**, located in the Dutch town of Voorthuizen, has over a hundred touring pitches and almost a hundred rental accommodations.

*Why do you have a shop?*

**Laurent Fel - Domaine de Dragonnière:** So our guests don't have to leave the grounds for a quick shop.

**Christian Boulic - Camping Des Bastides:** We decided to start the shop as a service for our guests.

**Willy Schreiber - Alevi Camping:** As a service to the

guests. The nearest shop is 15 kilometres away.

**Manon Horsting - Recreatiepark De Boshhoek:** This is a service for our guests.

*What kinds of products do you offer? And has this changed over the years?*

**Dragonnière:** The most standard foods such as vegetables, fruit, dairy and spreads. Also products with a long shelf life such as soft drinks, water, beer, pasta, preserves, biscuits, sweets, crisps and, of course, ice cream.

**Des Bastides:** We mainly sell bread, but also rice, pasta and vegetables in tins. Also basic hygiene products. In addition, various (soft) drinks and local products (pâté). In the past we also sold fresh fruit and vegetables, but the short shelf life made this difficult.

**Alevi Camping:** We sell fresh bread, coffee, tea, muffins, soft drinks, crisps, confectionary and ice cream. But also postcards, stamps and souvenirs, and products against mosquitoes and midges, including mosquito repellent and hats with mesh.

**De Boshhoek:** In our shop you



can buy anything to get through the day. Fresh bread is our biggest earner.

*Is your shop profitable? Or is profit not the goal?*

**Dragonnière:** We view it as a service, but we easily cover our costs.

**Des Bastides:** We offer this service to our guests, but it is a non-profit service.

**Alevi Camping:** It's profitable, but only just.

**De Boshhoek:** We cover our costs, but our priority is to provide a service.

*Do you run the shop yourself or is it outsourced?*

**Dragonnière:** The shop is rented out. We have no trouble

finding tenants because our site is so big.

**Des Bastides:** We run it ourselves. We used to sell bread from a local baker, but because of staff problems we now bake the pre-baked bread ourselves.

**Alevi Camping and De Boshhoek:** We run the shop with our own staff.

*Where is the shop located?*

**Dragonnière:** On the main square next to the bakery. We have a real bakery and a shop with swimwear, summer wear and souvenirs.

**Des Bastides:** Our shop is located next to the reception.

**Alevi Camping:** The shop is part of the reception.

**De Boshhoek:** The shop belongs

to the reception. We also have a webshop, so our guests can order groceries before arrival.

*Are you satisfied with the shop as it is now?*

**Alevi Camping and Dragonnière:** We are satisfied and have no plans to change in the future.

**Des Bastides:** Yes, but should our guests tell us they're missing something, we'll see if we can offer it.

**De Boshhoek:** We rebuilt the shop last June. We are very satisfied with the result and so are our guests.

*Do you have tips for other campsites regarding having a shop?*

**Dragonnière:** We make it very clear to the tenants that friendliness is of paramount importance. For the guest, every experience on the campsite is important, so even in the rented shop everything has to be in tip-top shape. We use a guest satisfaction survey to guarantee quality.

**Des Bastides:** A shop is a facility that we believe guests should be able to expect from any campsite.

**De Boshhoek:** Give the guests an experience, a welcoming feeling. Also make sure the marketing is good and that guests know where to find the shop.





#### Dear campsite owner or manager,

For most campsites, high season is over by now. Another spring and summer of meteorological surprises. Much of the spring was cold and wet in the south of France, in Italy and in Croatia, but by the end of June these countries had to deal with a heat wave and temperatures above 40 degrees Celsius. Statistics show that the average European temperature in 2018 meant that it was in the top 3 warmest years ever measured. The past decade has been the warmest ever. But the weather is also becoming more capricious and with it the booking behaviour of campsite guests.

We can't influence the weather. However, we can serve potential campsite guests better with information and easy-to-use services. In this issue of the ACSI Times, Professor Cor Molenaar talks about the power and usefulness of platforms. He teaches at Erasmus University Rotterdam

and is a specialist in the possible applications of information technology in marketing. Platforms are successful because they make clever use of customer data. ACSI has customer data on more than one million camping enthusiasts across Europe, and on page 14 you can read how we are improving the use of this data.

The world is changing rapidly. At a car industry conference, I saw the slogan: 'the future has never been so temporary'. That describes the essence of the time in which we live. We have to adapt to changing customer demand ever more rapidly. For example the demand for luxury rentals. As in every other issue, in this issue of the ACSI Times we will report about the ever-changing trends in the market. Many camping enthusiasts are buying their first motorhome. How can campsite owners respond to that trend?

We've listed a few examples. In the previous two issues we had Dutch and German specialists who talked about their vision on camping and the future, in this edition Antoinette de Prévoisin shines her light on this subject from a French perspective. Antoinette is very familiar with the French camping industry and has a refreshing view on it.

I hope that this edition of the ACSI Times will once again be able to inspire you and give you new ideas. Because we all have the same goal: to give as many campsite guests as possible the best holiday as possible.

Kind regards,

Ramon van Reine  
CEO ACSI

# Both to and from Great Britain Fewer camping holidays due to Brexit

**This year's troubles around Brexit have led to a, sometimes considerable, decline in the number of camping holidays to and from the United Kingdom in 2019. The consequences are noticeable in the UK and Ireland as well as in a number of popular European camping destinations.**

Camping tourism to the United Kingdom has suffered considerably from the Brexit threat. Many campsites, including Robin Hood Caravan Park and Crows Nest Caravan Park in Yorkshire, are reporting a decline in the number of European guests. At the same time they saw an increase in British campers who opted to stay in their own country. For the time being, there has been a slight decline in Ireland, according to campsites such as Balinacourty House and The Apple Farm in Tipperary, in the south of the country. They have the impression that the people who decide not to

come are especially deterred by the outward and return journey via Britain.

#### Uncertainty makes things difficult

For a number of campsites in European countries popular with the British, the number of campers from the United Kingdom has decreased considerably. In the Netherlands, Vakantiepark Delftse Hout received thirty percent fewer British guests. Camping Koningshof in Rijnsburg, also in the Netherlands, where on average a quarter of the guests

are British, also saw a decline, albeit a more modest one of five to ten percent. "The uncertainty among the British makes things difficult," says Flip Kromhout of the Koningshof. "They wait to book, and consequently might end up staying in their own country because many campsites in Europe have become fully booked in the meantime." However, he is not too worried about future developments concerning Brexit. "The Netherlands remains a beautiful holiday country, which is practically around the corner for many British people."



#### France -18%

Figures from the Sequoiasoft campsite barometer show that the number of bookings made by British people in France fell by 15 to 18 percent in the first four months. On the other hand, there

was an increase in the number of reservations made by French people in their own country, with a plus of 16% at the end of February. The French campsite chain Huttopia reported that the number of British campers with an ACSI CampingCard has decreased. Sunélia, a campsite chain with many campsites in France, decided to try to turn the Brexit tide by cooperating with the British campsite chain Best of British (BOB). They are jointly promoting camping tourism between Britain and France. Sunélia reports that the number of British reservations for the chain had doubled by mid-May compared to the same period last year. Finally, in Spain, the Playa Tropicana and Torre La Sal campsites on the Costa del Azahar report that they have not yet seen a real difference in British bookings compared to 2018.



Europeans who want to go to Ireland are sometimes deterred by the journey via Britain.



# The two sides of the camping industry in France

With almost 6000 companies that officially call themselves a campsite, camping enthusiasts have a wide and varied choice when it comes to camping in France. The most numerous are the small campsites that are scattered all over the country. The large campsites account for the majority of the total turnover in the camping sector. A sector with two faces, which have become increasingly visible over the past twenty years.

Contrary to all expectations, online bookings for camping holidays in France increased by almost 30% in June compared to the previous three months. As reported by suppliers of PM software (booking software for campsite managers) and marketing and online reservation systems for campsites. This means that the 2019 pre-season, which initially seemed very uncertain, has come to a positive end. Due to the exceptionally good weather in the second half of June, the last minute offers did very well and there was more interest from foreign campers. Though the most popular guests at French campsites are still the French. In general, it is the four and five star campsites that benefit most from these developments.

## The popularity of small campsites

The previously mentioned results relate only to campsites with PM software and an online reserva-



In France, the small campsites that are scattered all over the country are the most numerous.

tion system. This group includes both small and large campsites with one to five stars, but mainly large campsites with three, four or five stars. More than half of the nearly 6000 official campsites in France (56%) consists of small campsites with fewer than 50 pitches, however. There are also approximately 2000 unofficial campsites.

