

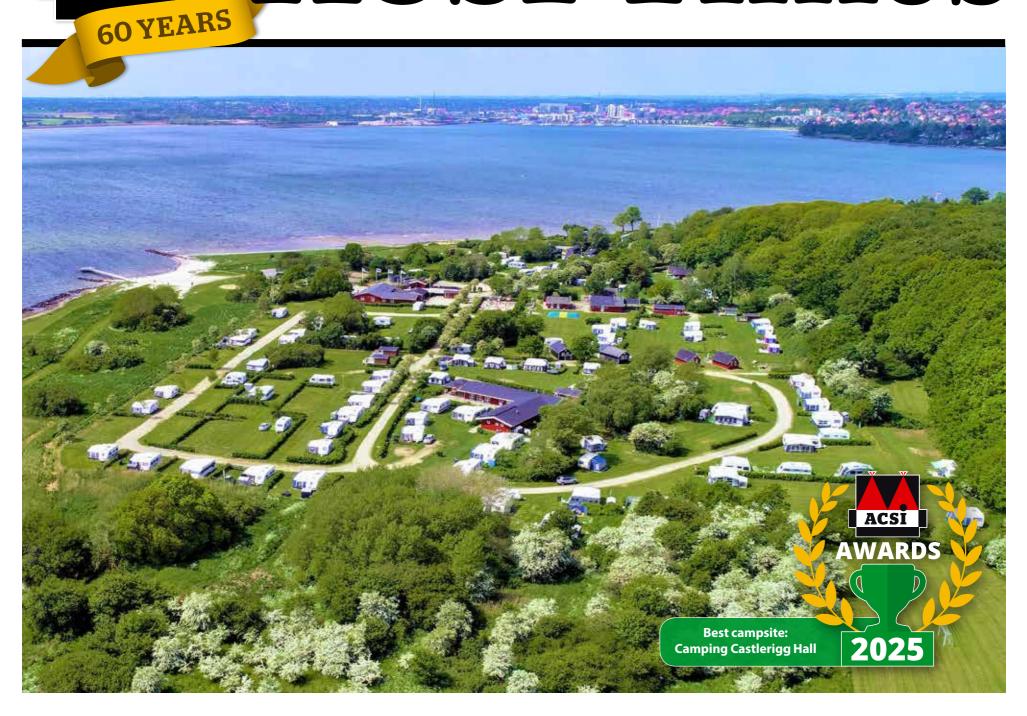
Now with an extra-thick anniversary supplement

60 years of ACSI

10,000 campsites will receive the anniversary book during the inspector's visit this year

ACSI the campsite specialist: edition spring 2025

ACSI TIMES



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Foreword



Dear Campsite Owner or Manager,

Europe is living in a time during which the unity of the European Union is being tested. Import duties, border checks, and other measures mean that the free movement of people and goods can no longer be taken for granted.

Campers are also noticing the consequences. Travelling freely and spontaneously across Europe is no longer as simple as it once was. Have you ever considered what campers have to go through just to reach your campsite? On pages 12–13, you can read all about the regulations they encounter.

Travel restrictions and distances are prompting campers to make more conscious choices when selecting a destination. This is also evident in the annual camping intentions survey, which for the first time also looked at the image of a holiday destination. You'll find all the insights on pages 6–7.

Things were very different sixty years ago, when my father took the first steps in founding his company, ACSI. With a good dose of creativity, perseverance and courage, he succeeded in building a company that became a trusted partner for both campsites and campers. In a special anniversary supplement, you can read all about ACSI's history. This story is also documented in a hefty anniversary book, which you'll soon receive from the inspector.

I wish you a successful camping season and look forward to a strong partnership in the years to come.

Ramon van Reine

CEO ACSI



In this edition of The ACSI Times

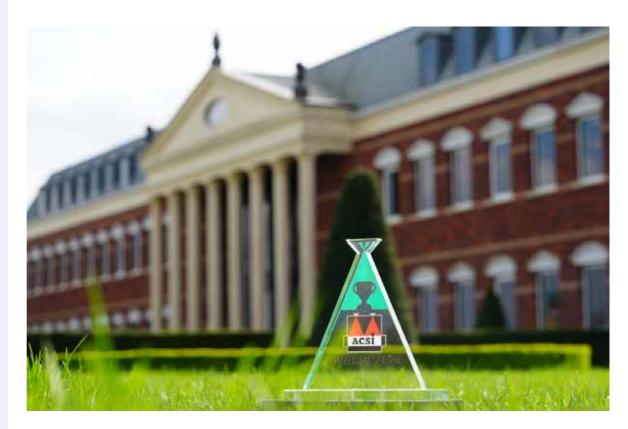
4 Trends in overnight rates

What did campers pay on average for a campsite stay in 2024? And how did those overnight rates compare to previous years? ACSI analysed the figures and mapped out the major price differences across Europe. Ramon van Reine shares his thoughts on the trends and explains the reasons behind the discrepancies.

6 Camping intentions

Each year, ACSI surveys the holiday plans of European campers. The results show that campers remain eager to travel, but that the duration of holidays during the high season is decreasing. This year, the survey also examined the image of various holiday destinations.





8 ACSI Awards

The winners of the ACSI Awards 2025 have been announced. Tens of thousands of European campers voted for their favourite campsites across various categories. This makes the ACSI Awards one of the most prestigious honours in the camping industry.



10 Fully digital

Since last year, campers can choose a fully digital version of the CampingCard ACSI. This gives them access to both the discount card and the complete list of participating campsites via the CampingCard ACSI app. Campsites and campers share their experiences and offer valuable tips.



12 Regulations

Border checks, toll roads, environmental stickers, and registration requirements: European regulations are increasing, and this is affecting the freedom to travel for holidays. What should campers be aware of when travelling through Europe? ACSI provides an overview and shows campsites how they can help make the journey easier for their guests.



14 In the classroom

The camping sector is rapidly professionalising. This demands a new kind of leadership for the future. That's why a Master's programme has been created in recent years, specifically aimed at those pursuing a career as an entrepreneur or manager in the outdoor hospitality industry. ACSI spoke with three students currently enrolled in the Master in Sustainable Outdoor Hospitality Management.

www.acsi.eu ACSI Handelsblad **3**

ACSI camping.info Booking: revenue rises, growth continues

Since the start of the booking season in November 2024, ACSI camping.info Booking has shown impressive growth figures.

Compared to the same period last year, the number of bookings up to mid-March 2025 has increased by no less than 75%. Revenue has grown by 73%. These results stand in stark contrast to the general trend in the market, where players such as Septeo (4%) and Ctoutvert (7.4%) report only modest growth.

France in first place, Spain shows strongest growth

France is the most popular camping destination this season, with an 80% increase compared to last year and accounting for 43% of all bookings (for comparison: in 2023 this was 41%). Spain follows in second place with a rise of 2 percentage points to 18%. Italy remains stable at 14%. In terms of revenue, the top three are: France (39%), Italy (24%) and Spain (10%). Germany, Austria and Croatia remain relatively stable. The Netherlands has grown by over 45%.

More participating campsites, better distribution

In the span of a year (March 2024 to March 2025), the number of bookable campsites on the platform has grown by 24%. This means more choice for campers. There is also a better spread of campsites across various European regions, offering campers a wider range of camping types.

Broad audience from across Europe

ACSI camping.info Booking continues to attract an international audience. The majority of visitors come from the Netherlands, followed by Germany, the United Kingdom, Belgium and France (see diagram on the right). The average booking amounts vary significantly. Dutch campers spend an average of €417, Germans around €225, Britons €100, Belgians €278 and the French €181.

