

Opportunity or problem?

The number of pitches at campsites lags behind demand



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

ACSI Times



Water management in Europe

Campsites must start tackling water management.

► Read more on **pages 2-3**

A strong marketing strategy

Get started with the tips from Professor Xavier Font.

► Read more on **pages 10-11**

Digital CampingCard ACSI

How does the check-in process work using a QR code?

► Read more on **page 13**

'The European water management

The 2023 high season was one of extreme weather conditions. There was drought and high temperatures in Southern Europe but heavy rainfall in Scandinavia and countries such as Slovenia, Austria and Germany. Climate change is at the root of these types of extremes and at the same time, it causes another phenomena: water scarcity. And accordingly, it affects the price of water. Some campsite owners are already noticing this and many more campsites will have to deal with this in the long term.

Gijs Simons confirms this picture. He is Senior Hydrologist at FutureWater, a research and consultancy agency specialised in all kinds of issues related to water management. According to Simons, the problem will only increase. 'Water shortages and the distribution of existing water will be an increasingly bigger problem in the coming years. I advise campsite owners to start tackling this now to avoid them getting into real trouble later on.' ACSI spoke to Simons and the owners of Camping Gran Sol, Camping Orio and Landöns Camping about the impending water shortage and how they are dealing with it.

From Sweden to Portugal

The Spanish Camping Gran Sol is located just under Andorra. Owner Aniol Colillas Canal says that the drought is mainly affecting the grass right now. 'The entire campsite is covered with grass and it is not as green as it usually is. Other than that, it's not too bad here at the moment. We had quite a bit of rain in June, but it was very dry in August.'

This season's drought is not yet an acute problem in the Spanish Basque Country either. However, the owner of Camping Orio, Jone Olascoaga, is concerned about the climate. 'It's been rather wet in our region this year but last summer, it didn't rain at all between June to September. We have



Gijs Simons
Senior Hydrologist at FutureWater

As a hydrologist and remote sensing expert, Dr Gijs Simons has over ten years of experience in implementing and leading international water management projects.

never had any water restrictions, but I am worried. We all know it is going to become a problem in the future. But last year, for the first time, I thought we may be affected by it here earlier than we thought.'

And it is not only in Southern Europe where people are concerned. The south of Sweden faced drought at the start of the summer. Malin Valette, owner of Landöns Camping, shares her experience. 'We were not allowed to water plants or fill the swimming pool. Most people in the surrounding area are connected to a well, but that can also run dry.'

Cause of water shortage

Simons explains what causes the water shortage. 'In the first place of course, it is about how much water is available. There are several ways to get water, for example from rainfall, rivers

and groundwater. Currently, we see things changing in the water supply. The weather is becoming more extreme and the distribution of rainfall is changing. We are increasingly seeing longer periods of drought, followed by extreme rainfall like in Slovenia and Italy.' It is not only influenced by climate change but also how people deal with water. 'The European population is growing and there are economic developments. That is associated with additional water consumption. And certainly in areas where there is a lot of tourism and water recreation. That causes a hefty peak in a region's water consumption. It is a challenge to distribute the available water among the users, and to save the water that falls in wet periods for dryer times.'

Europe is a red spot

'If you look at history, we have always had periods of drought

and rainfall in Europe. That is nothing new, particularly in the south. But it is getting increasingly extreme and temperatures are rising, resulting in the water in rivers and reservoirs evaporating much faster. That is something to consider because it will disappear if we don't do something about it,' says Simons. Historically, the south of Europe is vulnerable to drought. But drought is also a problem in Central and Northern Europe. 'If you look at the weather charts from the past summer, you see a big red spot above Europe, in fact'

Water conservation at the campsite

We can no longer deny drought in Europe, so campsite owners will be forced to save water. At Camping Gran Sol, they installed showers with a push button last year. 'It prevents any water from being wasted because of people leaving the tap running,' says owner Canal. Camping Orio has had showers with a timer for more than 15 years. Furthermore, owner Olascoaga deliberately chose to remove taps at the pitches. 'If people want to use water they have to walk to the toilet block. Because they have to make an effort, they will be less inclined to collect water that they don't need.' Campers staying at an accommodation at Camping Orio have to use their towels more

often. 'To save water, we decided to stop washing the towels and bed linen daily. Instead, we wash them every five days and that saves us a considerable amount of water.'

Shallower swimming pool

In recent years, the team at Camping Orio has mainly focused on sustainable energy. But the short-term plan is to tackle the swimming pool, so that they can also take water saving measures there. 'We want to move the swimming pool and use salt water instead of chlorine. Furthermore, we want to make the swimming pool shallower, so it will be 1.4 metres instead of 1.8. We expect to be able to save a lot of water that way. All over the campsite, you also come across signs asking people not to waste water,' explains Olascoaga.

From seawater to drinking water

As we mentioned, the water shortage is not only concern for Southern Europe. Sweden is also struggling with it. The Swedish government has imposed measures various times during periods of drought. Yet these measures will not have a great effect on Landöns Camping. Owner Valette explains that they have taken their water from the sea since 2015. 'We have a massive filter system that extracts the salt from the seawater. It means we have an unlimited supply of drinking water that we can use throughout the campsite.'

Before 2015, the campsite was connected to a groundwater source but it started to rupture. There was a massive risk of the seawater getting into the well so the owner couple had to find another solution. It came in the form of a filter system. 'The machine is in a space measuring about 15m² and it takes the water directly from the sea. It is filtered several times. So in fact, we don't have any problem with water.' For Landöns Camping, the system is the ideal solution to preventing water shortage. But free water is only one part of it. Purchasing the purification system was a massive investment and the energy costs increased. 'The increasing energy prices have had a significant impact on us. But this is our only option to get water,' Valette explains.

Reusing water

Simons is not convinced that all campsites by the coast or a



At Camping Orio, they will soon be adapting the swimming pool to save water. From chlorine to saltwater and from 1.8 metres deep to 1.4 metres.

crisis can no longer be denied'



To save water, Camping Gran Sol installed push button showers last year.

large lake will choose to get a desalination system like the one at Landöns Camping. 'Malta is an example of where this occurs on a large scale. A big part of the public water supply is extracted from the sea there. But such a system is a massive investment and consumes a lot of energy. I believe that you would have to be a campsite of a certain size and consume large amounts of water to make it cost-effective.'

always been something we have been up against. Though, we have hung up a few more now.' Yet, they don't notice any major effect. Olascoaga thinks this is mainly due to the cost. 'Water is currently relatively cheap and I think that's one of the problems. As it doesn't cost much, many people are way too easygoing with it.' Valette too notices that money plays a significant role.

'At our campsite, you can take unlimited free showers and that's unique in Sweden. We often see people standing under the shower for half an hour seeing as it's free. That's regrettable, and we are considering installing showers with timers to prevent this type of situation.' It seems that many campers will only change when it starts costing them money. In some

European countries, the price of water has already risen sharply, so it is probably just a matter of time. However, it is practically impossible to measure individual consumption at the campsite and charge it per person. Campsites like Camping Gran Sol are considering measuring consumption per mobile home. 'And then imposing a fine if consumption is extremely high,' warns Canal.

Vision of the future

FutureWater often uses predictive models that try to identify where the climate is headed in the long term. 'Therefore, we also look at rainfall patterns and temperatures. It may be stating the obvious, but this will remain an issue in the coming time,' predicts Simons.

He believes that we should take a serious look at this and invest in solutions. 'That applies to governments and provinces but also campsite owners. People tend to look at the past 10 years and ask themselves whether it's worth investing. While you should actually look at the trends and ask yourself "What will it be like in 10 or 20 years if I do nothing now?"' That means a change in thinking and it's perhaps not simple but it is the reality. We expect to get more extreme rain and more lengthy periods of drought. That will become the new reality in many places in Europe.' Simons also advises campsites by the sea to consider rising sea levels and the consequences of that for their campsites.

Ask for advice

As every region is different, Simons can't really give specific tips that could benefit every campsite. The campsite's location determines which measures would help. 'If you want to seriously deal with water management at a campsite, you first need to contact the regional water management agency. They will be able to help you with advice applicable to your campsite,' is Simons advice.

Simons thinks that reusing water is a more realistic solution. 'For example, using the swimming pool water to flush the toilets. Or cooling water that you can use to water plants. Of course, you have to consider that the water is of the right quality.' Simons also advises campsites to build a buffer for dryer times. 'You can store water in a large reservoir or waterhole so that you can use it in dryer times. Do make sure you cover the reservoir with a tarpaulin, for example. It would be a shame if the water evaporated and you couldn't use it.'

