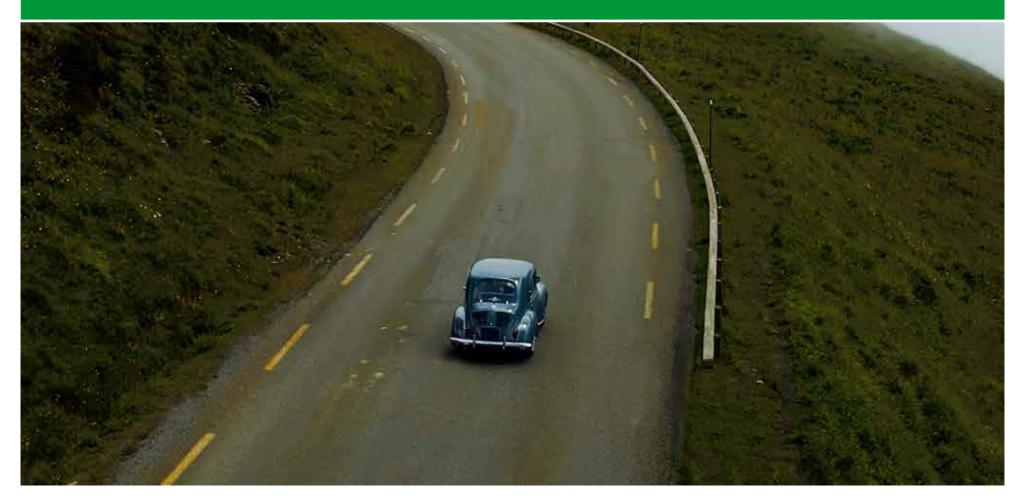


ACSI 60 YEARS

A JOURNEY THROUGH SIXTY YEARS OF CAMPING HISTORY



The story of 60 years of ACSI How ACSI became Europe's leading camping specialist. ▶ Read more on pages 4-15

ACSI kicks off anniversary year

In 1965, schoolteacher Ed van Reine published his first camping guide under the name Auto Camper Service International (ACSI). Six decades later, the guide has become an indispensable source of information for campers, and ACSI a reliable and established partner for campsites across Europe. ACSI officially launched its anniversary year on Sunday 10 November 2024 at the Pathé cinema in Ede. Over 1,500 guests attended the premiere of a film chronicling the company's eventful history and witnessed the presentation of a hefty anniversary book.

60 years of camping history

This extra-thick anniversary supplement looks back not only on sixty years of ACSI, but also on sixty years of camping history—two stories closely intertwined. As camping began to flourish in the 1960s, ACSI also spread its wings across Europe. The result is a company that, in 2025, still stands at the heart of the camping world and remains a trusted partner for both campsites and campers.

The Google of camping

Current director Ramon van Reine - Ed's son - looks back with pride on the journey so far. For while ACSI is now a leading name, it hasn't always been smooth sailing. "My father ran the business in his spare time during the early years. He was trusting by nature and often taken advantage of in business. More than once we were on the brink, but Dad always stayed positive, stood tall and seized every new opportunity."

The company has always invested in new technology, too: "In the early 1980s, Dad was among the first in the travel industry to buy computers, and we embraced the internet early on. That way, we always stayed one step ahead. In fact, ACSI has become the Google of camping—both offline and online."

Closed barrier

The ACSI story begins in the summer of 1964, when avid camper Ed van Reine climbed into his blue Renault 4CV with his wife Suus, son Ramon and daughter Mirjam, heading for the Costa Brava. "After a long and exhausting journey, we were met at several campsites by closed gates with signs reading 'completos'. After several failed attempts, we finally found a place, but it made my father wonder: why isn't it possible to reserve a pitch in advance?"

Millions of users

Ed took action, and during that same holiday began compiling campsite information. A year later, the first ACSI Holiday Guide was published. Today, nearly 400 inspectors check 10,000 campsites across Europe each year. The information is available in 14 languages, the guides are printed in hundreds of thousands of copies, campsites extend their season by accepting the CampingCard ACSI discount card, the websites attract millions of visitors, and the apps are used by almost half a million campers across Europe.



The Van Reine family (from left to right: Thierry, Sabine, Ramon and Rémy) pictured in front of a Renault 4CV, just like the one Ed van Reine drove to the Costa Brava in 1964.



Top: guests are welcomed at the Pathé cinema in Ede. Bottom left and right: before the film, there was time to admire the Renault 4CV and enjoy a chat.





with its own book and film



Top and bottom right: a packed Pathé cinema watches the premiere of the film Towards the horizon. Bottom left: guests could take home a copy of the anniversary book.







The film's creators (from left to right: Rémy van Reine, Yanno Post, Freek Kat and Isis Bolder) are acknowledged by Ramon van Reine.

Pioneering spirit

ACSI didn't only pioneer with its green camping guides. In the early days, Ed also organised group trips for the Christian women's magazine *Prinses*, including journeys to Israel. "The Yom Kippur War broke out and foreigners were told to evacuate, but the accompanying minister decided otherwise: the group should show solidarity with the Israelis. The 'holiday' continued just behind the front line," Ramon recalls.

Back then, Ed was also one of the first to rent out static caravans, so readers could enjoy a holiday in their own country. And just before the coronavirus outbreak, ACSI made a serious attempt to introduce Chinese tourists to camping by developing luxury glamping parks in China. Unfortunately, the pandemic threw a spanner in the works—but this pioneering spirit is still visible in the company today. ACSI now organises camping tours, and its own SunLodge chalets can be found throughout Southern Europe. The future has also been considered. "With Thierry and Rémy, the third generation of Van Reine is eager to take over," says Ramon.

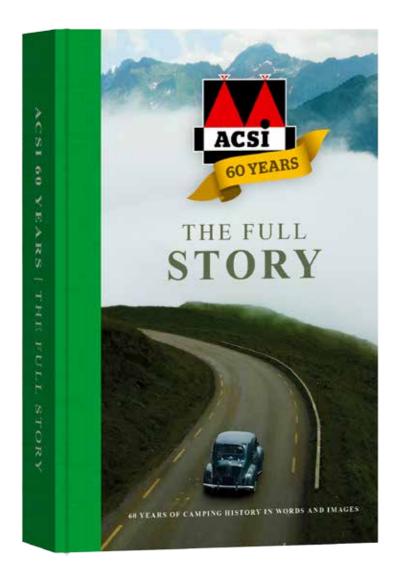
Book and film

To mark the sixtieth anniversary, ACSI's journey has been documented in a special way. The result: a hefty anniversary book (available in six languages) and a film. Both were presented to the public on Sunday 10 November 2024. Over 1,500 guests gathered at the Pathé cinema in Ede. "A wonderful and memorable day," Ramon reflects. "The book offers a unique look into our company history, full of stories, anecdotes and interviews with people involved over the years. The luxurious hardcover and beautiful photographs make it a true collector's item that I still enjoy leafing through."

Many familiar faces also appear in the film, which takes a documentary-style look back at the company's past. And there's an extra special element too: "My son Rémy co-directed the film. It was a huge task, but we're all incredibly proud of the result."

The story of 60 years of ACSI

ACSI is celebrating its 60th anniversary. What began as a simple camping guide created by founder Ed van Reine has grown into an indispensable source of information for camping enthusiasts and a trusted partner of campsites across Europe. ACSI's history is full of stories and anecdotes. These have been specially captured in an anniversary book and film. In this jubilee supplement, ACSI offers a sneak preview.



The 1960s: the beginning of ACSI

ACSI was founded by Ed van Reine, father of current CEO Ramon van Reine. Ed was a travel-loving Rotterdam native who moved to the Betuwe region in the 1950s. In the village of Andelst, he found a job as a teacher and a place to live. Later, he moved to nearby Herveld with his wife Suus.

One big perk of being a teacher was the long holidays – with the six-week summer break as the highlight. Ed and Suus would pack up their Renault 4CV and head south into Europe. Later on, their son Ramon (born 1961) and daughter Mirjam (born 1964) joined them. But the Van Reines weren't the only ones with these travel plans. As the 1960s went on, more and more people set off on spontaneous camping trips across Europe, making the campsites – especially the popular family ones along the southern European coasts - increasingly busy.

At that time, the idea of reserving a spot didn't exist, so the chances of arriving to find a full campsite were growing. That's exactly what happened in 1964, when Ed and his family reached their chosen site on the Costa Brava after a long drive. The sign read 'Completos'. It took a few more campsites before they finally found a spot.

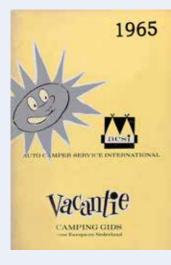
Coincidentally, two of Ed's colleagues were also on that full campsite. They too had been stopped at a closed gate. Sharing their experiences, they agreed that holidays were supposed to be relaxing – not stressful and uncertain after days on the road. Why wasn't it possible to choose a campsite in advance and book a pitch?

The men decided to take action. There had to be an organisation that gathered this information and arranged pitch bookings – a service for people going on holiday abroad by car. And so, around the camping table, Auto Camper Service International was born, soon abbreviated to what was then A.C.S.I.

In 1964, the first campsites were inspected, and in 1965 the first guide was released. The A.C.S.I.

Holiday Guide, stencil-printed by Ed himself in the attic of his house, was in A5 format and featured information on 25 campsites in Spain, France, Belgium, Luxembourg and the Netherlands. The guide proved to be popular, but the booking system never took off. To the disappointment of Ed's two colleagues, who left the company. Ed pushed on, collected more information, expanded the list of campsites and added small maps. With the help of enthusiastic fellow teachers, the inspection team grew.

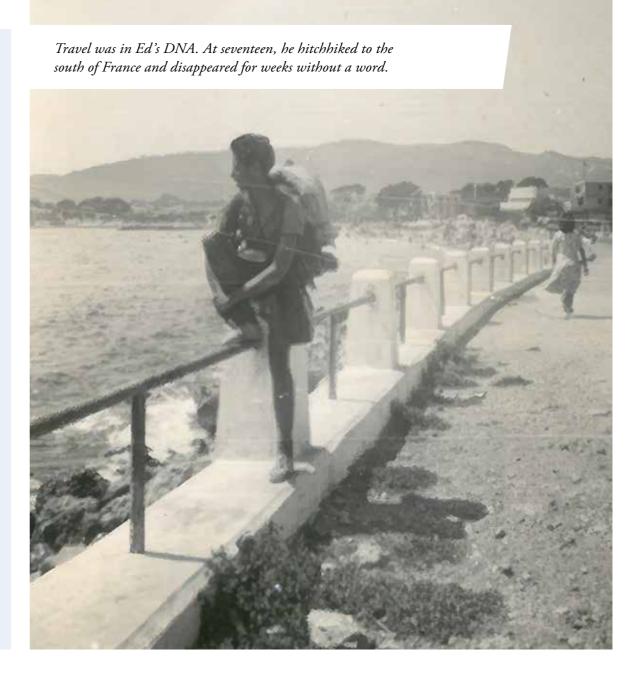
Although campers continued to buy the guide in large numbers, the reservation side never materialised. However, more and more campsites saw the value in being featured in the guide. That's how the advertising model was born, and the camping guide evolved into an advertising platform — while still offering free listings. With such positive prospects, Ed felt confident enough to resign from his teaching job and devote himself entirely to the company.













The 1970s: the first ACSI trips

By the 1970s, Ed was a fairly seasoned traveller across Europe, and he was contacted by someone he knew from the village. She worked for publishing house Kluwer and was looking for an organisation to arrange trips for readers of the weekly magazine *Prinses*. Ed accepted the challenge and was tasked with designing a new bookable trip via ACSI every fortnight. Trips were organised to Greece, to explore the Huguenots in France, and to visit the Orange castles in Germany.

The ACSI Prinses Trips became a huge success. After every edition of the magazine, around fifteen people would be ready in the office to take all the bookings. As the trips were quite expensive, Prinses also wanted to offer a domestic option for readers with a slightly smaller budget. This was when Ed became the first in Europe to realise that static caravans could be rented out very effectively.

He leased land at Camping Boslust in Rheeze, Overijssel, where fifty BEKO static caravans and two sanitation units were installed. Unfortunately, these had to be sold later to avoid bankruptcy (see inset on page 6), but the idea proved that Ed was far ahead of his time. Renting out static caravans has since become a major business throughout Europe. Although the trips were doing very well, the magazine itself was not. The blow came when Ed read in the newspaper that *Prinses* was being discontinued. Suddenly, the trips stopped, even though contracts had already been signed for upcoming travel. And more setbacks followed. By this point, ACSI was also organising trips for another weekly magazine (*Vorsten Vandaag*). But a member of ACSI staff ran off with the concept and began offering it under their own name.