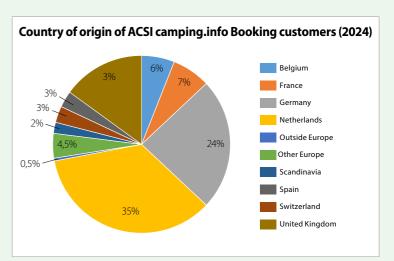
Striking differences by country and accommodation

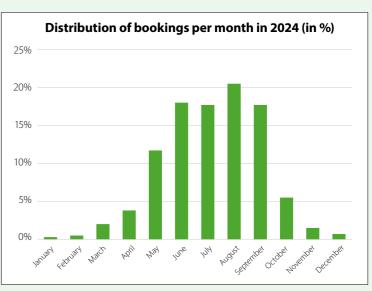
Croatia tops the list for average booking amount, with €683 per

reservation. Bookings for Croatia make up 6.1% of the total. Italy follows in second place with an average of €450 per reservation. These differences are linked to travel distance, length of stay, and type of holiday. For instance, short stopovers in France result in a lower average booking value. While ACSI camping.info Booking mainly focuses on touring pitches, the share of rental accommodation bookings has increased by 67%.

Innovation and outlook

The strong growth is partly thanks to ongoing improvements in the booking system, such as new filter options that help users find their ideal campsite more quickly. For the remainder of 2025, ACSI camping.info Booking will continue to focus on sustainable growth, improving user experience, and expanding its offering. The platform is expected to continue growing further.





ACSI Touroperating: growth, innovation and challenges

The camping season has only just begun at many campsites, but the booking season has been in full swing for months. This is reflected in the tour operating branch of ACSI, where Suncamp (and by extension SunLodge), Euronature and ACSI Camping Tours are showing some interesting developments.

Solid start for SunLodge

SunLodge has had a solid start to the season, thanks in part to a favourable public holiday calendar in the early season. This is particularly noticeable in the German market, where campers are making the most of the extra days off. Additionally, the quality of the offering has been further improved with the replacement of 20 units at top campsites such as Bella Italia, Union Lido and Park Albatros. This contributes to a more attractive stay and an improved camping experience.

Challenges in booking behaviour for Suncamp

Suncamp started the season with strong booking results in November and December but saw a decline in demand from late January onwards. This trend is seen more widely across the travel industry, and Suncamp is investigating the cause of this hesitant booking behaviour among campers. Geopolitical tensions are likely playing a significant role, prompting people to delay booking their holidays.

In the meantime, Suncamp has entered into a partnership with leading French campsite chain Sandaya. This has led, among other things, to a marketing campaign in which children can win an internship on a Sandaya campsite. Suncamp remains open to further collaborations.

Strong growth continues for ACSI Camping Tours

Revenue for ACSI Camping Tours (+27% in 2024) continues to grow strongly. ACSI is still seeing rising demand for organised camping holidays in both the Dutch and German markets. As a result, the offering has once again been expanded with new trips, including a 40-day journey to Åland and Finland. In addition, sustainability is a key focus, with initiatives such as the adoption and release of seal Nacho as part of a broader environmentally conscious strategy.



Seal Nacho, adopted by ACSI.

The SunLodges are located at sites such as Camping Poljana

Smart marketing and renewed website for Euronature

Since being acquired by ACSI in 2024, Euronature has been undergoing rapid development. A new website has already been launched, and marketing activities are in full swing. With innovative tools such as Guru and Al service Eva, the customer journey is continuously optimised. This provides customers with an even better online experience and holiday planning process. These developments have further strengthened Euronature's position within



The renewed Euronature website

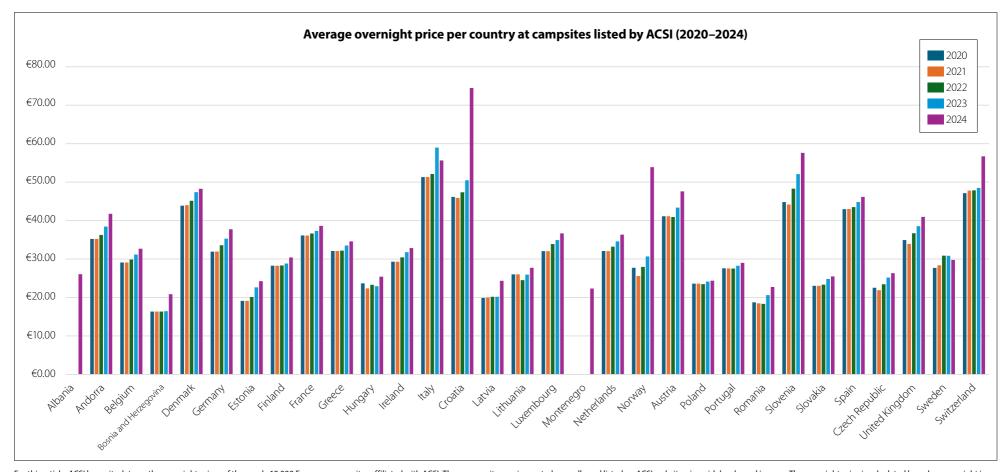
the camping sector. As with the other tour operating brands, the focus is on quality, innovation, and the sustainable growth of the offering.

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Overnight prices in Europe on

Campers pay significantly more on average for a holiday in Croatia, Slovenia or Norway

The number of tourist overnight stays reached a new record high in 2024. A total of 2.99 billion overnight stays were recorded in European accommodation – a 2% increase on the previous year. Especially notable was the rise in overnight stays abroad: up by 58.7 million. Overnight stays in one's home country fell by 5.3 million. Campsites accounted for 13.1% of all overnight stays. This represents a small decline (0.7%) compared to 2023. While the number of stays continues to rise, average overnight prices tell a different story. ACSI mapped out the dynamics and discovered significant differences between camping destinations.



For this article, ACSI bases its data on the overnight prices of the nearly 10,000 European campsites affiliated with ACSI. These campsites are inspected annually and listed on ACSI websites, in guidebooks and in apps. The overnight price is calculated based on one night in a positive series are inspected annually and listed on ACSI websites, in guidebooks and in apps. The overnight price is calculated based on one night in a positive series are inspected annually and listed on ACSI websites, in guidebooks and in apps. The overnight price is calculated based on one night in a positive series are inspected annually and listed on ACSI websites, in guidebooks and in apps. The overnight price is calculated based on one night in a positive series are inspected annually and listed on ACSI websites, in guidebooks and in apps. The overnight price is calculated based on one night in a positive series are inspected annually and listed on ACSI websites, in guidebooks and in apps. The overnight price is calculated based on the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the overnight price is calculated by the action of the overnight price is calculated by the action of the overnight price is calculated by the overnight prhigh season for a family of two adults and two children (aged 6 and 9), with a car and caravan, including electricity and tourist tax.

Southern and Western Europe stable, major differences in Northern and Eastern Europe

Due to price increases and inflation, nearly every European country has seen a rise in overnight prices. Only two countries show a decrease compared to 2023: Italy, with a €3.36 drop per night (€59.00 in 2023 versus €55.64 in 2024), and Sweden, with a €1.08 reduction (€30.86 in 2023 versus €29.78 in 2024).

In all other Western European countries, prices have slightly increased. This suggests a stable camping market where supply and demand are balanced and cos increases have been moderate. A similar level of stability is seen in Southern Europe. Popular camping destinations like France and Spain remain in high demand, as also confirmed by the ACSI Camping Intentions Survey (see pages 6–7).

In Northern Europe, the stable picture begins to shift. Holiday destinations in this region are already considered relatively expensive, including for everyday living. Still, in many countries - Denmark, Sweden, Finland – overnight prices remained fairly stable. Norway, however, shows a notable increase. Camping there has become over 75% more expensive in just one year.

ACSI CEO Ramon van Reine offers an explanation: "Norway is investing heavily in sustainable tourism and enforces strict environmental regulations. Accommodations must meet energy efficiency standards, and campsites are required to offer eco-friendly facilities. These

costs are reflected in the overnight rates."

There are additional factors that influence pricing. "Norway has one of the highest average wages in the world, including in the tourism sector. On top of that, high tax rates contribute to elevated prices for goods and services. Both aspects impact the overnight rates paid by campers."

In Eastern Europe, price increases are more widespread, with greater variation between countries. In 2024, countries such as Bosnia-Herzegovina, Hungary, Slovenia and Croatia show significant increases compared to 2023. Slovenia and Croatia - which has overtaken Italy as the most expensive

camping destination – stand out in particular.

