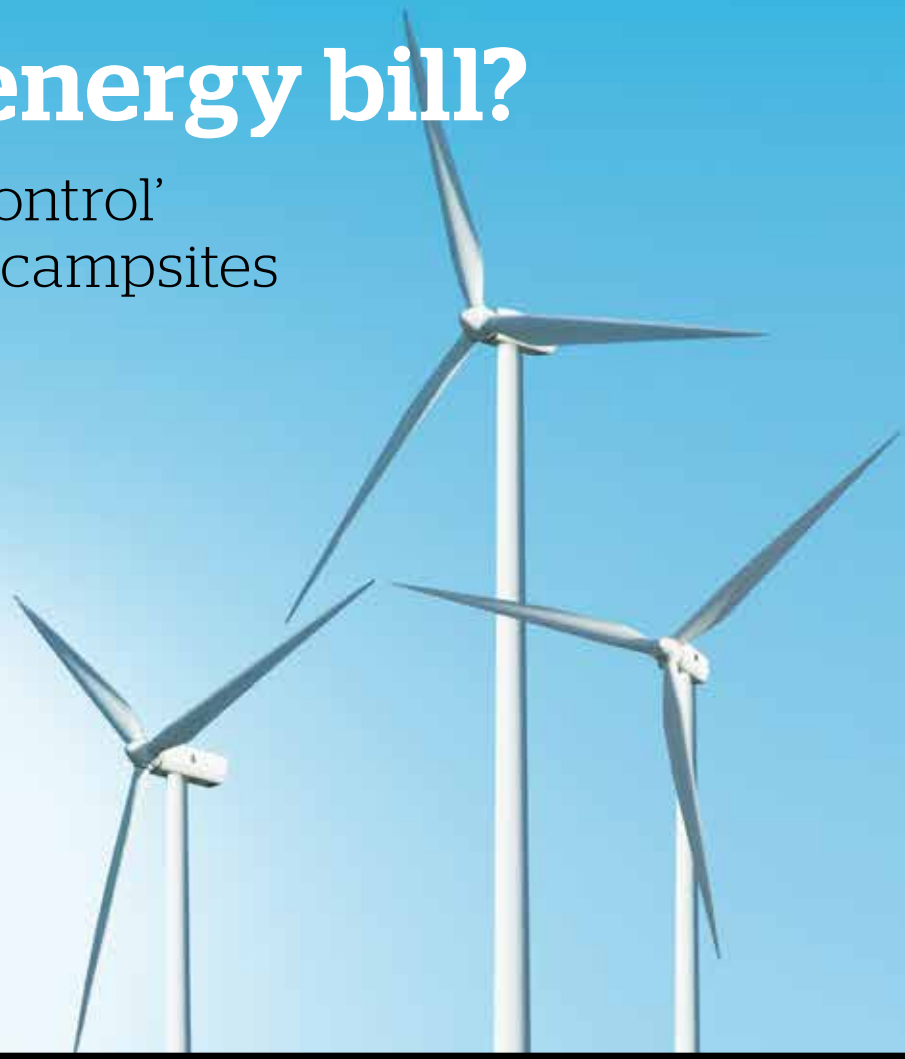


Who pays the energy bill?

'Knowledge is the key to control'
is the new norm for many campsites



by ACSI the campsite specialist: **edition spring 2023**



ACSI Times



More value for campsite guests

5 tips for offering campers better service and for increasing sales.

► Read more on **pages 2-3**

The energy policy at the campsite

Smart meters and being self-sufficient form the future.

► Read more on **pages 6-9**

Winners of ACSI Awards 2023

A complete overview of all winning campsites.

► Read more on **pages 10-11**

5 tips to improve the guest



Give campers the ability to place orders where and when they want.

Campsite operators are always looking for ways to get better business results from campsite visitors. Increasing sales is often the first goal mentioned. However, the focus does not always have to be directly on this. Simply offering excellent service is more than worth the effort. A positive experience at a campsite ensures that guests are willing to spend more money. It also increases the possibility of a repeat visit considerably. ACSI provides five tips for encouraging campsite visitors to spend more.

Tip 1: Order when you want to
Whether it involves ordering fresh rolls for breakfast or a pizza for an evening meal: give guests an opportunity to order when they want to. This can be done physically at the campsite's catering establishment or via an online ordering system. Ordering online provides an extra service for campsite visitors and is more convenient. They do not have to stand in line but can easily place an order from their tent or caravan. The benefit for the campsite is that orders come in at different times and the kitchen's capacity is used optimally.

Ian Vermeulen is the manager of three Luxembourg campsites – Camping Du Nord, Camping de la Sûre and Camping Reisdorf – and has been using an online order system for two seasons. 'I use the Camping Comfort app for this,' he says. 'Our guests can place their order for rolls via the app. This alone has increased sales by 20%. This is mainly because people can also order when the facilities are closed – for example, when they are sitting under their awning in the evening. It also saves me an enormous amount of time. I gain about two hours of time because all I have to do is place the rolls in the rack.'

Tip 2: Digital payment
The second tip is closely linked

with the first. Make sure that not only can the orders be placed online but give the campsite visitors the possibility of paying immediately online. This makes the entire process easier and faster. Because payment is made immediately, the threshold for placing an order is lowered and campsite visitors are likely to place an order faster and more often.

This benefits campsite operators as well. Of course, sales increase, but there is a lightening of the administrative burden as well as a decrease in errors in the payment process. Moreover, it can help to reduce the amount of cash at the campsite, thus increasing the safety of the staff.

Tip 3: Communicate in the guest's language
Campsite visitors are looking for the ultimate holiday feeling, but there are some things they prefer to be familiar – their language, for example. It may seem to be obvious, but most guests really appreciate it if they can communicate in their own language. This makes things more convenient, provides more understanding and a feeling of welcome. Make sure that all campsite information, menus and exclusive offers are available in the languages of the most important target groups, for example. The campsite visitor has a positive experience and the

experience

threshold for placing an order or making a purchase is lowered.

Tip 4: Use push notifications
A handy way to inform all campsite guests of relevant news is to use a digital push notification. This is obviously very practical in emergency situations or with extreme weather conditions, but it can also result in more revenue. For example, send an exclusive offer from the restaurant at mealtime, or list which paid activities are being organised at the campsite and where people

can register for them. Push notifications can be focused and sent quickly, which means that campsite visitors can act on them immediately.

Willem and Helen Wagenveld-Lodder, owners of Camping Domaine Bonneblond in France, organise barbecue and pizza evenings regularly. 'At 11:00 on the day of those evenings, we send a push notification to our guests. They can register immediately digitally. We have noticed that this makes it very accessible for

guests and these evenings are always fully booked.

Mandy van Duivenboden, owner of the French Club les Ormes, uses push notifications. 'We send two or three push notifications a day, distinguishing between nice-to-know and need-to-know information. We send a daily notification with the menu for the day, to which people can respond immediately to make a reservation via the chat function in the app. But we also communicate about matters such as stormy

weather or extended opening hours for the swimming pool.

Tip 5: Engage local businesses
Many campsite visitors want to experience the feel of the region in which they are staying on their holiday. Campsites and holiday parks are a perfect attraction to draw people to an area, allowing the entire region to profit – local businesses in the catering industry and retail trade, for example. Serve products from local farmers and growers in the restaurant so that campsite visitors can

sample the region, or promote the local businesses among the campsite guests. There are various means of doing so, ranging from a hearty recommendation to a joint action, resulting in a win-win situation for two parties.



If the campsite holds a barbecue evening, share relevant (campsite) news by means of push notifications and reach all guests with one notification.

Explore the Camping Comfort app

Digitalisation plays an important role in many of the tips given above. There are various apps available that help recreation businesses digitalise processes and make them more efficient. One app often used in the camping industry is the Camping Comfort app. In 2019 the app, now known as "Camping Comfort – Powered by ACSI", was launched by Sjoerd Botter and Hans van der Sluis. An important benefit for campsite businesses: use of the app leaves time for even more hospitality.

Sjoerd Botter explains the benefits of the Camping Comfort app. 'Guest can easily submit their order in the app. For example, fresh rolls or something tasty from the snack bar. The recreation business always has a handy overview of all orders and can send them on to the supplier, who, for example, might be the baker in the area who delivers the rolls. Campers who place their order via the

app can also pay immediately via the app.'

Another important benefit is the simplification of communication with campsite guests. 'Using push notifications and a handy message function, guests can be notified about important information immediately. This could be about activities at the campsite or special offers in shops or restaurants. Actually,

all communication with guests can be done via the app, which means that the campsite business would not need staff to be present at the reception at all times to answer questions.'

Communication in several languages is no longer an issue either. 'Texts in the app can automatically be translated into several languages. This makes using it easily accessible for

guests whose language the recreation business does not speak,' concludes Botter.

Professionalisation
Mandy van Duivenboden has been using the app since 2020. 'The Camping Comfort app has contributed immensely to taking a step towards professionalisation at Club les Ormes. Everything is digital now. We no longer use paper editions of house regulations, flyers or information booklets. We also notice that it has a positive effect on our guests. Their holiday fun already begins when they download the app before their vacation begins. People

often prepare themselves properly and, while still at home, can already see which activities the park has and can even submit an order for rolls.'

Sales increase and savings in costs
Botter reports that the app has already saved many campsites time and costs and has led to an increase in sales. 'Our calculations* show that a campsite or holiday park with 25 pitches or accommodations collects €1,350 more in sales due to orders via the app. They save 67 hours by using push notifications and 100 hours because of the bread orders submitted via the app.

In addition, €347 is saved on information booklets.'

New features
To continue meeting the desires of the campsite operators, the Camping Comfort app is continuously being improved. The next adaptation to be made is the link to booking systems. 'This will be beneficial in so many ways for both campsite businesses and guests. First of all, of course, the link saves time and money, which in turn contributes to more profit. It provides an even better camping experience for the guest,' states Botter.

'After all, this new functionality supplies many extra options. Think of guests who can log in with a reservation number and an email address. Information

about your stay is then retrieved automatically. The guest immediately receives an overview of the booking data, and recreation businesses can send their guests a personal message.'

Botter continues: 'Guests will soon be able to log in automatically via a link in an email. This message is sent to the guests after booking and, via the link, they are immediately logged into the app. It is possible for a personal welcome message to be displayed.' Issuing the final bill becomes simpler as well. 'The orders placed and the activities in which they participated will soon be put automatically on the final bill in the booking system. The camper can pay for everything at the end of the holiday.'