Awareness

Campers will also have to take steps to reduce water consumption at campsites. That starts with awareness. Only using water when necessary and not showering unnecessarily long, for example. All three campsite owners are trying to create awareness through posters. 'Hanging up posters with this message is nothing new of course. Water wastage has



The Swedish Landöns Camping is by the sea and has installed a desalination system that converts salt water into fresh water.

Special milestone

In 2024, the ACSI inspectors will be going on the road for the 60th time

The basis of ACSI business operations is still formed by the objective and reliable campsite information that the ACSI team of inspectors collect annually. In 2024, they will be going on the road for the 60th time.

Back to the start

So, the start of the 2024 inspection season is extra special for ACSI and certainly for director Ramon van Reine too. His father, Ed van Reine, started the company with the idea of helping other campers to go on the road well prepared. He decided to map

out and gather information about campsites. This prevented campers from finding themselves at closed barriers. And the basis was laid for the green ACSI Campsite guides.

ACSI inspectors

The first campsite guide contained only 55 campsites, by now around 10,000 European campsites are inspected. The team of ACSI inspectors has also grown considerably. From only a few inspectors – called selectors at the time – in the early years to over 350 inspectors in 2024.

The 60th guide

The information the inspectors collect next season will be used for another new milestone: the 60th edition of the campsite guide. A lot has changed and been modernised in all those years, of course, but the basic idea from 60 years ago is still intact.



ACSI campsite guides continue to lead the way



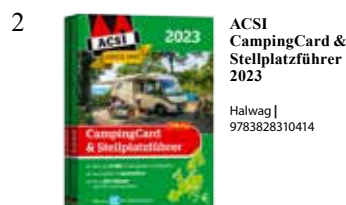
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Europa 2023
Halwag |
9783828310391

ACSI's campsite guides are currently for sale in 21 European countries. For many campers, the guide is the ultimate way to find their favourite campsite or motorhome pitch.

For campers

ACSI considers it important to be present as and when campers prepare for their holiday. The campsite guides are therefore sold through various channels. That could be our own channels, such as the ACSI Webshop. But the guides are also available from book shops, retail partners, camping magazine publishers, caravan and motorhome dealers and various camping clubs.

market. The latest sales figures from Media Control show that no fewer than three of ACSI titles are in the top five.



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Leading position in the German market

ACSI has further strengthened its position in the German book

Growth in France
The popularity of ACSI campsite guides is rising rapidly in France too. ACSI is available there with the CampingCard ACSI and ACSI CampingCard & Aires Camping-Cars.



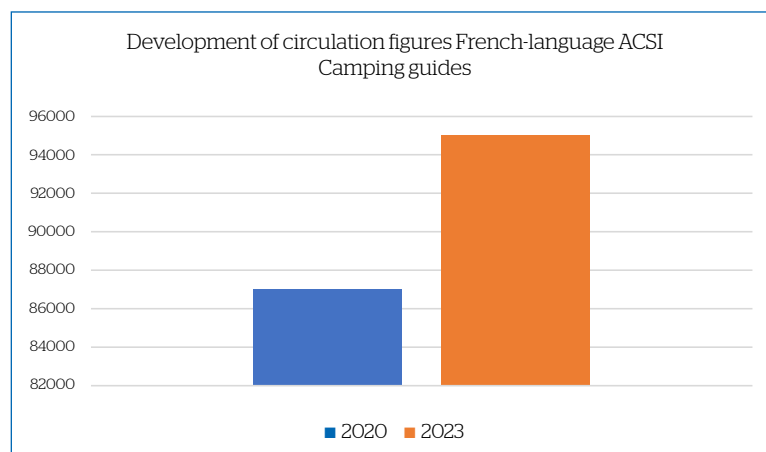
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Visit ACSI at various fairs and shows

The Caravan Salon in Germany traditionally kicks off the fair season. It goes without saying that ACSI was there too and ACSI will also be attending many consumer fairs and trade shows in the coming months.

At consumer fairs, the attention will mainly be focused on the promotion and sales of ACSI campsite guides and other products. The trade shows will focus on introducing new products and services. For example, the Camping Comfort app, ACSI camping.info Booking and CampingCard ACSI Digital. Of course, at both types of fairs, ACSI will be there to get in touch with campers, campsites and others people from the camping sector.

ACSI will be present at the following fairs and shows, among others:

Salon Atlantica

10 to 13 October | Niort | France

Sun Beach&Outdoor

11 to 13 October | Rimini | Italy

Sett Trade Fair

7 to 9 November | Montpellier | France

Recreatie Vakbeurs

14 to 16 November | Hardenberg | the Netherlands

Norddeutscher Campingtag

7 to 8 December | Wolfsburg | Germany

You can find a list of the fairs and shows ACSI will be attending at: www.acsi.eu/exhibitions

Successful season for ACSI Touroperating

Tour operator Suncamp and camping tour specialist ACSI Kampeerreizen had a successful 2023. The occupation levels in the SunLodge accommodation stood out in a positive way.

Good start for Suncamp

Suncamp mainly profited at the start of the season. In January, the number of bookings was no less than 20% higher than in the previous season. Although the growth stabilised after that, with fewer last-minute bookings than in the previous season, Suncamp had a successful season. One of the most notable successes was the full occupancy rates of the SunLodge accommodation in the high season. This illustrates campers' continued trust and satisfaction.

Popularity of camping tours
ACSI Kampeerreizen looks back on an exceptionally successful year with a 30% increase in

turnover. The number of bookings was 15% higher than in 2022. Innovation and product development are two significant pillars underpinning the success. Due to the increasing interest in camping tours, two information days will be organised this year.

ACSI Kampeerreizen's popularity was also evident in the popular Dutch travel TV programme 'We zijn er Bijna!' (Almost There!). This year, that programme followed a camping tour to Corsica and Sardinia, and it is expected to attract about two million viewers per episode.

And after one of the other players in the camping tour market (the ANWB or Dutch motoring association) decided to stop, ACSI Kampeerreizen was able to welcome a number of new tour leaders.

News in brief

ACSI Campsites Europe app subscriptions

ACSI has renewed the concept of the ACSI Campsites Europe app. From now, campers can buy a subscription giving them unlimited access to all campsite and motorhome pitch information in the app. Three types of subscriptions are available (monthly, quarterly, yearly). This makes buying a country package a thing of the past. But to save space on devices, the information can still be downloaded per country package.

Albania and Montenegro included in campsite guides

In 2023, ACSI inspectors visited the first campsites in Albania and Montenegro and included them in the ACSI campsite guides. This addition opened doors for campers who are looking for new and adventurous camping experiences. They can discover Albania's stunning nature parks, vast coastline and rich history. Or choose Montenegro's impressive National Parks, cultural hotspots and beautiful beaches. Campers on route to Greece also get additional options.



Dear Campsite Owner or Manager,

The 2023 camping season is not yet over but one thing we can conclude is that camping

is still as popular as ever. The ECF calculated that the number of caravans and motorhomes in Europe has increased by 1.1 million items in the period between 2017 to 2022. And that

was evident this summer. In the high season in particular it was advisable to book a pitch early on in the year at a great many campsites.

The demand for touring pitches also remains high for the coming years. However, we actually see the opposite development at many campsites. There, the number of touring pitches is shrinking and the number of rental accommodations is growing. Campsites are also being seen as the ideal holiday spot by an ever-growing group of people without their own camping equipment. You can read all about this contradictory development on pages 6-7.

The effects of climate change were also visible again this summer. Parts of Europe struggled with fierce forest fires and heat

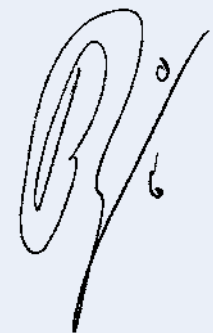
waves in which the temperatures regularly rose to far above 40 degrees. Other parts suffered with flooding due to heavy rainfall or were ravaged by severe hailstorms that caused a great deal of damage. It is still unclear whether this extreme weather affects the travelling plans of campers, but the situation does cause me concern.