"Eastern Europe is generally facing high inflation," Van Reine explains. "This leads to higher taxes and increasing energy and transport costs. Slovenia and Croatia are relatively small countries with limited mass production, making imports almost essential. This drives up transport costs, which also affects the camping sector and ultimately pushes up prices."

The adoption of the euro also plays a role. Unlike, for example, Hungary, both Croatia and Slovenia have adopted the euro. "Introducing the euro strengthens ties with the wealthier Western European countries. However, prices also tend to rise towards the European average. Countries with their own currency can remain cheaper due to exchange rate fluctuations."

Moreover, the demand for overnight stays in Croatia and Slovenia is higher than in other Eastern European countries. "Croatia, for example, benefits from popular cities like Dubrovnik, Split and the Istria region. The same goes for Slovenia, with its capital Ljubljana and Lake Bled. Higher demand for accommodation inevitably leads to higher prices. Both countries have also made significant investments in the quality of their camping facilities, which of course also contributes to rising prices," Van Reine concludes.

Overnight stays in 2024 in figures

Top 5 cheapest countries (2024): Top 5 most expensive countries (2024): Largest difference in rate between 2023 and 2024

€74.46

- 1. Bosnia and Herzegovina: €20.87 1. Croatia:
- 2. Montenegro: €22.35 3. Romania:
- 4. Estonia:

5. Latvia:

- €22.73
 - €24.25 €24.34 5. Norway:
- 2. Slovenia: €57.61 3. Switzerland: €56.70 4. Italy: €55.64 €53.90



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the rise

Croatia: major investments driving high overnight prices

ACSI CEO Ramon van Reine attended the 18th Congress of Croatian Camping (Kongres hrvatskog kampinga) in November 2024. He gave a presentation on European camping trends, addressing topics such as the quality of European campsites, developments in overnight prices, and the economic impact of camping on holiday destinations.

"Croatian campsites have invested heavily in their facilities and infrastructure," he explains. "In terms of quality, they now rank among the best in Europe. In recent years, they've focused particularly on luxury tourism, with an emphasis on resorts, glamping and other exclusive accommodations. Naturally, this attracts a camping audience that's willing to pay more for their holiday than in the past. As a result, overnight prices at Croatian campsites – and in Croatia as a destination overall – have risen significantly."

Van Reine also cites the introduction of the euro in 2023 as a contributing factor. "This often results in increased costs and changes in taxes and duties. As a result, the cost of living – including for campsite owners – rises, and energy, staffing and maintenance costs increase substantially. All of this is reflected in the price charged to campers."

Camping image of Croatia

The country has also seen a significant rise in tourist demand, Van Reine adds. "Croatia is especially popular among campers from the Netherlands,

Germany and Italy. The adoption of the euro likely plays a role in this. Familiarity with the currency boosts confidence in the stability of the economy. And the removal of currency exchange issues makes it easier for campers to holiday there."

For the first time, the 2025 ACSI **Camping Intentions Survey** (pages 6-7) also measured the image of various camping countries. Croatia is highly valued by European campers for its pleasant climate, stunning coastline (nature), and the historical and cultural appeal of destinations like Dubrovnik and Split. However, the high overnight prices and expensive groceries are frequently mentioned as barriers to visiting.

Finding the right balance

Van Reine believes Croatia needs to find a balance between luxury and affordability to remain attractive to a broad group of campers. "Croatia is at a crossroads. Although budget campers are still welcome, prices have now become too high for them. These sharp price increases could deter tourists. In just five years, prices have risen by 61.6%." According to Van Reine, there is a risk that campers will start choosing alternative destinations. "Montenegro, for example, with a similar coastline but much lower overnight prices. Or Albania - also a good option for budget-conscious campers." That said, a new group of campers must be attracted. "Croatia should become more appealing to the luxury camper. They currently favour Italy, Spain or the southern French coast – but they should increasingly consider Croatia. The quality of the campsites is certainly not a barrier. The potential is definitely there.



Ramon van Reine during his presentation at the 18th Congress of Croation Camping

Three countries highlighted



Overnight prices in Norway have almost doubled in 2024 compared to 2020, showing a staggering increase of 94.3%. The country also recorded an extremely sharp rise between 2023 and 2024—no less than 75.6%. While Norway, and the Nordic region in general, has never been a cheap holiday destination, this increase is still considered extreme.

However, Van Reine is able to explain it. "Norway uses the Norwegian krone and is not part of the eurozone. In 2022 and 2023, the country experienced high inflation, which caused sharp rises in energy, labour and maintenance costs. In addition, demand for overnight stays has increased. In particular, motorhome and caravan travellers from Germany and the Netherlands head to Norway to enjoy the natural beauty, explore the fjords, and experience the freedom of wild camping. Lastly, the country is investing heavily in ecotourism and in making campsites more sustainable, which brings relatively high costs."



Slovenia

Although most ACSI campsites in Eastern Europe offer relatively low overnight prices, Slovenia is the second most expensive holiday destination in 2024. This is due to the aforementioned inflation, higher taxes and increased energy and transport costs.

ACSI has also observed that Slovenia is becoming an increasingly popular holiday destination, particularly among campers who value beautiful natural surroundings and sustainability. This growing demand for accommodation is pushing up prices.

A similar trend can be seen in Slovenia as in neighbouring Croatia. Campsites here too are investing in higher quality and more luxurious facilities and accommodation, which is driving up overnight prices.



What stands out is that the average overnight price at Italian ACSI campsites has fallen in 2024 compared to 2023. While Italy was still the most expensive camping destination in Europe from 2020 to 2023, it now ranks third.

Van Reine explains why: "Countries like Croatia, Spain, Portugal and Austria are becoming more popular. They are increasingly becoming serious competitors for Italian campsites. In order to remain attractive to a wide group of campers, Italian campsites have taken a good look at their pricing.

There is also strong competition between campsites within Italy itself, which plays a role. Campsites that set their prices too high quickly price themselves out of the market. In fact, offering a lower overnight rate might just give them the competitive edge over their neighbour."

Looking to the future

ACSI CEO Ramon van Reine looks to the future with great interest. He sees the price increases as a sign that the camping market is shifting. "That's why you mostly see these developments in Northern and Eastern Europe. While the west and south largely continue to follow the successful course of recent decades, the north and east are adjusting their strategies. In part, the price increases are being forced by factors such as inflation and rising

costs, but it's also the result of a conscious change in direction. For example, there's a much greater focus on sustainability or significant investment in the quality of the offering."

In countries where prices are rising rapidly, Van Reine expects to see a stabilisation. "Otherwise, they'll end up pricing themselves out of the market entirely and driving campers away. Competition also plays a role in helping prices stabilise—or even fall." What's more, there is still plenty of choice for campers. "The prices we present here are averages. That doesn't mean you can't still find reasonably priced places to stay in Croatia, for instance. And for countries like Albania and Montenegro, this trend actually presents an opportunity to position themselves as 'budget destinations'."

Still as often, but slightly

Results of the ACSI Camping Intentions Survey 2025

On the eve of the 2025 camping season, ACSI explored the plans of European campers. This year, nearly 8,000 campers from the Netherlands, Germany, England and France took part in the ACSI Camping Intentions Survey. While they are once again full of camping plans this year, the increase in the number of holidays and holiday days appears to have levelled off. For the first time, questions were also asked about the image of European camping destinations. Which countries are the favourites, and why? And what holds campers back from visiting other destinations?

French campers travel the most

European campers with children expect to go on holiday an average of 4.1 times in 2025. For campers without children, this average rises to 5.3 trips. In both cases, this is almost identical to the figures from the 2024 Camping Intentions Survey.

Notably, Dutch families expect to go on holiday relatively infrequently: just 2.4 times. Dutch campers without children expect to go slightly more often, at 3.6 times. German campers plan to go camping considerably more often in 2025: 4.2 times. That's only slightly fewer than German campers without children, who expect to take 4.4 trips. The French top the list: campers without children in France expect to go camping as many as 8 times.

Shorter holidays during the high season

European campers with children expect to go on holiday for an average of 32.32 days this year. Among campers without children, that number is significantly higher: they expect to be away for as many as 67.14 days.