The economic developments of the last twenty years in the camping industry have led to an ever-greater division of the

market. On the one hand there are the small campsites. Many of them are closing because they are unable to meet consumers' ever-increasing expectations or to invest in facilities to attract new guests. On the other hand, there are the larger campsites with a minimum of 150 pitches, which are gradually being bought up by chains.

## Partnerships and chains

The camping companies, which were initially run on a small scale, have invested in new facilities

over the years and have increasingly professionalised and modernised. The first wave of collaboration began in the early 1960s: independent campsite owners with the same values joined forces to combine their marketing and communication activities. That's how partnerships were formed. At that time, only 8% of French campsites had joined such a partnership. At the beginning of the 21st century, when the campsites were very successful thanks to their very bold and creative approach, large investors appeared on the scene. These companies, often from other branches of the tourism industry, such as hotel chains, aimed to offer a wide range of destinations in the most popular locations in France. They went in search of the largest campsites with the best locations and the most facilities and bought them. Most of these were campsites that had participated in and benefited from the dynamics of partnership.

## Battle for the most beautiful sites

At the moment there is a bit of a battle going on in which campsites from independent campsite owners are being bought up by campsite chains. The partnership brochures are getting thinner and the campsite chain brochures are getting thicker. Not a week goes by without an independent campsite being taken over by such a chain. The actual quality of the facilities is important here. And in that respect, the campsite guests will have the last word.

There are still campsites that are celebrating their thirtieth, fortieth or even fiftieth anniversary and that are still being run by the same family. These companies are now the flagships of the resistance within the sector. They are located in particularly attractive locations and have been improved over decades to meet all their guests' expectations. These high-quality campsites have never been so popular.



The large campsites account for the majority of the total turnover.



## Antoinette de Prévoisin

As trend watcher and editor-in-chief of Décisions HPA, a French magazine for campsite owners, Antoinette de Prévoisin carefully follows developments in the camping industry.



# A target of 400

## The search for 100 new inspectors

Every year ACSI visits - and checks - more than 10,000 campsites. This ensures that the information in the ACSI campsite guides, apps and on the websites is always up to date and reliable. In order to be able to continue to visit every campsite every year and to give them the time they deserve, ACSI is looking for one hundred new inspectors.

Currently, the number of inspectors fluctuates around three hundred. By means of a recruitment campaign, ACSI wants to increase this number to four hundred by 2020. This is equal to the number of inspection areas, meaning each inspector will be able to focus on one area.

**An active approach**  
ACSI will be actively recruiting new inspectors and wants to take the opportunity to also have more technological know-how among its pool of inspectors. Because technology is the future. Seeing as (slightly) younger people tend to be more technologically savvy, the campaign will be published where

these people will see it: online. On the ACSI websites, but also on Facebook and YouTube, for example.

**The face of ACSI**  
At special information meetings in November, ACSI will give more information to the candidate inspectors and a final selection will be made. The new inspectors will then be trained by ACSI during the instruction days in March and during the training days in April. Then they'll be ready to go.

Good training is important, because inspectors have an important task at ACSI. Not only

are they critical campsite guests with an eye for quality and atmosphere, for many campsite owners the inspector is also 'the face of ACSI'.

**Inspector profile**  
That is why our inspectors have to meet a number of requirements, of which 'feeling at home in the digital world' is becoming an increasingly important one. But of course they should also be enthusiastic campers, have their own caravan, motorhome or tent, and be available to go out for a number of weeks in a row in the period of May to August. And inspectors should also have good social skills and have some commercial talent. That's an extensive skillset, but such skills are necessary to ensure that ACSI can continue to visit every campsite every year and send campsite enthusiasts on their way with correct and up-to-date information.



# The success of Slovenia

In recent years, Slovenia has become a popular holiday destination. More and more tourists are discovering this country with its beautiful untouched countryside. In fact, Slovenia is the leading tourist destination in Europe in terms of the increase in the number of overnight stays. But what is the story behind this success?

**Variety in Slovenia**  
Is it the friendly people or the relatively low prices for a cold beer and a tasty meal? Or is there another reason why so many camping enthusiasts are heading to Slovenia? For Saša Verovšek of the Slovenian Tourism Office it is clear: "Whether you're camping

with your own camping accommodation or opting to rent a glamping accommodation, you'll always be close to natural and cultural attractions, with beautiful views. The Slovenian landscape is very varied with high peaks, the unique Karst caves, the Adriatic Sea, and green hills."

**A change of pace**  
Lidija Koren, owner of Camp Koren in Kobarid, agrees that it is Slovenia's natural beauty that is drawing in the tourists. In addition, she says that tourists are increasingly looking for destinations where they can be active during their holidays. Slovenia

offers plenty of opportunities for sports. Hiking, rafting, cycling or paragliding, for example. "Climate change also plays a role," says Lidija. "Temperatures are increasing throughout the year. This also makes it interesting to go camping in early spring or autumn."

**Increasing popularity**  
Why has the country increased in popularity so much in recent years? In 2011, the Slovenian tourism

agency developed a plan with a new marketing strategy. With this plan, it aimed to improve the quality of tourist services in Slovenia. It focused on the development of innovative products, aimed at increasing tourism turnover. The promotion of sustainable development of human- and nature-friendly tourism was included as a key factor.  
(Source: <http://www.ukom.gov.si>)

As a result of this strategy, many campsites have added and improved facilities to please campers. Facilities such as playgrounds, entertainment programmes, swimming pools for children, and spas. In addition, campsites organize many tours and excursions to discover the real Slovenia, without losing sight of sustainability. For example, in 2016 Slovenia became the first country in the world to be awarded the title of 'Green Destination'.  
(Source: [www.stat.si](http://www.stat.si))



The Summer Riviera at Terme Čatež, a popular luxury campsite in southern Slovenia.

Number of nights spent by foreign tourists on campsites in Slovenia:	
2014	1,218,949
2015	1,344,658
2016	1,396,801
2017	1,689,050
2018	1,934,060



**Some ten thousand European campsites are inspected by ACSI on more than two hundred facilities each year. A big job, done by three hundred inspectors. This year, the entire inspection team adopted a new approach. The results of the inspection, and the agreements about campsite advertising and online promotion are now entered into two online systems that are connected: the ACSI Inspector Portal and the ACSI Campsite Portal.**

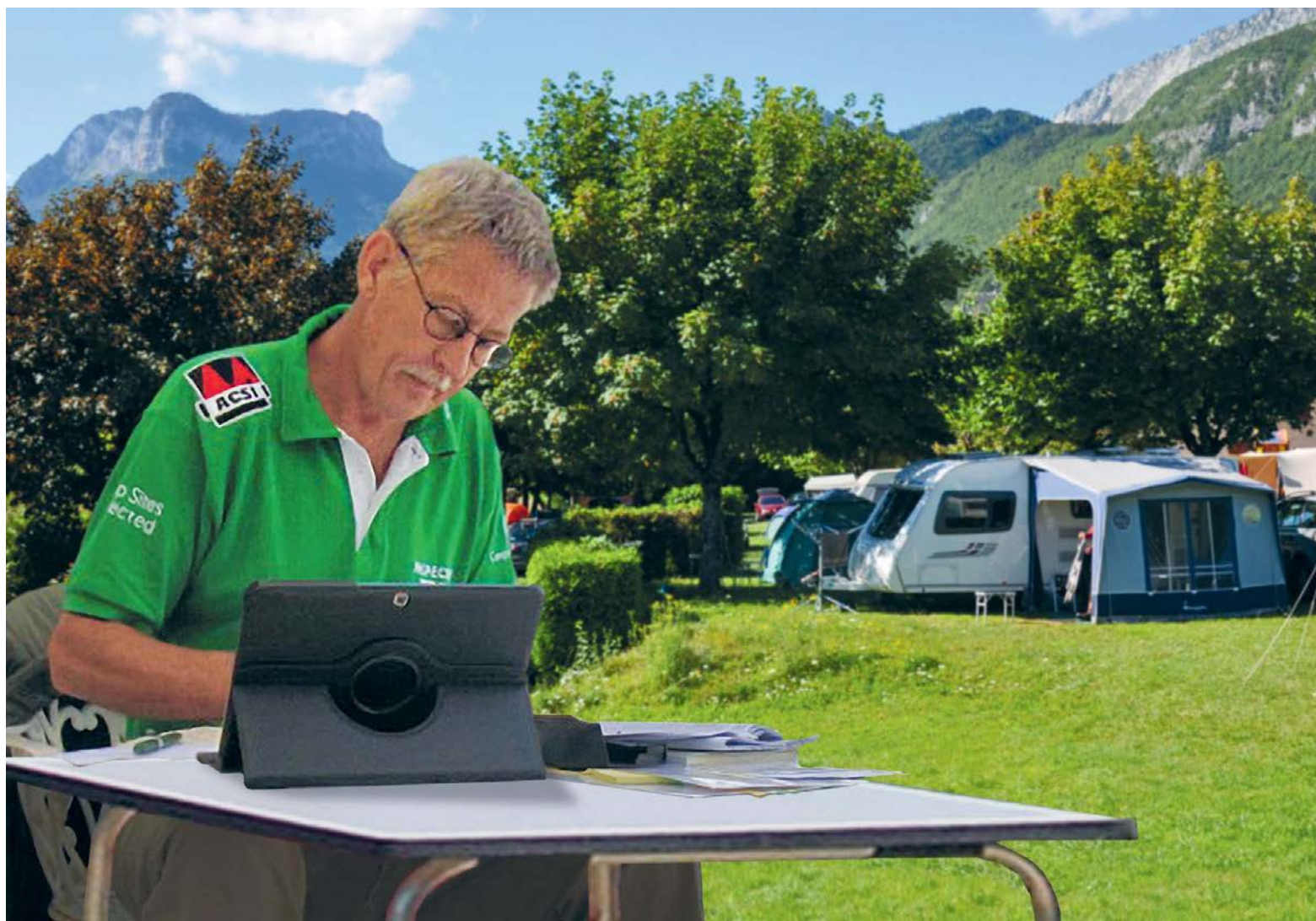
Let's be honest; for some campsite managers and inspectors they took some getting used to, but in the end the two new ACSI portals have made life easier for