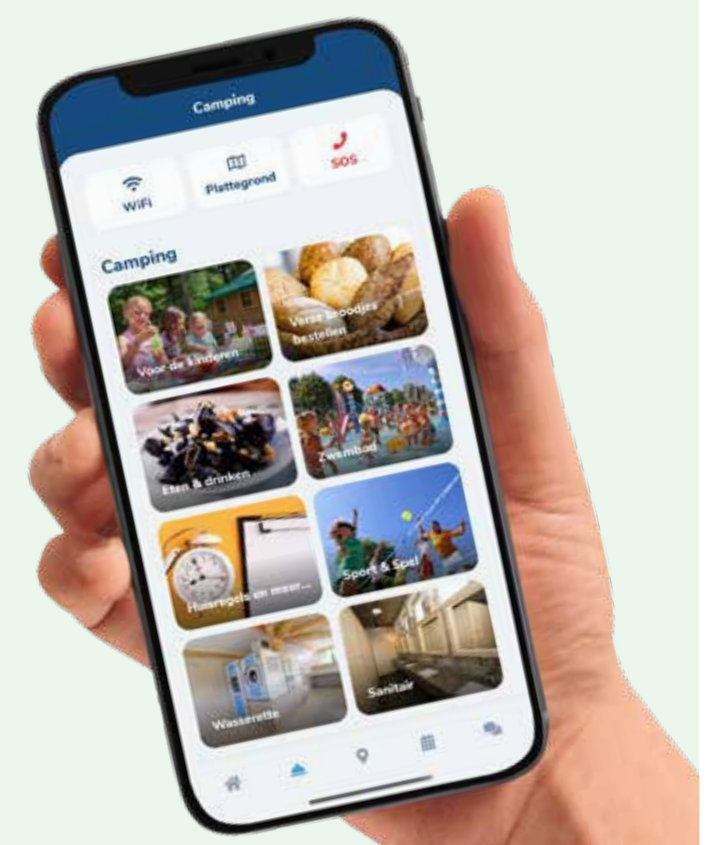
Try out for three months, free of charge

Many recreation businesses will have to integrate the app into the work process. 'We understand that businesses first want to see exactly what the Camping Comfort app can mean for them,' Botter states. 'This is why we are now offering a three-month free trial period. The app is ready for use in one minute. Your own logo and other data are filled in immediately and the information is available in five different languages.'

Scan the QR code to test the Camping Comfort app free of charge. More information can be acquired via sales@acsi.eu.



*Check with ACSI what this means for your return.



Advice from a CampingGuru

Unique concept in the travel industry

Tour operator Suncamp offers an extra service to visitors to suncamp.nl and suncamp.de. As of this year, it is possible to ask a CampingGuru for advice. This is someone who knows everything about one or more campsites. For 200 of the 300 Suncamp campsites, visitors are now able to ask a CampingGuru questions 24 hours a day live.

Unique in the travel industry

The CampingGuru concept is simple yet unique in the travel industry. Anyone who knows a lot about a specific campsite within the Suncamp range can apply to become a CampingGuru. Together with the ACSI office staff, the inspectors and managers, ACSI already has a great deal of knowledge about campsites at its disposal. But people outside of ACSI may also apply to become a CampingGuru.

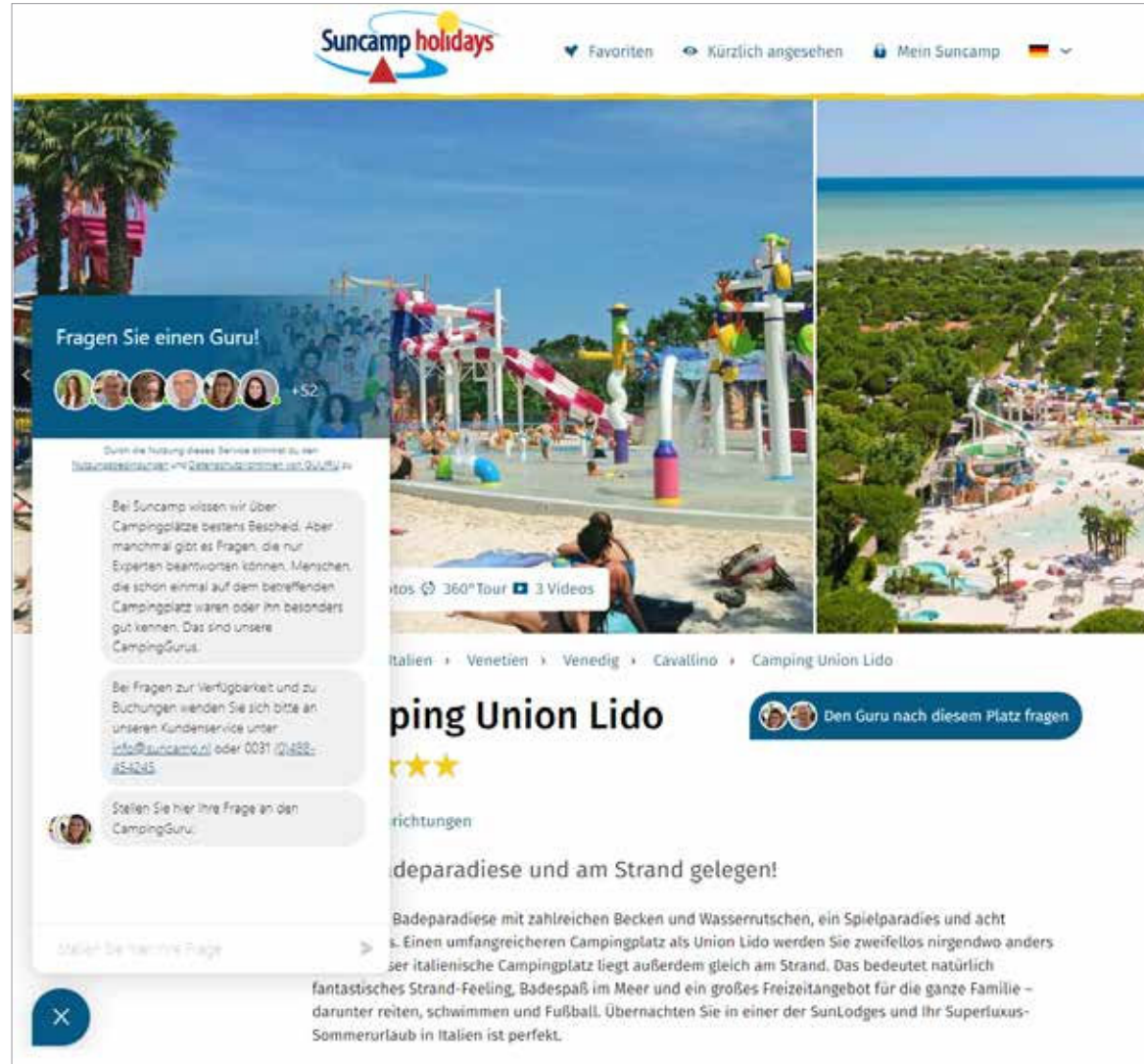
Specific campsite questions

The CampingGuru does not answer questions about bookings or availability. Suncamp has a chat feature for this with employees of the customer con-

tact centre. The CampingGuru is there for questions that specifically concern that one campsite. For example, how far is it from the Gold type mobile home to the swimming pool? Or, how popular is the campsite among compatriots during the high season? It is these kinds of questions that are of great value if the person who answers the question has also been at the campsite him or herself.

Win-win situation

What is unique about the concept is that both the questioner and the responder benefit. CampingGurus are paid € 2 for each answer they give. Applicant CampingGurus can apply via campingguru@acsi.eu.



 Ask the expert about this campsite!

ACSI camping.info Booking continues to grow

The fact that ACSI and camping.info joined in 2021 is very noticeable in the figures of the booking platform ACSI camping.info Booking. Due in part to the greater scope, the number of bookings showed strong growth in 2022. Moreover, the collaboration ensured a better distribution of the campsite visitors who booked.

More bookings

Compared to 2021, the number of bookings via ACSI camping.info

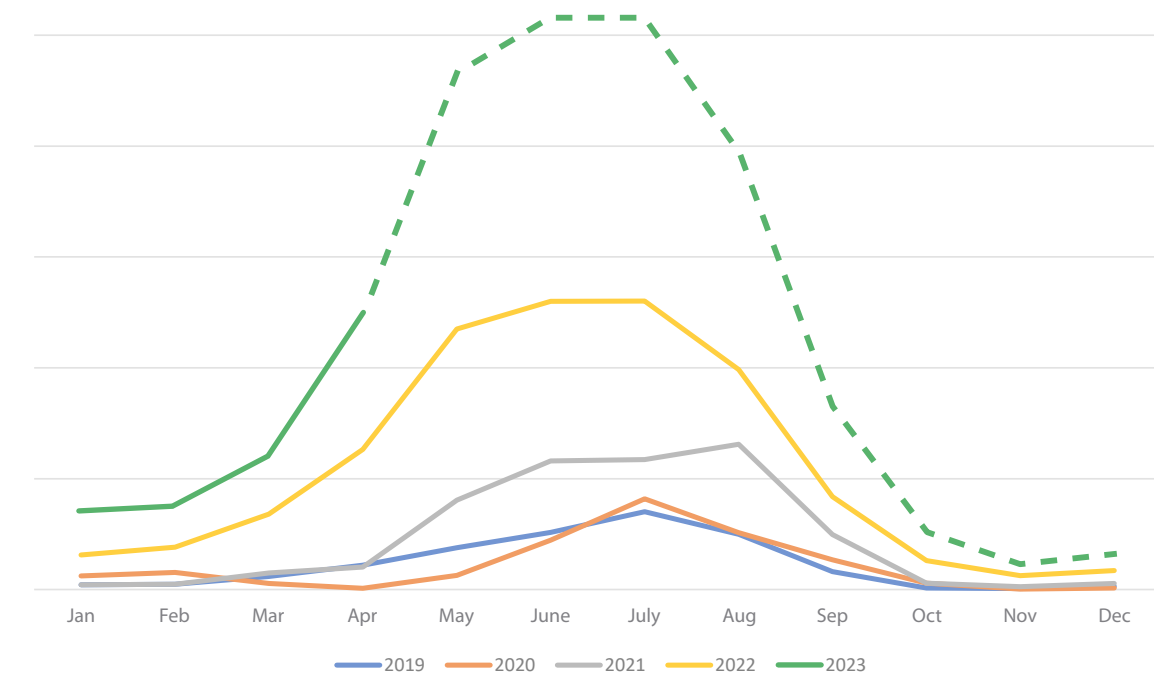
Booking showed strong growth in 2022. And despite political and economic uncertainties, continued growth is expected for 2023. The first months of this year have confirmed this expectation. Due to extensive campsite information about thousands of campsites throughout Europe, the booking platform will continue to be an important source of information for campsite visitors.

Better distribution

A larger German share of the

market has changed the distribution of the bookings. 38% of bookings come from Germany, followed by 31% from the Netherlands. The percentage of bookings from Great Britain (11%), Belgium (6%) and France (4%) had remained the same. It is striking that the distribution among the destinations has barely changed compared to 2022. France is in the lead with 33%, followed by Italy (25%), Germany (11%), Spain (8%) and the Netherlands (6%).

Number of bookings via ACSI camping.info Booking (2019 through 2023)



News in brief

Two free ACSI Scholarships

Camping is in ACSI's blood and, as the camping specialist in Europe, ACSI likes to invest in the training of the future generation of campsite owners. At a time when running a campsite has increasingly become more extensive, this specific training in the area of campsite management is a welcome addition.

ACSI recognises the importance of the training. With the

scholarship programme, BUs is supporting two students who want to follow the Master Sustainable Outdoor Hospitality Management programme from 2023 to 2025 and are eligible for admission.

Recognisable referral clicks

As from this year, all of ACSI's referral clicks can easily be found in Google Analytics. The clicks can be recognised by the digital address cpc.acsi.eu.

Good start for Suncamp

Tour operator Suncamp has had a good start in 2023. The number of bookings has grown and investments are being made in new SunLodges.

20% increase in January

The number of bookings rose 20% in the booking month of January. This is considerably more bookings than in 2021. The months of February and March, however, show a stabilisation compared to 2022. Overall, the first quarter shows an increase of 10% more sales and 5% more overnight stays compared to 2022.

New SunLodges

This year Suncamp entered into collaboration with two major

German chains of travel agencies, Best-Reisen and DER Reiseburos. In addition, new SunLodge mobile homes were invested in on Italian campsites Pra'delle Torri, Union Lido and Marina Di Venezia.