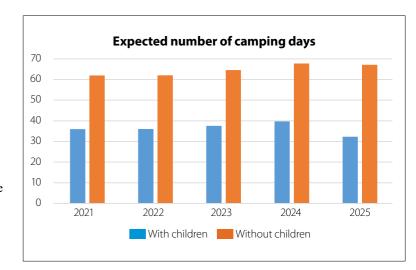
While the number of expected camping days had been rising since 2022 — for both holidaymakers with and without children — 2025 marks the first year in which a decline is visible compared to the previous year. Among campers without children, ACSI notes a drop of 0.6 days on average. For those travelling with children, the decline is much steeper, at 7 days.

The most logical explanation is that families are bound to travel during the high season, and (overnight) prices across
Europe have in many cases
risen sharply (see also pages
4–5). Families are still going
camping just as often as before
— but for shorter periods.

Europe loves the motorhome

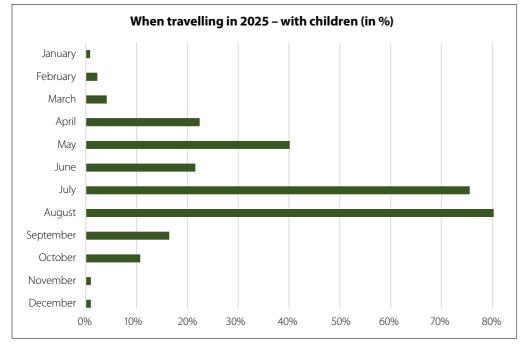
European campers most prefer to head out with a motorhome. 54% indicate it as their favourite way to camp. Just over a third prefer the caravan, and 10% choose to travel with a tent, folding trailer, or another camping vehicle.

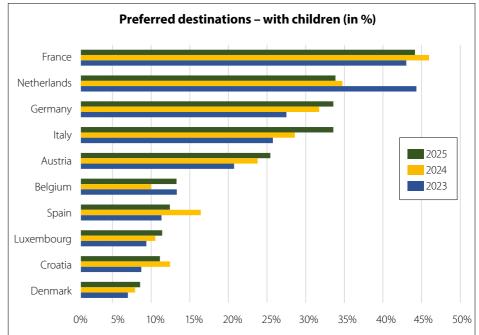
Germany (60%), the United Kingdom (66%) and France (67%) are particularly attached to the motorhome. The Netherlands remains the exception: here, the caravan is still the most popular option, chosen by 61%. The share of tents, folding trailers or other camping types remains small across the board.

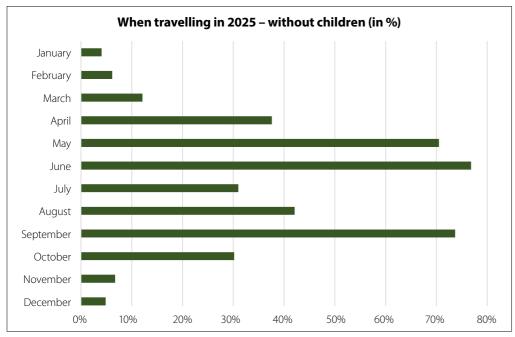


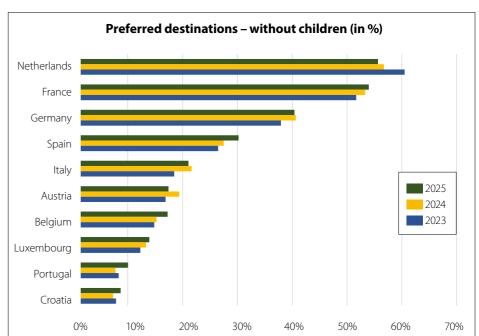
Favourite holiday destinations

Campers with children most enjoy travelling to Germany, France, Italy, the Netherlands and Austria. Less popular destinations for this group include Ireland, Greece, Hungary, Slovakia, Poland and Portugal. Unsurprisingly, they mainly go on holiday in July and August, with May ranking third.
Campers without children prefer to travel in May, June and September. April and October are also fairly popular. They too visit the destinations preferred by campers with children, but are also fond of travelling to Spain, Belgium, Croatia and Portugal.









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shorter holidays

The image of European camping destinations

For the first time, ACSI asked campers about the image they have of European camping destinations. They were questioned about the importance of factors such as climate, nature, culture and history, as well as travel distance, overnight costs, and grocery prices when making their holiday choice.

A (long) travel distance is most often the deciding factor why certain countries are not considered for a camping holiday. There are also other reasons. High costs, for example, are why some skip Switzerland. And for certain groups of campers, the climate is a reason not to consider northern European destinations such as Norway and Sweden.

Campers prefer to stay close to home

Because campers are not keen on spending entire days travelling to their destination, neighbouring countries — or those not too far from home — are the most popular. It's therefore no surprise that survey participants labelled countries such as Greece, Portugal, Ireland and Norway as 'too far away'.

In search of sunshine

Campers still favour destinations with a good chance of sunshine. Spain, Portugal and Italy in particular are often chosen for this reason. Croatia and Portugal are also frequently considered due to their favourable climate.

However, it's not always about sun and warmth. A significant group of campers actively choose cooler destinations like Norway, Sweden, Austria and Slovenia. For them, the milder temperatures — often in combination with unspoilt nature — are the very reasons to visit these countries and enjoy an active, outdoor holiday.

On the flip side, there's also a group of campers who avoid these same destinations specifically because of the cooler climate. Northern European countries such as the Netherlands, Belgium, Luxembourg and the United Kingdom are also mentioned in this context. These campers are particularly looking

for sun and warmth, and the lack of reliable sunshine is a reason to skip these countries in their search for the ideal campsite.

The power of culture, history and gastronomy

Unsurprisingly, Italy, France and Greece are often chosen for their rich cultural heritage. The traces of past civilisations found there are highly valued by campers. Another important factor when choosing a holiday destination is its history — be it of the country, region or local area. On this front, Italy, Greece, Ireland, Poland and the United Kingdom all score highly.

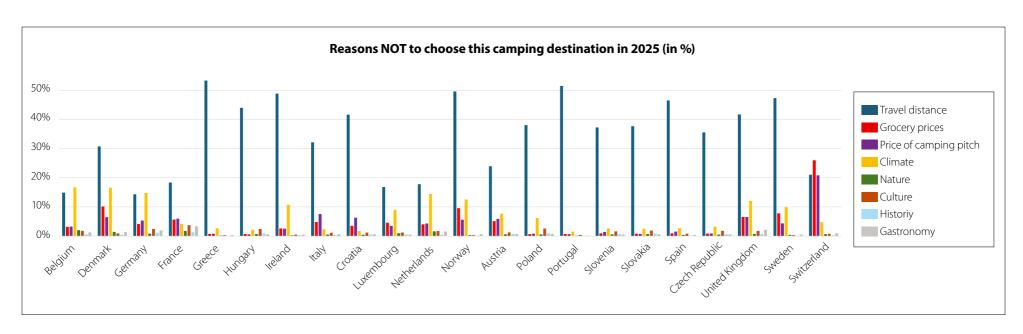
Finally, gastronomy also plays a role. Good food and drink are an important part of the holiday

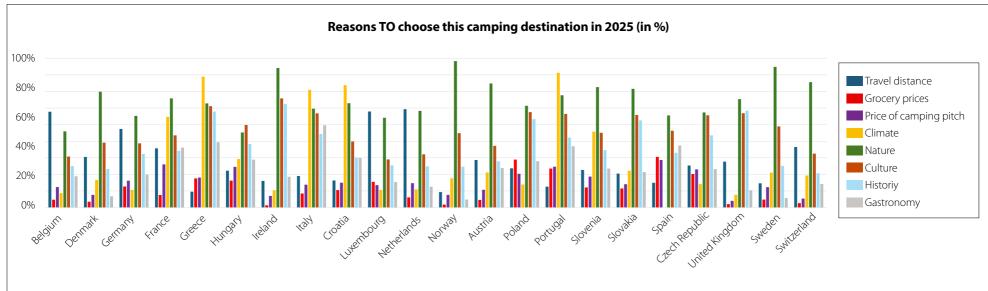
experience for many campers.
France, Italy and Spain are especially popular due to their excellent cuisine. In contrast, this plays a much smaller role in northern European destinations like Norway and Sweden.