In the struggle to survive these setbacks, Ed and ACSI had to get creative. The travel concept was offered to various other partners, coach trips for seniors were launched, and there followed a period when ACSI became active in the rental of holiday cottages in Denmark and Yugoslavia. The launches were often successful and full of promise, but eventually many of the plans fell through – often because Ed was overly trusting, only to be disappointed by parties who ran off with his ideas and concepts. It was time to start launching more products of their own.





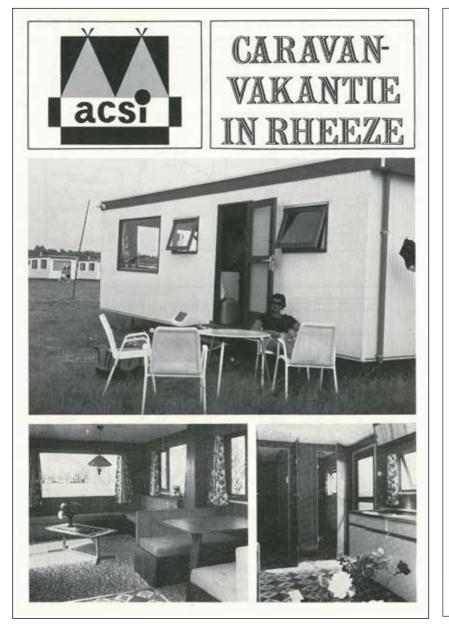
Ed and Suus van Reine arriving in Dubrovnik.

Renting out static caravans at Camping Boslust

In order to rent out static caravans to the readers of the Dutch weekly magazine *Prinses*, Ed leased a plot of land at Camping Boslust. The campsite was located in Rheeze, near Hardenberg in the province of Overijssel – a beautiful wooded area by the River Vecht and close to the recreational site de Oldemeijer, a natural swimming park.

Fifty BEKO static caravans were installed at the campsite. For the time, these were considered very luxurious, and they were manufactured in the Netherlands. As a sewer system was not permitted in this protected natural area, the caravans had no running water or sanitation. To solve this, Ed installed two sanitary units — static caravans equipped with showers and toilets with their own water supply. Guests had to collect water for coffee and tea in jerry cans.

The image next to this text shows the original advertisement for renting these static caravans.



huurprijzen PERIODE: PRIJS PER WEEK: INCLUSIEF: 25 MAART - 01 APRIL 01 APRIL - 08 APRIL 08 APRIL - 15 APRIL 15 APRIL - 22 APRIL 150,00 150,00 150,00 150.00 Elektriciteit Omzetbelasting EXCLUSIEF: 22 APRIL - 29 APRIL 29 APRIL - 06 MEI 150,00 Campinggeld: 150,00 f 1,25 p.p.p.d. 06 MEI 250,00 13 MEI - 20 MEI 250,00 Gasverbruik: 20 MEI 27 MEI 250,00 p.car.p.dag: 27 MEI 03 JUNI 250,00 apr. t/m mei: - 10 JUNI 250,00 03 JUNI 250,00 250,00 350,00 350,00 juni t/m aug.: f 2,50 10 JUNI - 17 JUNI 17 JUNI 24 JUN1 24 JUNI 01 JULI sept.t/m nov.: 01 JULI - 08 JULI 08 JULI 350,00 - 22 JULI 15 JULI 350,00 BORGSTELLING: - 29 JULI 22 JULI 350,00 f 100,00. 29 JULI 05 AUG. - 05 AUG 350,00 350,00 12 AUG. 350,00 350,00 12 AUG. 19 AUG. 19 AUG. 26 AUG. 26 AUG. 02 SEPT. 350,00 - 09 SEPT. 02 SEPT. 250,00 09 SEPT. - 16 SEPT. 150,00 16 SEPT. - 23 SEPT. 150,00 23 SEPT. - 30 SEPT. 30 SEPT. - 07 OKT. 150,00 150,00 150,00 - 14 OKT. 07 OKT. 21 OKT. 150,00 14 OKT. - 28 OKT. 21 OKT. - 04 NOV. 150,00 - 11 NOV. 04 NOV. f 150,00 WEEK Loopt van zaterdag 16.00 uur tot de volgende zaterdag 12.00 uur. WEEKEND Loopt van vrijdag 16.00 uur tot de volgende maandag 12.00 uur.



Zoals we al op 30 december in Prinses aankondigden, wordt één van de vijf Prinses-Israël-pelgrimages in 1973 gecombineerd met een week extra voor een tour door Griekenland. Deze drieweekse reis wordt begeleid door ds. A. Burghoorn.—

The 1980s:

The first original product to be launched alongside the campsite guide was ACSI Camping Trips, initially called ACSI Caravan and Camper Rallies. This new offering combined camping and

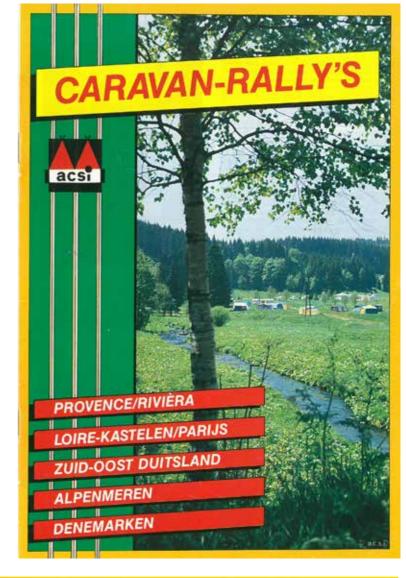
our own camping holidays

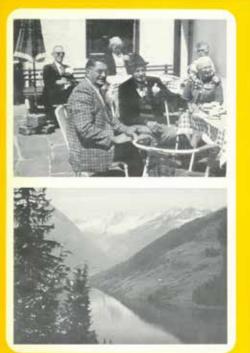
campsite knowledge with travel organisation experience. The concept has remained largely unchanged over the years. Campers can join a group holiday with their own caravan or motorhome, accompanied by a tour leader, and discover the most beautiful places in Europe. Routes, stopovers, overnight campsites and excursions are all arranged, while still allowing time for individual plans.

In 1985, the first tour to Provence and the Riviera was offered. Interest was initially modest, but this changed with the introduction of the VUT scheme in the Netherlands – a form of early retirement that gave many fit fifty-somethings the time and opportunity to travel.

At first, Ed was largely responsible for designing the trips, but over time he was increasingly supported by Elize Franken. She had joined ACSI in 1973 and, after a short period on the editorial team, moved over to the travel department. She eventually took charge of the holiday offering – a role she would continue to fulfil until her retirement in 2024, after 51 years of service.

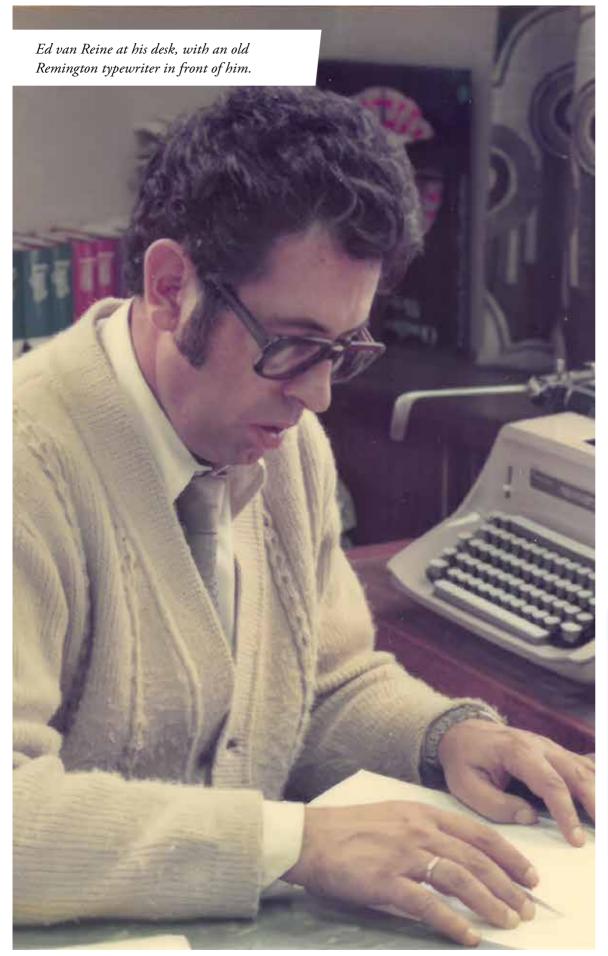
The first programme for the ACSI Caravan and Camper Rallies.







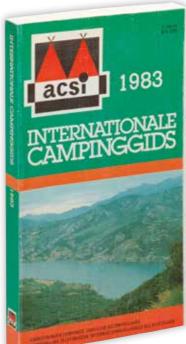
Wageningsestr. 39 - 08880-2055 6671 DA Zetten



The 1980s: a coup in the campsite guide

While ACSI was also busy organising holidays, Ed had less time to devote to the campsite guide. He decided to outsource distribution to Interdijk, which led to the guide being renamed the Interdijk A.C.S.I. Internationale Campinggids. The guide was compiled by a separate editorial team, with 'Uncle Piet' as editor-in-chief. He had joined the company in the late 1960s and had succeeded the previous editor-inchief. When the company hit hard times following the closure of the weekly magazine Prinses by Kluwer, Ed had already warned him that his job might be at risk.

And so it came to pass. But what Ed didn't know was that the editor-in-chief had been plotting a coup for two years. During that time, he had signed all correspondence with inspectors, campsites, and other partners as the managing director of ACSI. These parties genuinely believed he was in charge. He had been granted this freedom because Ed trusted him and was too busy organising trips.



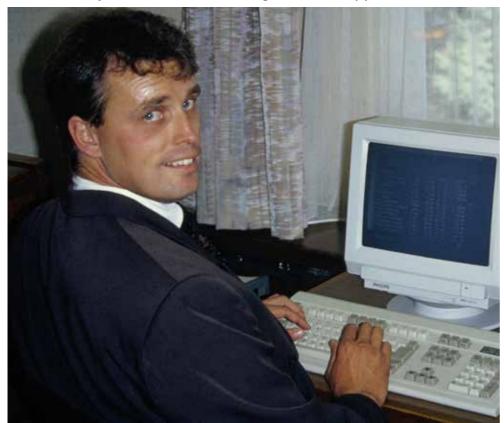
'Uncle Piet' had effectively taken over management of the guide and felt entitled to assume full control. He had once proposed this to Ed years earlier, but Ed had refused. So 'Uncle Piet' began secretly executing his plan. Ed discovered the situation when payments from agents in southern Europe – such as PEP, who handled the flow of advertisements in Italy - began to arrive late. Ed decided to investigate and was shocked when PEP staff told him they'd never heard of him and that 'Uncle Piet' was the managing director of ACSI.

ACSI was saved just in time when other agents agreed to advance their payments, giving the company a crucial injection of cash flow.

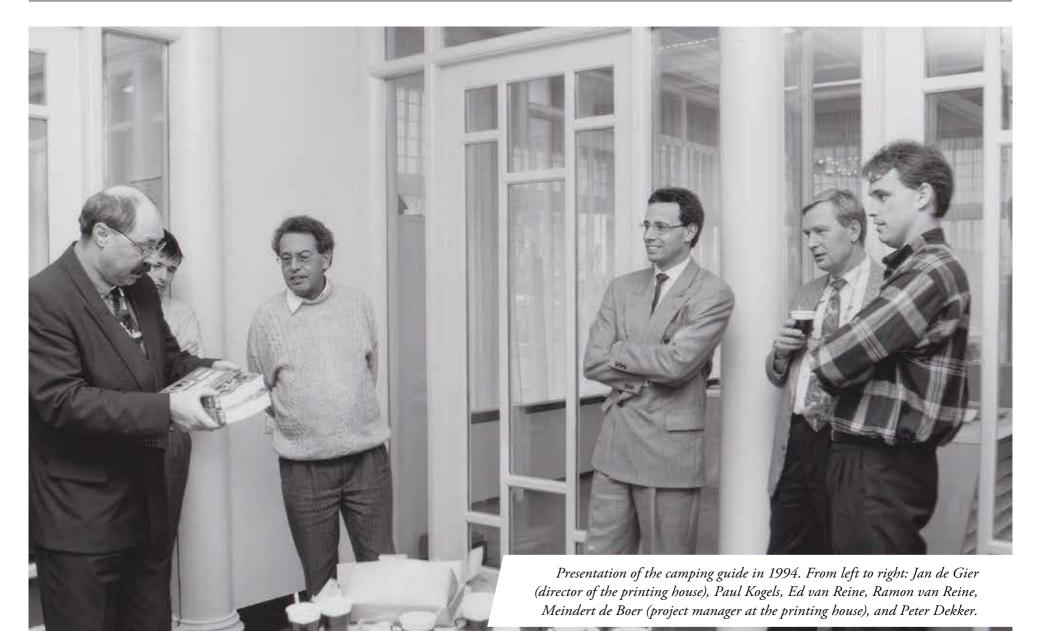
But the trouble didn't stop there. After 'Uncle Piet' was dismissed, he immediately contacted the existing team of inspectors. He informed them that he had started a new guide, the Internationale Campingwijzer, in collaboration with Kosmos publishing house in Utrecht. He was still looking for inspectors. Of the 64 members on the ACSI inspection team, 50 followed him. Across Europe, they told campsites that ACSI had gone bankrupt - which is what they had been led to believe by 'Uncle Piet'. Ed refused to give up. He gathered the remaining staff and inspectors. This was also when his son Ramon joined ACSI. United, they pressed on, along with 36 newly recruited inspectors. But it was a struggle. Campsite owners across southern Europe were convinced ACSI no longer existed. Some inspectors were almost chased off campsites or laughed at.