There are also interesting developments within ACSI. From January, the first campers went out on the road with the digital version of CampingCard ACSI. It was an exciting as well as logical step in this digital world. Many campers want to have CampingCard ACSI available digitally, and we are convinced this will also be of added value to campsites. You can read how this works on page 13. Dr Xavier Font also recently visited ACSI. He came

to our office and gave a reading on sustainability marketing and camper retention. On pages 10-11 you can read valuable tips which will hopefully benefit you.

I hope that you have a successful end to this camping season, and we look forward to a successful 2024.

Ramon van Reine
CEO ACSI



France the most popular by far

Campers are increasingly booking earlier than before

The booking platform ACSI camping.info Booking, set up by ACSI and camping.info, shows a growth in the number of bookings in 2023. Booking ahead of time appears to be the trend. In 2023, bookings were made over 41 days in advance on average. Last year that was 35 days.

Growth in bookings

Both at ACSI and camping.info, the numbers of visitors to the websites shot up. The number of bookings increased as well. Up to mid-March 2023, there were 2 1/2 times more bookings compared to the same period in 2022. Many campsites filled up whereby this number slowly decreased to 1.3, but then it started rising again from the start of June.

> See Chart 1

The British are back

The increase in the number of bookings can be seen in many European countries. It makes perfect sense that most bookings come from the Netherlands and Germany, but bookings also increased elsewhere too. The share of bookings from the United Kingdom, France and Austria increased above all.

> See Chart 1

The so-called CampingCard ACSI bookings have not been included in the figures in Chart 2. These are bookings by campers who travel in the low season with the CampingCard ACSI discount card. If these bookings were included, we would see that the British are back in the top three. With a share of no less than 21%, they are just behind Germany (22.3%) and the Netherlands (40.9%).

Popular destinations

France is the most popular camping destination by far. The share has even grown in fact. Italy's share fell slightly, but the country still holds a solid second place. The largest growth was apparent in Croatia, Poland, Sweden and the United Kingdom. In terms of the average booking amount, the top three spots are very different. The tops spots are held by Croatia, Italy and Spain. That can be explained by the fact that these countries are somewhat further away from the Netherlands and Germany, so people often book longer stays. These destinations also have lots of rental accommodation.

> See Chart 3

New developments

ACSI camping.info Booking continues to focus on further growth. The aim is to become an attractive booking platform for all types of campers. Therefore, from basic camping to luxury accommodation and from popular camping countries to undiscovered destinations. ACSI and camping.info are therefore investing a lot of energy in further expanding the selection of campsites. One way to do that is by making it easier for the campsites to sign up. To achieve that, links have been created with various PMS, and we are continuously working on expanding that number.

There are connections with the following PMS, among others:

- BookingExpert
- Booking Experts
- C1: Manager
- Campgest
- Camping.care
- Code One
- CompuCamp
- Easycamp
- eSeason
- EveryOffice
- Gastmanager
- Master Camping
- Naxi Gestion
- Newyse
- Phobs
- Pod.camp
- Qenner
- RCS Enterprise
- Recranet
- Resalys
- RoomCloud
- Secureholiday
- Tommy
- Tourist 2008
- Unicamp
- Vertical Booking

A complete list of all connections can be requested from sales@acsi.eu.

Chart 1

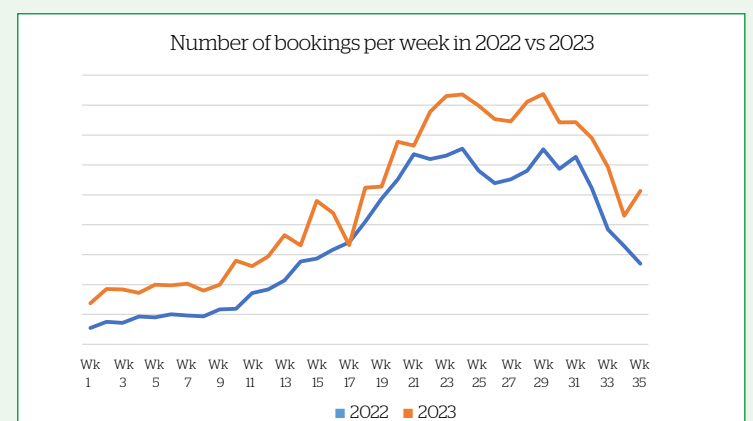


Chart 2

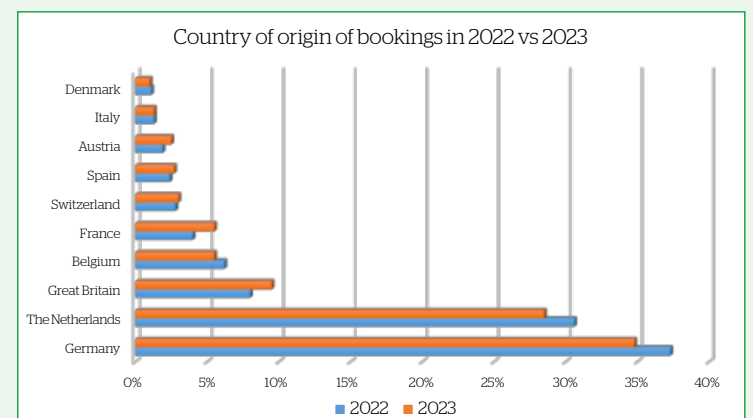
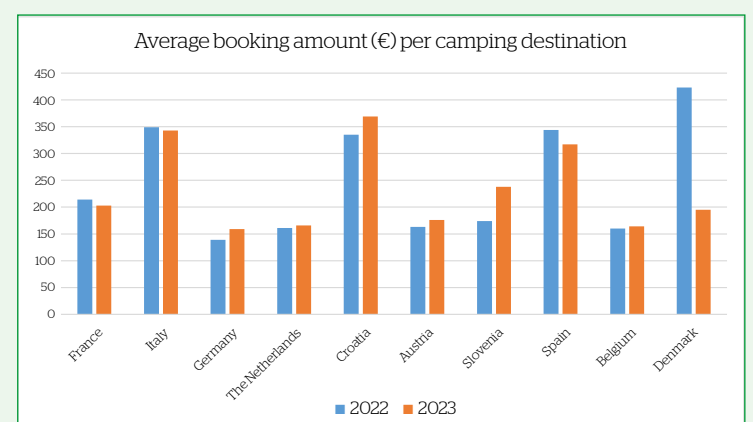


Chart 3



Downward trend in number

The popularity of camping is evident everywhere. Campsites are visited not only by people with their own camping vehicle, but also increasingly by those without, resulting in campsites offering an increasingly larger and varied range of rental accommodation. The standard pitches are also often larger and more luxurious than before. ACSI looked at the figures behind this development and sees the opposite situation has arisen: although the demand for pitches is rising, the supply at campsites is falling.

Annually, ACSI records the data of almost 10,000 campsites throughout Europe. This enables them to map out how the number of pitches is developing (see box). Looking at the figures, we can see that the average number of pitches is declining, while the number of caravans and motorhomes is increasing. Particularly in the more southern countries – Croatia, Italy, Portugal, Hungary, Slovenia and Slovakia – the difference between 2017 and 2023 is immense. Scandinavian countries and countries in Central and Northwest Europe show a more nuanced picture.

Growing number of camping vehicles

A significant factor in this situation is the sales of motorhomes and caravans. The European Caravan Federation (ECF) calculated that in Europe 6.3 million motorhomes and caravans were owned by campers in 2022. That was 5.2 million in 2017. So, that is an increase of 1.1 million in five years. The corona pandemic gave the popularity of camping an additional boost. The demand for caravans and motorhomes was so great that a year's waiting time became quite commonplace.

Trailer tent as an alternative

Figures from the ECF show that the growth appears to be leveling off and that the waiting times in the market are on the decline. But we can still call the sales more than good. And it's not only

caravans and motorhomes that are in demand. Trailer tents are also becoming increasingly popular. That is because of the rise in electric tow cars. For these type of vehicles, trailer tents are a lighter alternative to caravans.

New campers

Whereas it makes sense that campers with their own camping vehicle are looking for unmarked pitches, there is also another group in the market. This group consists of holidaymakers who greatly appreciate the atmosphere and amenities at campsites, but who expect that bit more luxury than traditional campers. This type of camper is also on the rise and rental accommodation are often the solution.

Accommodation for pitches

These accommodation are often fully-furnished, meaning campers don't need to bring as much from home. Many accommodation have private toilet and washing facilities and that is often a major plus point. This enables campers to experience the benefits of outdoor life at a campsite but with sufficient comfort. That enables new target groups to find out about this type of holiday fun and to discover the campsite.