High prices as an obstacle

Overnight costs and the price of essentials like groceries are rarely cited as a reason to choose a destination — but the reverse does apply. Switzerland, Denmark and the United Kingdom are sometimes avoided due to high prices. To a lesser extent, this also applies to Italy and Austria.

A complete overview of all overnight prices in Europe can be found on pages 4–5.







Justification

The results of the ACSI Camping Intentions Survey 2025 come with a few caveats. Over three quarters of respondents are based in the Netherlands or Germany, meaning this demographic is overrepresented. In addition, campers with children are underrepresented compared to those without children.

The survey was conducted in January and February 2025. As a result, expected travel plans for these months are not valid and have not been included in the presented results. The European average was calculated across all countries, but has not been weighted based on the number of respondents per country.

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Norway		CZECH REPUBLIC	
1 Gryta Camping	Best campsite	63 Camping Chvalšiny	Best campsite
2 Fossen Camping Fagernes	Greatest little campsite	64 Camping Vídlák	Greatest little campsite
Sweden		HUNGARY	
3 Båstad Camping	Best campsite	65 Thermal Camping Pápa	Best campsite
4 Särna Camping	Best campsite restaurant	SLOVENIA	
5 Johannesvik Camping & Stugby	Best location for a campsite		
FINLAND		66 Camping Šobec	Best campsite
6 Camping Tornio	Best campsite	67 Camping Menina 68 Camping Bled	Best campsite restaurant Best location for a campsite
D-11114211	<u> </u>	69 Camping Savinja	Campsite with the best sanitary facilities
DENMARK			, , , , , , , , , , , , , , , , , , , ,
7 Henne Strand Resort 8 Mommark Marina Camping	Best campsite Best campsite restaurant	CROATIA	
9 Feddet Strand Resort	Best campsite restaurant Best campsite swimming pool	70 Camping Polari	Best campsite
10 Horsens City Camping	Best location for a campsite	71 Autocamp Draga	Best campsite for walking
11 Hygge Lake	Greatest little campsite	72 Camping Straško73 Camping Zaton Holiday Resort	Best campsite restaurant Best campsite swimming pool
THE NETHERLANDS		74 Olea Camping	Best location for a campsite
12 Recreatiepark De Leistert	Best campsite	75 Camping Omišalj	Best motorhome pitches
13 Camping De Haer	Best campsite Best campsite for cycling	76 Camping Stobreč Split	Campsite with the best sanitary facilities
14 Camping De Drie Provinciën	Best campsite restaurant	77 Wine camp Hažić	Greatest little campsite
15 Recreatiepark Samoza	Best campsite swimming pool	78 Camping Bi-Village	Most dog-friendly campsite
16 Terrassencamping Osebos	Best location for a campsite	79 Camp Kovačine	Nicest campsite for children
17 Ardoer camping Westhove	Best motorhome pitches	ALBANIA	
18 Camping Bonte Hoeve19 Camping Het Scharrelnest	Campsite with the best sanitary facilities Greatest little campsite	80 Camping Legjenda	Best campsite
20 Camping de Pallegarste	Most dog-friendly campsite		
21 Camping De Paal	Nicest campsite for children	GREECE	
		81 Camping Gythion Bay	Best campsite
BELGIUM		82 Camping Ionion Beach83 Camping Zaritsi	Best campsite restaurant Best location for a campsite
22 Ardennen Camping Bertrix	Best campsite	84 Ioannina Camping	Greatest little campsite
23 Camping De Ballasthoeve24 Camping Natuurlijk Limburg	Best campsite for cycling Best campsite restaurant	<u> </u>	Greatest little campsite
25 Camping Sandaya Parc la Clusure	Best campsite restaurant Best campsite swimming pool	United Kingdom	
26 Camping Ile de faigneul	Best location for a campsite	85 Camping Castlerigg Hall	Best campsite
27 Kompas Camping Nieuwpoort	Best motorhome pitches	86 West Highland Way Campsite	Greatest little campsite
28 Camping Houtum	Campsite with the best sanitary facilities	RELAND	
29 Camping Relaxi	Greatest little campsite		Do at as many sites
30 EuroParcs Zilverstrand31 Provinciaal Recreatiedomein Zilvermeer	Most dog-friendly campsite Nicest campsite for children	87 Ballinacourty House C&C Park	Best campsite
51 Flovinciaal Recreatiedoffieli Zilverffieel	Nicest campsite for children	France	
LUXEMBOURG		88 Camping Les Sablons	Best campsite
32 Europacamping Nommerlayen	Best campsite	89 Camping La Venise Verte	Best campsite for cycling
33 Camping du Barrage Rosport	Best campsite for walking	90 Esterel Caravaning	Best campsite restaurant
34 Camping Gritt	Best location for a campsite	91 Les Méditerranées - Beach Garden	Best campsite swimming pool
35 Camping du Rivage36 Camping Fuussekaul	Greatest little campsite Nicest campsite for children	92 Camp du Domaine	Best location for a campsite
	Nicest campsite for children	93 Camping Le Cormoran 94 Camping Sandaya Moulin de L'Éclis	Best motorhome pitches Campsite with the best sanitary facilities
GERMANY		95 Camping La Poterie	Greatest little campsite
37 Südsee-Camp	Best campsite	96 Camping La Sousta	Most dog-friendly campsite
38 Campingpark Freibad Echternacherbrück	Best campsite for walking	97 Camping Les Varennes	Nicest campsite for children
39 Vital CAMP Bayerbach	Best campsite restaurant	SPAIN	
40 Camping Schwarzwälder Hof41 Strandcamping Waging am See	Best campsite swimming pool Best location for a campsite		
42 Camping Stover Strand International	Best motorhome pitches	98 Tamarit Beach Resort	Best campsite
43 Camping Mohrenhof	Campsite with the best sanitary facilities	99 Camping Torre La Sal 100 Caravaning Oyambre	Best campsite for walking Best campsite restaurant
44 Campingplatz Trittenheim im Grünen	Greatest little campsite	101 La Marina Resort by Samay	Best campsite restaurant Best campsite swimming pool
45 Camping Walkyrien	Most dog-friendly campsite	102 Camping Sènia Cala Gogo	Best location for a campsite
46 Strandcamping Wallnau	Nicest campsite for children	103 Bravoplaya Camping-Resort	Best motorhome pitches
SWITZERLAND		104 Camping l'Àmfora	Campsite with the best sanitary facilities
47 Campofelice Camping Village	Best campsite	105 Ecocamping Rural Valle de La Fueva	Greatest little campsite
48 Camping Vermeille	Best campsite for cycling	106 Camping Didota Eco-Resort	Most dog-friendly campsite
49 Camping Jungfrau	Best location for a campsite	107 Camping Bella Terra	Nicest campsite for children
50 Camping Santa Monica	Nicest campsite for children	Portugal	
Austria		108 Costa do Vizir Camping	Best campsite
51 Erlebnis Resort Aufenfeld	Best campsite	109 Camping Quinta da Cerejeira	Best campsite for walking
52 50plus Campingpark Fisching	Best campsite Best campsite for cycling	110 Camping Yelloh! Village Turiscampo	Best campsite swimming pool
53 Terrassencamping Maltatal	Best campsite restaurant	111 Camping Villa Park Zambujeira	Best motorhome pitches
54 Sportcamp Woferlgut	Best campsite swimming pool	112 Camping Rosário	Greatest little campsite
55 Camping Ferienparadies Natterer See	Best location for a campsite	TALY	
56 Camping Grubhof	Best motorhome pitches	113 Camping Ca' Pasquali Village	Best campsite
57 Camping Alpenforiannauk Raisach	Campsite with the best sanitary facilities	114 Camping Ca Pasquali Village	Best campsite for cycling
58 Camping Alpenferienpark Reisach59 Sonnenplateau Camping Gerhardhof	Greatest little campsite Most dog-friendly campsite	115 Marina di Venezia Camping Village	Best campsite restaurant
60 Burgstaller Komfort Camping Park	Nicest campsite for children	116 Camping Village Isolino	Best campsite swimming pool
_		117 Baia Holiday Isuledda	Best location for a campsite
Poland		118 Camping Bella Italia	Best motorhome pitches
61 Camping Morski 21	Best campsite	119 Camping Piani di Clodia	Campsite with the best sanitary facilities
_		120 Alpinfitness Waldcamping Völlan	Greatest little campsite
E STONIA		121 La Rocca Camping Village	Most dog-friendly campsite

Faster check-in thanks to

Experiences from European campsites and campers

In 2024, ACSI launched the digital version of CampingCard ACSI. One of the key advantages of the digital product is the quicker retrieval of camper details. This results in a much smoother check-in process. One year after its introduction, ACSI takes stock. What have campsites and campers experienced with the digital discount card?