Thanks to enormous determination, they managed to turn things around. It also marked the beginning of a new era for ACSI.









The new generation takes the helm

Ramon joined the company reluctantly, following the coup. He had set his sights on a career in equestrian sports and had just broken through as an international eventing rider in the very same year. But Ed insisted he come and help. "Listen, the horses will have to wait. You've benefited from this company for years – now it's your turn to help out, without pay," he told his son. Ramon understood the urgency and was determined to right the injustice done to ACSI.

Another newcomer to the business was Peter Dekker. He had known Ed and Ramon from a young age – they lived on the same street, diagonally across from each other. After graduating, Peter still had to serve in the military, but during that period, he was able to help out at ACSI three days a week. He started by helping repair the damage done to the static caravans at Camping Boslust after a storm – a job he tackled together with Ed, and that's where the first bond was formed.

The friendship with Ramon didn't blossom right away, but that changed when Ed suggested Peter join Ramon in England for a few weeks. They could enjoy a holiday together and, at the same time, Peter could work on

his English. In those early days, their focus was on ACSI's only remaining product: the ACSI Internationale Campinggids. A new team was formed and there was a lot of work to be done. The two of them often hit the road to promote ACSI at trade fairs. Driving a Toyota Land Cruiser with a horse trailer for the stand equipment, they travelled across the Netherlands and abroad. They often set up the stand together, after which Peter would return to the office to carry on with other work. Ramon stayed at the fair, selling guides with an inspector and working to raise awareness of the ACSI name.

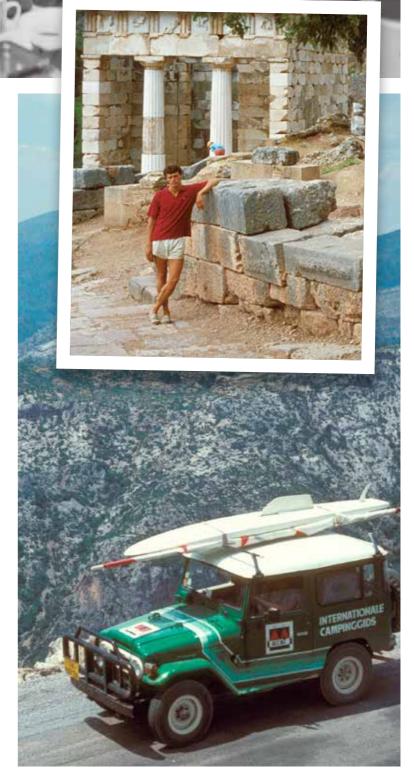
The fairs in Brussels and Antwerp were especially long sometimes lasting nine days including set-up and breakdown. To save money, they rented an old caravan to sleep in. Fortunately, it all paid off, as guide sales were excellent. Peter played football on Sundays, and after matches he'd take the train to help with dismantling. They couldn't transport everything in one go, so Ramon would often drive halfway home to unload. Peter then took care of the rest on his own. If they were lucky, they'd be home around 3 a.m.

From the start, the two complemented each other well. Ramon was the creative mind, focused on relationships and detail. Peter

was the numbers guy, strong on financial control. Gradually, they became more and more involved in ACSI. Ramon found the work far more interesting than he'd expected. After a year, he realised his passion lay here — and that horse riding would remain a beloved hobby. Peter also found his niche at ACSI. Ed recognised Peter's talent for figures and his interest in business finance. His mentor in accounting became Jan Maters Sr., who taught him the finer points of the trade.

Meanwhile, Ed continued to guide the two. He often advised them to ask questions and listen to people with experience.

Ramon and Peter took this advice to heart, listening carefully to the ACSI inspectors, the Maters accounting family, and all the contacts they made at the fairs. The experience they gained would prove invaluable in the decades to come as they steered ACSI's continuing growth.





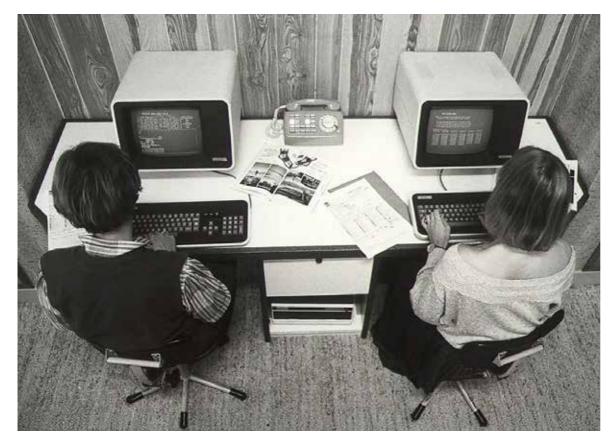


Trade fair life in the 1980s and '90s

Trade fairs have always been vital to ACSI. They were the place where most guides were sold, where new contacts were made and existing ones nurtured – and where valuable experience was gained.

In the 1960s and '70s, Ed used trade fairs to raise awareness of ACSI and to sell the first editions of the guide. In the 1980s, the fairs became the backdrop for Ramon and Peter's first experiences with ACSI. It was there that they formed a lasting professional bond and worked tirelessly to rehabilitate the company. In the decades that followed, the fairs only grew – complete with evening events, well-organised entertainment, music, fine wine, and delicious food.





The 1980s and '90s: the arrival of the computer

By the early 1980s, Ed was already convinced that computers were the future. He spent 35,000 guilders on PCs – a small fortune at the time – investing in IT without anyone in the office actually having any technical knowledge. Then-system administrator Ruud van Loon noted that you could also write software to simplify tasks. Programmes that would change everything!



ACSI became one of the first publishing companies to work with computers. Ed developed an entirely new editorial concept that incorporated their use. The key was creating a system that could link data efficiently. This required giving every campsite its own fixed code, which could be used both in the administrative system and by the editorial team.

The computers still operated with floppy drives back then, and once Ruud and Peter had developed the programmes, all the data



was stored in plain text across hundreds of floppy disks. This data then had to be formatted in WordStar and positioned on the guide pages. Pages were printed using a dot matrix printer on continuous stationery. Horizontal and vertical lines between campsite listings were drawn in by hand. Then black-and-white photos were processed at the typesetting house and glued onto the pages using beeswax.

Compiling the campsite guides was a delicate process, and



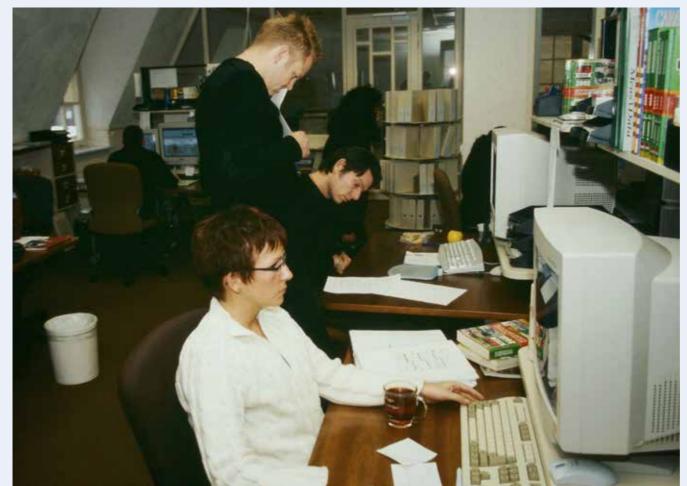
the introduction of computers changed the way people worked. Ed used them to speed up and improve production processes. He bought them without knowing how they worked, but with the foresight that you'd soon no longer be able to do without them. ACSI also led the way with the CD-ROM, DVD, and later, the internet and apps.

After a visit to Hallwag, Ramon became fascinated by navigation systems. The Hallwag director had one of the earliest versions in his BMW, and Ramon was immediately convinced. This was the future – and it would be a huge added value if ACSI guides could include navigation. A method was devised to link it all together, and a CD-ROM was added to the guide. This was soon replaced by a more advanced DVD, which could even include short video clips. These innovations allowed ACSI to grow rapidly across Europe from 2000 onwards. The CD-ROM with integrated route

planner was available in fourteen languages, opening up a major international market for ACSI.

Years later, the CD-ROMs and DVDs were replaced by apps. ACSI was also ahead of its time when it came to the internet. An external partner, with whom ACSI had already built a close relationship, developed the first dynamic camping website in Europe, available in four different languages: Eurocampings. On the site, users could already zoom in on maps and filter by amenities, travel periods, countries, and place names. ACSI published all the information online immediately, in four languages from the start, with two more languages added each year. The list of campsite facilities has been – and continues to be – updated annually. New features are constantly being added to reflect what people may need during their holidays.





The 2000s: a wave of professionalisation with an in-house studio

For a long time, ACSI relied on external partners to design the camping guides. When a collaboration was formed with German publisher Motor Presse Stuttgart (MPS), the camping guide was also launched on the German market. These kinds of partnerships meant the guide had to be published in multiple languages. It was time to create an inhouse studio, so that ACSI could handle the layout of the different language versions independently. By then, ACSI already employed its own Dutch DTP (desktop publishing) specialists, and through the printer, had access to two more. Once the layout was complete, including full-colour lithographs, the material was sent to the printer. Thanks to ACSI's growing expertise in digital production, the entire prepress process was eventually brought in-house. The final product was delivered to the printer on a diskette.

With the new studio and growing connections in the printing world, another long-held ambition could be realised: the launch of its own camping magazine. This became ACSI FreeLife magazine, a Dutch-language publication with an initial print run of 40,000 copies.



From old villa to brand-new office

The arrival of the in-house studio marked the beginning of further growth for ACSI. The number of employees steadily increased, and with that came the growing need for more space. When Ed first needed extra room to expand his fledgling business, he rented space in a nineteenth-century villa in Zetten. A notary had once worked there, and upon his passing, it turned out Ed had been included in his will. After some disputes with other heirs, Ed was able to purchase the entire building – at land value, because it turned out to be riddled with leaks.

Over a period of nine years, the entire villa was restored both inside and out. The old building was brought back to life, and Ramon designed an English-style pub in the heart of it. This became the cosy hub where colleagues would meet and spend their breaks. The centrepiece of the pub was a round bench upholstered in classic buttoned green English leather, a bar with a green marble countertop, and stunning thick velvet curtains from Scotland. ACSI was thriving in its

English-style headquarters in Zetten, but the company slowly outgrew it. More space was needed, and it was found in a new building in Andelst, right off the A15 motorway.

Initially, Ramon and Peter tried to purchase the neighbouring property in Zetten but ultimately decided to construct a new building on the De Schalm industrial estate in Andelst. The building needed a large reception area so that meetings and training sessions could be held in-house, as well as a semi-professional kitchen to cater for large groups, and a warehouse for the fulfilment process. It also needed to be future-proof, with space for up to 250 workstations – even though only 64 employees moved in initially.

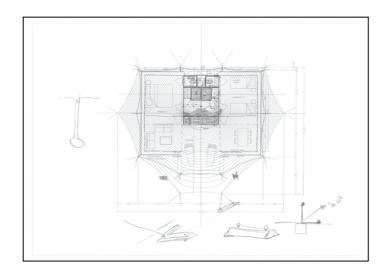
All of this was housed within a distinctive architectural shell. The design gave a nod to the Mediterranean buildings of sixteenth-century Italian master architect Andrea Palladio. Ramon sketched out the concept himself and worked with partners to bring it to life.

