

The camping industry in development

Innovations are driving the camping experience to a higher level



by ACSI the campsite specialist: **edition spring 2026**



SINCE 1965

ACSI Times



Camping overnight stays 2025

An overview of the number of overnight stays per country.

► Read more on **pages 4-5**

ACSI Awards 2026

A complete overview of all award-winning campsites.

► Read more on **pages 6-7**

ACSI Broker Services

A new service for the purchase and sale of campsites and holiday parks.

► Read more on **pages 18-19**

Camping intentions under review

What plans do campers have for 2026?

► Read more on **page 20**

Foreword



Dear Campsite Owner or Manager,

The European camping sector has been evolving rapidly for many years. Increasing scope is emerging for innovative solutions in the areas of sustainability, technology, guest experience and comfort. To showcase and reward these innovations – and to inspire campsite owners across Europe – the ACSI Innovation Awards have been introduced. Initially aimed at campsites in the Benelux and Austria, the initiative may be expanded across Europe from next year.

In this edition of The ACSI Times, we present a series of reports (pages 8–13) highlighting how campsites are engaging in forward-thinking entrepreneurship. We also examine other developments within the sector. For example, we have analysed campers' plans for 2026 (page 20) and compared the number of camping overnight stays with previous years (pages 4–5). In addition, with ACSI Broker Services we address another important issue: the sale or acquisition of a campsite or holiday park.

ACSI itself continues to adapt to a changing environment, for instance by updating our apps and introducing a new design for Eurocampings.eu. You can read more about this on pages 22–23.

I wish you a successful camping season!

Ramon van Reine

CEO ACSI

In this edition of The ACSI Times

4 Camping overnight stays in 2025

Overall, 2025 was an excellent year for camping. Millions of enthusiastic campers once again found their way to campsites across Europe. But in which countries did they stay? And how did the number of overnight stays compare with previous years? ACSI provides an overview of overnight stay figures for several key camping destinations.

6 Winners of the ACSI Awards

The winners of the 5th edition of the ACSI Awards have been announced. Campers once again voted in large numbers for their favourite campsites. Across Europe, 120 ACSI Awards and 397 Honourable Mentions have been presented. View the full overview of all winners!

8 Innovation in the camping sector

There is significant innovation within the camping sector. Campsites are developing extensively in the fields of sustainability, technology and new camping concepts. ACSI highlights the latest developments in innovation, both to inspire campsite owners across Europe and to reward the best concepts with an ACSI Innovation Award.



14 Campsite design

Traditionally, campsites have a strong connection with their surroundings. In some locations, this relationship is taken a step further by allowing the campsite to blend almost seamlessly into its natural environment. ACSI showcases four such campsites and explains how they have achieved this integration.

18 ACSI Broker Services

Selling a campsite or holiday park can be complex, particularly without the right partner or network. ACSI has therefore developed a new service: ACSI Broker Services. Through this service, campsite owners benefit from ACSI's trusted European network, as well as the knowledge and expertise of brokers Mochtar Velders and Stefan Thureau.

20 Ready to go camping

Each year, ACSI surveys thousands of European campers to understand their holiday plans. How often and for how long do they wish to travel? When do they set off, and which countries are most popular?



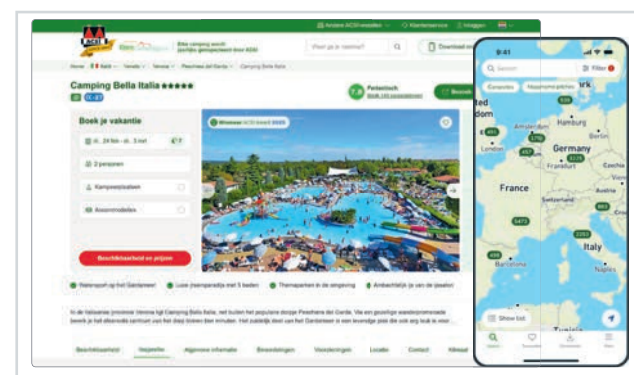
21 The convenience of scanning

CampingCard ACSI has significantly extended the camping season for both campsites and campers. In 2026, hundreds of thousands of campers will once again use CampingCard ACSI. By scanning the card at reception, checking in becomes even easier and the number of CampingCard ACSI guests can be recorded more efficiently.