The shift to a digital product took some getting used to for some campers – and campsites. To use CampingCard ACSI Digital, campers must register in the CampingCard ACSI app. On arrival at the campsite, the digital card is scanned and all information is retrieved from the ACSI Campsite Portal. Sometimes there's a brief moment of confusion at reception: "Where's that app on my phone again?" But in the end, campers are enthusiastic about the digital product. Check-in is faster and a phone is always at hand.

CampingCard ACSI Digital is also a great solution for campsites. No paperwork, and more time for a warm welcome. Campsites across Europe hope more campers will use the digital product to help speed up the checkin process together.



"My husband and I travel across Europe with our campervan in spring and autumn. CampingCard ACSI comes in very handy. It's ideal to check in at reception using your phone and have all your details immediately available - like our camper's registration number. Sometimes they don't even ask for a passport anymore because the campsite can access all the data themselves. We're also very happy with all the campsite and motorhome information in the app. I can even plan the route to the campsite straight away. I don't need the booklet anymore."

"A great step towards the future"



Camping Münsterland Eichenhoff

The Schulz Westhoff family runs Camping Münsterland Eichenhoff in Sassenberg, Germany. Last camping season, they regularly welcomed guests using CampingCard ACSI Digital.

"Campers still had to get used to the new system. We often proactively ask for the code on their card so we can quickly retrieve their details in the ACSI Campsite Portal. I expect we'll see even more digital card users this season, and that they'll be more familiar with it."

The German campsite is very positive about the new product and sees many benefits. "It's incredibly helpful to have all guest details, including number plates, directly available on our computer. We think ACSI has

taken a good and important step with CampingCard ACSI Digital."

Looking ahead, they also have a suggestion for further improvement. "A link with our PMS would be very helpful. That way, guests could enter their CampingCard ACSI code when booking and automatically benefit from the reduced rate."



The Schulz Westhoff family runs Camping Münsterland Eichenhoff and is very satisfied with CampingCard ACSI Digital.

"More time for a friendly chat"

Resort Marina Oolderhuuske

At Resort Marina Oolderhuuske in Roermond, campers regularly use CampingCard ACSI Digital to book a great-value pitch. Kimberly Jacobs works there as a receptionist and has gained a lot of experience with the new digital product.

"We've noticed that more and more campers are using it, and we expect this number will continue to grow in the coming years. Some campers still find it tricky to locate the card in the app, but I think that will get easier over time."

Jacobs finds that CampingCard ACSI Digital makes her job much easier and more enjoyable. "Because everything is digital, I can access the guest's details quickly and easily.

This gives me more time for a nice conversation. In the past, some campers forgot their discount card, so I couldn't offer them the reduced rate.

But now everyone has their phone with them and the app on it. That's convenient for both us and the camper."



At Resort Marina Oolderhuuske, they're seeing more and more campers using CampingCard ACSI



"I use the CampingCard ACSI app, which stores the discount card. It's really convenient, as I always have my phone with me. I also appreciate that I can find all campsite details in the app. Once I arrive, I show my phone and the campsite looks up my information. It would be great if more campsites joined CampingCard ACSI and if the acceptance period were extended – then I could use it even more often."

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CampingCard ACSI Digital

"Great that we no longer have to decipher handwriting"

Camping Aux Rives du Soleil

At Camping Aux Rives du Soleil in the French Burgundy region, they have extensive experience with CampingCard ACSI. In 2024, the first bookings using the digital version were also made. Campsite owner Stefaan Pinckaers shares his thoughts.

"Many campers still use the physical discount card, but we're seeing a shift towards CampingCard ACSI Digital. In our view, that's a

positive development. We use the code on the card to access the details of campers visiting us for the first time. Then we transfer the data into our own system. It's great that we no longer have to decipher handwriting and that all the information is accurate in the ACSI Campsite Portal."

Pinckaers also sees opportunities to further develop the digital product. "A direct link with our own system would be a great addition. We'd also prefer that campers provide more information when registering. More mandatory fields, such as vehicle registration, ID number, and the weight and dimensions of the camping unit, would make the process smoother. Campers often don't know these details by heart and have to return to their car or motorhome to look them up."



Stefaan Pinckaers with his wife at Camping Aux Rives du Soleil

"A digital product can't be forgotten"

Camping Les Méditerranées Beach Garden



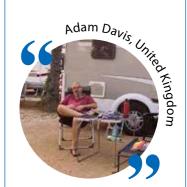
Cécile Danvel proudly shows the ACSI Award for 'Best Campsite Pool 2023'

At Camping Les Méditerranées Beach Garden, the digital version of CampingCard ACSI has now become firmly established. "Around 40% of ACSI campers here use the digital product. For us as a campsite, it brings benefits as well as a few wishes for the future," says Cécile Danvel, marketing manager at the campsite.

One of the advantages is better legibility of the details. "We retrieve data directly from the ACSI Campsite Portal. That way, there's no need to decipher unclear handwriting," Danvel explains.

Campers also benefit from the digital version. "They're happy that the validity period is now 365 days, unlike the printed version which is valid until the end of the calendar year," says Danvel. "And the digital card can't be lost or forgotten – something that did happen with the physical one."

When asked about improvements, she mentions an important one: "It would be ideal if CampingCard ACSI Digital could serve as proof of payment and also replace the need to show an ID."



"I've been using
CampingCard ACSI for
three years and I travel for
extended periods in spring
and autumn. Since the
discount card is stored in the
app on my phone, check-in
is faster and easier. I also love
being able to download the
cards and access campsite
info directly from the app.
It gives me peace of mind
while travelling around
Europe."

Extend the season with CampingCard ACSI

The spring and autumn seasons are valuable periods for many European campsites. However, occupancy during these times often remains

Joining CampingCard ACSI has already helped many campsites extend their camping season. Each year, over 700,000 campers travel with CampingCard ACSI.



They stay at participating campsites at a fixed low rate, ranging from €13 to €27 per night. All they need to do is present a valid (digital) discount card.

CampingCard ACSI is available as a printed campsite guide with a physical discount card, or as a digital product, in which both the card and all campsite information are available in the CampingCard ACSI app.

This digital version has been available since 2024, and more and more campers (and campsites) are discovering its advantages.

Campers always have their discount card at hand on their smartphone – so it can never be forgotten.

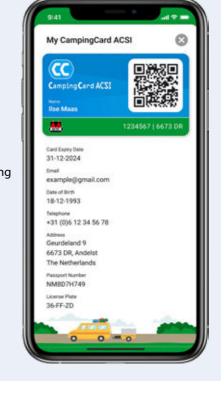
Campsites can scan the QR code on the card and instantly access all camper details via the ACSI Campsite Portal. This makes the check-in process smoother for both campsite and camper.

Benefits of joining CampingCard ACSI:

- More bookings during the low season
- Extra promotion through ACSI channels

- ☐ Campers pay directly at the campsite
- ☐ Campsites receive the full amount paid by the camper
- ☑ No extra admin and no extra costs

Want to know more about joining CampingCard ACSI? Visit www.acsi.eu/campingcard or contact us via: E: sales@acsi.eu T: +31 (0)488 45 20 55



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Is the camper's freedom of

The road to the campsite is paved with rules and obstacles

Camping is often associated with freedom and flexibility. Throwing the tent in the back of the car or taking the motorhome out of storage and heading to wherever the sun shines brightest. However, new and stricter regulations in various European countries are making it increasingly difficult to realise this dream. Vignettes, environmental stickers, border checks, visa requirements and tourist registrations often get in the way. Is the camper's freedom now under threat?