**“IF YOU TAKE  
YOUR TIME AND  
READ PROPERLY,  
YOU’LL DO FINE.”**

everyone. The risk of errors in the guides, advertisements and online promotion has been reduced, the administration has been simplified and campsites now have more say over what materials ACSI uses to present them.

## More control

This year, for the first time, the order confirmations were sent digitally. It meant the end of paper agreements with illegible handwriting and other ambiguities. Moreover, campsites can now decide for themselves which photos, videos and logos will be used by ACSI for promotion purposes. By logging into the ACSI Campsite Portal, the required material can easily be uploaded by the campsite itself. This way, the campsite is always presented as advantageously as possible.



The new portals make life a lot easier for everyone.

ACSI Campsite Portal - Kampeerdorp de Zandstuve

[Contact - Inspector](#) | 
 [Contact - ACSI Sales](#) | 
 [105730](#)

[Home](#) | 
 [Promotion \[Signed\]](#) | 
 [Material \[Open\]](#) | 
 [Control Panel](#)

## Material

Here you will find a list of the promotion you ordered. You can upload and save the materials for each product.

✖ Campinggids EU   ✔ Campingführer Europa   ✔ CampingCard ACSI

[Online Photos](#)
[Inspector Photos](#)

**Photos**

You have indicated that you want to submit new photo(s) for the **Online Photos**

Upload Photo

**Include 27 Images included in promotion 2020**

You can select 27 photos for your online presentation on the multiple websites of ACSI. Calculation:

- 4 photos for Campinggids Europa 1/8 z/w
- 3 photos for Campingführer Europa 1/8 kleur
- 20 photos for ACSIBooking

Colour explanation	
<span style="color: red;">✖</span>	Not included by campsite
<span style="color: blue;">✔</span>	Included by campsite
<span style="color: green;">✔</span>	Approved by Inspector
<span style="color: orange;">❗</span>	Rejected by Inspector

✔

☒ Include in promotion 2020  
☐ Do not include in promotion 2020

Validation by Inspector :  
☒ Approved   ☐ Rejected

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# used to, but they are really handy

**Together with the inspector** Campsites that have worked with the new portal are generally enthusiastic. After getting to know the system, most of them find that the portals offer many advantages. Such as Lars Norgaard, owner of Løkker

## "I'M IN CONTROL MYSELF NOW."

Strand Camping in Northern Denmark. "It took me a little time to find my way around the ACSI Campsite Portal." For that reason, Norgaard was glad that the ACSI inspector was there to help him, and that they could enter his choices for promotion options together. "The inspector gave me all the time I needed and so in the end, everyone was happy," says Norgaard. He finds it particularly beneficial that the agreements are clearly listed and can be quickly looked up at a later time. When asked if, deep down in his heart, he would rather go back to the time of the paper agreements, he says: "Of course not, we have to move with the times. Everything is digital nowadays. Whether we like it or not. A computer malfunction can make life more difficult every now and then, but other than that technology offers plenty of advantages."

**Clear step-by-step instructions** Angelique Joosten, marketing manager at Recreatiepark De Leistert in the south of the Netherlands, also approves of the new system. She was also lent a hand by an ACSI inspector when she visited the ACSI Campsite Portal for the first time. "You go through a number of steps that follow each other logically. If you take your time and read properly, you'll do fine." Recreatiepark De Leistert uses new advertising material every year. Joosten especially likes the fact that she doesn't have to send this to ACSI anymore, as she didn't like the loss of control. "I'm in control myself now. I open the portal and upload the material for my campsite. It gives me a sense of security. Moreover, it means that I have all my data together in one place. Now I can finally get rid of all those cabinets full of hanging files with paper reports and contracts," she laughs. Does she have any advice for people who are having trouble working with the portal? "Ask someone to give you a hand. Young people know everything about computers and feel at home in the digital world. A son or daughter, a receptionist or a member of the

entertainment team; with a little help from the younger generation, a campsite owner who is not a computer wizz will certainly manage."

### New possibilities

Of course, ACSI will keep developing the portals, even after the summer inspections, in order to be of even better service to campsites. There's always something new to discover. From the end of this year, for example, it will be possible to make agreements for extra promotion on the various ACSI websites and apps via the Campsite Portal. By placing a direct link to the campsite website, campsites can attract more visitors. These campsites get a higher position in the Eurocampings.eu search results and in the ACSI Campsites Europe app. And if they participate in CampingCard ACSI, the link will also be placed on CampingCard.com and in the CampingCard ACSI app. If they are on the ACSI Great Little Campsites website, the link will also be placed there, and in the ACSI Great Little Campsites app. There are only costs involved if a customer actually clicks on the direct link to the campsite website. A number of 'clicks' can be

purchased for this purpose. When the clicks are gone, the direct link disappears. You can always buy extra clicks. The ACSI Campsite Portal shows how often a link has been clicked. The portal also shows how many clicks have been purchased and how many are left. It is even possible to send people to a specific page or another language version of the campsite website.

### Everything at your fingertips

## "ALL AGREEMENTS ALWAYS AT YOUR FINGERTIPS"

In short: with the portals, all agreements and order confirmations are always close at hand. In addition, by using the portals ACSI is also minimising the risk of errors, which is better for campsites, and for their guests.

### In short: the new portals

This summer, approximately three hundred ACSI inspectors once again inspected more than ten thousand campsites. During the visit, the possibilities for advertising and online promotion to attract more guests to the campsite are discussed. Now, for the first time, any agreements made are saved in two new systems: the ACSI Inspector Portal and the ACSI Campsite Portal.

Using these portals means a big improvement in data quality. The way the information collected during the inspection is processed also becomes less prone to errors. And the portals mark the end of the paper order confirmations.

Campsites now receive their proposed promotion agreement digi-



tally. The campsite's contact person can then confirm the proposal by means of a verification code which is sent to his or her mobile phone.

The agreements that are made can also be found online in the ACSI Campsite Portal. If these agreements do not suffice, the campsite's contact person can change the promotional wishes in the portal themselves. They can also choose to discuss the options with ACSI first. This can be done until the deadline mentioned in the order confirmation.

This way, potentially confusing situations in which several order confirmations circulate are avoided.

From now on, campsites that purchase advertisements or online promotions, supply their own photos, logos and videos that they want to be featured. This can be done by uploading these files into the ACSI Campsite Portal. This way, campsites can be sure that ACSI always uses the right, most up-to-date promotion material.



Recreatiepark De Leistert: "Uploading your own material gives a sense of security."