ACSI Camping Tours is also growing

Following Suncamp, ACSI Camping Tours is also having a good year. The organised tours for Dutch and German campers are popular. The number of reservations increased by 15%. This means an increase of 25% in sales. The German market especially is growing strongly, which means that ACSI is looking for extra German tour leaders.



Dear campsite owner or manager,

'Never let a good crisis go to waste.' This historic saying seems applicable in our industry as well. The 2022 camping season

demonstrated that the COVID-19 crisis has passed and the camping industry has not suffered as a result of it. As you can see at the bottom of this page, European campsite visitors are planning plenty of holidays this season.

The number of campsite visitors continues to increase. Camping has increasingly become the preferred form of holiday that aligns with the contemporary values of sustainability, freedom, and nature. Despite facing ongoing challenges, our industry has a clear advantage over air travel and hotel holidays.

One of the challenges faced by the camping industry is in the area of sustainability and energy. Pages 6-9 of the current edition of The ACSI Times offer plenty of information regarding this matter. In recent times, energy prices have fluctuated rapidly, prompting campsite owners to establish a transparent energy policy that accounts for both price increases and decreases. A clear policy not only helps to prevent any disputes with campsite visitors who may be required to pay additional charges for their energy usage,

but also contributes to the overall sustainability of the camping industry.

We at ACSI have learned much from the past years and certain developments have accelerated. One of these is the process of digitalisation, which has caused the focus to shift even more to our websites and apps. Pages 2-3 provide information about how the Camping Comfort app has helped recreational businesses to streamline their business processes and boost sales. Additionally, you can read more about the upcoming digital CampingCard ACSI discount card, which is set to be launched in 2024 and will be available to campsite visitors.

The digital options increase convenience for both the campsite visitor and the campsite. But ACSI has not lost sight of its successful basis in the process. The circula-

tion of the ACSI campsite guides has increased again and the second edition of the ACSI Awards has also been received positively. ACSI will continue to implement successful innovations in addition to the broad foundation that has already been established and of which campsites have been taking advantage for years. I hope that you will once again be inspired by the current edition of The ACSI Times and look forward to a successful year of camping.

Ramon van Reine
ACSI CEO



Campers plan lots of holidays for 2023

Spain, Italy and Austria rise in popularity

There will be a boom in camping among Europeans in 2023. This is apparent from a major survey ACSI conducted among 12,000 campsite visitors throughout all of Europe. They are already prepared to set out in the spring – in their own country but also increasingly abroad again.

High and low seasons

The European camper knows how to find a campsite any time of the year. The most popular holiday months for campers with children are August and July. Campsite visitors travelling without children prefer the months May, June and September. But April and October are also popular months for travelling.

> See Charts 1 and 2

who travel with (grand)children plan to head out on holiday an average of four times and for

a total number of 37 days in 2023. If there are no (grand) children going along on holiday,

plans are for an average of five holidays, spread over 64 days. In both cases, the duration of

a holiday has increased with a few days with respect to 2021 and 2022.

Chart 1 Preferred holiday month (without children)

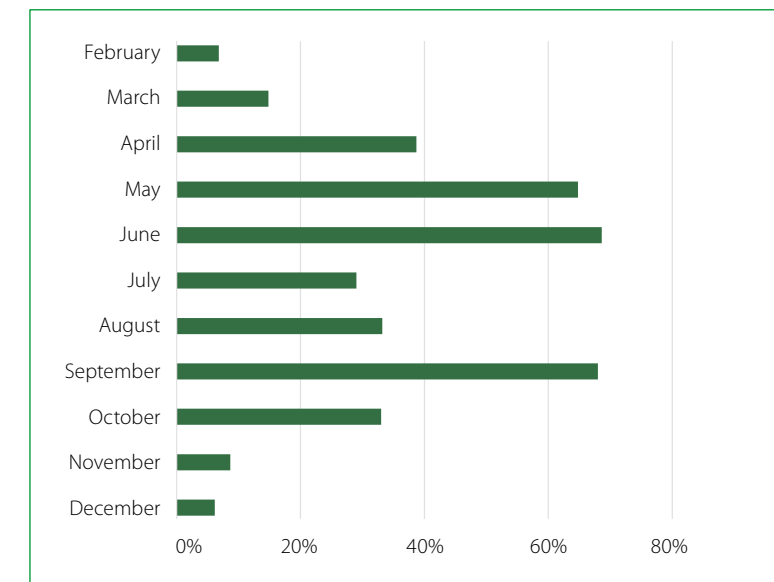


Chart 2 Preferred holiday month (with children)

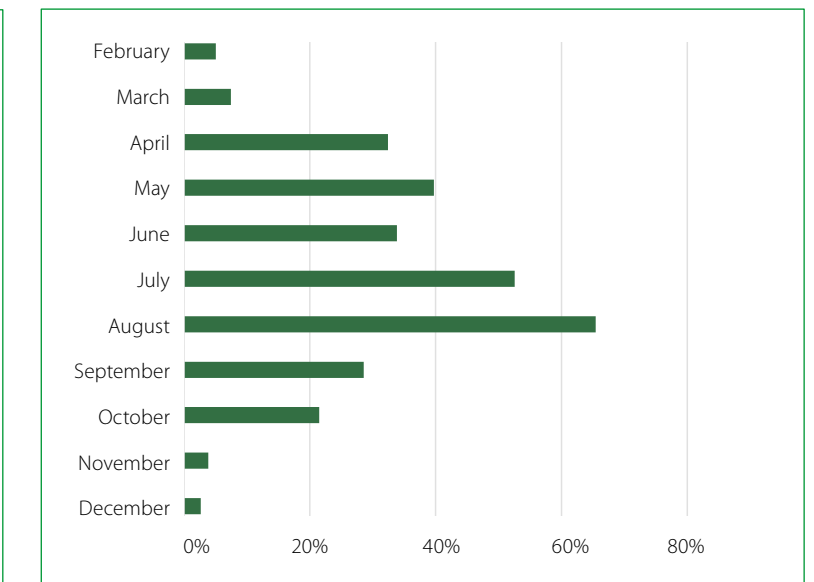


Chart 3 Preferred holiday destination (without children)

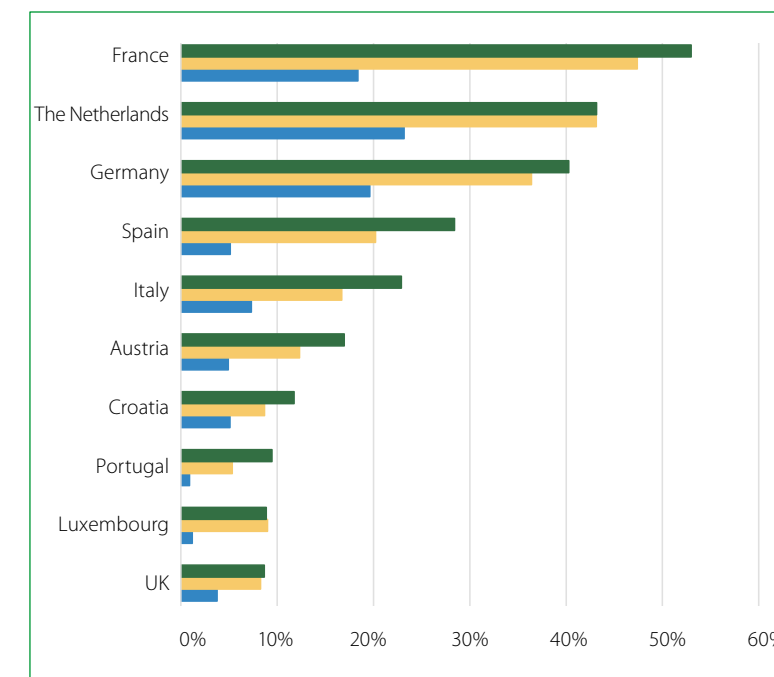
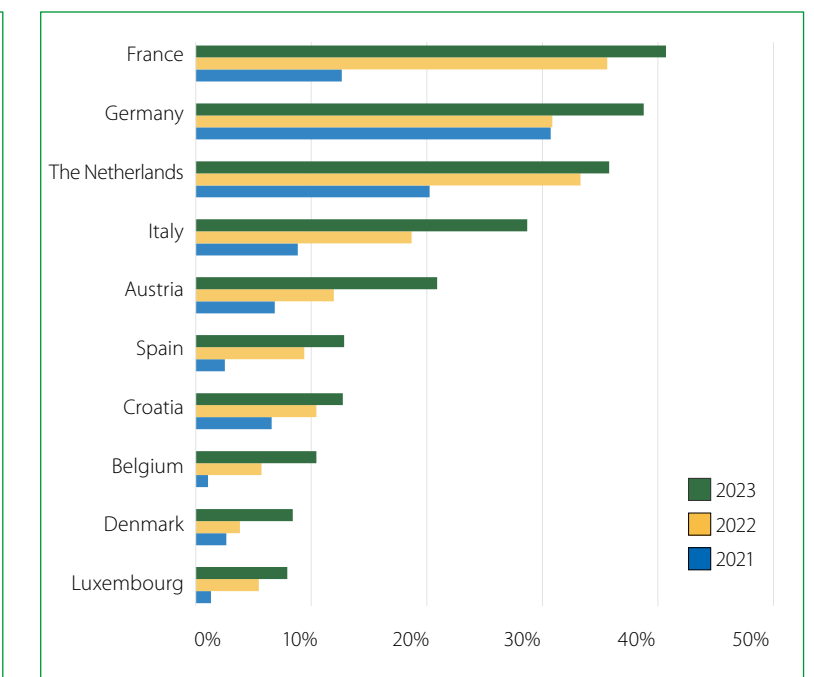


Chart 4 Preferred holiday destination (with children)



Going abroad is popular Although holidays in one's own country is increasing in popularity, the appeal of a holiday abroad is increasing again. The situation as it was before the corona pandemic is slowly returning. Popular destinations are France, Germany and the Netherlands in particular. Denmark, Austria, Italy and Spain are growing in popularity as a destination among European campsite visitors.

> See Charts 3 and 4

Longer holidays

The increasing popularity of a holiday abroad goes hand-in-hand with a longer holiday. How long and how often people go depends on the composition of the group. Campsite visitors

'Knowledge is the key to control' as the new norm for campsites

'Energy consumption decreases by more than 30% when measuring the amount of energy used by campsite visitors.'

'When, years ago, we began measuring the energy consumption of each camper, other campsite owners thought we were crazy.' Now, in 2023, Eline Buehre, manager of the Luxembourg campsite Nommerlayen, appears to have been well ahead of her time. Ever since the rapid rise in energy prices in 2022, campsite owners have been forced to look critically at energy consumption at the campsite. A check by ACSI revealed that, more and more often, the old all-in price is being replaced by a policy that focuses on payment according to use.

The effect of gas

'In 2022 the prices for electricity rose considerably in Europe. This relates primarily to the sharp increase in price for gas. In many cases, in order to generate electricity, gas is also needed, which is why the price of gas affects the price of electricity. Jilles van den Beukel, energy specialist at The Hague Centre for Strategic Studies, speaks.