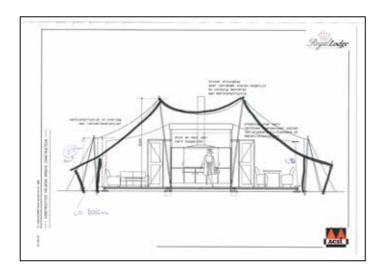
The building was officially opened in 2006 in a festive ceremony by the mayor of the municipality of Overbetuwe. Ramon's sons, Thierry and Rémy, also played a special role – just before the opening, they had the honour of immortalising their handprints in cement. The result is a beautiful office space where Ed's iconic lounge once again holds a place of prominence.

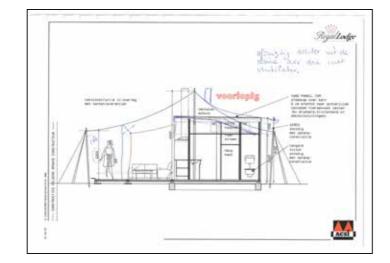












The 2000s: the rise of CampingCard ACSI, Suncamp, and glamping

As ACSI continued to grow, new opportunities and challenges emerged. In the late 1990s, a clever French campsite owner came up with a system to make the low season more attractive for campers. With his Camping Cheque, people could camp at a steep discount during quieter periods. While the participating campsites were fully booked, the rest were struggling. Moreover, the system wasn't particularly user-friendly - neither for campers nor for campsites. ACSI came up with an alternative: CampingCard ACSI. A discount card system for the

low season, but far simpler and more attractive for campsites. It was a runaway success, with over 3,000 participating campsites and hundreds of thousands of campers using the card each year.

Another successful idea came in the form of Suncamp. As digitalisation gained momentum, ACSI became increasingly convinced that an online booking system was essential. In the early 2000s, the idea for Suncamp was born, and the first website in Europe where users could check availability and book online went live. The goal was to test the concept's appeal. ACSI aimed to invest in its own lodges – called

SunLodges – once 10,000 bookings had been reached.
That target was achieved, and Ramon began designing the SunLodges himself. As a small tour operator, Suncamp had to stand out, so the focus was placed on quality and comfort. To serve as the flagship of the collection, Ramon designed the RoyalLodge – a hotel suite beneath a canvas roof. Guests staying in these lodges couldn't believe the luxury they were experiencing!

With the design and launch of the various SunLodges, ACSI made a major contribution to the rise of glamping in Europe.







The 2010s: pioneering in China

Through a business connection, Ramon was able to attend the Canton Fair in Guangzhou, China, in the early 2010s. He was deeply impressed by the country and saw opportunities to introduce the European camping experience to the Chinese market. **ACSI China Campsite Development and Operations** was established, and a small, dedicated team began working step by step on developing glamping parks in some of China's most stunning locations. There were plans for campsites with views of

the Great Wall, near Zhangjiajie National Park, and on Hainan Island in the South China Sea.

The largest project was to be a glamping resort in Wuhan. Contracts for this were scheduled to be signed in early 2020. Several projects were ready to go, but in the end, only Starry Camp in Zunyi was realised. The outbreak of the COVID-19 pandemic derailed the plans and ultimately brought the Chinese adventure to an end.

The future of ACSI

Until 2019, ACSI enjoyed strong years of growing revenue. But the threat of COVID-19, which Ramon had already seen up close in China, spread across the globe and brought the entire tourism industry to a standstill. ACSI's income stream suddenly came to a halt, and its financial reserves evaporated at record speed. The Dutch government saved the company with the introduction of the NOW-regulations, but the outlook for the future had

completely reversed due to the pandemic. Fortunately, ACSI had just rolled out a brand-new ACSI Inspectors Portal shortly before the pandemic, allowing the entire campsite inspection process to go digital. This meant preparations for the new campsite guide could still continue. Although inspectors couldn't physically visit the campsites, the digital platform made it possible to launch ACSI's largest-ever sales campaign and offer campsites a tailored promotional deal for the

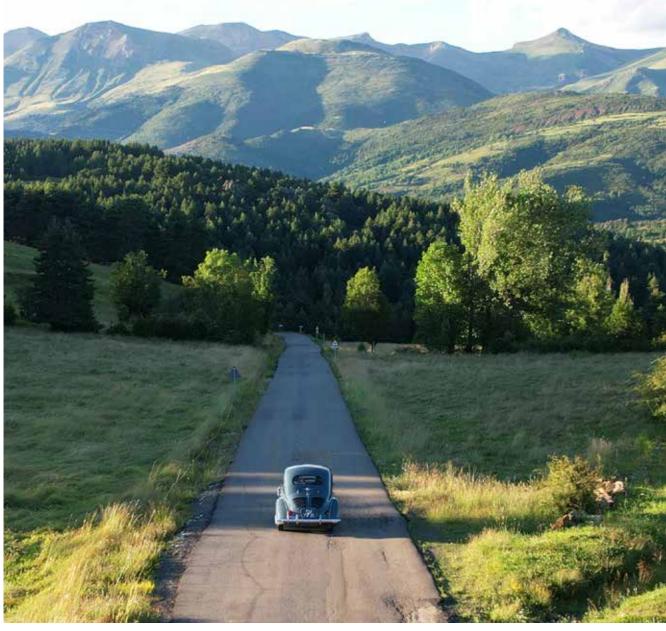
upcoming camping season – with a substantial discount. Together with the staff, inspectors, and campsite owners, ACSI managed to weather this challenging time.

And once the pandemic passed, brighter days quickly returned. In fact, the pandemic gave camping a major boost in popularity. Demand for campervans and caravans rose sharply, campsites quickly filled up again, and a large new group of camping enthusiasts emerged. Today,

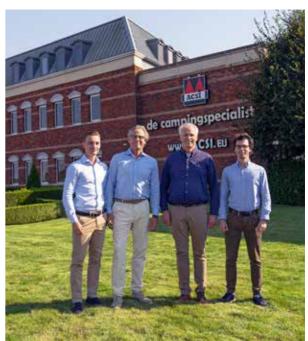
the family-run company ACSI is once again operating at full speed. Although the effects of the pandemic are still felt to some extent, the future is looking bright once more. Camping is here to stay – that's the firm belief of Ramon and Peter. It's up to ACSI to keep innovating, to smartly respond to new opportunities, and in doing so, to remain relevant to both campers and campsites for decades to come.

The next generation is already being prepared for that task.

Because although Ramon and Peter intend to stay at the helm of ACSI for the time being, Ramon's sons, Thierry and Rémy, are already warming up within the company. One day, it will be up to them to follow in the footsteps of their grandfather and father – and to lead ACSI into a bright and successful future.









Camping in the 1960s

When camping was a joy without luxury

In the early days of camping, people set off with a bike and a tent. Later came the cars, caravans and motorhomes, and campers began venturing further across Europe. Nowadays, many new forms of camping have emerged. Camping holidays also tend to last longer than before, and campers often seek luxury and comfort. While camping has existed for over a century, it underwent an extraordinary transformation especially in the 1960s.

The rise of camping

Many campers today take their bikes with them on holiday. The origins of camping are closely tied to the invention of the bicycle in England. People would travel from hotel to hotel with a suitcase in hand. But since hotels were often fully booked during the summer, holidaymakers sought alternative ways to spend their leisure time. Borrowing tents from the army, they searched for suitable places to pitch them.

English tailor Thomas Hiram Holding was the first true camping pioneer. As early as the mid-19th century, he travelled across North America in a covered wagon and became devoted to primitive travel. At the end of the 19th century, he set off equipped with a homemade cotton tent that he could carry on his bike, some blankets, food and a canoe. In 1901, he founded the first camping club, and in 1908 published a 400-page camping bible: *The*

Camper's Handbook. In it, he stated that camping kept old men young and gave them freedom and peace of mind.

The camping passport

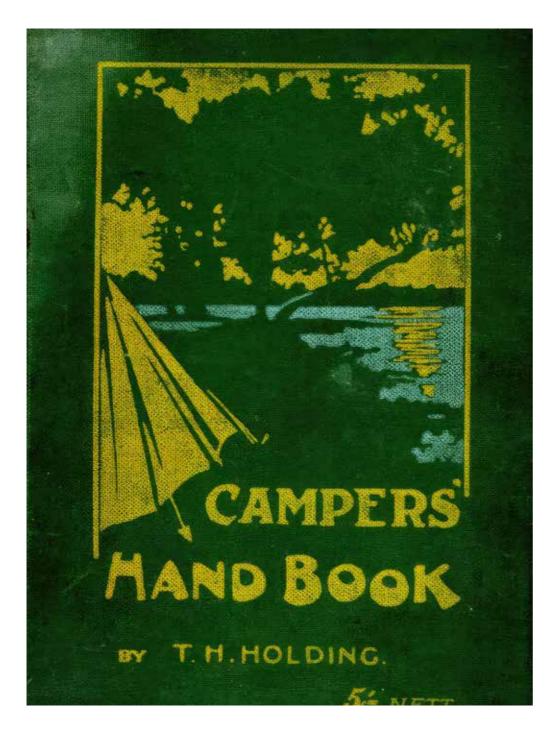
Dutchman Carl Denig heard about the camping adventures of his English counterpart and decided to set off as well in 1912. With a homemade tent, he and a group of friends travelled to the Isle of Wight. There, he came up with the idea of producing tents and founded his own camping club: the Nederlandse Toeristen Kampeer Club (NKTC). The members were generally well-off young men who could afford the necessary camping gear. For the average worker, it was simply too expensive. On top of that, they lacked the free time to go camping.

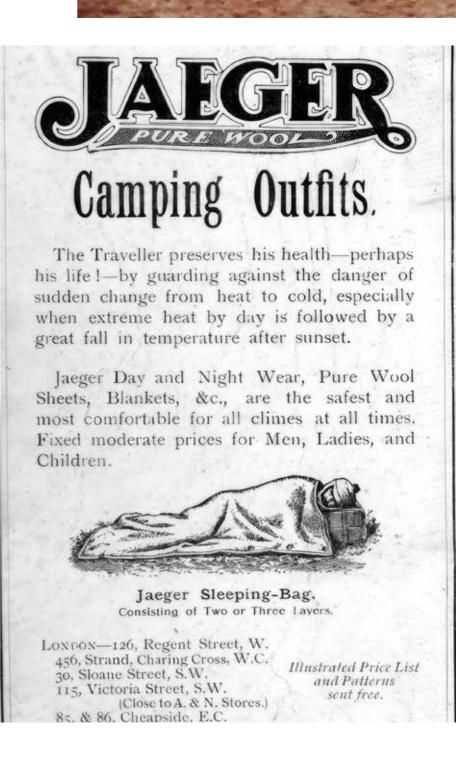
Until the Second World War, camping was mostly reserved for military personnel, scouts and youth groups with limited means. In 1942, full camping courses were even offered to enthusiastic holidaymakers. Those who passed the camping exam received a camping passport, granting access to exclusive camping spots. These passports were discontinued in the mid-1970s.

Camping after WWII

After the war, people increasingly longed for fresh air and tranquillity, far from the bustling cities. Tents were inexpensive, so camping became popular. In those early years, tents were pitched at random — sometimes even on scenic verges along motorways. This typically Dutch "verge tourism", where families did little more than watch passing traffic, wasn't without risk. It became necessary to better organise camping areas. The Dutch government began allocating natural areas for camping.









The golden age of camping

Cotton tents pitched haphazardly between small caravans. Folding chairs and collapsible tables, cooking on a Primus stove with a cool box beside it. Children playing and adults enjoying a cheerful glass of wine around the campfire. By the late 1950s, camping had become the most popular way to spend a holiday. It stood for simplicity: sleeping under the stars, swimming in lakes and eating together around the fire. Nature and togetherness were central themes.

Camping was seen across Europe as an adventurous and affordable way to travel. The advice given in camping courses was increasingly disregarded. People wanted to figure things out on their own—they simply wanted to camp. With more campers owning cars, longer family camping trips

abroad became more feasible. Families set off — often in a Volkswagen Beetle, Citroën 2CV or, like the Van Reine family, in a Renault 4CV — with a tent or small caravan behind and the suitcases strapped to the roof, heading across Europe. France and Spain were already popular destinations for many Europeans.