# Wifi on the campsite

## Trends and challenges

For many guests, having wifi on the campsite is very important. This poses a challenge for campsite owners. There are constant new developments when it comes to wifi technology. We interviewed three people who have hands-on experience of this subject: Edwin Oskam works for the Dutch company KommaGo, which has a lot of experience setting up wifi networks on campsites. ACSI inspectors Carel and Karin Iking are experienced campers and have been inspecting campsites in the Netherlands, Croatia and Slovenia for 37 years. Vivien Lamotte is director of the French campsite Campéole Plage des Tonnelles - Dornier.

### Growing demand

"Talking to campsite guests, we have learned that the toilet facilities and the wifi are the most important subjects," say ACSI inspectors Carel and Karin Iking. According to Edwin Oskam of KommaGo, guests are bringing more mobile devices with them. "Not only a smartphone, but also tablets and laptops. And they're counting on a good connection. At the same time, the wifi receivers in these devices are less powerful than they were a few years ago." It is quite a challenge for campsite owners to meet all expectations. Old networks often no longer suffice. This is also the experience of Vivien Lamotte from campsite Campéole Plage des Tonnelles - Dornier. "Our old network from 2010 was no longer performing well enough and only covered half the campsite. That's why we invested heavily in 2018 and 2019. Now we've got coverage on the whole site."

### To charge or not to charge

As a campsite owner, should you ask your guests to pay extra for wifi or not? Opinions differ on this matter. Lamotte indi-



cates that the investment is so large that he will have to pass on the costs. "We don't offer wifi to earn money from it, but to meet the high demand from

**"WE HAD TO PRUNE TREES TO PROVIDE A GOOD SIGNAL"**

customers." Inspectors Carel and Karin Iking have heard varying opinions from campers. "We often hear that guests are willing to pay a little more per night if the wifi is included. But it has to work properly. People also get

annoyed if there is a system with a paid login code that doesn't work properly, or if the campsite is already very expensive and guests have to pay extra for wifi."

Oskam points out that the willingness to pay extra for wifi is decreasing. "Ticket systems with login codes and sometimes a maximum daily data consumption are becoming less accepted." He does have an alternative. "More and more campsites are linking wifi access to social media. They ask for a like on Facebook in exchange for access, for example. This way, the guests generate extra publicity." Oskam also advises asking guests in advance for their wifi wishes. "Some guests actually don't want internet access during their holi-

days. Why not create a wifi-free camping zone?"

### Trees and rocks are a challenge

Campsites are often located in natural countryside, which does not make it easy to achieve a good wifi signal everywhere. "In Istria there are a lot of rock formations and differences in height so campsites often opt for fibre-optic cables," inspectors Carel and Karin Iking tell us. Vivien Lamotte's campsite consists of 26 hectares and has many trees. They had to think carefully about their approach. "We needed about fifty access points and four hundred metres of fibre-optic cable. We even have a specialist gardener who prunes the trees to prevent the foliage from weakening the signal too much. In addition, of course, all the access points need electricity, which means they had to use the existing power connections. It was a comprehensive project. But now each pitch has wifi." Oskam confirms that it is important to survey the whole area. For each new client he first checks the map of the campsite. But sometimes he also carries out on-site measurements.

### 4G

"Not all locations have good mobile internet, which can also be difficult for campsites," says Oskam. "Fortunately, 4G

coverage is increasing. Meaning more campsites can use it as the basis of their wifi network. This can be a great solution, especially for small sites." Carel and Karin Iking note that many

**"IF YOU LINK WIFI ACCESS TO SOCIAL MEDIA, YOU'LL GET EXTRA PUBLICITY"**

Dutch campsite guests already have a low-cost mobile subscription. This means that they do not always need the campsite's wifi. "Younger guests who watch a lot of YouTube, for example, would like to have good wifi, though." There's a long way to go before all campsite owners can benefit from good 4G coverage, however. At Lamotte's campsite, for example, the 3G and 4G signals are not good enough. Oskam expects this will gradually get better and campsites will get more and more opportunities to build a good wifi network.





# News from the rental market

*Never a dull moment.*  
Manufacturers of rental accommodation and campsite groups continue to innovate. Surprising new products and daring designs have appeared on the market once again. Everything to cater to the modern campsite guest's every whim. We have listed just a few.

Holiday park Mölke in the Netherlands will be introducing ten very special bungalows this year, specially designed for children. There are three themes: Football, Knights & Princesses, and Life on the Farm. The cottages have been completely decorated according to the theme.



The football bungalow at holiday park Mölke



The new Aurora with a sleek design

The young footballers sleep in a dugout, the farm has a tree house and the knights and princesses live in a castle. “We want to keep innovating,” says owner Bert van de Maat. "And with this, we're back at the forefront.”

Adria has announced innovations across the range by 2020. The most eye-catching one is a completely new chalet, the Aurora. Suitable for all seasons and very energy efficient. The newcomer ranks between a standard and a modular chalet. A new series of glamping tents has been developed too; Adriatic, with an excellent price/quality ratio. And the luxury Boutique tents have been equipped with glass panorama doors and windows.

The French tent builder Tipihome is moving on up. At least when it comes to bedrooms, because they have developed a series of tepee tents with a first floor. The floor has a bedroom with a window. There are different versions, from standard to luxury comfort. The tent is easy to pitch and suitable for all terrains.

Crippaconcept, the Italian manufacturer of chalets and tent lodges, will be presenting its products in a large pavilion at the Beach & Outdoor fair in Rimini from 9 to 11 October. Just like at the Milan Design Week in April, the presentation will focus on 'Nuovi Sogni', new dreams. The producer has announced six innovations, including a restyling of the Mediterranea and Queenlander



Tent builder Tipihome is moving on up.

chalets with new materials. And the popular Next Evo chalet will form the basis of new chalet Mirage, which is available in three versions. Two new models



The Marbles, available soon in Rimini

of lodgetents have also been added to the company's range.

Finally, some business news. Since May of this year, Luxetenten.com has two new owners, Hans van der Wind and Ivo van der Vlis. After ten years, founder Patrick Damen is handing over the reigns and leaving a very healthy company behind. “We are the leading trendsetter in glamping and have created a portfolio of twelve models. Our safari tents are used in more than 43 countries.” Ivo van der Vlis: “The glamping market is still quite young and has enormous potential. Even more comfort and experience, even less hassle. Smart ideas, sometimes from completely different sectors, help us to keep renewing the luxury tent.”

## Strong growth for ACSI booking

Since 1 January 2019, the number of campsites that can be booked via Eurocampings and/or CampingCard ACSI has grown from 720 to 1136; in other words by 58%. In July, the number of bookings for the 2019 season was already more than five times higher than in the same period in 2018.

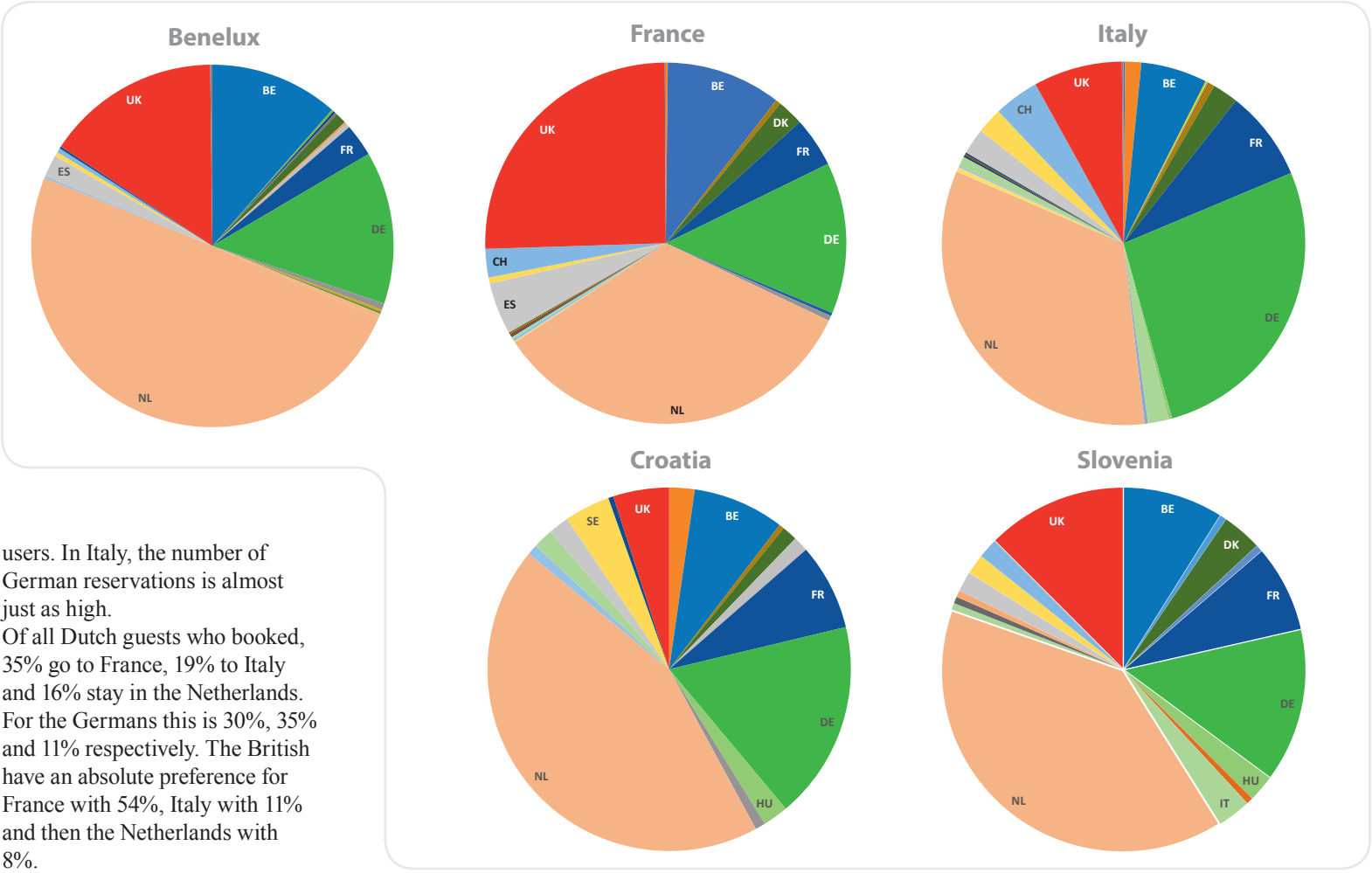
### Where are ACSI Booking users from?