The reason for the increase in the price of gas is evident. 'This is caused by the loss of the majority of the gas import from Russia. Putin has closed the tap

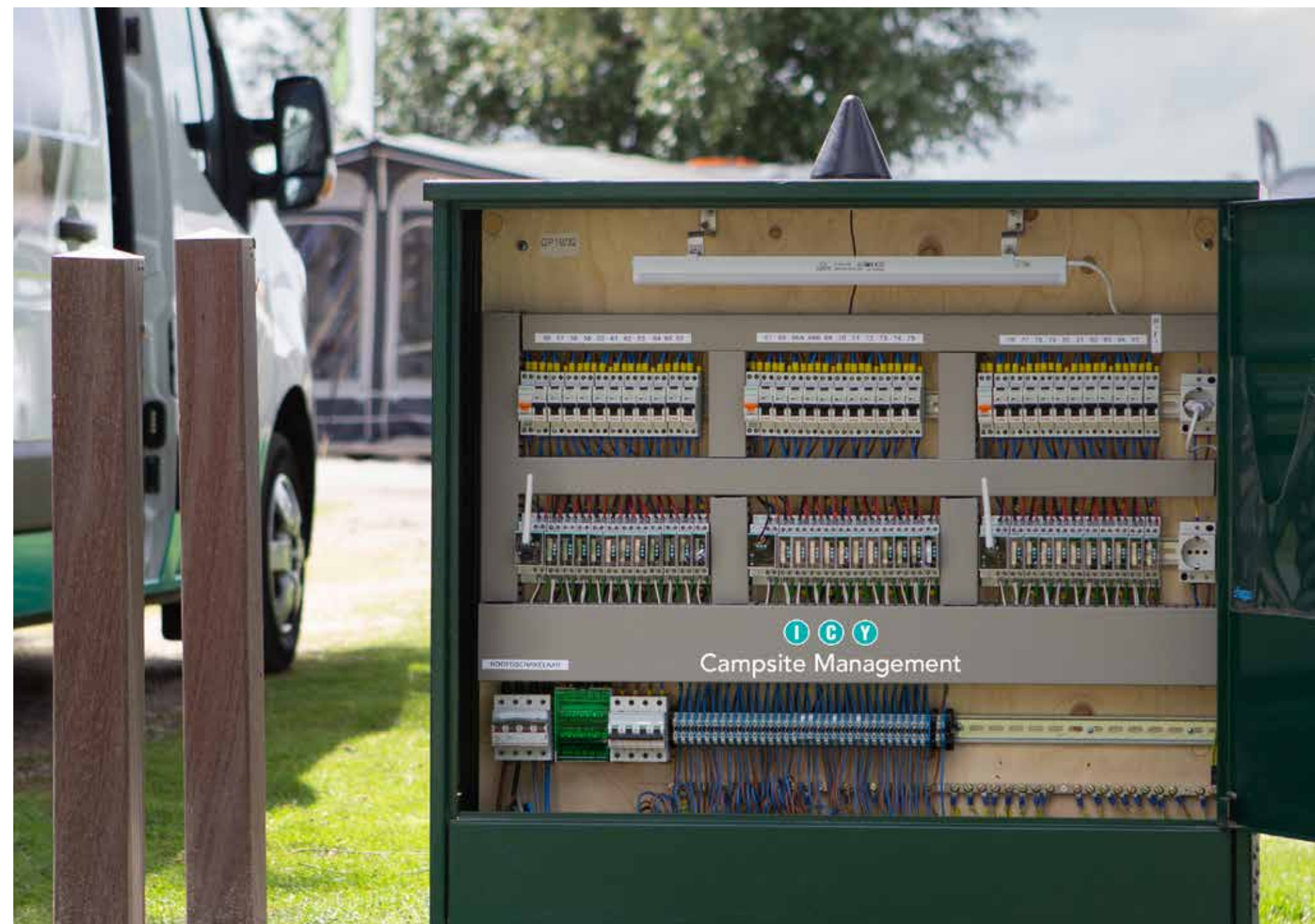
for the most part, which means that gas is scarce. Although the prices are lower again now than they were in 2022, they are still historically high. The energy market is a free market that is determined by supply and demand. Since many suppliers purchase electricity in advance, it takes a while before the energy wholesalers allow the prices to drop again. This process works in a similar way in all European countries. But the methods used to generate electricity differ per country. Some countries lay down a maximum price for electricity – France, for example.'

Searching for the right mix

Like consumers, campsite owners have had to deal with high energy prices in the past year as well. But even though the electricity market has now returned to calmer waters, it is important to set up an energy policy at the campsite properly. These fluctuations in price could occur in the future as well. 'Uncertainty about political factors could still cause unrest in the future. We have to wait and see how it develops further,' said Van den Beukel. A good energy policy provides clarity for campsite visitors and ensures that campsites will not suddenly be confronted with unexpectedly



Eline Buehre switched to a pay per use policy at Nommerlayen campsite seven years ago.



Ever since the rapid rise in energy prices in 2022, campsite owners have been forced to look critically at energy consumption at the campsite.



The kWh meter of Homewizard is easy to install and consumption is quickly visible via the corresponding app.

high costs. Campsite owners are therefore faced with the challenge of finding a good mix between setting a fixed price and charging according to use.

Feeling of unfairness

The Luxembourg campsite Nommerlayen has been charging campsite visitors for their personal use for seven years already. Manager Eline Buehre explains that she started this when the demand for energy began to grow because of the arrival of electric cars. She also observed that the energy consumption per camper differed enormously. This felt unfair. 'People used to pay €3.75 per day for electricity at the campsite. One person would make a cup of coffee to drink at their tent, while another person would run an electric heater under the awning from early in the morning until late in the evening. And both paid the same price.'

Since measuring the consumption per camper, the energy policy has changed at the campsite. 'With their reservation, each camper pays an advance for the energy – 6 kilowatt hours a day. If they use more, they pay €0.70 per kilowatt hour and if they use less, they get a refund.' The energy meters are read from the reception. 'The pitches that are empty have the power pole turned off.'

A 40% decrease in energy consumption

When they started using the energy meters, there were often shocked reactions. 'People thought it ridiculous that they had

to pay for their personal consumption. Other campsite owners thought it was ludicrous.' In 2023, payment for personal consumption is becoming more and more normal. 'What we find really striking is that the total energy consumption at the campsite has decreased. Because people pay for their consumption, they have cut back. We are using 40% less energy now than when we had an all-in price.'

As far as Buehre is concerned, charging for personal use is the solution for high energy prices and sustainability. 'Especially now that people can also charge their electric car at the campsite. Then you are just robbing yourself if you do not restrict this.'

Knowledge is the key to control

ICY has also noticed that paying for personal consumption is becoming more common. This company has been supplying energy management systems for campsites since 2016, and assisted the campsite Nommerlayen with the installation. 'At first it was an innovative product, but now we notice that it is becoming more and more popular among campsite owners,' said René Nederhoed, director.

The company has observed that the demand for measuring systems has risen sharply in the past number of years. 'The biggest advantage of this system is that a campsite owner can see exactly how many kilowatt hours were used at a pitch. It is up to the owner how they want to charge

the camper for this. Our system can be set up the way the campsite wants.

Installation of energy management system

According to Nederhoed, installing an energy management system is not very complicated. He explains how ICY is involved in the process from A to Z. 'If a campsite requests an energy management system, we look at what is needed to realise it. Installing the meters is, in principle, a straightforward process because the meters communicate wirelessly with ICY's system. This communication is done through a separate network that always works – even if, for example, the wifi fails. But we often see that campsites use this investment to modernise their entire energy network. Our meters are often installed by the campsite's electrician, but we can do it as well.'

An ICY energy meter costs between €100 and €150 per meter. If other adjustments need to be made to the network, the costs may be higher. 'We often see that the investment is earned back within a year. Naturally, this depends on the campsite's energy policy. It will take a campsite owner who charges €0.30 per kilowatt hour longer than someone who charges €0.50. We do notice that energy consumption is decreasing at every campsite. In general, campsites save 25-30%, and that also saves on costs.'

Installing a meter yourself

Like ICY, Homewizard also spe-

cialises in measuring gas, water and light. The company traditionally focuses on consumers in particular but is seeing a rising demand from campsites. 'At first we sold our product to people who wanted to measure their consumption from an ecological point of view. Last year, we saw that people wanted to understand their consumption because of the increased energy costs,' explains Paul Straathof, director.

The kWh meter from the company costs €59, works on wifi and is easy to install on all power requestors in Europe. 'The meters have no wiring and communicate via wifi. You can have your electrician install them but, in general, most campsite owners are handy enough to do this themselves,' says Straathof.

From all-in price to measuring consumption

While the campsite Nommerlayen has been measuring the consumption per camper for years, Camping De Molenhof has just started doing this. The campsite in Twente's Reutum is still using an all-in rate at this time. But starting next year, this campsite plans to convert to an energy measuring system as well. 'At the end of this year, we will be replacing all power poles at the pitches and integrating the Smart Camping system. Then we will be able to see how much campsite visitors use during their stay at the campsite,' says campsite owner Gerbert Kleijns.

'As from 2024, we will be switching partially to variable prices. Campsite visitors will be given a basic rate that includes 6 amperes of power and 5 kilowatt hours. For a fee, the amount of amperes can be increased to 10 or 16 amperes. Any extra kilowatt hours are charged separately. We also want to offer the possibility of not purchasing any power at all. This is ideal for campers with tents and

campsite visitors who are self-sufficient.' Kleijns has the price for a kilowatt hour of power depend on the price in line with the market at that time. 'In our village, there is a charging station in front of city hall. We use the same price as that charging station.'

Purchasing power beforehand

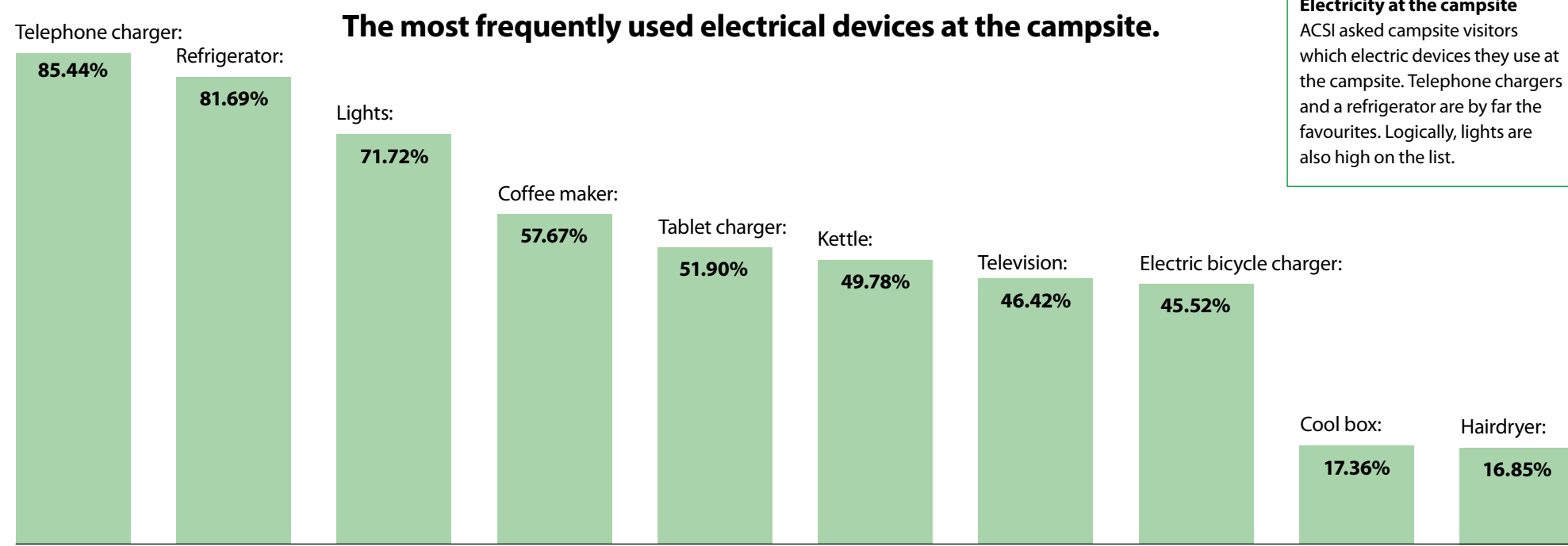
Kleijns is a big supporter of a policy that mainly looks at how much the camper actually consumes. 'This is fair because people are now paying for their own consumption. Then you prevent campsite visitors with a low consumption from paying indirectly for the energy costs of people who bring all kinds of electrical devices.' He believes that, in the future, campsite visitors at Camping De Molenhof will purchase their power in advance. 'People can purchase x number of kilowatt hours and they will automatically be notified when they have used 80%. It is up to them if they buy extra hours or start using less. By charging for energy beforehand, Kleijns is preventing people from having to pay extra after the fact. 'We think it's ridiculous that someone who has been at the campsite for three weeks has to pay another €8 for extra energy consumption. We hope to prevent that by having them pay beforehand.'