To meet growing demand for overnight spots, campsites sprang up across Europe like mushrooms. During the 1960s and 70s, the number of campsite owners in Europe rose from 10,000 to 90,000. Campsites were still very basic at the time, offering little more than running water and a toilet block. Over the years, infrastructure improved, with additions like swimming pools, playgrounds and activity programmes. Wild camping was allowed in many places. In

France, for example, campers liked to pitch their tents right by the coast or rivers. In Sweden and Norway, the right of public access (Allemansrätt) applied — and still applies — allowing people to freely enjoy nature, including wild camping.

During this golden age of camping, campsite owners and campers often worked closely together. If guests arrived needing electricity but had no cable, a loose one would be ordered specially for that pitch.





Camping pioneers

Jef Verrezen, ACSI inspector since 1983



Jef and Ria Verrezen were among the very first generation of campers.

"Looking back on our first camping years, it feels like we came from the pioneer era," says ACSI inspector Jef Verrezen. "We had an overly heavy tent, made from thick fabric with a tangle of poles, crammed into a suitcase. Then came the folding table and chairs, air beds and sleeping bags. And of course, the camping stove and a few spare gas canisters for our single-burner hob."

"Pitching that tent was a whole operation. At most campsites, you were left to find a suitable spot yourself. Tents were often scattered all over the place. Designated pitches were rare. Caravans and the first motorhomes often managed to claim their own little corner. Water taps were scarce and there was no lighting, so a torch was essential at night if you needed to find the toilet block." Even the journey to the holiday destination brought many challenges. "In Italy, you needed petrol coupons to refuel, and you couldn't enter the former Yugoslavia without a visa. Entering another European country meant a thorough customs inspection. The boot always had to be opened, and if you were unlucky, the whole car had to be emptied. If you'd bought a large supply of Italian wine to enjoy back home, you were almost guaranteed a hefty fine."

There was no sat nav or camping guide. "We'd set off with just a few leaflets picked up at a travel fair — that was it. If we camped by a lake or along the coast, we'd drive along the water until we found a suitable campsite. It really was a time when camping still felt like a true adventure."

This is what camping used to look like

The 1960s versus 2025

The 1960s marked a transitional period in which camping became not only more popular, but also more comfortable. The camping industry grew at a rapid pace, laying the foundations for the modern camping we know today.

Camping equipment

Camping equipment, too, has undergone tremendous development over the past sixty years. As camping grew in popularity, equipment evolved from simple tents to more luxurious (glamping) options. Caravans and motorhomes appeared on the scene, and an increasing number of accessories became available to make life easier for campers.

Tents

In the 1960s, tents were mostly made of heavy cotton canvas. While sturdy, this material was not waterproof. These tents used heavy wooden or metal poles and had to be tightly secured with ropes and pegs.

Popular brands at the time included the Dutch company De Waard, known for storm-resistant family tents like the famous Albatros, and fellow Dutch brand Esvo Tenten. Scottish brand Vango offered lightweight tents for adventurers. Trends of the decade included the rise of bungalow tents with separate sleeping cabins and inflatable airbeds replacing camp beds.



Caravans

Caravans became increasingly popular in the 1960s, especially among families seeking more comfort than a tent could offer. Until the 1920s, caravans were mostly built from wood. Steel caravans followed, and were later replaced by lighter synthetic panels. Caravans were small but practical, often featuring a basic kitchenette and convertible sleeping benches. Some models had gas heaters and a degree of insulation. Pop-up roofs became popular on compact caravans.

Popular brands included ERIBA Touring from Germany, which offered compact, aerodynamic caravans with pop-up roofs. The first model, the original Troll, was the result of a collaboration between Erich Bachem—whose name inspired the brand ERIBA—and Erwin Hymer. It became the first in the successful ERIBA Touring series. Belgian brand Constructam produced more luxurious caravans with a sleek design, and Sauerland in Germany manufactured lightweight caravans suited to smaller cars.

Fun fact: the caravan is older than the car. The world's first caravan was commissioned in 1884 by Scottish author William Gordon Stables. It was pulled by two horses.

Motorhomes

The rise of motorhomes enabled longer journeys without being tied to a campsite as a base. This style of camping appealed particularly to true adventurers. Popular models included the German Volkswagen T1 & T2—the iconic and unmatched 'hippie bus' with a pop-up roof and compact kitchen—and the Bedford CA Formobile (UK) with a fold-out sleeping roof. The French Citroën HY was often converted into a camper or market van and is still widely used today as a retro food truck.

Many people got hands-on and converted vans into true campervans. Compact kitchens with a small stove and practical fold-out tables were also popular.





Camping accessories

Alongside tents, caravans and motorhomes, new camping accessories began appearing on the market. These items made life easier for campers and contributed to the steadily growing popularity of camping. In the 1960s, gas stoves, cool boxes, foldable camping furniture, torches and gas lamps made their debut on the camping scene.

Camping in 2025

Simplicity and luxury

Although the desire for peace and freedom is as strong as it was in the 1960s, camping has undergone unimaginable developments. Today, comfort ranks number one, in contrast to the earlier focus on practicality. While campers now expect more luxury, camping has also become easier. Lightweight tents are in high demand, easy to pitch without hassle or heavy fabric and poles. Camping accessories, like chairs and cookware, are lighter and take up less space.

Caravans and motorhomes—now by far the most popular types of camping accommodation in Europe—come equipped with every modern comfort, sometimes even including a full kitchen or bathroom. Technology and stylish design are key. A mover can position a caravan effortlessly, and built-in air conditioning ensures comfortable temperatures at all times. These have become luxury homes on wheels.

Camping in 2025 also takes many other forms. Younger campers, in particular, seek unique experiences. They're drawn to stays in special accommodations like luxury safari tents, tipis or treehouses. These offer the outdoor atmosphere of a campsite with the comfort of a hotel.







Campsites as holiday villages

Campsites have evolved from farmer's fields, where tents were pitched haphazardly, into full-fledged holiday villages offering every convenience. Families especially enjoy campsites in summer where they can make use of waterparks, entertainment, and quality bars and restaurants.

But with such a vast choice of campsites, there's something for every kind of camper. Some focus entirely on luxury, while others return to basics and embrace a more nature-connected experience.

Campsites celebrating their

It's not just ACSI that has a long and rich history. Many campsites have also been around for decades, passed down through generations. Like ACSI, numerous campsites started in the 1960s. They witnessed the rise of camping in Europe, saw camping evolve in leaps and bounds, yet managed to keep their campsite appealing to a wide camping audience. In this feature, we highlight twelve campsites that, just like ACSI, are celebrating their 60th anniversary.



Camping Duinhorst, Netherlands

Camping on historic grounds

In 2025, Camping Duinhorst remains a wonderful destination for a camping holiday near the sea and the royal city of The Hague. However, this family campsite in Wassenaar boasts a fascinating and eventful sporting history.

Camping at Duinhorst is camping in style—or at least, that's what one might think, given its location near Huis ten Bosch palace, its neighbour Duindigt racecourse, and the many golf courses surrounding affluent Wassenaar. But nothing could be further from the truth. "Camping Duinhorst has that typical, old-fashioned campsite atmosphere," assures Pieter

Verdegaal, campsite manager since 2004.

Concrete cycling track

The campsite was established around 1965 on the Duinhorst estate, situated between The

'The football pitch became a camping field for caravans and motorhomes in 1965.

Hague and Wassenaar and bordering the Meijendel dune area. The oval shape still recalls the hardened concrete cycling track

built there in 1952, replacing a cinder track that had existed since 1933. The football pitch in the middle, once the home ground of professional football club Holland Sport, was repurposed in 1965 as a camping field for caravans and motorhomes.

Destruction in the war

But the campsite's history isn't solely about sports. During the Second World War, the German occupiers launched rockets towards London from the Duinhorst estate. Not long after, the Allies bombed the German rocket storage facility, destroying the surrounding Duinhorst and Duindigt estates.

There is plenty to do in the area. The centre of The Hague, featuring highlights such as the Mauritshuis and the Binnenhof, along with the popular seaside resort Scheveningen, is just five kilometres away. Madurodam and the Duinrell amusement park are also nearby.

Changing room turned sanitary facility

Camping Duinhorst offers around 130 tourist pitches for caravans and motorhomes, with space for roughly 100 tents scattered across the grounds. New this year is the rental of luxury chalets. The oval central area also hosts a swimming pool, playground, tennis

court, and a multi-sports court (previously two tennis courts, as seen in the photo).

The cycling track remains the campsite's most recognisable landmark, while the former wooden grandstand has been enclosed and now serves as Paviljoen Duinhorst, a restaurant and snack bar. "The changing rooms once used by footballers and cyclists now function as one of the campsite's sanitary buildings," says Verdegaal. "For now, at least, as there are plans for redevelopment."











60th anniversary

Holiday Village Florenz, Italy

A pocket full of memories

What was once a 'primitive' sandy plain on the Adriatic Sea in Emilia-Romagna has transformed into a prestigious camping paradise. At the Italian family campsite Holiday Village Florenz, togetherness remains a core value.

Camping with all the comforts—Holiday Village Florenz in northern Emilia-Romagna offers just that. A short stroll through the dunes leads you to the private beach on the Adriatic Sea. This medium-sized campsite has a park-like charm, with lush greenery and vibrant flowers. Everything is meticulously maintained.

Right on the beach is the campsite's restaurant, Monnalisa, which won the 2023 ACSI Award for the best campsite restaurant in Italy. From the terrace, guests can enjoy concerts, shows, and beach parties on the beachfront stage.

Fourth generation

"That this campsite would grow into a top-class European holiday destination was almost unimaginable 60 years ago," says owner Gianfranco Vitali with pride. He took over from his parents, who founded the campsite in 1965. Today, the fourth generation is actively involved in the family business. "My parents rented the land, which was then nothing more than a sandy plain with poplar trees and fifteen bungalows. That same year, the first facilities for campers were built: a reception, a restaurant-bar, and a small supermarket. As children, the three of us helped wherever we could."

The very first campers arrived mostly with tents, eager to enjoy the seaside resort of Lido degli Scacchi. "Camping was simpler and more basic back then, but it also encouraged more social interaction and togetherness," says

Vitali. "We have never lost sight of those values."

A new name

The Italian camping resort is fully prepared for its 60th anniversary, which was marked by a name change. Holiday Village Florenz was rebranded as Florenz Open Air Resort, in the presence of

'ACSI represents an important quality label for Northern European guests.'

ACSI inspectors Piet Tuinenburg and Hannie Houtstra. "Their predecessor, who retired last year, had been visiting here since the very beginning," says Vitali. "Our collaboration with ACSI represents an important quality label for Northern European guests. Many of our visitors find us through the ACSI website."

Guests will still find camping pitches largely shaded by pine trees, but they now also have the option of staying in mobile homes. The campsite prioritises accessibility for wheelchair users, and dogs are welcome too. For added comfort, Florenz offers fourteen pitches with private bathrooms.

A holiday on and off the campsite

In addition to the award-winning beachside restaurant, the campsite has a pizzeria. There is also a large swimming pool, a wellness centre, and various sports fields for active guests. Children will have endless fun with a mini club, a junior club, and a large playground.

Beyond the campsite, there is plenty to explore. The charming town of Comacchio, often called 'Little Venice' due to its canals and arched bridges, is nearby. The location also makes an excellent base for trips to the historic cities of Ravenna and Ferrara—or even a day trip to Venice, about 100 kilometres to the north.

Anniversary weekend

Florenz will celebrate its 60th anniversary with a special weekend event from 23 to 25 May, featuring music, shows, and games for all ages. "For us, the greatest reward is that our guests have an unforgettable holiday here," says Vitali. "I hope that when they leave, they think: 'In one pocket, I have a phone full of wonderful memories, and in the other... A reservation for next year!"













Valamar Camping Lanterna, Croatia

From land-grabbing to an organised camping village

Valamar Camping Lanterna, located on the coast of Istria, is one of the largest campsites in Europe. Where an ox-drawn cart once collected the rubbish, today, up to ten thousand campers can enjoy their summer holiday—right by the Adriatic

This popular Croatian family campsite, essentially a camping village nestled between the charming town of Novigrad and the tourist hotspot of Poreč, curves around a bay with no less than three kilometres of sandy and pebbly beaches.

1,400 pitches (!)

From various points on this terraced campsite—spanning 80 hectares and offering 1,400 camping pitches, mobile homes, bungalows, and glamping tents—guests can enjoy breathtaking views of

the lush, sloping landscape and the azure-blue sea. Part of the Croatian camping group Valamar, the resort boasts multiple swimming pools, playgrounds, restaurants, bars, supermarkets, and shops. To maintain a sense of order, the camping village is divided into separate sections, each with its own state-of-the-art facilities. The preferred modes of transport between these 'camping neighbourhoods' are scooters and folding bikes.