Many campsites are responding to this and are offering more rental accommodation. Mobile homes, chalets, glamping tents and bungalows are increasingly replacing the traditional camping pitch.



Camping in accommodation, such as these wine barrels at Mosel-Islands Camping, is becoming increasingly popular.

A longer season

For campsites, there is another advantage to offering accommodation. As these are equipped with all the comforts, the camping season is extended. Thanks to heating, air-conditioning and amenities such as indoor playgrounds and swimming pools, campsites have become an attractive option throughout the year nowadays. Even if the weather is less favourable, the accommodation is a comfortable place to be.

XL pitch

On the one hand, the accommodation mean fewer pitches are available. On the other, the pitches are also increasing in size. This means campsites can accom-

modate fewer pitches on the same camping grounds. The size increase is due to two reasons: camping vehicles are getting bigger, and campers desire more privacy and luxury at a pitch. One example of this is private toilet and washing facilities, which are being increasingly offered at more pitches.

Motorhomes on the rise

And then there is the rise in campers with motorhomes. Motorhomes are also increasing in size, and this group of campers has a number of additional wishes. For example, the surface is important – preferably hard – and the water supply and discharge must be properly arranged. This

all effects the way a campsite can arrange the camping fields.

Dilemmas

In some cases, campsites are faced with dilemmas in light of these developments. Which group of campers should they focus on? Or can they accommodate all types of campers at one campsite. Some campsites see their chance to choose only pitches or to set up part of the site as a 'nature campsite'. After all, back to basics camping, i.e. returning to nature, is also a trend. What one campsite sees as a threat or problem, another sees as a unique chance to grow.



Accommodation and pitches are also combined at Noorse Lone Camping A/S.

of pitches per campsite

The developments visualised

The accompanying charts provide a good picture of the developments in the sector. On the one hand, we see an increase in the number of camping vehicles, on the other, we see a decline in the average number of pitches per campsite. The differences are clearer when specified per country.

Chart 1 shows the development in the number of newly sold caravans and motorhomes (source: ECF). This is the number of new vehicles on top of the existing number of camping vehicles, which means the total number continues to grow. The ECF recently calculated that the number of caravans and motorhomes in Europe has increased by 1.1 million items in the period between 2013 to 2022. We can assume that campers do not buy a new caravan or motorhome to be used only once. Furthermore, there is also a market for second-hand models and rental platforms are doing good business too. The demand for non-marked out pitches at campsite will only increase in the coming years.

Chart 2 shows that the supply is not in line with that. The data in this chart comes from ACSI's campsite data file. Compared to 2013, the average number of pitches per campsite is actually considerably lower. The past years show some kind of stabilisation, but the 2013 to 2015 level is nowhere to be seen.

Chart 3 shows the same development, but then specified per camping country. This shows the differences

across the European continent. And although there are few countries where the average number of pitches is higher in 2023 than in 2013, the reduction in certain parts of Europe is greater than in other parts. The reduction is considerable in Southern and Central European countries such as Croatia Italy Slovenia and Portugal above all. More northern countries like Belgium, Denmark and Germany show a more stable picture.

One of the reasons for the reduction in the number of pitches is the fact that an increasing number of campsites are reserving space for rental accommodation. That can be explained by the fact that the demand for them is increasing and due to the greater margins they provide. On the other hand, this means campers who are searching for a standard touring pitch are often confronted with tricky situations.

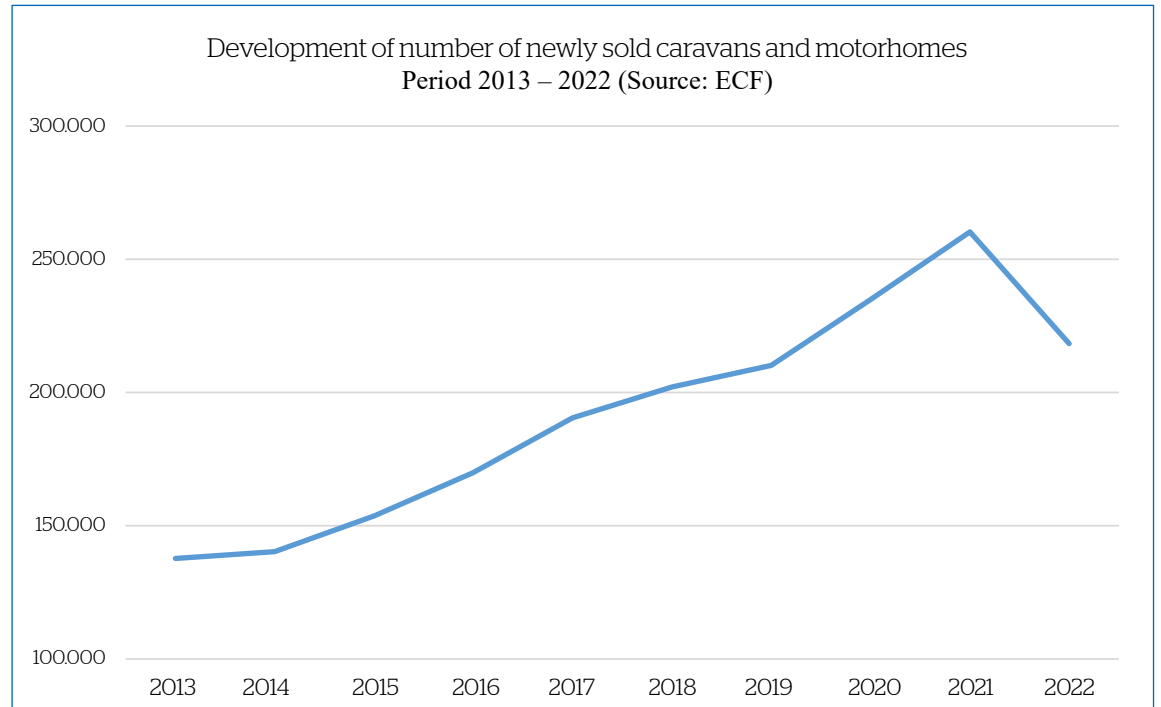


Chart 1

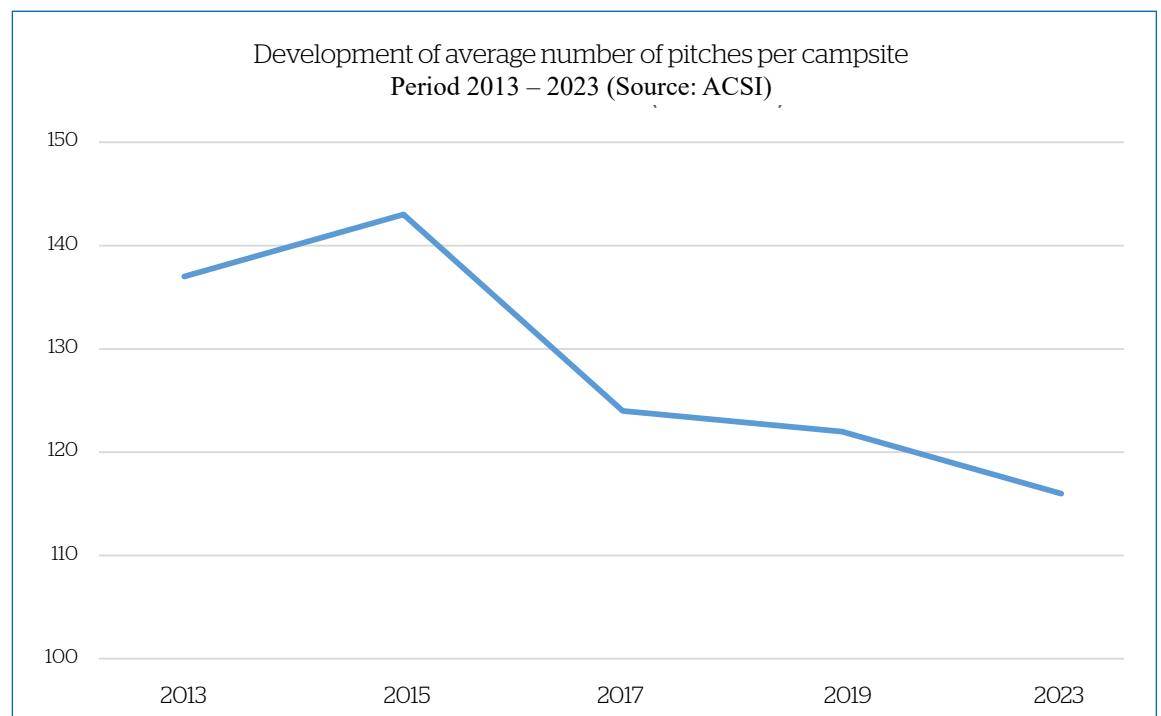


Chart 2



Camping Ferienpark Perlsee largely focuses on touring campers.