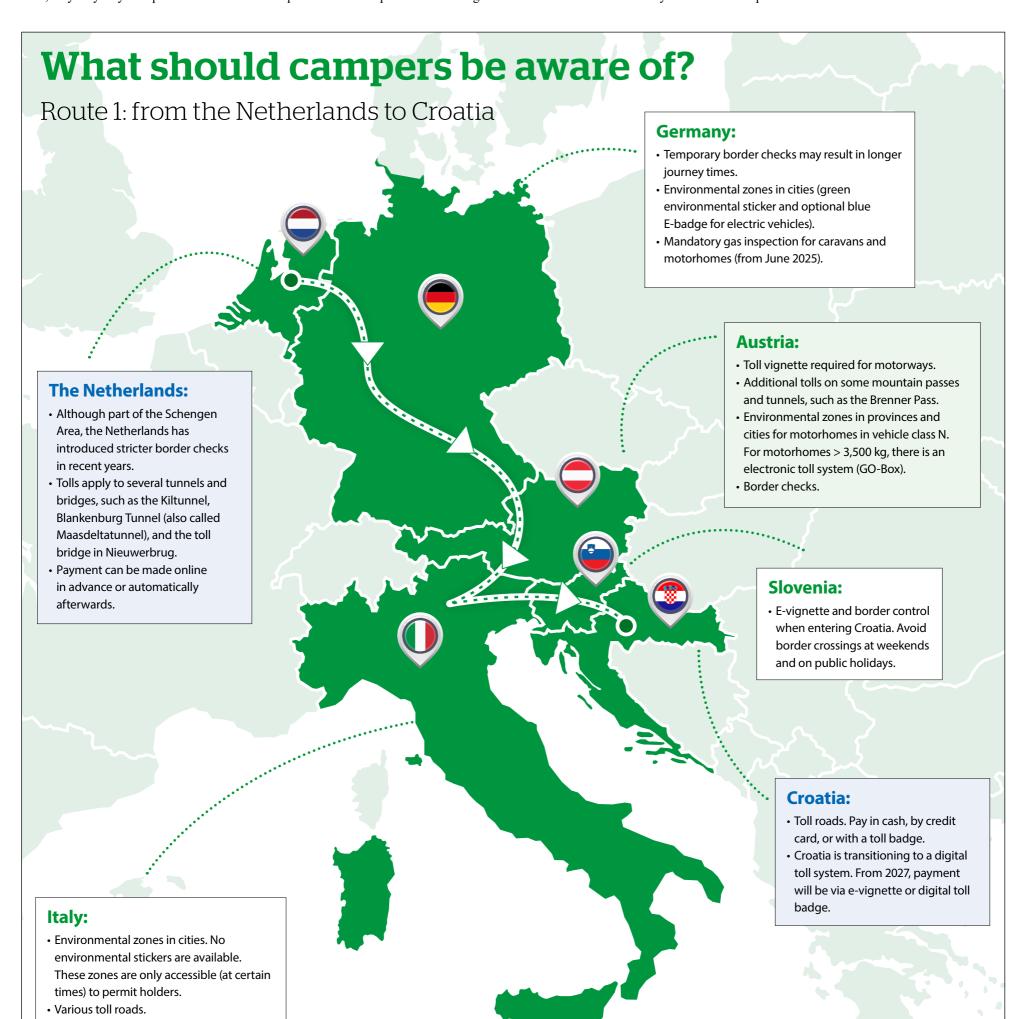
Free movement versus national security

Under Article 21, EU citizens have the right to travel and reside freely within the territory of the member states. Upon presentation of a valid passport or identity card, they may stay for up to three

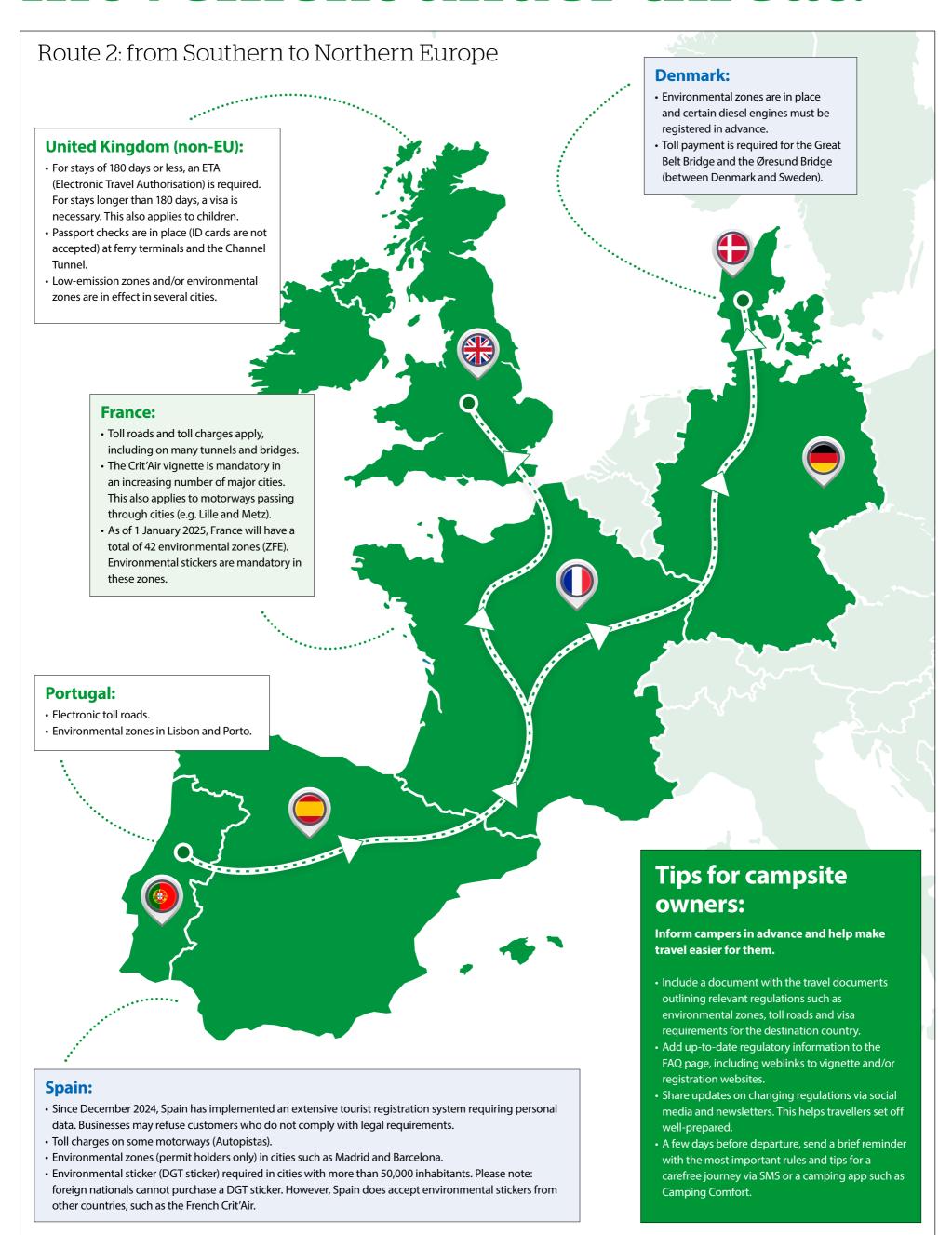
months. For longer stays, additional rules apply — but for the average camper, a three-month period is more than sufficient. However, countries are also permitted to require visitors to report

their presence. And this is where it gets tricky. As countries seek greater control over who enters and leaves their territory, they require visitors - including campers - to register. This is the case in Spain, Germany and Italy, for example. In Spain, this personal data is shared with the government and must be kept for at least three years. But this is far from the only obstacle for campers.

ACSI outlines the various regulations to be aware of when travelling through Europe.



movement under threat?