Fairness through kWh meters

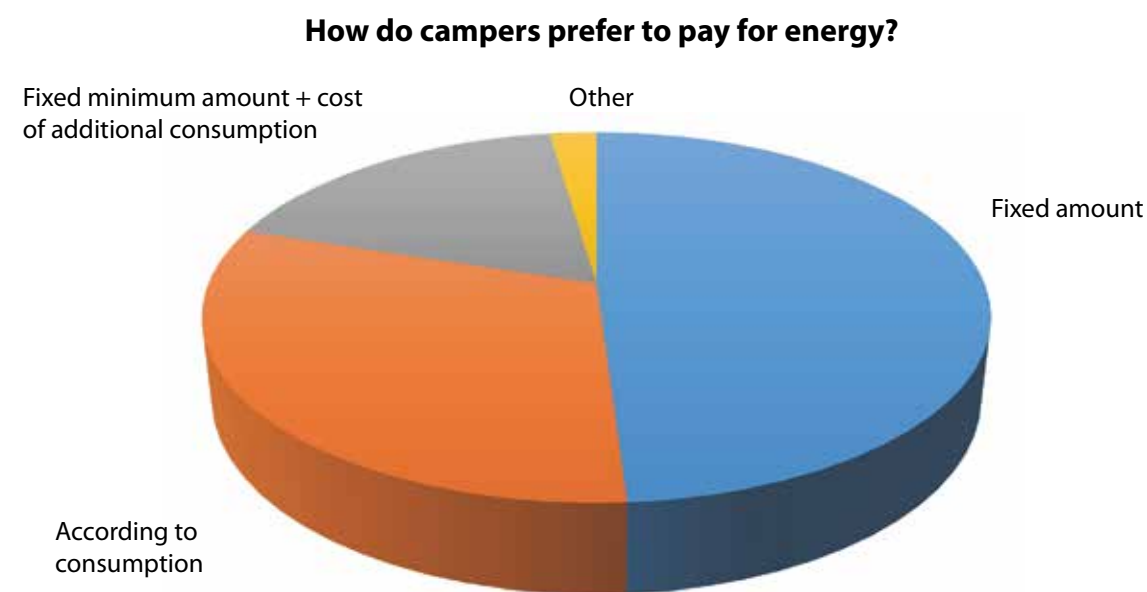
In addition to saving on energy consumption, there is yet another good reason for converting to a measuring system. The increase in the number of electric cars (as well as motorhomes and caravans) also creates a need for change. 'We have seen that some people charge their cars via the power pole at the pitch. Aside from the fact that this overcharges the energy grid, it also costs a great deal of money,' states Straathof. In his opinion, a kWh meter pays for itself rather quickly. 'Charging an electric car at the pitch one time costs about €25. So figure



René Nederhoed is director of ICY. The investment is often recouped within a year.



Electricity at the campsite
ACSI asked campsite visitors which electric devices they use at the campsite. Telephone chargers and a refrigerator are by far the favourites. Logically, lights are also high on the list.



out how quickly you earn the meter back. If you use a fixed energy rate, it is almost impossible to break-even. By charging per person, you save a lot of costs and it is also fair to everyone,' Straathof concludes. Competitor and colleague Nederhoed agrees fully with the principle of the user paying. 'This way major consumers pay considerably more than people who only want to charge their telephone.'

they must pay extra for it. 72% said they keep an eye on their consumption at home now that the costs have risen so much.

'The future is green'
While more and more campsites are choosing to measure energy consumption and have campsite visitors pay for it, the British campsite Woodovis Park has opted for something else. Campsite owner Anthony Ell reports that the campsite has chosen for a sustainable solution. They have been completely self-sufficient since the end of 2022. This allows campsite visitors to still offer an all-in rate without being troubled by the widely fluctuating energy prices. 'All power at the campsite is generated by 202 solar panels and stored in huge batteries. We are able to keep our prices low and still offer all amenities, such as a swimming pool, sauna and jacuzzi.' The swimming pool water is heated with a heat pump. The toilet block has its own solar panel system to heat the water. 'We are fully self-sufficient with respect to water as well. We have our own well.'

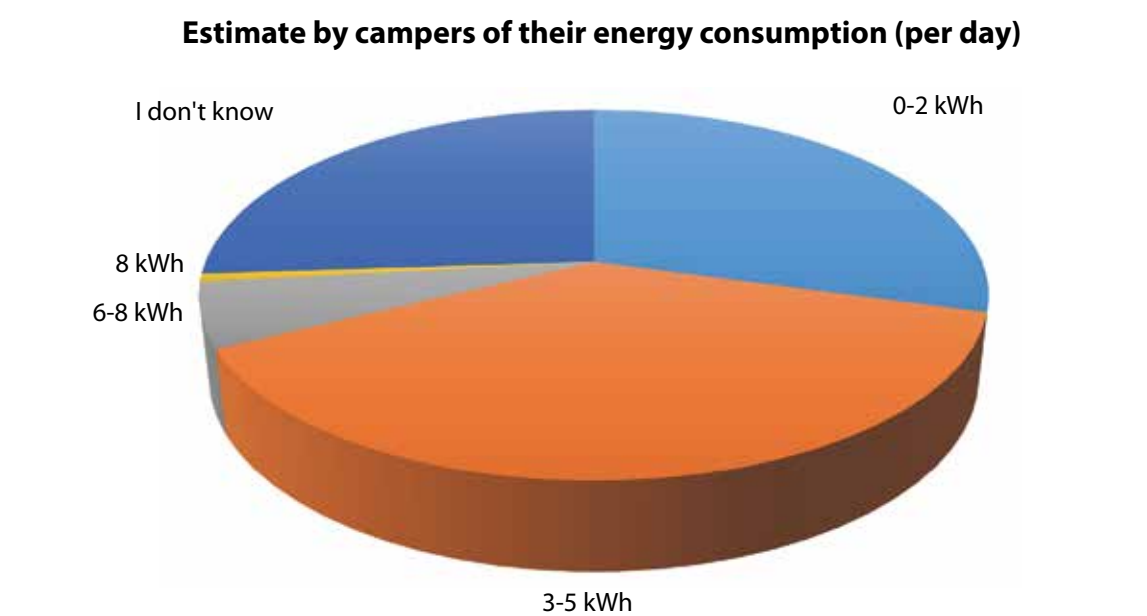
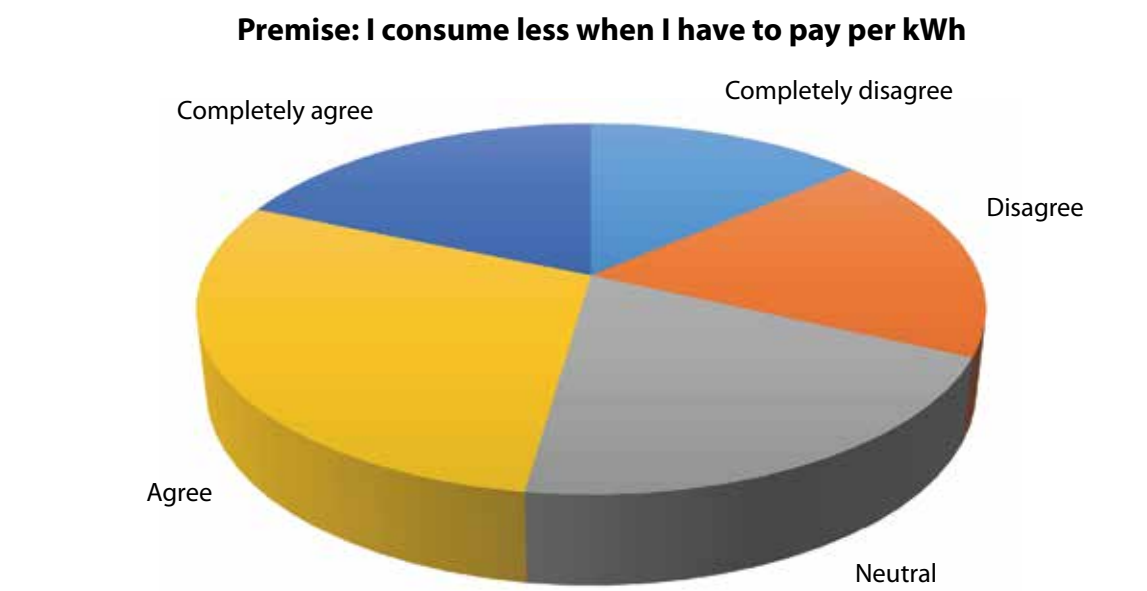
Charging on is a logical step
An increasing number of campsites are happy to transition to pay per use. The real question is what campsite visitors think of this. Straathof thinks that most campsite visitors understand. 'More and more consumers are measuring their energy consumption at home. After this winter, they are most certainly aware of the fact that energy is very expensive. We also believe that charging on the energy costs is not a problem at all. It is a logical step.'

Campsite visitors are sympathetic
A survey ACSI conducted among campsite visitors appears to support Straathof's opinion. Almost 60% of the respondents indicate that they have a "reasonable understanding" about paying for their personal energy consumption. About 30% even have a "(great) deal of understanding".

The convenience of all-in
Many campsites are aware of the urgency of measuring and charging electricity consumption. And although campsite visitors appear to understand, they would still rather pay a fixed amount for their energy consumption. ACSI's survey reveals that almost half of the campsite visitors questioned would rather pay an all-in price that includes energy costs at their pitch. The majority believe an amount between €2.00 and €3.99 for energy consumption is a reasonable price. They are also becoming conscious of energy consumption. 47% of campsite visitors say they are more aware of their power consumption if

Saving money by being sustainable
Although sustainability is the most important motive for Anthony Ell, the campsite has also saved considerable costs. 'We have invested €150,000 to make the campsite completely self-sufficient. The process included all preparations, permit applications and the installation of the solar panels, which took over a year. We expected to have recovered the costs within a period of two year, but it appears that it will be somewhat sooner.'

As far as Ell is concerned, being completely self-sufficient is the solution for all campsites. 'I recommend that everyone generate power themselves through solar or wind energy. With regard to water, it is also handy if you have your own source. It is a sustainable solution and saves a lot of cost. Water and electricity are generally one of a campsite's major costs.'



Gerbert Kleijns will be installing smart energy meters at Camping De Molenhof.