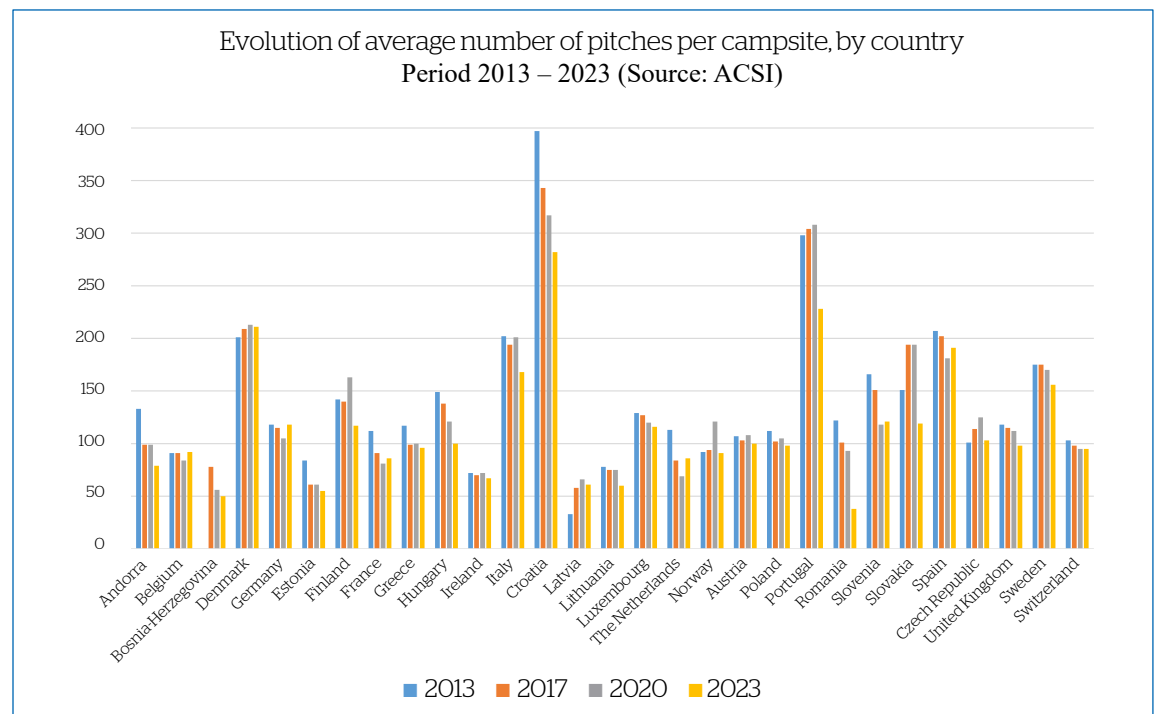


Chart 3

Campers can vote up to 15 January 2024

ACSI Awards puts campsites



The ACSI Awards have become part and parcel of the world of camping. In 2024, ACSI will be awarding this coveted prize for the third time. The digital ballot boxes open on Friday, 15 September and campers from across Europe can vote for their favourite campsite in various categories until 15 January 2024. The ACSI Awards are an excellent opportunity for campsites to get a place in the spotlight.

Campers can cast their votes in nine different categories, for example in the 'Best Campsite Swimming Pool', 'Best Campsite Restaurant,' and 'Best Campsite for Children' categories. The categories 'Best Cycling Campsite' and 'Best Walking Campsite' are new this year. Furthermore, ACSI Awards will also be awarded for the 'Best Campsite' and 'Best Great Little Campsite'. Per campsite, campers can select a maximum of three categories in which they think the campsite excels.

Benefits for campsites

Winning an ACSI Award brings many benefits for campsites. First, it is quite an honour. After all, campers decide who wins. An ACSI Award is comparable to guest appreciation and it is the very best way to show that campers enjoy wonderful holidays at the campsite.

Furthermore, a winning campsite has greater visibility on the websites and in ACSI apps, making the campsite stand out more to campers. A special icon is displayed on the campsite page so that visitors can immediately see that it is an award winning campsite. Campers can easily use a search filter to find ACSI Award winners.

Award winning campsites are listed in various ACSI communications. For example, there will be an article in ACSI FreeLife magazine, the ultimate camping magazine of the Netherlands.

There will also be a special web page that lists all winners. This page will be actively promoted on ACSI's online channels.

Crystal award and certificate

The winners will receive a beautiful crystal ACSI Award and a certificate. Campsites can proudly display both at reception. Then every campsite visitor can instantly see that the campsite is a prestigious ACSI Award winner.

Canvassing for votes with the promotion kit

A significant part of the ACSI Awards is encouraging campers to vote. ACSI recently sent a promotion kit to campsite owners to help campsites with this. The promotion kit includes a banner for the website, a post and video that can be shared on social media and a flyer for reception. The promotion kit can be downloaded using the QR code below.



Campers can cast their votes via [acsi.eu/awards](https://www.acsi.eu/awards) from 15 September 2023 to 15 January 2024. The winning campsites will be announced in May 2024.

These are the categories of the ACSI Awards 2024

In 2024, ACSI Awards will be presented in the following categories. In the first two categories, the total number of votes the campsite receives, divided over all categories, counts. In the other nine categories, the number of votes the campsite receives specifically in that one category counts.

-  **Best Campsite**
The campsite with the highest number of votes in one country.
-  **Best Great Little Campsite**
Small campsite (max. 50 touring pitches) that allows you to enjoy nature in peace and quiet.
-  **Best Campsite for Children**
Children have the time of their lives at this campsite because of the play facilities and fantastic entertainment.
-  **Best Campsite Swimming Pool**
Campers like nothing better than spending the entire day in this wonderful swimming paradise.
-  **Best Cycling Campsite**
The surrounding area is great to explore by bike from this camp.
-  **Best Motorhome Pitches**
This campsite has everything a motorhome owner could need. The best pitches and all amenities are nearby.
-  **Most Dog-friendly Campsite**
Loyal furry friends are more than welcome at this campsite. Dogs deserve a holiday as well.
-  **Campsite in the Most Beautiful Location**
This campsite is located in an amazing spot, near a forest, water, city or mountains. It is in a perfect location!
-  **Best Campsite Restaurant**
Guests can enjoy excellent food in the campsite restaurant here. The food is delicious, and the service is excellent.
-  **Campsite with the Best Toilet and Washing Facilities**
The toilet and washing facilities at this campsite really stand out, they are clean and modern.
-  **Best Walking Campsite**
Campers put on their walking boots for the best walking trips.

in the spotlight again in 2024

Review: The ACSI Awards Event in the Spanish Altea

ACSI inspectors present most of the ACSI Awards and certificates. But every year, ACSI CEO Ramon van Reine also makes the trip to present several awards. This time, Van Reine joined Business Developer Frank Jacobs in the Spanish Altea to personally present the winners from Spain and Portugal with their ACSI Awards. The festive award ceremony was held on 23 May. All campsite owners from Spain and Portugal who had won an ACSI Award, or an honourable mention were invited. Despite a rain-filled day, the event was successful with presentations, an extensive lunch, a festive ceremony and enjoyable drinks to conclude.



1. Honourable mention for Spain - 2. Alejandro Gimenez and Ana Giménez from Playa Montroig Camping Resort with Ramon and Sabine van Reine - 3. Ralph Heinze, Naomi Rigterink and Frank Jacobs - 4. Ramon van Reine's presentation - 5. Winners and honourable mentions from Portugal at the event - 6. Naomi Rigterink, Sales Account Manager - 7. Pieter Melleste, Tour Operating Manager

Building a stronger

Font provides insights related to sustainability, occupancy rates and customer retention

Sustainability, occupancy rates in the low season and retaining campers. These are topics that are current issues for many campsite owners. As a campsite, how do you find a good strategy to deal with these and include them in your policies and marketing? ACSI spoke about this with Xavier Font, Professor of Sustainability Marketing at the University of Surrey and chief editor of the Magazine for Sustainable Tourism. As an expert in this field, he shares valuable tips.