"It's a world apart from the late 1970s when we first came to Lanterna. Back then, there were only a few basic sanitary blocks, with a single shower that provided warm water for just a few hours in the morning," recall ACSI inspectors Carel and Karin Iking. "The result? A crowd would gather in the afternoon around the cold outdoor shower, where everyone

would wash off after swimming in the sea. There were no swimming pools back then."

'The popular campsite curves around a bay with no less than three kilometres of sandy and pebbly beaches.'

Red sand

Along the paths covered with Istria's characteristic red sand nearly impossible to get out of clothing, according to Carel and Karin—oxen once pulled carts past tents and caravans to collect the rubbish. "The roads in Istria have improved significantly over the years, except for the access road to Lanterna. That's due to the many different landowners in the area."

From its very beginning, the campsite was a popular spot for water sports enthusiasts, the inspectors explain. "At that time, it was mostly just a camping ground, with only a handful of mobile homes. Campers could pitch their tents wherever they wanted, which sometimes led to disputes and 'land-grabbing'guests would stake their claim using drying racks or other objects. If you left with your car for a while, you might return to find a new caravan or tent suddenly parked right in front of you."

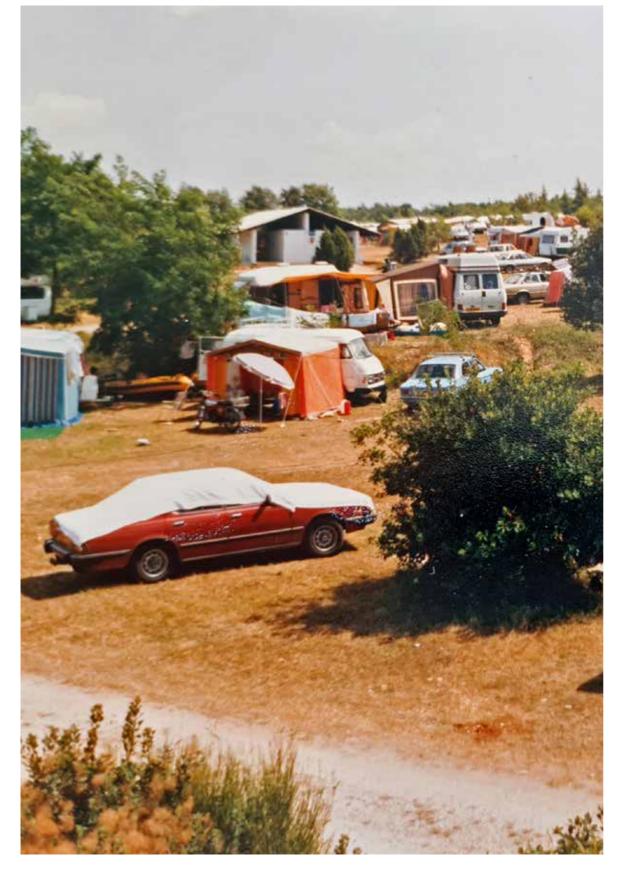
The Yugoslav Wars

Especially in 1986 and 1987. when former Yugoslavia was discovered as a camping destination, the campsite was extremely busy, the Ikings recall. But not long after, civil war broke out. "By the early 1990s, the campsite was

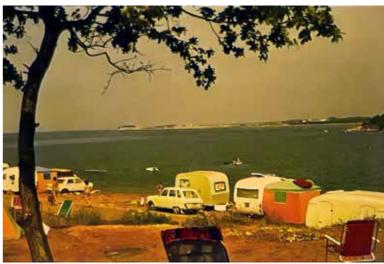
nearly deserted. Lanterna itself remained largely unaffected by the war, but the surrounding area did see significant impact."

Bustling yet tranquil

By 2025, the campsite offers a wide range of sports facilities, including tennis courts, football pitches, a beach volleyball court, a beautiful mini-golf course themed around Istrian history, a diving centre, and a sailing school. For both the active and those seeking relaxation, there is an extensive entertainment and leisure programme. Despite the campsite's size and the lively atmosphere of a holiday village, there are still plenty of peaceful spots where campers can enjoy the tranquillity that camping is all about.









Camping La Baie d'Aunis, France

Simplicity, hospitality and proximity

Nestled between the waves of the Atlantic Ocean and the charming coastal town of La Tranche-sur-Mer, Camping La Baie d'Aunis has been a family-run retreat since its founding in 1965. Now in the hands of the third generation, Rémy Galissot and his wife, the campsite remains true to its roots while evolving with the times. "Our family bond is our greatest strength," says Rémy. "We cherish the soul of the campsite, maintaining its warm and welcoming atmosphere while embracing modern expectations."

From vineyard to beloved campsite

Originally established on a former vineyard, Camping La Baie d'Aunis was an instant hit due to its ideal location—within walking distance of both the beach and the town centre of

La Tranche-sur-Mer. The idea of pitching a tent or parking a caravan just steps from the sea appealed to many holidaymakers.

However, much has changed since those early days. "Reservations were rare. Campers would arrive at sunrise just to secure a spot," Rémy recalls. By the 1990s, camping had become more structured, with stricter regulations and rising expectations. "Where a simple plastic paddling pool once delighted children, today's campers seek more comfort—but without losing the authentic camping experience."

Highlights from 60 years of camping

Over the decades, the campsite has seen several milestones. Rapid growth in the early years led to the construction of the bar-restaurant in 1967. The 1990s marked another major

development with the addition of a swimming pool. More recently, the Galissot family introduced chalets and mobile homes, but the essence of traditional camping remains central. Today, the campsite offers 130 pitches and 19 chalets and mobile homes. "It's all about outdoor living, nature, and a friendly atmosphere," Rémy emphasizes.

Reaching a wider audience

To expand its reach while preserving its core values, Camping
La Baie d'Aunis partnered with
ACSI. "ACSI's philosophy aligns
perfectly with our vision of camping: back to basics in a welcoming, natural environment," says
Rémy. He appreciates ACSI's
personal approach, with inspectors maintaining direct contact
with both campsite owners and
guests. "This ensures reliability
and a level of quality you won't
find anywhere else."

Looking to the future

According to the Galissot family, Camping La Baie d'Aunis has become such a special place thanks to three key values. "First and foremost, simplic-

'It's all about outdoor living, nature, and a friendly atmosphere.'

ity and a pristine appearance throughout the campsite. Secondly, the hospitality we extend, supported by a warm and personal welcome. And finally, proximity. Literally, in terms of location (close to the beach and town centre), but also in the way we interact with our guests. We are always close to them."

Particularly dear to us is the family atmosphere, both among campers themselves and between

guests and the campsite staff.
"Many campers have been coming here for years, some even for generations. Couples have met here, and families reunite here every summer. That loyalty is what makes Camping La Baie d'Aunis so special. We want to preserve this unique, warm, and friendly atmosphere while continuing to adapt to the needs of campers. This way, everyone can continue to enjoy this extraordinary place for many years to come!"

60 years of La Baie d'Aunis

The campsite is celebrating its 60th anniversary with a season full of surprises. Highlights include limited-edition souvenirs supporting a local charity, a photo exhibition, and interviews with long-time guests. And there's much more in store...











24 ACSI Times

Hospitality by the sea

Camping Baia Domizia, Italy

Camping Baia Domizia, like ACSI, was founded in the 1960s. The first visitors saw the campsite as a place to relax in what was then an unknown but promising location. Thanks to its stunning setting in a regional nature park and right on the Tyrrhenian Sea, the campsite quickly grew into a

From simple campsite to holiday village

popular holiday destination.

Since its founding, Camping Baia Domizia has been managed by only two owners, ensuring stability. The differences between then and now are significant. In 1965, Baia Domizia was a simple campsite, mainly catering to tents and caravans. Facilities were basic, and infrastructure was still developing.

Today, the campsite has evolved into a fully-fledged holiday village, with mobile homes,

swimming pools, restaurants, bars, and fitness areas. Additionally, guests now enjoy extra comfort, including Wi-Fi, entertainment programmes, and access to various tourist activities. "The past has taught us to keep innovating and to continue guaranteeing comfort and quality," says Francesco.

Memorable moments in history

Over the years, Camping Baia Domizia has hosted countless events. Concerts, sports tournaments, and entertainment evenings have made it a lively meeting place. "Many couples have met here, and children have grown up on this campsite—some of whom still return today. Guests come here not only for relaxation but also for the social aspect and the friendly atmosphere."

A jubilee full of festivities Camping Baia Domizia's 60th

anniversary will be celebrated in grand style. Throughout the season, each weekend will be dedicated to a different decade, from the 1960s to today. This means music, costumes, games, and delicious meals inspired by each era. Additionally, all guests will receive a special anniversary gift featuring the jubilee logo, and a photo exhibition will showcase historical images of the campsite.

www.acsi.eu

Partnership with ACSI

The collaboration with ACSI was born from the desire to attract campers—especially motorhome travellers—and to foster their loyalty to the campsite. Through this partnership, Camping Baia Domizia was able to increase its international visibility and reach a wider audience.

The relationship between the campsite and ACSI is focused on ensuring high-quality standards

for campers. "The partnership with ACSI makes the campsite even more appealing to campers, thanks to its guaranteed quality and international recognition.

'The past has taught us to keep innovating and to continue guaranteeing comfort and quality.'

The ACSI inspectors play a crucial role in this. They maintain a direct relationship with both the campsite and the campers."

Looking to the future

For the future, Camping Baia Domizia is focusing on three key pillars: sustainability, innovation, and experience. "By sustainability, we mean managing resources efficiently so that we can responsibly face global

challenges. We innovate by using technology to enhance camping comfort. And by working closely with the entire region, we ensure that guests enjoy a truly unique experience."

The campsite remains true to its roots, but its sights are set firmly on the future. "The past has taught us how important it is to maintain and improve infrastructure while continuing to guarantee comfort and quality." No matter what, Camping Baia Domizia will always be a place where nature, hospitality, and tradition come together.



















Camping l'Escale, France

From farm to beloved campsite

What began in the 1960s as a spontaneous camping spot for American tourists has grown into a charming campsite in the heart of the French Alps. Over the years, Camping l'Escale has developed into a favourite destination for holidaymakers, offering a warm family atmosphere and a strong bond with its guests.

A campsite born from hospitality

"The origins of Camping l'Escale date back to 1965, when a group of American tourists were looking for a flat piece of land to pitch their tents," explains owner Catherine. "They arrived in the village of Le Grand-Bornand and knocked on the door of my parents' farm, where they kept cows grazing in the Alpine meadows. The tourists asked if they could

camp in the field. That was when my parents first got the idea of starting a campsite."

What began as a simple field quickly grew into a real campsite. The first facilities were modest: just one shower and one toilet. But soon, the sanitary facilities were expanded. In winter, caravans were placed in position using a tractor, as the campsite developed not only as a summer destination but also as a caravaneige—a winter campsite in the Le Grand-Bornand ski area. The campsite enjoys a beautiful location on the edge of the village, close to the slopes, just an hour's drive from Chamonix and 45 minutes from Annecy.

From simplicity to comfort

Much has changed since the campsite was founded. "Back in

1965, camping was still a simple affair. People arrived with tents, facilities were basic, and there was little luxury. Nowadays, campers expect more comfort and bring high-quality camping equipment," Catherine explains.

The campsite has evolved accordingly and is now open in both summer and winter. An indoor and outdoor swimming pool have been added, and the old 17th-century farmhouse has been transformed into a charming campsite restaurant. During the summer, mountain hikers, nature lovers, and outdoor sports enthusiasts visit the campsite, while in winter, l'Escale offers excellent winter sports facilities.

Hospitality remains

One thing, however, has not changed: the family's hospitality.

"We make sure to always maintain a friendly and welcoming atmosphere while providing excellent service. Our guests need to know they can always count on us," says Catherine.

Looking ahead, she sees new challenges and opportunities. "Guests expect modern facilities and well-equipped rental accommodation." The family has therefore invested in apartments, rooms, mobile homes, and well-equipped winter camping pitches. This ensures the campsite continues to evolve alongside the needs of its guests.