Paying for use is the new standard

Even though campsite visitors still prefer an all-in rate, paying for personal use appears to be becoming the new standard at campsites. This allows campsite visitors to influence their consumption (and thus their costs) and the campsite owners are able to charge for it fairly. And although it is not their first option, campsite visitors do understand the reasons for this method. Another bonus is that the general energy consumption decreases, which has a positive effect on the environment.

Increasing demand

Energy expert Van den Beukel does still see a catch. He warns about an increasing demand for electricity at campsites. 'Because campsite visitors are switching over to electric vehicles (not only cars but motorhomes as well), the demand for energy will actually only increase. The challenge is to expand the electricity grid quickly enough. At the same time, the share of energy generated by sun and wind will gradually become larger in the electricity mix.' Thus generating your own sustainable

energy as the Woodovis Park campsite does is not such a crazy idea. The solar panels and well means they are not reliant on the price of electricity or water. Of course, the campsite must be capable of doing this.

What about water?

While kWh meters and generating their own sustainable energy appears to be the solution for the strongly fluctuating energy prices, the next challenge for campsite owners is already waiting. The shortage of water and the costs

connected to water lead to new problems. Straathof has observed that water prices have already risen significantly in some European countries. 'In Belgium, for example, you pay considerably more for a cubic metre than in the neighbouring Netherlands. I have seen prices of more than ten euros in Belgium, while in the Netherlands the price is around one euro.'

As soon as campsite owners have determined their energy policy, it seems sensible to think about water policy in advance as well.

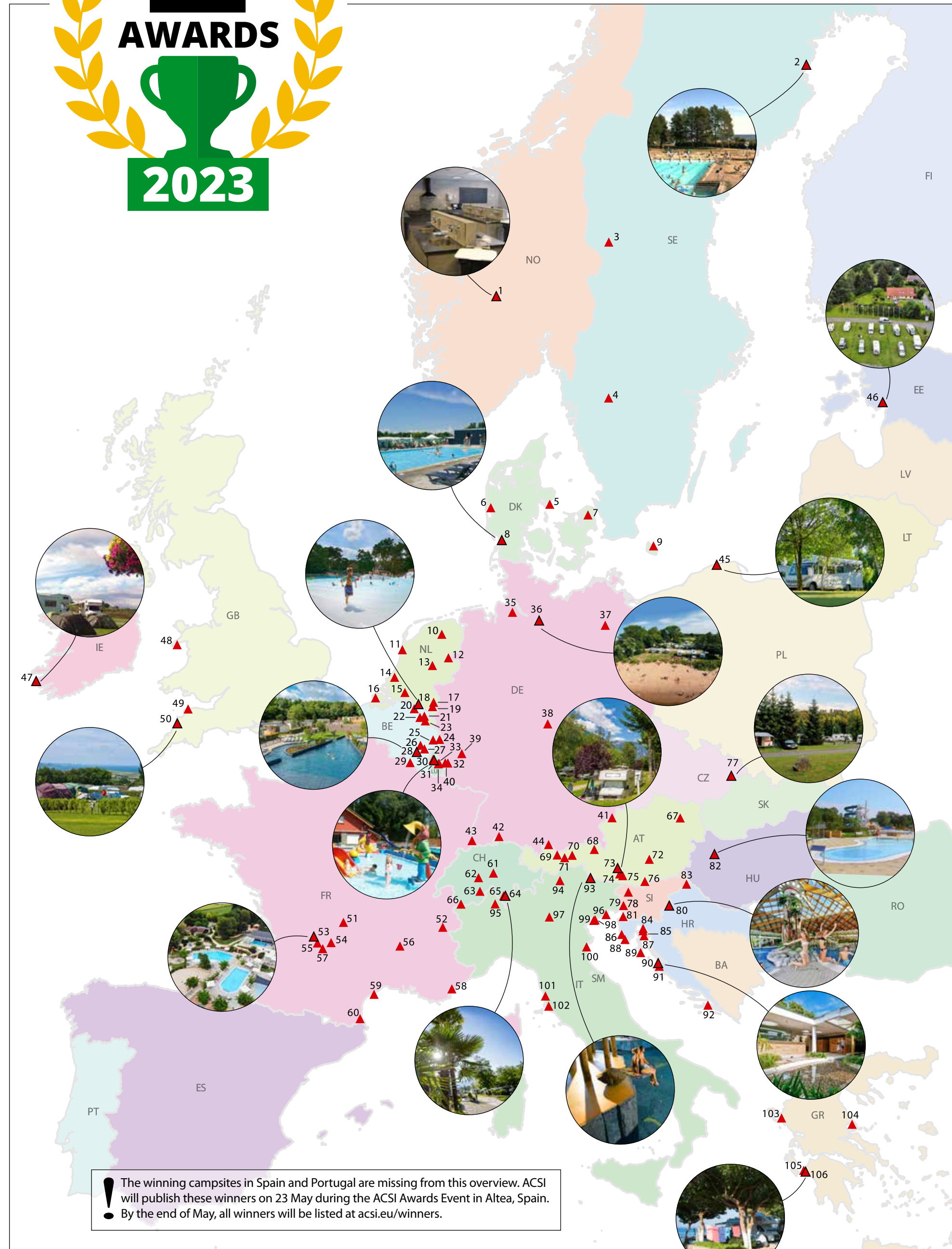
MID certified meters

Campsites that choose to measure consumption and charge per campsite visitor must know for sure that the measuring system that they use is MID certified, since only certified measuring systems may be used to bill the consumption. The meters from both ICY and Homewizard are MID certified. Homewizard and ICY are primarily active in the Dutch market, but both parties deliver their products throughout all of Europe.



All the energy at Woodovis Park campsite is generated by 202 solar panels and stored in large batteries. So, charging these electric bikes is also completely sustainable.

Winners 2023



! The winning campsites in Spain and Portugal are missing from this overview. ACSI will publish these winners on 23 May during the ACSI Awards Event in Altea, Spain.
 • By the end of May, all winners will be listed at acsi.eu/winners.

NORWAY	
1 Topcamping Hallingdal	Best campsite
SWEDEN	
2 Byske Havsbud	Best campsite
3 Särna Camping	Best campsite restaurant
4 Kronocamping Lidköping	Best location for a campsite
DENMARK	
5 Blushøj Camping Ebeltoft	Best location for a campsite
6 Ringkøbing Camping	Most dog-friendly campsite
7 Hillerød Camping	Campsite with the best toilet facilities
8 Ribe Camping	Best campsite
9 Gudhjem Camping	Best motorhome pitches
THE NETHERLANDS	
10 Camping De Drie Provinciën	Best campsite restaurant
11 Kampeerterein Buitenduin	Best location for a campsite
12 Camping de Pallegarste	Most dog-friendly campsite
13 Camping de Wildhoeve	Nicest campsite for children
14 Vakantiepark Delftse Hout	Campsite with the best toilet facilities
15 Charmecamping De Kleine Abtshoeve	Greatest little campsite
16 Stadscamping Zeeland	Best motorhome pitches
17 Camping de Schatberg	Most sports-loving campsite
18 Camping de Paal	Best campsite
19 Recreatiepark de Leiestert	Best campsite swimming pool
BELGIUM	
20 Provinciaal Recreatiedomein Zilvermeer	Nicest campsite for children
21 Recreatieoord Wilhelm Tell	Best campsite swimming pool
22 Camping Holsteenbron	Most dog-friendly campsite
23 Camping Jocomo Park	Best motorhome pitches
24 Camping Worriken	Most sports-loving campsite
25 Camping de l'Eau Rouge	Campsite with the best toilet facilities
26 Camping Eau Zone	Greatest little campsite
27 Camping Floreal La Roche-en-Ardenne	Best campsite restaurant
28 Camping Sandaya Parc La Clusure	Best campsite
29 Camping Ile de faigneul	Best location for a campsite
LUXEMBOURG	
30 Camping Bissen	Best location for a campsite
31 Camping Fuussekaul	Best campsite
32 Camping du Barrage Rosport	Campsite with the best toilet facilities
33 Camping auf Kengert	Best motorhome pitches
34 Europacamping Nommerlayen	Best campsite swimming pool
GERMANY	
35 Ferienpark Geesthof	Most dog-friendly campsite
36 Camping Stover Strand International	Best campsite
37 Camping- und Ferienpark Havelberge	Most sports-loving campsite
38 Campingplatz Am Schwimmbad	Greatest little campsite
39 Bären-Camp	Best location for a campsite
40 Campingpark Freibad Echtenacherbrück	Best motorhome pitches
41 Camping Preishof	Best campsite restaurant
42 Hegi Familien Camping	Nicest campsite for children
43 Camping Lug ins Land	Campsite with the best toilet facilities
44 Camping Hopfensee	Best campsite swimming pool
POLAND	
45 Camping Leśny nr 51	Best campsite
ESTONIA	
46 Solar Caravan Park	Best campsite
IRELAND	
47 Valentia Island Caravan & Camping Park	Best campsite
UNITED KINGDOM	
48 Tyn-y-Mur Touring & Camping Park	Most dog-friendly campsite
49 Little Meadow Camping	Best location for a campsite
50 Wooda Farm Holiday Park	Best campsite

FRANCE	
51 Camping Le Soustran	Greatest little campsite
52 Camping des Grands Cols	Most sports-loving campsite
53 Camping Le Paradis	Best campsite
54 Sites & Paysages Le Ventoulou	Most dog-friendly campsite
55 Camping Le Perpetuum	Best motorhome pitches
56 Ardèche Camping	Nicest campsite for children
57 Camping Le Moulin du Bel-Air	Best location for a campsite
58 Camping La Baume/La Palmerie	Best campsite swimming pool
59 Les Méditerranéées - Beach Garden	Campsite with the best toilet facilities
60 Camping Le Haras	Best campsite restaurant
SWITZERLAND	
61 Camping Eienwäldli	Best campsite swimming pool
62 Camping MANOR FARM 1	Most sports-loving campsite
63 Camping/Schwimmbad Mühleye	Nicest campsite for children
64 Camping Riarena	Best campsite
65 Campofelice Camping Village	Campsite with the best toilet facilities
66 Camping Des Glaciers	Best location for a campsite
AUSTRIA	
67 Donaupark Camping Tulln	Most sports-loving campsite
68 Tirol Camp	Best campsite swimming pool
69 Sonnenplateau Camping Gerhardtshof	Best motorhome pitches
70 Alpcamping Mark	Best campsite restaurant
71 Camping Ferienparadies Natterer See	Best location for a campsite
72 Camping Murinsel	Most dog-friendly campsite
73 Terrassencamping Maltatal	Best campsite
74 Camping Gauglerhof	Greatest little campsite
75 Burgstaller Komfort Camping Park	Campsite with the best toilet facilities
76 Sonnencamp am Gösselsdorfersee	Nicest campsite for children
THE CZECH REPUBLIC	
77 Camping Rožnov	Best campsite
SLOVENIA	
78 Kamp Danica Bohinj	Best location for a campsite
79 Saksida Wine and Camping Resort	Best campsite restaurant
80 Camping Terme Catež	Best campsite
81 Camping Adria	Most sports-loving campsite
HUNGARY	
82 Thermal Camping Pápa	Best campsite
CROATIA	
83 Wine camp Hažić	Greatest little campsite
84 Camping Omišalj	Best motorhome pitches
85 Aminess Atea Camping Resort	Most dog-friendly campsite
86 Camping Polari	Nicest campsite for children
87 Krk Premium Camping Resort	Campsite with the best toilet facilities
88 Camping Bi-Village	Best location for a campsite
89 Camping Čikat	Most sports-loving campsite
90 Camping Zaton Holiday Resort	Best campsite
91 Falkensteiner Premium Camping Zadar	Best campsite swimming pool
92 Lavanda Camping	Best campsite restaurant
ITALY	
93 Camping Caravan Park Sexten	Best campsite
94 Alpinfitness Waldcamping Völlan	Greatest little campsite
95 Camping Village Isolino	Best location for a campsite
96 Villaggio Turistico Internazionale	Most sports-loving campsite
97 La Rocca Camping Village	Most dog-friendly campsite
98 Jesolo International Club Camping	Campsite with the best toilet facilities
99 Union Lido	Best campsite swimming pool
100 Holiday Village Florenz	Best campsite restaurant
101 Camping Le Capanne	Nicest campsite for children
102 Pappasole Camping Village	Best motorhome pitches
GREECE	
103 Camping Drepanos	Best campsite restaurant
104 Camping Hellas	Campsite with the best toilet facilities
105 Camping Aginara Beach	Best location for a campsite
106 Camping Ionion Beach	Best campsite

A personal distinction

The other four winners of the ACSI Camping Personality Award 2022 receive their prize

In 2022 ACSI organised the successful ACSI Awards for the first time. In addition to the 120 campsites that won a prize, ACSI Camping Personality Awards were also awarded to persons who made a significant contribution to the camping industry. The first three winners were introduced in the previous edition of The ACSI Times. ACSI CEO Ramon van Reine and Business Developer Frank Jacobs visited the other four winners in person and thanked them for their efforts, involvement and devotion to the camping industry.