Sustainability: the strength of honest marketing

Corporate responsibility and sustainability play a significant role in today's society. These themes cannot be ignored in the camping sector's vision of the future either. Font sees this but also warns of greenwashing, when an organisation pretends to be more socially responsible than they actually are. 'In 2023, people no longer fall for that and it comes back to you like a boomerang,' Font indicates. In this case, honesty is the best policy. 'Sustainability goes further than just words. It is about action and the key word for that is

authenticity. Guests are looking for real and genuine efforts by businesses. As a campsite owner you can, of course, embrace sustainability initiatives and include them in your marketing. But only do that if you genuinely intend to bring about positive change.'

'Naturally, every campsite is unique,' Font comments. 'A campsite is established in a certain area with different opportunities and chances. The target group can also differ per campsite. As a campsite you must therefore individually decide which initiatives best suit you and what is feasible.'

By considering and implementing tips and examples like these, Font believes that campsites can integrate the theme of sustainability in their business operations in an authentic and effective way and communicate it to campers. 'This not only has a positive effect on the environment but also in terms of your reputation and customer loyalty. Embracing sustainability and strengthening customer relations is a dynamic process demanding customisation and flexibility,' Font states.



Campers are introduced to regional produce at local markets.

Tips related to sustainability

• **Transparency:** communicate openly and honestly about what you do in terms of sustainability and about the results attained. In that, you can also focus on where there's still room for improvement.

Example: use newsletters, social media or the website to regularly share updates about the sustainability goals you have set. These goals could be related to decreased energy consumption, waste reduction or other initiatives that have been developed. Show the state of affairs and where points for improvement lie.

• **Education:** create awareness about the sustainability initiatives at the campsite. And that, among the staff as well as the campsite guests. Sharing relevant news can lead to positive behavioural change.

Example: link educational activities to the children's entertainment. As an example, address issues such as recycling, nature conservation and the importance of a clean living environment through the entertainment.

• **Collaboration:** collaborate with the local communities, suppliers and organisations to achieve the sustainability goals together. This not only strengthens the efforts you are taking in this area but it also increases the local population's engagement.

Example: work with local artists to make works of art with recycled materials and exhibit them at the campsite. This shows creativity but also emphasises the importance of reuse. Or organise local markets on the campsite grounds and introduce campers to the fresh local produce. The campers then not only support the local economy but they also feel more connected to the community.

Retaining campers:

building loyalty and unique experiences

One reason to work on sustainability and making the low season more appealing is ensuring you retain campers and encourage repeat visits. Font calls it camper retention. 'You of course want your campsite to have a positive image and that campers feel connected to this place. When

that is the case, campers will be likely to come back more often or to recommend the campsite to other campers. To achieve that, it is vital to go further than conventional strategies and to focus on creating unique and unforgettable experiences for campers.'



As soon as campers feel a connection to the campsite and region, they are inclined to return more often.

marketing strategy

Tips related to increasing occupancy rates in the low season

• **Special discounts:** this is a classic that still works. With attractive discounts, you can encourage campers to book outside the busy periods. In this regard, CampingCard ACSI is one of the most popular discount systems among campers and campsites.

• **Packages:** packages can be developed that respond to campers' interests. The low season is a perfect time for that. The surrounding area and the campsite are less

busy, and you probably have more time to arrange this. You could for example, consider special cycling or walking holidays, wellness packages or offer local culinary experiences. Combine the package with things such as transport, meals, activities, and entertainment so that you enrich the total experience for campers.

• **Enriching activities:** this point follows on from packages. Campsites can organise workshops, readings or tours

that emphasis the region's culture and countryside. That can encourage guests to come outside the high season and enjoy unique experiences that are only available at that time. Examples of this are seasonal challenges, such as searching for specific flowers or making snow angels with autumn leaves. These activities are not only enjoyable but they also evoke emotions in the guests. The winter has a different atmosphere than summer, for example, and that offers

the opportunity to undertake activities that you cannot do in the summer. While the days of summer fly by, guests can enjoy simple pleasures in winter such as spending a couple of hours reading a book by an open fire with a cup of coffee. It is a challenge for campsite owners to adapt their photography and communications to reflect these changes.



Dr Xavier Font is a professor at the University of Surrey and an expert in the field of sustainability marketing and customer experience. He is one of the most published experts in the field of sustainable tourism, and has advised various European Committees, VisitEngland, Fáilte Ireland, the World Wide Fund and the Travel Foundation on this topic. Font was recently guest at ACSI and gave a reading on this topic.

Occupancy in the low season: playing with the seasons

A second factor Font names is increasing occupancy rates in the low season. Discount systems such as CampingCard ACSI are a significant tool to get campers to the campsite outside the high season. But it doesn't end there. Campsites can do more to appeal to campers in the low season. Font emphasises that the different seasons attract different types of campers.

'Low season campers are not carbon copies of high season campers who just want to pay less. They often come precisely for unique experiences that match that specific time.'

Font illustrates this with an example he often encounters on campsite websites. 'They often display sunny swimming pool photos with people in swimwear. You inadvertently create seasonality in that way. Unintentionally, it could give the message 'don't come here in October'.

It is important that the visual content on the website is aligned to the season.' Therefore, Font recommends regularly changing the photos. 'In an ideal situation, the campsite is comparable with a garden. If you want to enjoy the garden throughout the year, you plant flowers that bloom at different times during the year. So that there is always something nice to see.'

Here too, every campsite is unique and must decide for themselves which situation best suits them. 'Experiment with this,' Font recommends. 'The low season is the perfect time for that. You also learn a lot by experimenting. See the low season as an opportunity to leverage the character and versatility of the campsite. Facilitate what guests can do, see, experience and feel at the site. The goal is not only to increase the occupancy rates but you also increase the engagement and loyalty of your guests, irrespective of the season,' Font states.



The low season lends itself for unique experiences such as camping in the snow.

Tips related to camper retention and loyalty

• **Loyalty schemes:** developing schemes that offer exclusive discounts to returning guests can be an effective approach. Examples are special rates, free upgrades or exclusive access to specific amenities. Reward the most loyal guests with the opportunity to invite another couple along for example. That could potentially attract new loyal customers. Or offer a longer stay as a sign of appreciation to campers who visit the campsite most frequently.

• **Personal approach:** strong relations are built by showing genuine interest in guests' indi-

vidual needs. Send loyal guests a surprise for their birthday or anniversary. Or go out and actively collect feedback so you can lift your campsite to the next level. That makes campers feel special and appreciated.

• **Inclusivity and diversity:** look beyond stereotypes and encourage welcoming camping guests from different backgrounds. For example, ensure that the campsite grounds are accessible to the disabled and promote equality and diversity. Enable everyone to feel welcome at the campsite. This is not only ethically responsi-

ble but it also offers business opportunities. Increasing numbers of businesses that focus on diversity experience considerable growth.

• **Unique experiences:** creating unique experiences also plays a role in camper retention. It is precisely those types of experiences that encourage people to return or to recommend the campsite to friends, acquaintances and fellow campers. Organising themed evenings, outdoor adventures or local culinary events can certainly be worth your while. Communicate these and show

campers what they can expect. Also, offering potential discount vouchers for activities during a following visit can increase campers' engagement.



Introducing the ACSI Sales team

The people who do the work are the driving force within an organisation. That is no different within ACSI. In this edition, we put the ACSI Sales team in the spotlight. This dedicated team does more than simply deal with figures and results. The department forms the basis for sustainable relations with campsites, campsite chains and agents. Each sales person is responsible for a specific European country or several countries.

Name of Sales Representative	Responsible for:
Anja Kierzek	Retail
Aris-Jan Bos	The Netherlands
Donovan Herman	France
Gianluca Sartori	Italy
Hanneke Eppink	Retail Coordination
Jeannette Kasberg	United Kingdom, Ireland, Albania, Montenegro, Estonia, Latvia, Lithuania, Slovakia, Bosnia and Herzegovina, Greece
Maarten Brugge	France
Margriet Harteman	ACSI FreeLife
Naomi Rigterink	France, Spain, Portugal
Robin Schrier	The Netherlands, Belgium, Luxembourg
Sandra Huizenga	Italy



Dilek Özcan, aged 34

Responsible for:

Austria, Estonia, Latvia, Lithuania, Poland, Slovakia, Czech Republic

How long have you been working at ACSI?