So far, the top 5 of 2019 is: The Netherlands (37%), Germany (17%), United Kingdom (17%), Belgium (9%) and France (6%). These countries account for over 85% of the reservations. Almost 1% of all bookings come from outside Europe. It is striking that most of those are from New Zealand. At CampingCard ACSI, the United Kingdom places the vast majority of bookings: 32%.

### And where are they heading?

In terms of destinations, the top 5 consists of France (36%), Italy (23%), the Netherlands (11%), Croatia (7%) and Slovenia (6%). For all destinations, the Dutch are the largest group of ACSI booking

### Origin of users per destination:





# City campsites attractive



Spending the night at a city campsite is a low-cost alternative for making the most of a city break.

**The number of city trips has been growing for years. People are taking more trips per year, and for their second or third holiday they often choose a city break. How do city campsites respond to this?**

The popularity of city trips, usually short trips of about one to three days, is steadily increasing. The ITB World Travel Trends Report 2018/2019 even shows that international city trips are the fastest growing segment of the

leisure market. This development has been going on for some time. Between 2007 and 2017, the city trip segment grew four times as much as the total holiday market. In 2014, 70 million city trips were taken in Europe alone. Although the growth of city trips slowed down in previous years, 2019 is still showing a clear upward trend, with an increase of 8%. Europe is the most popular continent and receives 60% of all international city trips. 70% of tourists reach their destination city by plane.

70% stay in hotels, but other types of accommodation are becoming more popular.

## Cheap alternative

Spending the night at a city campsite is an alternative and inexpensive way to make the most of a city break. Usually, city campsites are located just outside the centre, but always within a reasonable distance of the nightlife, shops and culture that make up the heart of the city. Of course there are also campsites just outside the

city. In many cases, these campsites provides a shuttle service, or have a good public transport connection to the city centre. An example of such a city campsite is Camping De Paris, located in the largest park in Paris, Bois de Boulogne. "More economical than a hotel, just as comfortable, and the great outdoors too!" is the slogan with which the campsite presents itself. A campsite shuttle bus takes guests to the metro in a few minutes. Other examples of city campsites are Stover

Strand in Hamburg, Camping Roma Flash near Rome and Stadscamping Deventer in the Netherlands.

## Campsite Stover Strand

Not too far from Hamburg, right on the Elbe, you'll find five-star campsite Stover Strand. Despite its proximity to a German metropolis, the campsite is situated in an astonishingly green and rural environment. Hamburg had a total of 14.5 million tourist overnight stays in 2018, an increase of 88% over the past ten years. Campsite owner Norbert Kloodt: "Stover Strand takes advantage of this development and is an ideal starting point for visitors to Hamburg who are traveling with a caravan, tent or motorhome." Stover Strand is different from other city campsites in certain aspects. Kloodt: "We are a nature campsite on the edge of the city. But at the same time we receive guests from more than 35 countries, because Hamburg attracts many international tourists. Most guests combine relaxation in the Elbe river landscape with a visit to the Hanseatic city, often for several days. We have an extensive range of services for this purpose. We sell the HamburgCard, a ticket for public transport in Hamburg and the surrounding area, and offer our guests a free



Stover Strand is a German nature campsite on the outskirts of Hamburg.



# alternative for city trippers

city map. The bus leaves directly from the campsite. On weekends and holidays we supplement public transport with our campsite shuttle bus. And our guests can book guided tours and excursions directly with us. At least once a week we offer a boat trip on the Elbe.”

Stover Strand cooperates with the tourism offices of Hamburg and Biosphere Reserve ‘River Landscape Elbe’. “This enables us to offer our guests multilingual information about Hamburg, as well as the countryside and culture of the Tide-Elbe region,” says Kloodt. “Our guests from Germany, Europe and more distant countries benefit from the cultural options in the metropolis of Hamburg with its musicals, harbour and shopping facilities. But we also have many guests from Hamburg who come to Stover Strand for a weekend or a few days’ holiday with their caravan or motorhome to relax.”



Relaxing at Camping Roma Flash after a day in Rome, on a terrace overlooking Lake Bracciano.

### Camping Roma Flash

Rome is a true open-air museum and, according to many, the most beautiful city in Italy and perhaps even Europe. From Camping Roma Flash you can reach the centuries-old centre in an hour by public transport. And when you are done, the famous Colosseum, the Roman Forum, the Spanish Steps, the Trevi Fountain, Vatican City, the Castel Sant’Angelo and the Vittorio Emanuele are just as easily left behind. And that’s exactly where the power of Roma Flash lies, according to owner Elide Giovannini. “People who have looked around the metropolis for three or four days are happy that they can leave the hustle and bustle behind for a while and come and relax by the lake.”

Roma Flash is located directly on the shores of Lake Bracciano which is among the cleanest in Italy. Guests are never more than 150 metres from the water. Roma Flash has been around for thirty years and Giovannini is seeing an increase in the number of visitors. But that is not only due to Rome’s popularity. “Our guests don’t just

come for a city break. They come to spend their holidays here, and a visit to Rome is only a part of that.” With an attractively priced day pass for public transport you can travel to and from the campsite cheaply and quickly. If there is sufficient interest, the ‘Eternal City’ can also be visited with an organised tour. In addition to this great attraction, the immediate surroundings also offer archaeological remains that can be admired, and activities that can be done such as walking and cycling.

### Stadscamping Deventer

Deventer is one of the oldest towns in the Netherlands. Its location on the IJssel river made it possible for the city to develop into an important trading centre. As a prominent member of the medieval Hanseatic League, the city experienced its ‘golden years’ in the 14th and 15th centuries, when merchants from all over Europe came to the city on the IJssel. The thing that makes Deventer special is that a lot of

its rich history has been preserved. There are few cities in the Netherlands that boast as many monuments as Deventer. Stadscamping Deventer is a green, small-scale campsite on the river IJssel. Its location is unique, the grounds offer a direct view of the ancient Hanseatic city centre. And the ferry next to the campsite can take guests across the river IJssel right into the historic city. Campsite owner Jan Lugtmeijer: “The campsite is about thirty years old and was initially aimed at visitors who came for the green surroundings. Ten years ago we started to promote ourselves more as a city campsite and that has resulted in more visitors.

The flip side is that people only stay here for a relatively short period of time, usually two or three days. So we have relatively more reception work compared to campsites where people come for two or three weeks. If there are events or festivals in the city, I use the opportunity by offering related activities. Like a cider tasting. In this way I try to extend the atmosphere of the city event to the campsite. I usually work together with entrepreneurs from the city for these activities.”