A strong bond with ACSI

The collaboration with ACSI began after switching from the now-discontinued Camping Cheque system to CampingCard ACSI. Both are discount schemes

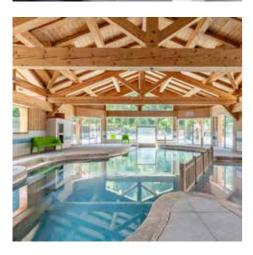
for the low season, but for the campsite, CampingCard ACSI proved much easier to manage. "Over the years, we have built a strong and warm relationship with ACSI," says Catherine. "We would particularly like to thank camping inspector Swinnen, who already visited our campsite when my parents were still running it. The partnership with ACSI

'Our guests need to know they can always count on us.'

helps Camping l'Escale reach a wide audience while maintaining its personal and welcoming atmosphere."















Pluscamp Sandvik, Norway

Peace and tradition in the Norwegian countryside

In 1964, sheep farmer Arne H Sandvik put up a sign by the roadside, and with that, Pluscamp Sandvik was born. This beautiful spot on the edge of a national park, surrounded by majestic mountains and glaciers, became a welcome overnight stop for nature lovers. His son Hans Olav took over in 1982 and has witnessed many developments in tourism over more than forty years.

When Arne H Sandvik came up with the idea of starting a campsite, he contacted the authorities to enquire about ways to promote it. On 10 July, he received a reply stating that the campsite had to exist before it could be promoted. "My father took action straight away," says Hans Olav. "He put up a sign saying 'camping' by the roadside, added a temporary toilet and an outdoor tap with cold water. By 11 July, the first tent was pitched. That camper even stayed for free. And just like that, the foundation for the campsite was laid."

From sheep farm to proper campsite

The official opening came in 1965. From that point on, guests could stay in five cabins and ten basic chalets. There was also a

kiosk, and by then a real sanitation building with hot showers. In the years that followed, the site was improved bit by bit. In 1966, ten new cabins were added. More comforts followed: electric lighting, a laundry room, a kitchen, and refrigerators. "Nowadays, that's all normal, but back in the 60s and 70s, these were big innovations," says Hans Olav. The family kept sheep on the farm until the mid-90s. After that, the focus shifted entirely to the campsite, with more bungalows and tent pitches added.

'Good internet access and charging points for electric vehicles are becoming increasingly important.

Hans Olav took over the campsite in 1982 at the age of eighteen. Over the years, he has seen both the site and tourism change significantly. "In the early 60s, people in Europe began to travel around more. I still clearly remember all the things people

had strapped to the roofs of their cars. Holidaymakers were simply looking for a place to spend the night, without booking in advance. They were especially happy to find a free cabin on rainy days."

Nature is the biggest draw

"As with many campsites in Norway, people mainly come for the natural surroundings," says Hans Olav. "Our guests often visit to explore the mountains and glaciers of Jostedalbreen National Park. Before or after their trip, they want somewhere nearby to stay. Because our guests are such nature lovers, they spend a lot of time out and about. In the middle of the day, the campsite is often quite empty—especially in good weather. When the weather turns, people tend to gather in the restaurant for a cosy atmosphere."

One of the key lessons Hans Olav has learned in over forty years is that tourism can be an uncertain industry. "We've felt the effects of the COVID pandemic and the financial crisis on tourism. Luckily, Norway's quiet and remote nature meant that we quickly welcomed guests back once travel restrictions were lifted. We try to manage uncertainty by offering a wide range of facilities. For instance, we have a hotel with a restaurant (the only one in the area), which is open all year round. We've also noticed the season is getting longer. More guests now come outside of the peak season than before. They come looking for peace and quiet, right through to September or October. Sandvik also offers opportunities for ski holidays, as well as fun parties and events."

Unique Norwegian traditions at the campsite

One such event is the annual traditional accordion festival, which Hans Olav speaks about with enthusiasm. "As many as thirty small orchestras come to play. Even guests who aren't into music are welcome to join in the fun. And if vou'd rather not hear an accordion on your holiday, you can choose a quiet pitch further along the campsite."

With all the experience gathered over the years, the family is also looking ahead. At the moment, they are working on installing reliable internet. And with the rise in electric cars and motorhomes, they are busy setting up charging points.

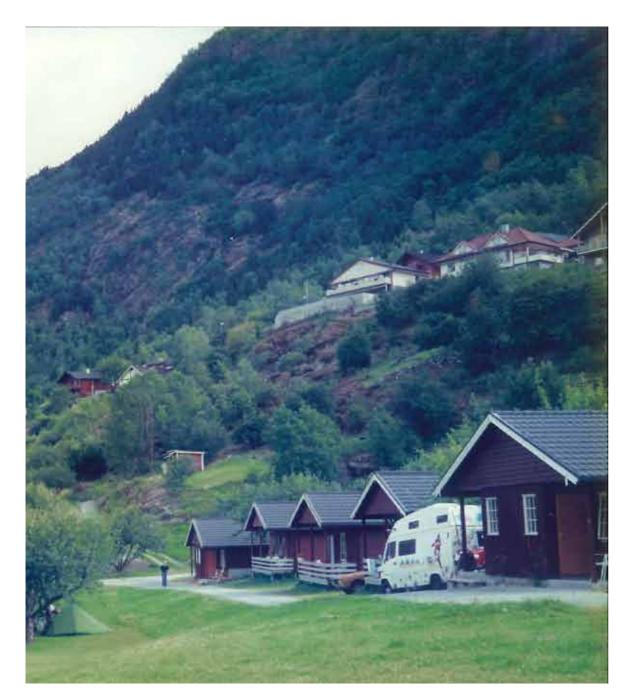
More extreme weather is another area of concern. "We didn't use

to have many issues with water, but now we're facing more heavy rainfall and flooding. The site has to be adapted to cope with that." The next generation is now also involved in running the campsite. Hans Olav's daughter manages the day-to-day operations, and his granddaughter, who will turn ten this summer, is already helping out with serving guests.

'I still remember all the things people used to strap to the roofs of their cars.'

A strong bond with ACSI

The collaboration with ACSI has been going on for several years now. "Over the years, I've met a number of inspectors. Their visits don't feel like inspections they're more like visits from good friends," says Hans Olav. "ACSI was one of the first organisations to visit us every year. We've built a long and solid relationship."







Sjöstjärnans Camping, Sweden

Why so many campers return to Sjöstjärnan

What began in 1965 as an adventure for Brittinger and Erik Karlsson has grown into a campsite with a warm and loval guest community. Sjöstjärnans Camping in Arvidsjaur is not only an idyllic spot with stunning views, but also a place where guests instantly feel at home. Beatrice, who took over the campsite in 2021, continues the tradition together with her family: a meeting place where travellers from all over the world form lasting friendships.

A unique spot on an island

The campsite is located in a truly unique place: a small island in a lake, accessible by road. The name Siöstiärnan means 'starfish'. The campsite is small-scale and every pitch offers a view of the water. The landscape of northern Sweden is breathtaking, attracting nature lovers from far and wide. Beatrice shares that an impressive 35 to 40% of guests return to the site—an exceptionally high number.

Guests from all over the world

"We welcome visitors from all corners of the globe," says Beatrice enthusiastically. "Last summer, we had no fewer than thirteen nationalities staying with us on a single evening." Beatrice runs Sjöstjärnan together with her partner Marino. Their 7-year-old son Ludvig is the

eighth generation on the farm and already an eager helper. Among other things, he mows the lawn and makes sure there's always firewood at the fire pits.

A campsite with a long tradition Sjöstjärnans Camping was founded in 1965 by the parents of current owner Beatrice. "My parents were already running a

'Regular guests often lend a hand around the campsite.'

'Folkets hus'—a popular venue for dance nights, parties and weddings. In 1965, the family bought the farm and started Sjöstjärnans Camping." The campsite quickly became a hit. In 1967, a year after Beatrice's older sister Susann was born, the party venue on the site was opened. Over the years, many well-known bands have performed there. In 2021, Beatrice had the opportunity to purchase the campsite. She is grateful for the chance and finds it special to follow in her parents' footsteps.

Number 1 in the Swedish camping top 20

A lot has changed in sixty years, especially in how guests find the campsite. "Back then, of course, there was no internet or social

media, so word of mouth was everything. That still happens today, but online listings and the positive reviews our guests leave spontaneously now play a major role. We were even ranked number 1 on a list of 20 campsites by a Swedish camping website," Beatrice proudly shares.

A brand-new service building

Since taking over, Beatrice has been working on modernising the site. A beautiful and modern sanitary building now stands on the premises. She's also considering other improvements, such as adding a sauna and canoe hire. At present, guests can already hire boats and pedalos, and purchase a fishing permit directly from the campsite. Improving accessibility for guests with disabilities is also in the plans, along with expanding the lakeside fire pit area.

"We think holidays in Scandinavia will become more popular, because summer temperatures here remain pleasantly mild," Beatrice predicts. "We're also receiving winter booking requests now—something that didn't happen before. We hold small-scale events in our lodge too, such as birthday parties, weddings, and christenings. Some guests still hold fond memories of the dance events that took place from 1960 to 2010. That's why we're also considering celebrating

our 60th anniversary with a special event."

'Number 1 on the top 20 list of Swedish campsites.'

A campsite with heart

The common thread in the history of Sjöstjärnans Camping is the warm bond the family maintains with their guests. "My parents taught me to treat all guests equally. We do everything we can to make everyone feel at home here. The warmth and love from our visitors are what drive me most. I enjoy hearing all the special stories from campers. One guest came back after twenty years and still had the receipt from his very first stay at Sjöstjärnan. I also love the variety of camping vehicles—like converted fire engines or a German guest who arrived with a tractor."

This warm atmosphere also translates into a helpful attitude. Guests arrange their camping vehicles in such a way that everyone has a view of the lakelarger motorhomes higher up, and smaller caravans lower down. Regular guests often lend a hand too. They'll sometimes man the reception if Beatrice is away, and they help each other out—whether someone has a flat tyre or needs

assistance setting up. It all creates an extra-special sense of connection, Beatrice notes. "My parents passed away in 2002 and 2004. When I visit their graves, I sometimes see flowers that camping guests have left behind."

A pleasant partnership

The family also enjoys a great relationship with ACSI. "Siöstjärnans Camping has always had a good working relationship with ACSI and their

'I love hearing all the special stories from our campers.

inspectors," says Beatrice. "The first connection came when inspectors staved with us as guests. They've become truly involved with the campsite and closely follow its development. Thanks to the cooperation with ACSI, Siöstiärnan now reaches a wider audience. New guests discover the site, and through their enthusiastic stories, the circle of loyal visitors continues to grow."

















Fully booked from the very beginning

Neset Camping lies on a peninsula by the Norwegian lake Byglandsfjorden. Guests discovered this enchanting spot 60 years ago—even before a sign marked it as a campsite.

The peaceful 4-star Neset Camping is surrounded on three sides by water, set against the backdrop of Setesdal's green hills. From the southern Norwegian port city of Kristiansand, it's about an hour's drive via National Road 9 to this site by the wide Otra River, which flows through the valley and forms the lake named after the town of Byglandsfjord.

Camping Neset was originally a farm. Sheep once grazed where today's camping pitches lie, as campsite owner Olav Neset explains. "Because they found the location so beautiful, tourists often stopped by to ask if they could pitch their tents here."

The birth of a campsite

In the spring of 1965, Mr Neset senior built a small sanitary building and put up a handmade sign by the road that read 'camping'. "That same evening, twenty tents had already appeared. He had a great first season straight away. In 1967, when I was twelve, my father thought I was old enough to run a small kiosk on the campsite. Since then, I studied during the winters and worked at the campsite in the summers."

Later, Olav travelled the world as a tour guide during the winter months. But every summer, he returned to the campsite. After his journeys through Europe, America, Africa and Asia, he eventually settled back on site and took over the business from his father in 1975.

A paradise for walkers and water lovers The spacious site has two hundred touring pitches for caravans, motorhomes and tents, and is open all year round. There are also 31 rental accommodations. The three sanitary buildings have recently been renovated, and a sauna is available. The small restaurant serves simple dishes such as hamburgers and pizzas, and guests can buy essentials in the campsite shop. The town of Evje is 12 kilometres away.

'It was a fantastic surprise when the ACSI inspector suddenly turned up at the door with an ACSI Award.'

The rolling hills of Setesdal are a true paradise for hikers, and water lovers are just as well catered for at Neset. There's a small beach, and the campsite rents out rowing boats, kayaks, and pedalos to explore the lake. Anglers have a good chance of catching trout here. There's also a playground on-site for children.

ACSI Award for best campsite in Norway

In 2022, the campsite was honoured with the ACSI Award for Best Campsite in Norway. "It was a fantastic surprise when the ACSI inspector suddenly turned up at the door with the award!" says Neset. "We've always had a great relationship with ACSI, but this really was the icing on the cake."