These four people received an ACSI Camping Personality Award 2022:



Cees Slager
Dr. Gunter Riechey
Roger Pla
Linda Gedink

The 2023 winners will be announced in the course of the year. Don't miss it and follow [linkedin.com/company/acsi-publishing](https://www.linkedin.com/company/acsi-publishing)

Cees Slager
Cees Slager is a true recreation go-getter in heart and soul. He has been a member of RECRON, the Dutch industry association for recreation businesses, for decades. He is also director of the Molecaten Group, which contains several campsites and holiday parks. At an international level, he is also active in the tourist/recreational industry, including as an advisor on various EU committees.

direction of the organisation fell into his hands and, when he took office, he immediately gained the trust of members and employees by presenting a plan that would shepherd RECRON into the next phase.

Merger with HISWA
This new course had as its focus a merger with HISWA Vereniging. This plan succeeded and the merger became reality on 1 January 2020. The merger was a success, with both parties complementing and enhancing one another. Slager is now the deputy chairperson of HISWA-RECRON. At the General Meeting of Members in 2021, he was made Honorary Member of HISWA-RECRON.

Leader during tough times
During the turbulent years of reorganisation in 2017 and 2018, Slager took charge and shepherded members as well as RECRON employees through this difficult period. The administrative



Roger Pla is owner of Yelloh Village Le Brasilia as well as the founder of the PLA FAMILY Foundation.

Roger Pla
Roger Pla's parents established the Yelloh Village Le Brasilia in 1964. The campsite is now one of the most important campsites in France and Europe and Roger Pla is the owner. He also played a major role as vice-president of the regional hotel federation Languedoc-Roussillon and as alderman in the municipality of Canet-en-Roussillon. In 2021 he established the PLA FAMILY Foundation.

Trend-setting campsite
Pla has been involved in Yelloh Village Le Brasilia since 1973. Initially, he focused mainly on marketing. Over the years, he has gained an increasingly prominent role. In 2000 he established the Yelloh Village chain, together with several friends who also owned campsites. Yelloh Village is now a very reputable chain with 93 campsites. After more than 60 years, the family character is still central at the campsite.

Good for the environment and people
The goal of the PLA FAMILY Foundation is a sustainable and long-term commitment to a local social environmental policy. Pla also wants to create an ecologically responsible working environment for all colleagues and seasonal workers at Le Brasilia. The foundation is committed to applying itself to various projects that focus on the environment and people.

Dr. Gunter Riechey
Dr. Gunter Riechey has played a significant role in the development of the German campsite industry. He was president of the BVCD, the Bundesverband der Campingwirtschaft in Deutschland (Federal Association of the Camping Industry in Germany) for over 12 years. He was chosen in 2010 because of his professional knowledge and the mediating role he could play in the still young organisation. Riechey is also the founder of Haveltourist, a group of eight campsites in the Mecklenburg lake district.

market in Germany. The BVCD was increasingly viewed by the federal government as a serious representative of an important industry. One of his most important initiatives was achieving a lowered VAT rate for overnight stays at campsites. On 1 March 2022, he transferred the chairmanship to his successor.

Campsites in nature reserves
Today Riechey is a full-time proprietor and responsible for Haveltourist. This nature project unites eight campsites in the Müritzer National Park. The many woods, fields of heather and lakes make this an ideal environment for nature lovers and water sports enthusiasts. The most well-known campsite is the five-star campsite holiday park Havelberge on the Woblitzsee.



Dr Gunter Riechey has actively contributed to professionalising the German camping sector.

20 years of CampingCard ACSI Introduction of the digital discount card in 2024

CampingCard ACSI celebrates its 20th anniversary. ACSI introduced the discount system prior to the low season in 2003, and both campsites and their visitors have been reaping the benefits ever since. With the discount card currently accepted by 3,000 campsites, visitors can save up to 60% on their overnight stays during the early and late seasons.

The campsites profit as well. By accepting CampingCard ACSI, the campsite becomes considerably more attractive in the low season. Many participating campsites see a marked increase in the occupancy rate during the low season. This is partly due to the marketing and promotional activities that ACSI provides for CampingCard ACSI, which is of benefit for the participating campsites as well.

nights that they spend at participating campsites has grown spectacularly.'

Camping season extended
Willeke Verbeek, having worked for more than fifteen years with the editorial staff of CampingCard ACSI, recalls: 'campsites often tell me that, before the introduction of the discount system, they were hardly ever full in the early and late seasons. The arrival of CampingCard ACSI changed that completely. Campsites are welcoming many more campsite visitors during the low season.'

occupancy rate in the low season too. Most campsites are really pleased with the additional value we offer.'

A view to the future
Ever since CampingCard ACSI started, there has been continuous work on improving the idea and on expanding the number of participating campsites. Throughout the years, new features have been added, such as the ability to book online via the CampingCard ACSI website and app and access to exclusive offers and discounts for users.

Game changer
Looking back at 20 years of CampingCard ACSI, Frank Jacobs, Business Developer at ACSI, outlines a successful development. 'CampingCard ACSI turned out to be a game changer. The system not only gives campsite visitors many benefits in the low season but also provides a great deal of clarity about the price. As a result, the number of

Verbeek notes that the camping season has become considerably longer due to CampingCard ACSI. 'Over the years, we became aware that the neighbours of participating campsites wanted to participate the following year. They wanted to improve their

More developments yet to come. In 2024 ACSI will launch the digital version of the CampingCard ACSI discount card. This will enable the discount system to adapt to the changing times and become even more accessible to campsites and campsite visitors.

The digital discount card: easy, fast and safe

Starting from 2024, the CampingCard ACSI discount card will also be available in a digital format. Visitors who opt to purchase the card can access it via the CampingCard ACSI app. They can display their discount card to the reception desk using their smartphone or tablet.

ACSI CEO Ramon van Reine is convinced that the introduction of the digital discount card is a positive development for both campsite visitors and campsites. 'A sustainable alternative that is in line with the current times, it is clearly a convenient option for campsite visitors who will have permanent access to the discount card digitally. This reduces the risk of damage or loss. Furthermore, campsites have no issues accepting the discount card and immediately processing customer data in the booking system. As a result, the check-in procedure

will be much faster.' Van Reine explains how it works. 'The discount card has a QR code on it, which can be scanned with the camera of a smartphone, tablet, laptop or PC. As soon as the QR code is scanned, the data of the campsite visitor will be opened in the ACSI Campsite Portal. From there, the data can easily be transferred to your own system. Or you can send the data in an e-mail to yourself so that all reservation can be processed at the end of the day. This means that a manual transfer of data is no longer necessary. If no camera is available, the unique code on the discount card can be used. This will also enable you to quickly view all the data.'

Security was considered as well. 'The digital QR code is refreshed every five minutes, making it almost impossible to copy.' ACSI will not be abandoning the

physical guide, which includes the discount card. 'We leave it up to the campsite visitor,' says Van Reine.

But the physical discount card will undergo some changes as well. 'There will be a QR code and a unique number code on the card. This will also make checking in much faster.'

You can read all about the introduction of the digital discount card at [acsi.eu/digital-cca](https://www.acsi.eu/digital-cca).



Did you know that ...

- ... there is a total of 774,000 CampingCard ACSI users?
- ... a CampingCard ACSI campsite visitor travels an average of 28 nights a year with the discount card?
- ... a CampingCard ACSI campsite visitor goes on holiday an average of 3.71 times?
- ... campsites earn back their participation in CampingCard ACSI in an average of 64 nights?

2003 Launch of CampingCard ACSI website

2004 First CampingCard ACSI guide in Dutch, German and English

2005 Introduction of CampingCard ACSI guide in French and Danish

2009 Introduction of CampingCard ACSI guide in Swedish

2012 Introduction of ACSI CampingCard & Camperplaatsen in Dutch and German

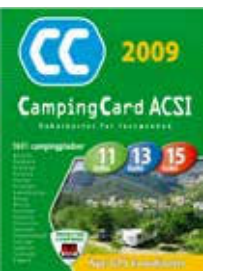
2014 CampingCard ACSI app available in 13 languages

2015 Modernised CampingCard ACSI website available in 7 languages

2016 Introduction of CampingCard ACSI guide in Spanish

2019 Introduction of ACSI CampingCard & Camperplaatsen in French

2024 Launch of digital CampingCard ACSI discount card



A journey through the history of camping

Many European campsites have existed for decades already and have been around for generations. ACSI spoke with two campsites about their rich history that covers several generations. The successful CampingCard ACSI discount system has also existed for as much as twenty years. Both campsites talk about their experiences with CampingCard ACSI.

Camping Leï Suves, Roquebrune-sur-Argens, France

From farm campsite to outdoor hotel

More than forty years ago, in 1980, Patrick began Camping Leï Suves on a piece of land belonging to the family farm where strawberries were grown. When the first campsite visitors arrived on holiday here, the farm was still a working farm. Very quickly, however, the demand for pitches grew. Patrick and his wife Cathérine are still involved in the campsite, which is now run by their children Maud and Nicolas.

The estate is beautifully located in the cork oak woods. The name of the campsite, Leï Suves, the Provençal word for cork oak, refers to this. When the campsite opened, various campsites were already present in the municipality of Roquebrune-

sur-Argens, which is close to the Mediterranean Sea. Nevertheless, the campsite was a success from the start. There was still plenty to do and improve on, but campsite visitors were satisfied with the services at Leï Suves.



The campsite at the strawberry farm has since then grown into a four-star campsite with extensive facilities, around 160 pitches and an equal number of rental accommodations. The campsite is a popular holiday destination for families from all over Europe.

'Keeping the family atmosphere remains top priority'

Outdoor hotel

Naturally, the management has undergone great change since 1980. Guests are still welcomed in the same manner, but everything else has changed. The booking process is completely automated and campsite visitors have not booked by post for years. They now search for a campsite online and book it online immediately. The requirements that holidaymakers set for a campsite have changed



and the expectations they have for pitches and rental accommodations are much higher. The campsite has actually become a hotel 'en plein air', an outdoor hotel.