Because the campsite is located in the middle of the city, it also attracts uninvited visitors: people who want to use the showers and toilets and who drive their cars

across the grounds. According to Lugtmeijer, these day recreationists, who are not campsite guests, require a disproportionate amount of attention. “Sometimes I have a hundred people per hour wanting to use the toilet. We do not have enough capacity for this. If you point out to people that they should use the visitor toilet and are not allowed to use the campsite toilet, they find it very inhospitable and might post a negative review on the internet. I don’t want to work with fences, cards, keys or too many rules. My campsite guests appreciate the feeling of freedom. But active supervision does mean a lot of extra work for my staff.”



Camping de Paris’ shuttle bus will take you to the Paris metro in no time.



Stadscamping Deventer is beautifully situated on the river IJssel.



# How is the camping industry responding?

## Motorhomes are increasingly popular

European roads have been host to a noticeably larger number of motorhomes the past few years. In the press, but also in the camping industry, this subject is getting more and more attention. What does the data say about the slow but steady shift from caravans to motorhomes and how are campsites responding?

According to the latest available figures from the European Caravan Federation, there were nearly 1.9 million motorhomes in Europe in 2017. Germany (486,900) and France (457,000) were clearly in the lead, followed by Italy (220,600) and the United Kingdom (205,000). This means that the number of registered motorhomes is more than half of the number of registered caravans (3,362,950). The sales figures of the last ten years show a clear shift in the popularity of motorhomes and caravans. In 2009, some 67,000 motorhomes were sold. In 2018 that figure rose to 125,000. An increase of no less than 86%. Sales have skyrocketed, particularly from 2016 onwards.

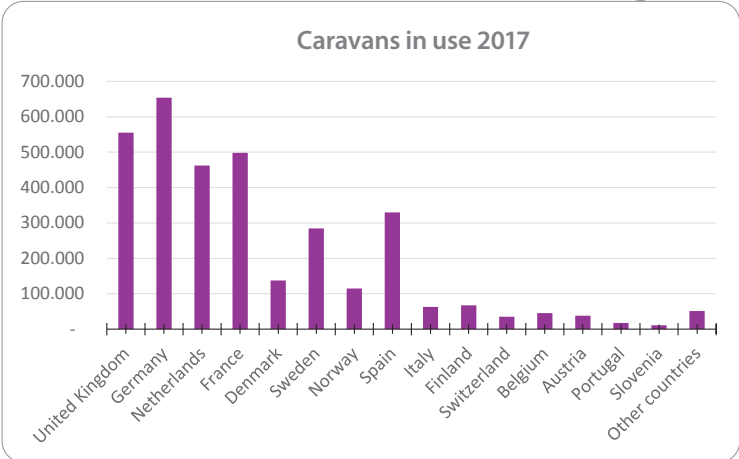
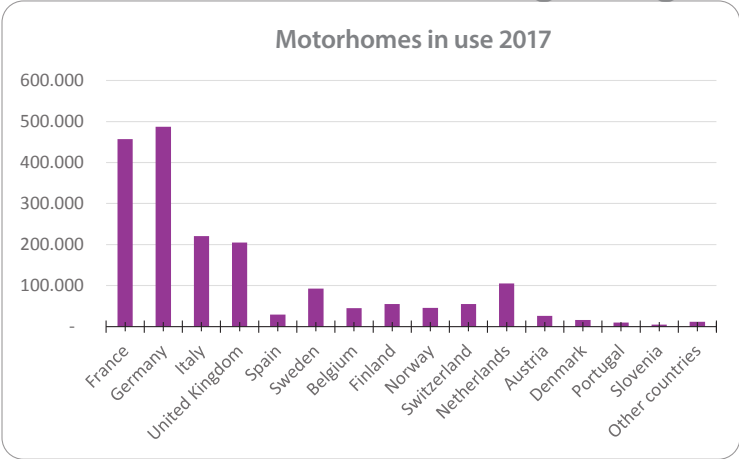
Caravan sales, meanwhile, show a different picture. Since 2009, sales have fallen by almost 12%.

### Large differences per country

We can conclude that there are twice as many caravans in possession than motorhomes, but that motorhomes are advancing steadily. How should campsite owners respond to this? First of all, it is important to note that there are big differences between countries. For British campers, for example, the caravan/motorhome ratio is 2.7 to 1. In the United Kingdom, motorhome sales have increased by 84% over the past ten years. But there are still more than half a million caravans in the UK.

### Growth of caravan sales in Germany

In Germany and France, the ratio between the number of caravans and motorhomes in use is almost 50:50, with the caravan still just in the lead. Motorhome sales are increasing in both countries, but where France shows a decrease in the number of caravans sold since 2009, the number of caravans sold in Germany increased by as much as 46%. The Netherlands is traditionally a real caravan country. The ratio between caravans and motorhomes is 4.4 to 1. But caravan sales in the Netherlands have fallen drastically and motorhome sales are growing, though only modestly. With 462,000 caravans, the Netherlands is one of the top



RCN VAKANTIEPARKEN

HOME ALLE RCN PARKEN POPULAIR UITGELICHT ONS VERHAAL WERKEN BIJ RCN MIJN RCN

### Campings met camperplaatsen

Bekijk de RCN campings met camper mogelijkheden

Home / Campings met camperplaatsen

### Campings met camperplaatsen

Bekijk hier de RCN campings voor met de camper

Ga je op reis met de camper en zoek je een leuke camping met speciale plaatsen voor camperliefhebbers? Op al onze campings (m.u.v. RCN Toppershoedje) in Nederland hebben wij speciale camperplaatsen. Op 3 van onze campings in Frankrijk hebben wij ook speciale camperplaatsen. Voor de camperplaatsen hanteren wij ook speciale campertarieven.

- ✓ Met je camper op pad in Nederland
- ✓ Met je camper op pad in Frankrijk

HOLMERNHOF CAMPING

HOME AKTUELLES KUR & RELAX GASTRONOMIE FREIZEIT PREISE & CO KONTAKT

BUCHUNG KONTAKT

### WOHNMOBIL-HAFEN

caravan countries in Europe, alongside Germany, the United Kingdom and France. In Italy the ratio is reversed: the number of motorhome owners there is almost four times as large as the number of caravanners. It therefore makes a big difference where your customers are from to be able to predict if there will be an increase of motorhomes in your area. But the number of motorhomes is growing nonetheless. Many camping enthusiasts see a motorhome as providing the ultimate feeling of freedom. Going wherever you want and preferably spending the night for free. This logically leads to irritation among campsite owners. Especially when motorhome owners drive up to the gate asking to discharge their waste and get some fresh water. And then there are the free motorhome sites, sometimes even created by the municipality. It is certainly not pleasant to have these near your campsite.

**Embracing the motorhome owner**  
However hard, it is better to embrace the motorhome owner and understand what moves him or her. Kur- & Feriencamping Holmernhof Dreiquellenbad in Bad Griesbach in Germany, for example, has set up motorhome pitches opposite the campsite. Motorhome owners can spend the night at a reduced rate and also dump waste water and fill up with fresh water. These motorhome owners also use the restaurant and shop. So everything is nicely split, the motorhome owners are satisfied and there is still money earned.

RCN Holiday Parks chooses to communicate specifically to motorhome owners. They have special motorhome pitches, special motorhome rates and, of course, a motorhome service station. Nothing exceptional, but they also focus specifically on motorhome owners on their website. Campsites that often receive large motorhomes have invested in larger pitches. That's where motorhome owners who take these big luxury vehicles on the road often congregate. Caravan park Sexten is a good example of this. They embraced the motorhome owner and created new opportunities.

Above: RCN's website focuses on motorhome owners. Below: Camping Holmernhof Dreiquellenbad has created a motorhome site opposite the campsite entrance.



# Behavioural analysis forms basis for marketing of the future

Who are the marketers of the future? Are they artists of communication? Statisticians who see connections that others don't? Software engineers who make marketing systems? Experts in economic modelling? Or just marketers and entrepreneurs who make use of the new possibilities such as platforms, analyses and algorithms?

**Buying behaviour**

The influence of the Internet is clearly noticeable in the buying and booking behaviour of customers. They do it all themselves now: searching on the internet, arranging the booking and finding out about the destination. Today's customers are better informed and want to have clearly listed options and choose for themselves. Searching online has become an important part of the

buying process and the beginning of the holiday fun. This brings many opportunities, but how can providers make sure they are found online? Having the highest position in the Google rankings is not easy. Advertising on Google is expensive, but potential customers need to be able to find you.