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Ambitious and visionary: tomorrow's leaders

New generation of campsite managers follows the Master in Sustainable Outdoor Hospitality Management

The camping industry is rapidly becoming more professional. Developments are moving fast, calling for new leadership—and an educational programme fully specialised in the camping sector. To prepare young professionals for a future in the outdoor hospitality industry, the international Master in Sustainable Outdoor Hospitality Management was launched in 2023. ACSI spoke to three students during their first semester at the university in Breda.

Over the course of a year and a half, Edouard Capelle (25), Vita Kralj (24), and Marc Suñe Gou (23) are being prepared for a future in the camping industry. The Master's is a European collaboration between Breda University of Applied Sciences (Netherlands), the University of Rijeka (Croatia), and the University of Girona (Spain). Each semester takes place at one of these universities.

Not your average tourism degree

Vita first heard about the Master's during her bachelor's programme. "One of my former lecturers helped set up the programme, together with one of the professors I now have in Breda. They introduced the Master's during a lecture. I attended a few follow-up sessions and knew for sure this was what I wanted to do."

Marc found out about the course through his father. "We talked about it and I decided to go for it. I didn't want to do a Master's just to get a diploma—I wanted something that would really contribute to my role as a future campsite owner."

He sees a major difference compared to other programmes. "They often focus on hotel management, but this programme is completely different. Running a campsite is nothing like running a hotel. It involves much more, especially when it comes to site maintenance and guest entertainment. What's great about this Master's is that it begins



 $Edouard, Vita\ and\ Marc\ (from\ left\ to\ right)\ are\ currently\ studying\ at\ Breda\ University\ during\ the\ first\ semester\ of\ the\ Master\ in\ Sustainable\ Outdoor\ Hospitality\ Management.$

with general tourism, and then the focus shifts entirely to campsites."

Edouard also learned about the programme through his father. "He showed me a newspaper article about the course. I was immediately enthusiastic. What appealed to me was the fact that the Master's takes place in three different countries. I enjoy experiencing local life in each

place. And of course, the subject matter ties in perfectly with my dream for the future."

Valuable hands-on experience Although the students are only in their first semester, their expectations have already been exceeded. "We visited Valkenburg in Limburg, which suffered from flooding in 2021," Marc explains. "We visited campsites and spoke to the owners about their experiences during the disaster. It was really interesting. Of course, we can't change the landscape or the weather, but we can look at how campsites can deal with such situations. Less than a month later, there were terrible floods in my own region, near Valencia. It really helped me understand that there were things we could have done differently to limit the damage."

Marc is looking forward to what comes next. "In the second and third semesters, we'll be going on lots of field trips. And in Croatia, we'll do a two-month traineeship at a campsite. It's a great opportunity to see how others manage their operations. I think it will be really insightful."

Guest lecture from ACSI Edouard is very positive about the guest lectures they've had

About the Master in Sustainable Outdoor Hospitality Management

This full-time, English-taught Master's programme runs for one and a half years and takes place in Breda (first semester), Rijeka (second semester) and Girona (third semester). The curriculum includes theoretical courses, guest lectures and field visits. At the end of the second semester, students complete a two-month internship at a campsite of

their choice. The programme concludes with a thesis. ACSI is one of the organisations supporting the Master's. Applicants must hold a bachelor's degree, preferably in tourism, management, economics, or social sciences. It is recommended to apply for the 2025/2026 academic year before 1 July 2025.





The Master's programme offers a mix of theory and hands-on experience. In the second semester, students complete a two-month traineeship at a campsite

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so far—such as the one from ACSI CEO Ramon van Reine. "He gave a presentation about the camping industry, which is still growing. So that was encouraging. He also shared the story behind ACSI and talked about his adventure in China, where he wanted to expand his business. I found it really inspiring, as I'd love to do something similar in the future." Vita was equally enthusiastic about the guest lecture. "It was inspiring to hear about the history of ACSI. The story of Ed van Reine, who started out with just an idea and a passion. That's very motivating for people like me. If you work hard enough, your dreams can come true!"

A close-knit group of friends Alongside the many deadlines and projects, the students also enjoy their time together. "We're very busy with the programme, with lots of deadlines, and I also have my judo," says Edouard. "But really, we're also just friends. Some of us get together regularly and cook traditional dishes from our home countries."

Vita also feels a strong bond with her fellow students.
"We're in the Netherlands now, but next semester is in Croatia, where I'm from. I've already sorted out my apartment and given the others some tips.

After that, we're off to Spain, where Marc is from. He's also helping us find accommodation there. So we're really supporting each other."

Clear vision for the future

Edouard, Marc, and Vita each have a clear vision of the future. Edouard sees himself owning his own campsite. "My brother is currently managing my parents' campsite in Belgium. At the moment, I don't plan to take that over. I'd rather start my own site in the future—a luxury campsite in a sunny location, mainly with accommodation units. Somewhere like Cyprus or Portugal, perhaps. Scandinavia could also be interesting, as more people are heading there due to the hot summers in

southern Europe. What matters to me is to treat nature and the planet with care. Sustainability will play a central role at my campsite."

Marc also has a clear path in mind. "After finishing my studies, I'll work at my parents' campsite—not to take over straight away, but to gain experience. Hopefully my father will continue to mentor me for years to come. Hard work, giving 100%, and staying focused on quality are my key priorities. If all goes well, I'd like to take over another campsite in Catalonia and roll out the same concept."

Marc is optimistic about the future and doesn't shy away from challenges. He's not overly worried about climate change, either. "It might get warmer in southern Europe, but people will still want guaranteed sunshine. That's just less certain in the north. It might even work in our favour, extending the high season to include May, June and September. For campsites, it wouldn't be a bad thing if July and August were a bit quieter."

Vita also has a plan. "My uncle owns a winery that's been in the family for a hundred years. We want to combine it with a campsite. As soon as I graduate, we want to launch it together." A director's role would be nice, but full days at a desk don't appeal to her. "I love communicating with people, working on projects, and using my creativity."

In a fast-changing market, those are valuable traits. "You can't cling to the way things used to be or what worked in the past. You have to keep improving, adapting, and coming up with new ideas. Climate change is also a big issue in Croatia. You need to come up

with solutions. Sticking to the old ways is the worst thing you can do. You have to stay open to all possibilities."





Marc Suñe Gou

Age: 23 Born in: Spain

Education: Bachelor's in Business Administration **Favourite holiday destination:** Australia **Describes himself as:** calm and modest, knows what he wants. Ambitious and driven.

Marc comes from a family that owns Camping Las Dunas, located on the Bay of Roses in Spain. He grew up there and, before starting the Master's programme, studied in Barcelona and did an internship at multinational company Naturgy. He later moved to Sydney for six months to improve his English skills. Marc aims to become a specialist in sustainable outdoor hospitality and sustainable tourism.

Edouard Capelle

Age: 25

Born in: Belgium

Education: Bachelor's in Marketing **Favourite holiday destination:** Brazil

Describes himself as: competitive, organised and committed to doing a good job. Determined and kind.

Edouard is the son of the owners of De Durnal Le Pommier Rustique, a campsite on the edge of the Belgian Ardennes. His life has long revolved around professional success and physical endurance. He practises judo at a high level and always strives for improvement. His interest in tourism began at a young age while working at his parents' campsite. For him, this is more than just a job—it's a lifestyle that combines his love for nature with creating enjoyable holiday experiences for guests.



Vita Kralj

Age: 24
Born in: Croatia
Education: Bachelor's in Tourism Management
Favourite holiday destination: Cyprus
Describes herself as: ambitious and outgoing, with a strong passion for personal growth.

Thanks to her internship at Hotel Internacional in Zagreb and her experience as an accountant at German company Metro, Vita has gained insights into both the business and tourism sectors. She is ambitious and passionate about personal development, constantly setting new goals and looking for ways to make a positive impact on society.

Colophon

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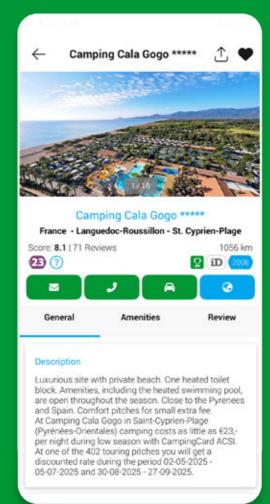
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