I've been working at ACSI for three months now. I've worked in Sales before.

Why did you come back to ACSI?

It's a fantastic place to work. There's a great atmosphere at the workplace, and I work with great co-workers. But the challenging job I have really makes all the difference. It keeps me motivated, and I learn something new

every day. It's simply a great place to work!

What do you like most about your job?

The thing I like most about my job is the responsibility I have for my designated regions.

Favourite holiday destination?

Where the sun shines.

What would be your number one priority if you had your own campsite?

Using the Camping Comfort app!



Hubertus Seyffardt, aged 66

Responsible for:

Germany, Switzerland, Hungary and Romania

How long have you been working at ACSI? Since 2004

Why did you start working at ACSI? I was attracted by the chance of working with the German-language market and building relations. My job comprises press work, marketing, distribution and mainly introducing CampingCard ACSI and

Suncamp. I represent businesses at trade fairs, look for new sales opportunities for ACSI and satisfied partners, mainly for CampingCard ACSI. In terms of B2B, I deal with campsites and campsite chains, and with customer service in terms of B2C. I also provide German translations.

What do you like most about your job at ACSI?

The chance to help a growing company build a market on all levels. I get a lot of satisfaction from taking on the challenge and successfully outdoing the former market leader.

What is your favourite type of camping equipment?

Mobile home.

What is the most bizarre item you always take with you on a camping trip?

I don't really take any bizarre items with me, but I do recall a remarkable story of an 80-year-old woman who was travelling alone by Lake Balaton in East Europe with a roof tent on an old DAF truck. I asked her whether she was worried, and she answered with a smile: 'Why would I be? This is Rock 'n' Roll!' It shows how people, irrespective of their age, can be so adventurous and positive on a camping trip.

Favourite holiday destination?

Spain, Baltic Sea, Hungary and Italy.



Vincent Smit, aged 57

Responsible for: Sales Process Manager and the countries of Germany, Switzerland, Croatia, Slovenia and Scandinavia.

How long have you been working at ACSI?

For the past 8 1/2 years

Why did you start working at ACSI?

I can combine all my experience in my job here. German from my time as a teacher and commerce and tourism from my time in Indonesia.

What do you like most about your job at ACSI?

The versatility the work entails. For example, from being actively involved in the commercial aspects to carefully managing relations. And providing valuable advice, to maintaining contact with the campsites.

Favourite holiday destination?

Indonesia. I have also lived there.

What would be your number one priority if you had your own campsite?

A key feature of my campsite would be full digitisation of the check-in process, providing all guests with an efficient and modern arrival. Furthermore, I would aim to achieve a unique glamping-like atmosphere with a coffee corner where people can relax.



Saskia Machielse, aged 44

Responsible for: Benelux and Sales Team Leader

How long have you been working at ACSI?

Since May 2022

Why did you start working at ACSI?

At the time, everything came together in this job: camping, France and sales. I have since switched and now support the team as Team Leader, and I still enjoy my job just as much.

What do you like most about your job at ACSI?

There is nothing nicer than working with holidays, sun and campsites all day long. Customer contact is still enjoyable and varied, and the Sales team works together and supports each other. It is a highly driven, enjoyable, intelligent and good team that delivers fantastic work.

What is your favourite type of camping equipment?

Nowadays, we stay in a chalet or safari tent because we have young children. Despite that, we are ready for the next stage: our own trailer tent or caravan. That is the ultimate camping feeling as far as I am concerned. And let's not forget, it's considerably cheaper.

What is the most bizarre item you always take with you on a camping trip?

The Deryan travel cot that our youngest slept in. It didn't fail to catch people's attention. And it's understandable really because it turned out to be extremely practical. In addition, I always remember to take some sort of Talisman jewellery with me for a safe journey.

Favourite holiday destination?

Good old France. It's a blessing to be able to speak fluent French. It feels like coming home when I go there. Yet, Scandinavia and Scotland are also high on my bucket list.

What would be your number one priority if you had your own campsite?

Customer experience is key. A good organisation attracts recurring customers and personal contact generates recommendations. It's extremely hard work, so hats off to all campsite owners!

Renewed CampingCard ACSI

Introduction of the digital version and QR code scanning from 2024

ACSI is introducing some changes within the popular CampingCard ACSI discount system from January 2024. The two most notable changes are the introduction of a digital version of CampingCard ACSI and the addition of a QR code on both the digital as well as paper versions. This will make checking in at reception a lot quicker.

Campers' wishes

As product marketer, Ilse Maas is closely involved in the developments. 'Campers have been asking for a digital version of CampingCard ACSI for some time now. On the one hand because it fits with the time of sustainability, but also from a practical standpoint. People are increasingly searching for and booking campsites online. And since the digital version is available in the convenient CampingCard ACSI app, they always have it at their fingertips. Along with all the campsite information.' And there is another benefit. 'By having everything in a digital version, there is less

chance of losing or damaging CampingCard ACSI.'

Security for campsites

The digital version is secure for all campsites participating in CampingCard ACSI. 'People check in using a QR code that is refreshed every five minutes,' says Maas. 'This makes it almost impossible to quickly make a copy and commit fraud with the card. After scanning, the camper's personal details are opened in the ACSI Campsite Portal. The campsite can of course still check these details in case of any doubts.'

Check in quicker

The QR code offers another

significant benefit. It enables people to check in more easily and quicker. 'Campsites no longer have to manually copy details to their system. The details can easily be cut and pasted from the ACSI Campsite Portal to the campsite's own booking system. Or you can send an email to yourself with all the details so you can transfer all the data later on,' explains Maas. 'That will save reception a lot of time.'

And that is not only the case with the digital version. Maas explains that the paper CampingCard ACSI, included with the ACSI campsite guides, will also see a change. 'We are adding a QR code to that. Campers who want to can

simply fill in the back of the card. But we hope that this card will be registered online as much as possible. Campsites can also scan QR code on the paper card so that check in will be even quicker in that case as well.'



Scanning and transferring details: how does that work

Campers need to have a valid CampingCard ACSI discount card to take advantage of the more affordable CampingCard ACSI overnight rates. When making a booking, campers must state that they are using CampingCard ACSI and the card should be presented at check in. From 2024, campers can

present either the digital or the paper CampingCard ACSI. The paper card is sold together with the ACSI campsite guides. CampingCard ACSI Digital is offered in combination with the CampingCard ACSI app. No matter which version the camper chooses, check in is just as quick either way.

There is a QR code on both the digital as well as paper versions. It can be scanned with the camera of a smartphone, tablet, laptop or PC. The quickest way to do that, is by first logging in to the ACSI Campsite Portal (1.) The QR code can be scanned from there (2.). If regarding a valid

CampingCard ACSI (3.) the customer details will be displayed on the screen (4.). The details can be easily transferred from the ACSI Campsite Portal to the campsite's booking system. The details can be copied and pasted. It is also possible to mail all details to the campsite's email address. Then they can

be entered into the campsite's own system later on.

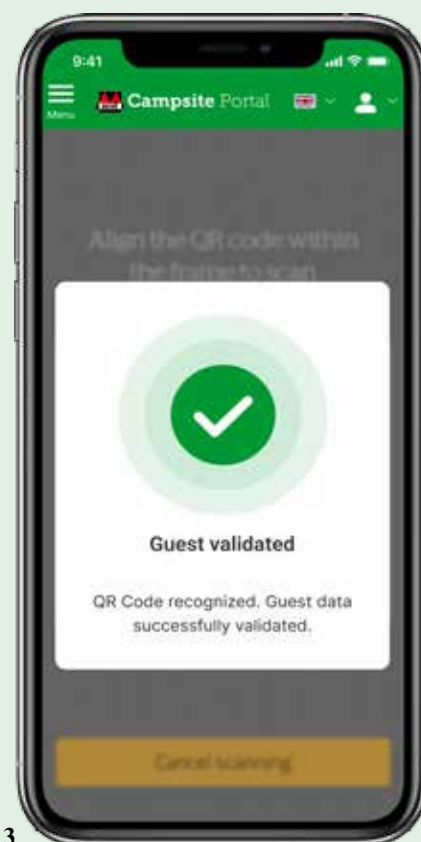
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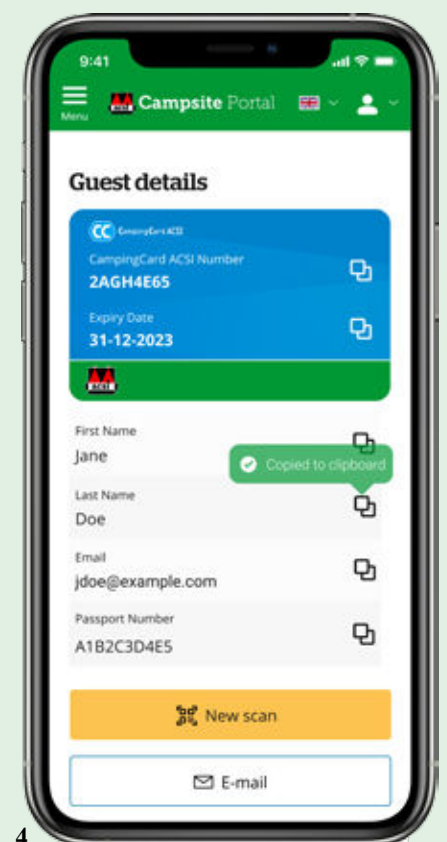
1



2



3



4

Unique code

What if scanning doesn't work, because, for example, there is no camera present to scan the QR code? In that case, you can find a unique code on both the paper and digital versions.