**New platforms**  
New platforms such as Booking.com and Airbnb ensure good

findability. They bundle their accommodation based on themes. That makes the platform easy to find for visitors who are looking for something specific. Do you want to travel? Check out cheap-flights.co.uk. Are you looking for a place to sleep? Check out Airbnb. And for a hotel, go to Booking.com or Trivago. In just one second they show you everything you might want. Platform providers collaborate to ensure that their platform is found quickly. An effective way of working together, also for campsites. In addition, these platforms also generate a great deal of knowledge about buying processes, customer preferences and wishes. This can be the basis for a good match between supply and demand.

**Algorithms ensure communication**  
But once potential customers are known, they must of course be communicated with. This is done using so-called algorithms. These are communication cycles that are always adjusted automatically, allowing individual com-



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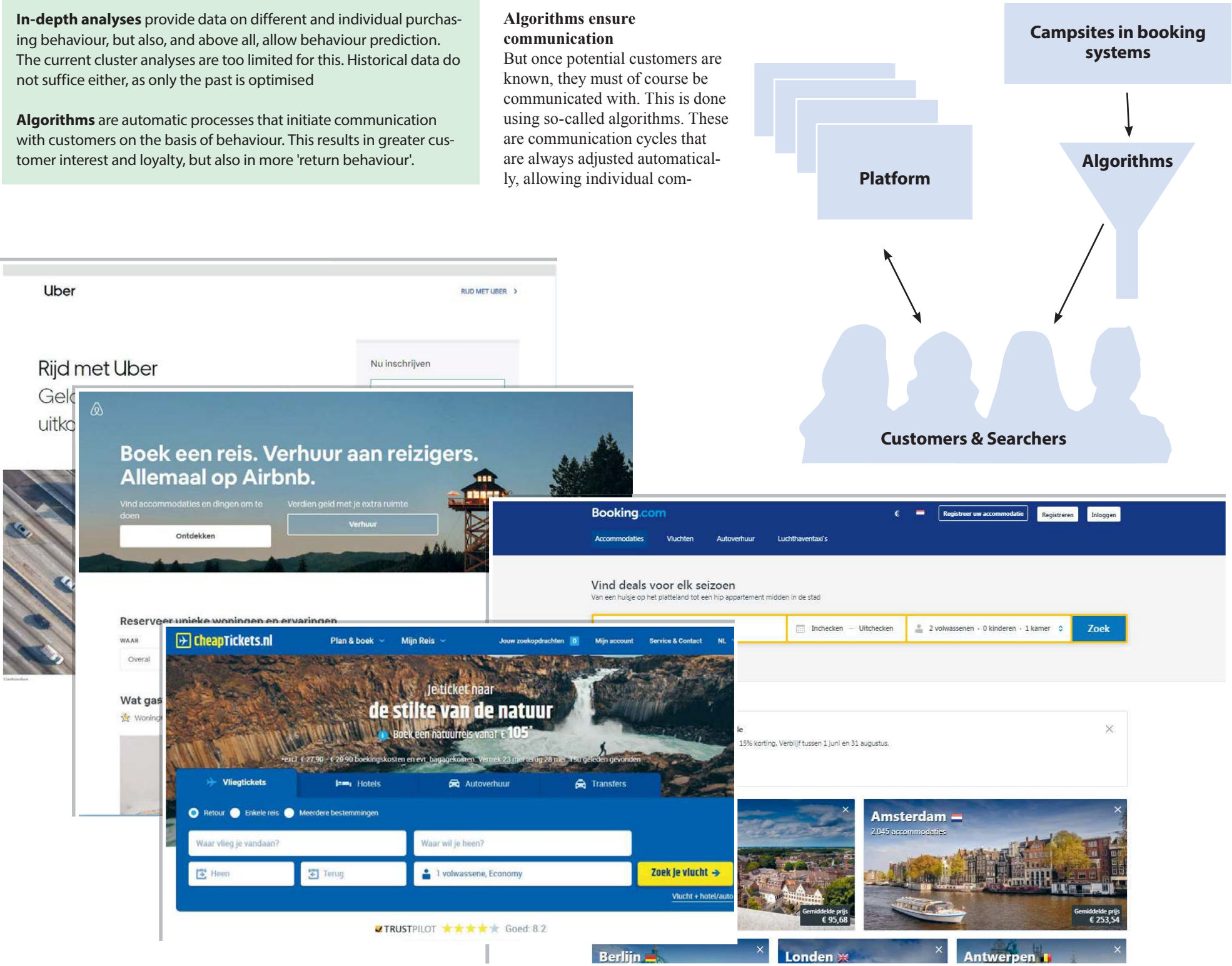
**Technology offers new opportunities**

**Platforms** such as Airbnb and Uber, for example, bundle offerings and match visitors to accommodation according to individual needs. Working together and responding to individual wishes is a powerful model which is more successful than the current supply model. As a campsite, ask yourself whether you would like to collaborate with competing campsites in a platform if this is done on the basis of the customer's needs.

**In-depth analyses** provide data on different and individual purchasing behaviour, but also, and above all, allow behaviour prediction. The current cluster analyses are too limited for this. Historical data do not suffice either, as only the past is optimised

**Algorithms** are automatic processes that initiate communication with customers on the basis of behaviour. This results in greater customer interest and loyalty, but also in more 'return behaviour'.

munication based on customer characteristics. The algorithms, together with the platform, ensure efficient marketing and an optimal individual relationship with customers. Platforms like Airbnb, Trivago and Uber have already optimised this relationship, and campsite owners need to pay attention. Your customers already buy this way. Not participating makes competing very difficult. Working together on this will lead to direct results. Knowledge of searchers, bookers and customers, and direct communication are prerequisites for the tourist industry.





# ACSI: ultimate matchmaker between campsites and campers

Camping is a personal experience and the ideal campsite does not exist. Some campers prefer a large campsite on the beach with a water park, while others prefer a small campsite in the countryside and are happy with a little shop that sells fresh bread.

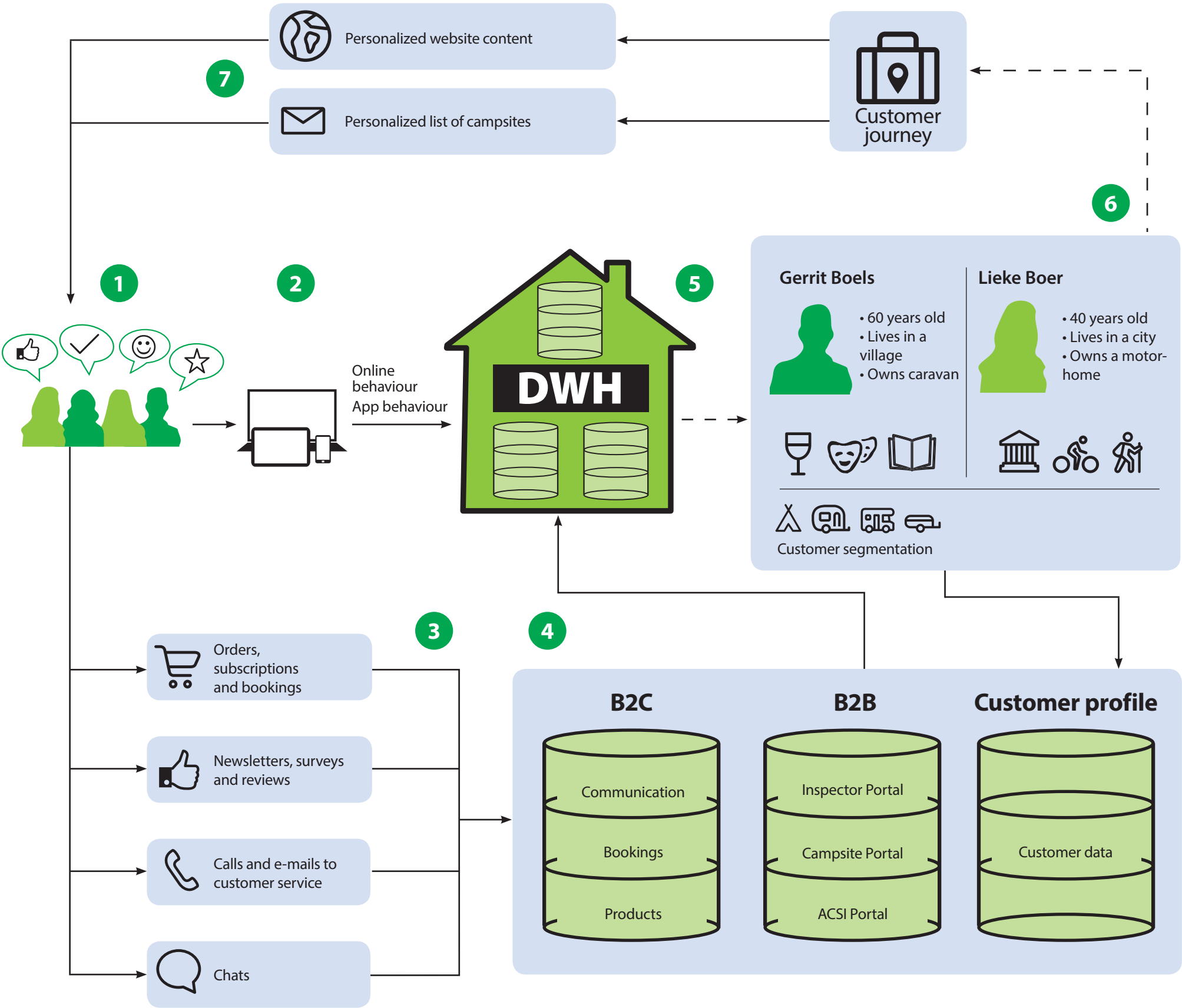
Here at ACSI we started a project more than a year ago to get to know as many European campers as possible, and to find out from these campers how we can best meet their needs. We do this by linking our customer databases, campsite information, inspector data and internet traffic. Until recently, all this information was stored at different locations and in different systems. In the newly built ACSI Datawarehouse, all available