Maintaining that feeling of family

But there is one thing that has not changed, and that is the feeling of family. The campsite is still run

by the same family. The children Maud and Nicolas also want the campsite to flourish and want to ensure that Leï Suves will continue to develop. Top priority for the future will continue to be to retain that family atmosphere. This is a challenge at a time when campsites and camping are increasingly being viewed as a revenue model for large businesses.

About CampingCard ACSI

'We soon began participating in the CampingCard ACSI discount system, which was rather new at the time. This helped provide us with more visitors in the early and late seasons. The CampingCard rates are lower than the usual rates, but the discount card brings us extra visitors in the high season as well. The mostly retired visitors with CampingCard who come in the low season pass on the name of the campsite as a tip to families who come in the high season.'



Terraced camping Osebos, Gulpen, the Netherlands

Sixty years of camping fun in the Limburg hills

More than sixty years ago, in 1962, farmer Hubert Pinckaers was given a permit to welcome campsite visitors. From that time on, the campsite in the hill country of Zuid-Limburg continued to develop. Luckily, one thing has remained unchanged: the terraced camping Osebos is still run with pleasure, although it is now run by Jo, Hubert's grandson.



In the early years of terraced camping Osebos, running a campsite was completely different than it is now. The camping season was much shorter then. It would be very busy for a couple of weeks in the summer, but otherwise it was rather quiet. Now, running the campsite is a full-

time job and there are permanent employees to keep the business running the entire year round. Campsite visitors have much more free time than they used to. Going on holiday several times a year is very normal these days, whereas in the past it was quite something to go away for two weeks in the

summer. This difference is very noticeable at terraced camping Osebos. Camping season begins in April already and goes through until the end of October.

A swimming pool really makes a difference

Major changes that took place were the construction of today's main building and the installation of the swimming pool. The latter really made a difference in the early years. But the outdoor swimming pool is an important amenity today as well. The campsite has discovered that it is possible to create a distinct profile if it has a swimming pool. There are no longer very many comparable campsites in the area with a swimming pool, so this is definitely a plus point for the campsite.

Long-term vision

A less pleasant change was the passing away of Jo's parents. The structure of the organisation changed completely. And

although the major changes are very visible, the small steps were also very important for the development of the campsite. Several people have really left their mark on it. Each year the family has invested in visible as well as less visible improvements.

'It is becoming increasingly difficult for a campsite to serve all target groups at the same time'

Jo was able to see the potential of the campsite when it was still very different. That long-term vision is very important. Jo's daughter Emmy is also involved in running the campsite. She has learned from her parents that there are times when you should just do something. You can teach yourself quite a bit just by trying. And there are always people willing to brainstorm alongside of you.

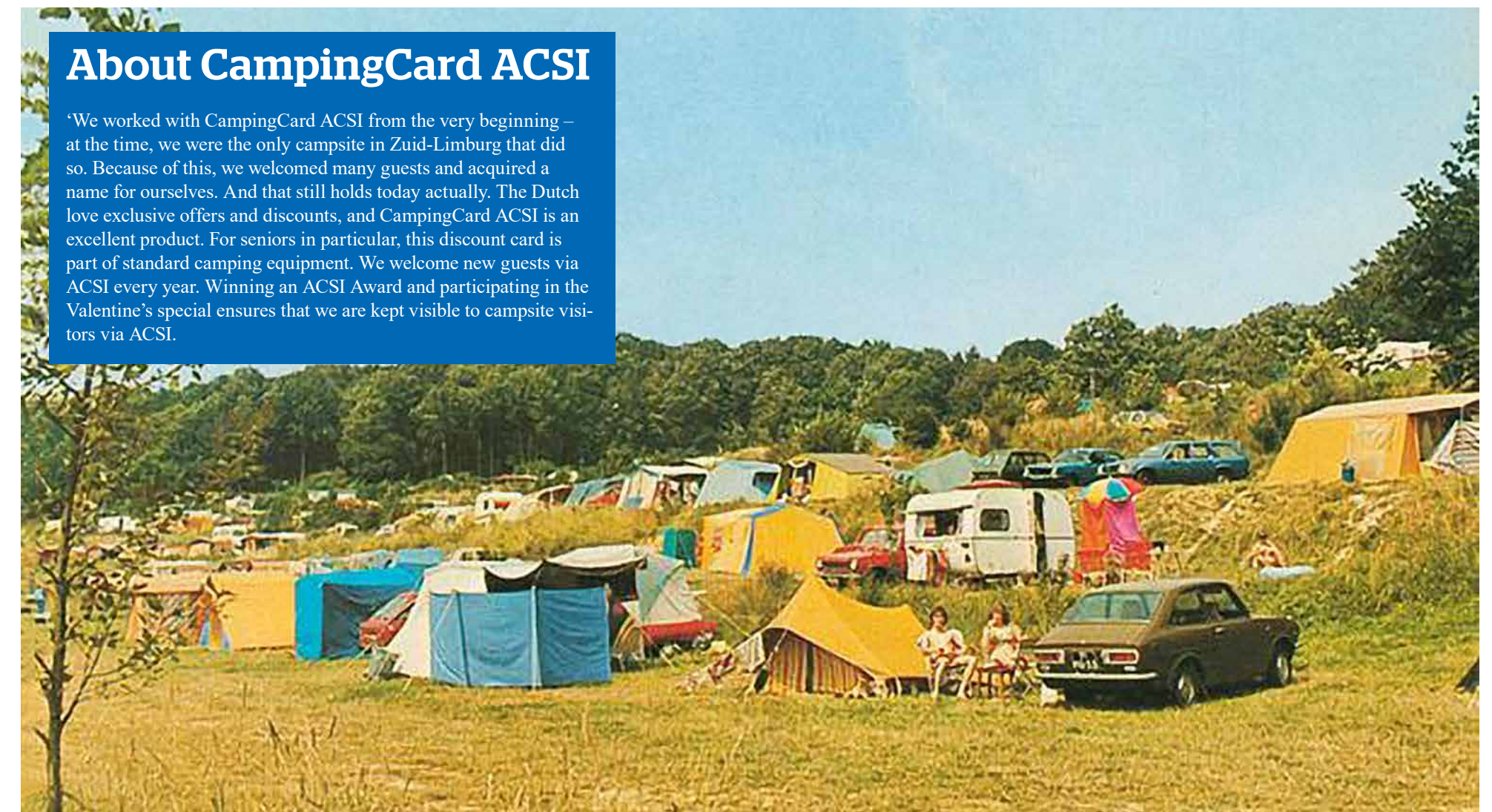
Cherish your team

The most important thing that Jo and Emmy learned from their predecessors was to always have fun in your work. Running a campsite just for the money is something they believe is impossible to maintain. You must enjoy new challenges and be able to sense what is needed. And the final important lesson is to cherish the people around you. A campsite cannot be run on your own. A good team that you can rely on is essential.

For the future, Jo and Emmy expect that space and quality will become even more important to the campsite visitors, who are constantly setting higher standards. Camping will become even more luxurious than it is now, even for guests with their own camping equipment. The campsite must make a choice with respect to this, because appealing to all target groups simply is not possible. Also playing an increasingly important role is sustainability and digitalisation.

About CampingCard ACSI

'We worked with CampingCard ACSI from the very beginning – at the time, we were the only campsite in Zuid-Limburg that did so. Because of this, we welcomed many guests and acquired a name for ourselves. And that still holds today actually. The Dutch love exclusive offers and discounts, and CampingCard ACSI is an excellent product. For seniors in particular, this discount card is part of standard camping equipment. We welcome new guests via ACSI every year. Winning an ACSI Award and participating in the Valentine's special ensures that we are kept visible to campsite visitors via ACSI.'



Colophon

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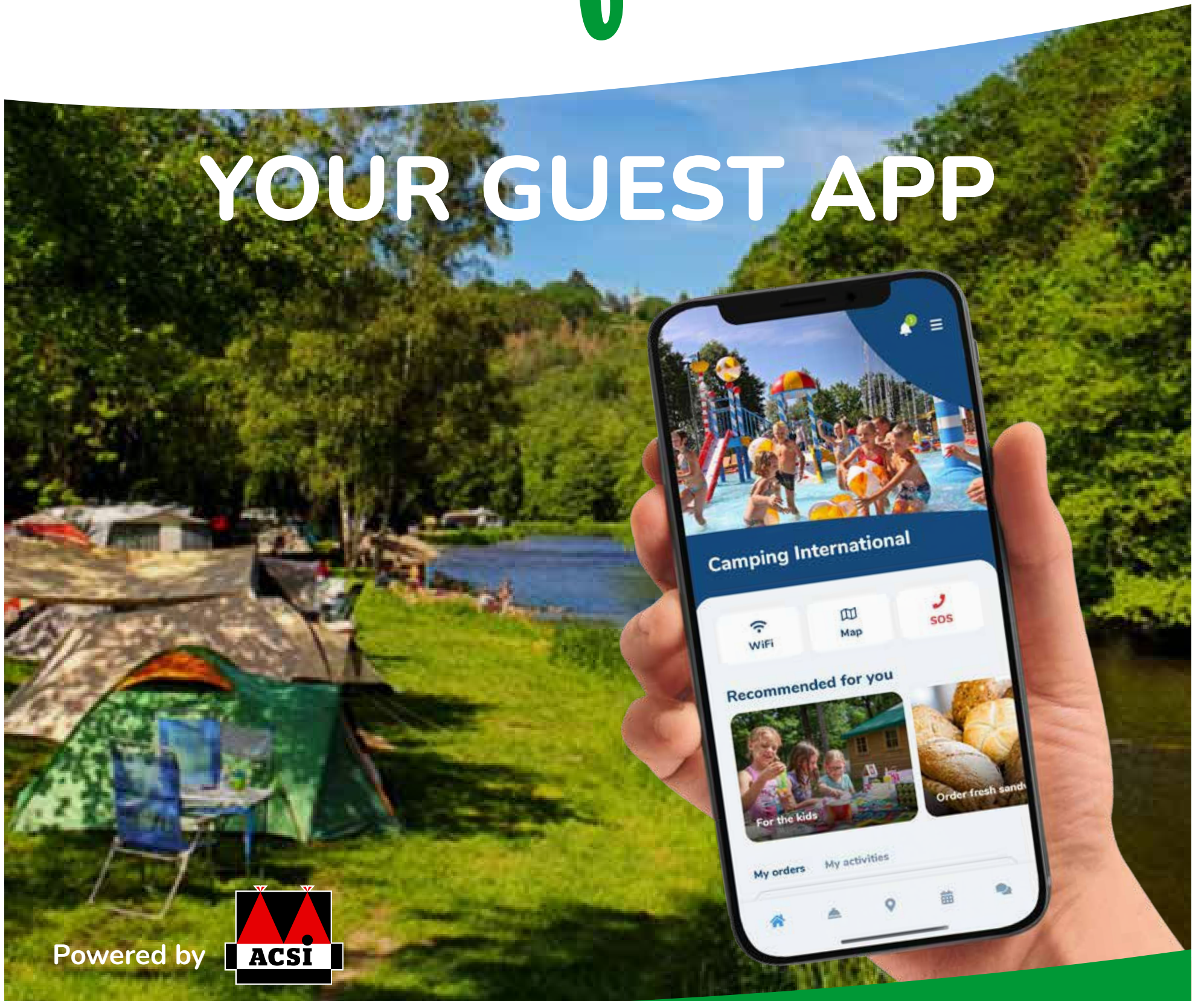
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