This code can be entered in the ACSI Campsite Portal. So the campers' details will also be accessible. That is convenient when someone calls on route from their car to make a booking, for example. By entering

the code, all details are available directly.

Registered cards

Campers travelling with CampingCard ACSI are asked to register their product online

first. If they have done that, all details are instantly available. Campers can only use the Digital CampingCard ACSI if they have registered it. They don't need to do that with a paper card. With the paper

card, campers can choose to manually fill in their details on the back of the card.

A journey through the history of camping

Camping Kikopark Playa, Spain

A warm welcome to the first tourists in Spain

Camping Kikopark's story goes all the way back to 1965. At that time, tourism was just getting going in Spain. Vincente Frasquet Savall, the grandfather of the campsite's current owner, had the idea to set up a campsite.

Vincente, an open-minded and innovative man, had a fabric shop in the village of Oliva, near Valencia. In his shop, he built warm friendships with several French customers who were some of the first tourists to travel to Spain. It didn't take long before he thought of capitalising on the growing number of tourists. Vincente started the campsite on a small agricultural plot owned by

'We were the first to open all year round'

his family, right by the sea. It was where friends and family often came together on a Sunday for a traditional paella lunch. It was the ideal place to welcome campers!

Open throughout the year

In the early years, there were very few campsites in the area. In time, tourism increasingly grew, giving the region an economic boost. Kikopark also expanded. In 1990, the campsite was the first in the region of Valencia to stay open throughout the year.

Competitive market

Kikopark has since developed into a fully-fledged holiday park, including apartments, glamping and a restaurant. Vincente's

'The campsite enables people to connect with nature'

grandson, Luis Sanchez, is the current owner. He can see major differences between tourism then and now. The range of tourism options is currently enormous and the market has developed immeasurably and adapted to the needs of today's tourists. Nowadays, Luis and his team work hard to improve efficiency and offer increasingly more and

better service.

Luis notes that camping is more popular than ever, and he expects to undergo exponential growth

in the future, too. 'People are becoming increasingly aware of the environment and sustainability. Tourists can connect with

nature when camping, and that is precisely what the campsite can offer.'



Balatontourist Camping & Bungalows Füred, Hungary

A household name by Lake Balaton for the past 65 years

Nowadays, there are many campsites by the popular Lake Balaton in Hungary. Balatontourist Camping & Bungalows Füred was one of the first campsites and has since become the biggest. The campsite was established 65 years ago, in 1958.

The first two campsites by Lake Balaton were set up by the Province of Veszprém's tourist office. Balatontourist Camping & Bungalows Füred was one of those campsites. Both campsites soon became popular.

Named after the rally

In 1966, the 27th FICC Rally was

held at the campsite. That event put Hungary and Lake Balaton on the international map. It made the demand for campsites so high

'A major rally put Lake Balaton on the map in 1966'

that more campsites had to be built. Balatontourist Camping & Bungalows Füred was also expanded. Back then the campsite didn't have its own name. For years, the campsite was simply called 'XXVII FICC Rally'.

Over the years, the campsite has often been the stage for major

events. For example, the 2017 'Raceboard Surf' European Championships were held here and this year, the campsite will be hosting an important ultra-marathon event for the 12th time.

Luxury bungalows and mobile homes

Throughout the years, most guests arrived with their own tent or caravan. There were also tents for hire so that guests could experience the popular camping without having their own equipment. In the 1980s, the campsite started building luxury bungalows as the demand for them increased. From 2000, more and more modern mobile homes were added.

Still under development

Even today, the campsite is under development, seeing as the leisure industry is also constantly changing. For example, the park has been expanded with a renewed beach, a swimming pool, water skiing options, miniature golf, water sports equipment hire and bike and e-bike hire. The opening of a new water park with slides is planned for next year.



 **Lærdal Ferie og Fritidspark, Norway**

Adventure park by a Norwegian fjord

Nature and peace lovers will be in their element at Lærdal Ferie og Fritidspark. Yet the campsite, which has been run by Even Aarethun for the past 30 years, also offers plenty of entertainment. There is a real show theatre and the first Scandinavian Motorikpark™.

The municipality of Lærdal established the campsite in 1991 and rented it to a local party at the time. In the spring of 1993, the

Aarethun family were asked to take over the campsite. In the first year that the family managed the campsite there were around 3,000 guests. The holiday park is now open almost all year round and they welcome between 40,000 to 45,000 guests.

More touring

When Even thinks back to the early years and compares them to now, he notices that people used to stay longer at the campsite.



They came for the relaxation and enjoyed the surrounding area. Nowadays, people have busy and active lifestyles and tour around more often. Campers stay fewer nights and want to see more during their holidays than they would staying at a single location. They are also booking closer to the arrival date than they did before.

Show theatre and adventure park

Besides the stunning location by a Norwegian fjord, the campsite is special for other reasons. Scandinavia's first Motorikpark™

opened here in 2014. It is an outdoor adventure park where both young children as well as adults can enjoy themselves to the full with its playgrounds, climb-

ing trail, strength training and footpaths, for example.

'Campers tour around more than they used to'

Even is also proud of the Lærdal Show Theatre that opened in 2019. Musicals and performances are regularly held here. Even's motto is that, as a campsite owner, you must always be prepared to develop innovative ideas and activities.


 **Camping Sikia, Greece**

Camping by the sea since 1960

Camping Sikia's history goes back to 1958. Back then, the current owner's grandparents bought a plot of land by the sea. The campsite was started in 1960. At first it only had a restaurant by the sea, more amenities for the guests came later.

At the time, increasing numbers of holidaymakers would arrive with little tents. Those campers

asked if they could pitch their tents at this lovely spot by the sea and amid the olive trees. That gave the first owners the idea to start a campsite. The tourists also visited the local tavernas (Greek restaurants). So, the entire village benefitted.

Improved roads

Much has changed between 1960 and now, of course. The first

guests were adventurous campers with small tents and minivans. They came for a holiday in the countryside, without luxuries. Over the years, the tents, caravans and motorhomes have increased in size and the touring pitches

'Campers used to come with little tents and minivans'

have been adapted to accommodate them. Holidays are also planned more now. In the past, bookings weren't commonplace, but most guests book in advance nowadays.

A significant change is that the roads in the Balkan countries have improved, making it easier for campers to drive to Greece. That generated more camping guests and a longer camping season.



ACSI Award for the best restaurant

The third generation of campsite owners still work just as hard as their grandparents did to put Camping Sikia on the map as an attractive holiday destination. They are aware of the amazing business they acquired and continue to improve it. And it shows. The campsite won an ACSI Award for the best campsite

restaurant in Greece in 2022. The owner sees a positive future for camping holidays. People like to stay in the countryside during their holiday and that is one of campsites' major plus points. Holidaymakers who like a bit more luxury can also stay at the campsite nowadays. A challenge facing campsites, like many other businesses, is finding good staff.



Colophon

Publication

ACSI Publishing BV | Geurdeland 9, 6673 DR Andelst - The Netherlands | Postbus 34, 6670 AA Zetten - The Netherlands | Tel. +31 (0)488-452055 | E-mail: info@acsi.eu | Internet: www.acsi.eu

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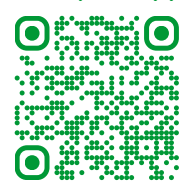
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1

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