data is merged to create the richest possible customer profile. In the diagram below, the numbers 1 to 4 show all available content and customer information. These include orders, customer service calls, inspector reports and reviews. This comes together in the central database (5), which we call the datawarehouse. Indicated in the diagram by 'DWH'. So far so good, but what are we going to do with all this informa-

tion? We want to communicate with our customers as individually and personally as possible, and recommend the right campsite for them. We are going to do this by using so-called customer profiles which paint a picture of how these customers deal with holidays and camping. We tailor our content and communication to these different customer profiles. Number 6 shows two examples of a customer profile. Gerrit

Boels is 60 years old, lives in a village in the Netherlands and has a caravan. During his holiday he likes to read and visit museums. He also loves good food and a good glass of wine. Lieke Boer, on the other hand, is very active, loves cycling and walking and travels with a motorhome. It is only logical that these people think differently about their holidays, have different demands on the campsite and look for different tourist information. The way in which ACSI communicates with these two customers will therefore differ consid-

erably (7). For example, the various ACSI websites that they visit are adapted to what we know about them. Lieke will see campsites that offer hiking and Gerrit will see campsites with good restaurants. Campers' responses to the different ways of communicating and presenting the content on our websites, and the resulting online behaviour, teach us what works well and what doesn't. A learning process that never stops. As a result, ACSI will be the ultimate matchmaker between campsites and campers!





# 3rd ACSI FreeLife TestTour

## 1 tour, 2 destinations

After a successful TestTour through Catalonia in 2018, ACSI has again succeeded in setting up partnerships for a new TestTour. This time, the journey takes the Sporty Types and Campers with Children test teams to Wallonia in Belgium, while the Culture Lovers and Bon Vivants take a tour of the most prominent Dutch and German Hanseatic cities.

The number of applicants for the ACSI FreeLife TestTour rose from more than 100 to more than 240 this year. Camping enthusiasts introduced themselves to the ACSI FreeLife magazine editors with a video clip and applied for one of the four different test teams: Bon Vivants, Sporty Types, Culture Lovers or Campers with Children.

During a selection evening at ACSI's head office in Andelst, four candidates in each category were given the opportunity to present themselves. The four teams on the photo have made it through the selection rounds and will have a leading role during the tour, which this time has been split into two trips.

While you are reading this newspaper, the Sporty Types and Campers with Children have already been to Wallonia with a brand new caravan towed by the Subaru Outback. Our partner Wallonia Belgium Tourism put together a spectacular travel

programme for them. There was hiking and rafting in the Ardennes, racing on the circuit of Spa-Francorchamps, and discovering the Caves of Han. Various campsites in Wallonia were also part of the tour. The spectacular images and blogs will be broadcast in January 2020 via various ACSI channels.



The ACSI FreeLife TestTour 2019 participants.

The second TestTour, which consists of a journey to a number of Hanseatic cities, is currently being experienced by the Culture Lovers and the Bon Vivants. They are driving two brand new motorhomes and are being followed closely by the ACSI FreeLife camera team. The route has been put together by our partner Interreg Deutschland Nederland, and features many activities and overnight stays at campsites and motorhome pitches. The Bon Vivants, for example, are enjoying the delicious and world-famous Deventer cake while the

Culture Lovers are immersing themselves in the impressive history of the Hanseatic League. This year the motorhomes were once again supplied by our partner, the Erwin Hymer Group Netherlands, which represents the caravan brands Dethleffs, Eriba, Bürstner and LMC, among others. The experiences of the Culture Lovers and the Bon Vivants will be broadcast at the end of September.

ACSI FreeLife magazine also publishes content about the adventures of the test teams. But of course also about the camping vehicles and even the camping equipment that has been made available in collaboration with partner Isabella. The publications and videos reach about two million camping enthusiasts. Follow the ACSI FreeLife TestTour via [ACSIFreeLife.nl/testtour2019](https://www.acsi.nl/testtour2019).

Are you curious about the possibilities for cooperation with regard to the ACSI FreeLife TestTour? Please feel free to contact us.

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## Visiting the Balkans with a camera crew

# ACSI on television

On holiday with your motorhome or caravan, to places you've never been and with a group of people you've never met? The Dutch TV show *We Zijn Er Bijna!* (We're almost there!) shows how much fun that can be. This television hit, which in its existence has regularly scored more than 1.5 million viewers per episode, has highlighted an ACSI camping trip for the second year in a row.

Accompanied by ACSI tour guides Willem and Petra Kuijs, a group of 33 campers discovered many highlights in Bosnia, Montenegro and Albania. During the five-week journey, the caravanners and motor-

home owners were followed by a camera crew from Omroep Max, a Dutch broadcaster that caters especially to people over 50. This gave viewers a unique insight into the world of camping trips.

### A positive image

*We Zijn Er Bijna!* sheds light on all aspects of holiday life during an organised trip. From parking the caravan with a mover and making new friends, to immersing yourself in other cultures and discovering wonderful natural beauty. The programme is the perfect way to show the whole of the Netherlands the positive aspects of a group camping trip.

### Challenging excursions

One of the main roles during this trip was reserved for adventure in the countryside. A descent with a zipline in Montenegro, rafting over a Bosnian river and a challenging two-day hike in Theth, Albania; the participants embarked on every adventure with enthusiasm, resulting in spectacular images.



Petra and Willem Kuijs, the ACSI tour guides in this edition of *We Zijn Er Bijna!*

## Curious to see the show?

Watch the episodes on [NPOstart.nl](http://NPOstart.nl) (only in Dutch).

### ACSI Expertise

ACSI Kampeerreizen offers organized tours for the Dutch and German market. Campers with their own caravan or motorhome can choose from a wide range of destinations, both within and outside Europe. Each

trip is unique and has an excursion programme that is tailored to the target group. There is also room for people's own choice of activities. The tour guides are trained in-house by ACSI and are on hand to provide advice and assistance during the trip.



Spectacular: rafting in Bosnia.





# Media 2020

Your European Media Specialist

## 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.



## Eurocampings.eu

Your extensive campsite description will be displayed free of charge on Europe's most well-known camping website, available in 14 languages. The 10,000,000+ visitors to Eurocampings.eu are your potential customers! If you wish your campsite to stand out even more and your listing to attract more potential campers, advertise on Eurocampings.eu.



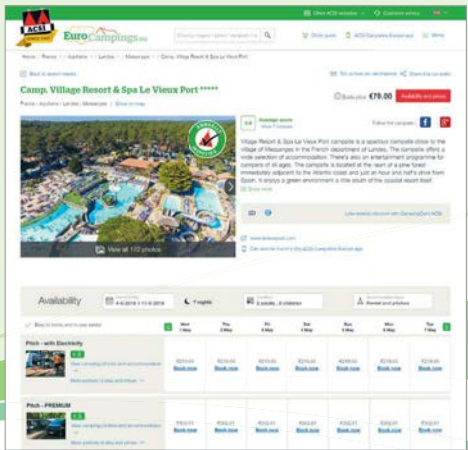
## ACSI Campsites Europe app

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.



Check out all promotional opportunities on:

**www.ACSI-MEDIA.com**