This year marks fifty years of Olav running the now-celebrating campsite. "The biggest change in running a campsite between then and now is that there are fewer tents. Caravans and motorhomes have become much larger. There are also far more motorhomes, so we've started offering paved pitches right by the water."

Famous for the view

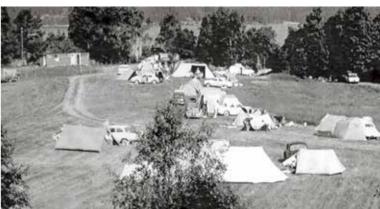
His campsite, also a great stopover for travellers on their way to the North Cape or the Lofoten Islands, hosted Norway's largest-ever motorcyclist gathering during Pentecost in 1999, the owner recalls. "They even issued radio warnings about the mass of motorcycles heading south. The locals still talk about it"

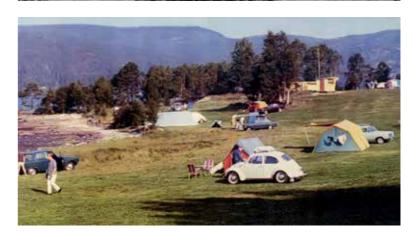
Now 70 years old and planning to sell the campsite soon, Neset is proud of the loyal guests who return year after year. "People come back because they love this place—the Setesdal region, the atmosphere, and the nature at Camping Neset. I've lost count of how many times I've heard new guests exclaim as they arrive, 'Wow, what a view!""











Camping Piantelle, Italy

The lake, the dream and the princess

On the shores of Lake Garda lies Camping Piantelle, a family-run business with a rich history. This idyllic patch of land with an olive grove and beach began as the dream of Peppino Conchieri, a young man who returned to his birthplace after the Second World War. Giuliana Cavazza, the current owner, shares how Camping Piantelle has developed into a successful destination over the past sixty years.

Peppino's dream

During his military service, Peppino Conchieri had seen many countries, but the most beautiful place to him remained the one where he grew up. So, after the war, he decided to return. It was his dream to open a campsite on the lake's edge, allowing holidaymakers to enjoy this wonderful spot.

Unfortunately, Peppino didn't own any land to realise his dream, but there was a family who did. On an island in Lake Garda lived a real princess in a beautiful

palace: Livia Cavazza, Giuliana's great-grandmother. Peppino gathered all his courage and shared his dream with her. Livia, with a generous heart and an eye for beauty, offered Peppino a plot of land to lease—Piantelle. It was a peaceful and scenic place with a lovely beach, terraced hillsides, olive trees, and a natural spring. And so, Camping Piantelle was born

In the early years, only a handful of campers stayed on site, but the atmosphere was warm and welcoming from the start. Some of those early campers returned for decades, becoming part of Camping Piantelle's story.

Back to the Cavazza family

In 2000, the Cavazza family became involved with Camping Piantelle once again, Giuliana explains. "After many years working abroad, my parents, Fabrizio and Pamela, took over the campsite from the Conchieri family. They obtained the permits needed to expand and build a swimming pool, which had long

been a dream. Since then, the campsite has developed year after year. Apartments, swimming pools and new mobile homes have been added."

The focus, she says, is always on quality. "We work with English

'Focusing on sustainable quality rather than fleeting trends'

and Dutch partners and invest in a strong team—while maintaining plenty of green space and open areas. We're especially proud that we've preserved part of the beach and olive grove, rather than building over every bit of land."

Sharing triumphs and setbacks

The story of the campsite has continued, with its ups and downs. In 2005, Giuliana's mother Pamela sadly passed away at a young age. In 2016, Giuliana took over the campsite, giving her father more

time to pursue his passions. The development continued: luxury mobile homes were added in 2017, a renovated restaurant opened in 2022, and a brand-new supermarket followed in 2023. In 2024, the Spray Park—a water paradise for all ages—opened its doors.

Throughout those years, Fabrizio remained Giuliana's mainstay in running the campsite—until his sudden passing this year. "For ten years, we worked side by side every day, sharing all the highs and lows," says Giuliana. "We will miss him deeply and will carry on his vision."

Peace and space with comfort

Camping has changed over the years. Where it once meant simplicity and adventure, today's campers often seek more comfort. "People still want greenery, space and peace—but also air conditioning, a comfortable bed, and fast Wi-Fi," Giuliana explains. "And there are many more regulations nowadays. Bureaucracy can really slow down development and stifle creativity."

For Giuliana, continuing to invest in quality remains the top priority. "Not just to keep up, but to truly meet our guests' expectations. And by quality, I mean sustainable quality—not fleeting trends. We invest in long-term projects and a high-quality team. Our hope is to continue in this way into the future. We will keep developing Camping Piantelle with respect for nature and our family history, despite the bureaucratic hurdles. Fortunately, we both own and manage the land ourselves."

ACSI inspires continued improvement

"We've had a long-standing partnership with ACSI—maybe for 25 years now," says Giuliana. "The inspectors are always professional, serious and friendly. They offer valuable suggestions and provide a great deal of inspiration for continually improving the campsite."











Castel Camping La Garangeoire, France

Château campsite with French charm

Nestled in the heart of the French countryside, not far from the Atlantic coast, lies Castel Camping La Garangeoire—a special place where the same family has been welcoming campers since 1964. Today, the third generation is at the helm, with Anne and her husband Éric Bourgon in charge. "The campsite was one of the first 4-star campsites in the department. It quickly attracted many international guests and became the region's most important seasonal employer," Anne explains.

From family farm to leading campsite

Castel Camping La Garangeoire originally began as a way to promote the family farm's produce—fresh vegetables, meat, eggs and butter. Founders Monique and Michel de Kerautem also aimed to preserve the estate's built heritage. What started with space for 300 campers quickly evolved into a popular destination for international

visitors. Today, the campsite can welcome around 1,400 campers in peak season. Woodland, paths and open fields alternate across the site. "Around 50% of the pitches now feature lodges, mobile homes or chalets. There's also a wide range of activities on

'The campsite was one of the first 4-star campsites in the department'

offer, like horse riding, tennis and fishing, as well as excellent dining facilities. But the charm of the campsite remains! Guests still come for peace, comfort and nature," says Anne.

Loved for decades

The history of Castel Camping La Garangeoire includes many heartwarming stories. In 2024, for instance, guests were honoured for booking a long stay at the campsite for the 43rd (!) year in a row. And of the eighteen permanent staff members, two celebrated their 25th work anniversary this year.

Of course, it hasn't always been easy. Around 90% of the campsite's guests come from abroad, particularly the Netherlands, the UK and Ireland. "That made the two COVID-19 years particularly challenging. We decided to focus more on the French market and invest in added comfort, like private sanitary facilities."

Celebrating 60 years of La Garangeoire

The campsite recently marked its 60th anniversary with a series of festive events, bringing together staff, loyal guests and partners to share memories and make new ones. The anniversary vear began with a reunion for former staff members. On 28 June, the new camping areas 'Safari Lodges' and 'Castels Premium Suite pitches' were officially opened, offering guests even more comfort and service. During the summer evenings of 22 July and 19 August, guests enjoyed live music, a

stunning bird of prey show and a spectacular fireworks display. Garden parties continued throughout the season, giving long-time guests a little extra attention.

"We also launched the Garangeoire Passport, which let guests collect stamps during various activities," Anne shares enthusiastically. "And our new plush mascot was an instant hit with the youngest holidaymakers." A special moment was the creation of the Memory Tree, a tribute to those who played a meaningful role in the life of the campsite but are no longer with us. The season ended with one last festive evening for the team and guests.

Fifteen years with the same inspector

Castel Camping La Garangeoire has been working with ACSI since its early days. "We've had the same ACSI inspector visiting us for over fifteen years. He encourages us and shares trends from the Netherlands. By now, he feels like family." It's no surprise he was present to celebrate the 60th anniversary.

The art of hospitality since 1964 Castel Camping La Garangeoire continues to evolve without losing its character. "The goal remains the same: to welcome holidaymakers as friends into our unspoilt surroundings." The campsite's slogan has never changed: The art of hospitality since 1964.

What does the future hold? "We will keep investing in comfort, adding more premium pitches with private bathrooms and kitchenettes," says Anne. At the same time, sustainability is a major focus. The campsite is working hard to qualify for the Ecolabel, and Anne and Éric hope to welcome more guests who share a love for nature.









Ardoer comfortcamping Scheldeoord, Netherlands

On the shores of the Western Scheldt

Tucked between the dykes of Zeeland and right on the Western Scheldt lies **Ardoer Comfortcamping** Scheldeoord—a campsite with a rich history, welcoming campers since 1965. Today, Robbert Northolt is at the helm. And camping is in his blood: his father bought the campsite when Robbert was just three years old, and he spent his entire childhood here.

From municipal site to beloved holiday destination

Scheldeoord originally began as a project by the municipality of Baarland, which in the 1960s saw the potential of the adjacent beach. "Even before the official opening, the spot was already popular with campers and daytrippers because of the beach," Robbert explains. Following a municipal reorganisation in 1970, it was decided that running a campsite was no longer a task for local government. The site was sold, and after a few changes of ownership, the Northolt family proudly took over in 1976.

More than just an ordinary pool In the mid-1970s, Scheldeoord

was just 1.8 hectares in size, but even then, innovation was underway. In 1975, a heated pool with a toddlers' area was added, followed in 1976 by a new bar, snack bar and campsite shop. The improvements continued in the years that followed. Robbert has kept newspaper clippings from those days, in which it was already noted that "campers are no longer satisfied with just a basic swimming pool".

By 2025, Scheldeoord has grown from a simple site into a 17-hectare campsite with

'We do everything we can to help our guests fully experience the Western Scheldt'

around 500 pitches. The facilities include indoor and outdoor pools, modern sanitary buildings and an animation team for all

ages—everything needed for a complete holiday experience.

Growth while preserving identity

Since the 1980s, Scheldeoord has proudly held a 5-star rating, and since the 1990s has been recognised as a Superplatz. In 2023, the site was even named Campsite of the Year—a crowning achievement for Robbert and his team. With the Western Scheldt on its doorstep, the connection with the water is deeply rooted. "We do everything we can to help our guests fully experience the Western Scheldt," Robbert explains.

In 2006, the beach was restored, and since 2010, guests have been able to go kitesurfing directly from it. Another highlight was the opening of Scheldebrasserie De Landing in 2012, where guests can enjoy a delicious meal with a view of the Western Scheldt. And in 2018, the popular ScheldeSafari was launched—an exciting speedboat tour to see seals in the Western Scheldt, particularly

loved by adventurous families. Scheldeoord is also committed to sustainability. This year, the site proudly received the Golden Green Key certificate for the 25th consecutive year. This is the leading international eco-label for the hospitality industry.

60 years of Scheldeoord: a celebration full of experiences

The weekend of 17 May will see Scheldeoord celebrate its 60th anniversary with a full programme. "It'll be a complete party weekend with all kinds of activities and a mini festival," Robbert reveals. A special highlight will be the opening of the newly renovated indoor swimming pool.

Partnership with ACSI: stable and trusted

Scheldeoord has worked with ACSI for many years. "It's been great to have the same inspector all this time. Nothing surprises him anymore at Scheldeoord. Each year, we go through any updates together, and the information is smoothly shared via the

ACSI platform—it all runs very efficiently."

Scheldeoord

keeps moving forward

According to Robbert, three key elements have made the campsite so successful for so long. "First, the unique location directly on the Western Scheldt. Then, the hospitality and warm, personal atmosphere of the site. And finally, we offer a complete holiday experience for all ages, with plenty of focus on nature and adventure." Looking ahead, Scheldeoord is set to continue developing, with an eye on emerging technologies. "One exciting challenge is how we can turn trends like artificial intelligence into opportunities within the leisure sector," says Robbert. "But personal interaction will always remain at the heart of what we do."





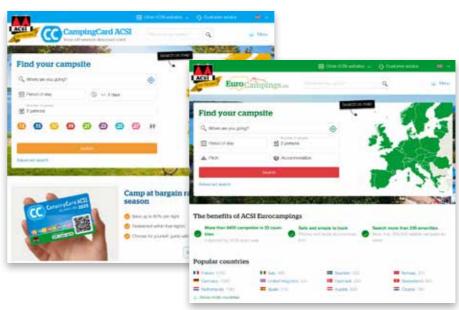






- Over **20 million unique visitors** per year on ACSI apps and websites*
 - More than **900,000 ACSI campsite guide users** across Europe
 - Maximum visibility for your campsite









Grow together with ACSI

Let's discuss the possibilities!