22 ACSI in development

ACSI continues to evolve. A major focus lies on the digital landscape. The ACSI Campsites Europe app is being completely renewed, and Eurocampings.eu is redesigned. In addition, Camping Comfort continues to innovate through the use of an AI agent.



The inspection season has begun

Over the past few weeks, all of the more than 400 ACSI inspectors have visited the office in Andelst. During these sessions, they were updated on all developments within ACSI and the camping sector. These days mark the official start of the inspection season. Some inspectors even begin their campsite inspections immediately after the kick-off day.

Kick-off for the inspection season

Spread over eight days – from 16 to 24 April – every active inspector was invited to attend a kick-off day at the ACSI office. To maintain the high quality of the inspection team, ACSI organises training sessions and refresher courses throughout the year. Just before the start of the inspection season, the final preparations were completed by CEO Ramon van Reine, Business Developer Frank Jacobs and the inspector coordinators.

Important source of information

ACSI is the only organisation in

Europe that personally inspects all campsites on an annual basis. This gives ACSI an advantage in collecting reliable and up-to-date campsite information. With the rise of artificial intelligence, the online landscape is changing rapidly. As AI models increasingly provide campers with information, it is becoming ever more important for ACSI to be included in the answers provided.

To stand out and remain an authority in the field of campsites and camping, ACSI focuses on producing high-quality content that adds unique value for campers. In this way, AI models also include ACSI in their responses to users. In this process, the information gathered by ACSI inspectors is essential and forms one of the foundations of the organisation.

Technological progress

During the kick-off days, inspectors also received more information about two technical developments. For example, a tool – DialogueTrainer – is available, enabling inspectors

to prepare conversations with campsite owners. This tool features virtual training instructors based on all protocols provided by ACSI. Inspectors can use it as

preparation for their actual visit. In addition, interviews with campers are now conducted digitally. The interview can be directly linked to the campsite

ID on Eurocampings.eu and is converted into a review. This enriches the content on the website.



ACSI camping.info Booking continues to grow

The joint booking platform of ACSI and camping.info also recorded strong growth figures in 2025. Compared to 2024, the number of bookings increased by 45% and revenue rose by 35%.

A closer look at the figures shows that bookings made using CampingCard ACSI experienced particularly strong growth. The

number of bookings for stopover campsites also increased significantly. This applied both to advance reservations and to bookings made on the same day.

Behind the scenes, the platform continues to evolve. Recently, a direct integration with the Property Management System (PMS) Feratel was realised. Through Secureholiday

(Ctoutvert), D-EDGE (multiple countries), Quovai (IT) and Channex (HR) have also recently been connected. The PMS Max Camping now offers Stripe payment options and has recently introduced a 'Pay by Link' feature. This makes it possible to create a payment link for a payment provider already used by the campsite, such as PayPal.

ACSI launches ACSI Camperhandboek

In autumn 2025, ACSI published the first edition of the ACSI Camperhandboek. For this publication, ACSI collaborated with authors Arie and Tineke de Ruijter. This practical reference guide is intended for anyone wishing to better

understand their motorhome and enjoy it to the fullest. The ACSI Camperhandboek is available in Dutch and German.

“This is not a travel guide. It is a practical, accessible and inspiring

reference book that genuinely helps when you want to carry out tasks yourself or encounter something on the road. It combines knowledge, tips and enjoyment – something that very few books in this segment achieve,” according to the authors Arie and Tineke de Ruijter.

ACSI CEO Ramon van Reine considers the ACSI Camperhandboek a valuable addition to the company's portfolio: “Back in 2012, we introduced a guide specifically for motorhome users, containing information on 12,000 motorhome pitches and campsites. What was still missing was a practical book about the use and technology of the motorhome. Thanks to the knowledge and experience of Arie and Tineke, this has now become a valuable companion for travellers.”



Suncamp once again winner of the Holiday Award

In January of this year, Suncamp was named the winner of the Holiday Award in the Camping Holidays category for the fourth consecutive year. The winners were announced during the TravMagazine Travel Gala.

Manager Touroperating Pieter Melieste is delighted with the award:

“Suncamp represents a selection of approximately 400 top campsites across Europe. Quality is of paramount importance to us. We do not aim to be the largest, but thanks in part to unique services such as our WhatsApp service and the CampingGuru, we strive to offer the very best service – and evidently this is also recognised positively by the travel industry.”



Partnership between Euronature and British Naturism

Euronature – part of ACSI since August 2024 – and British Naturism have joined forces. In November 2025, both parties entered into an official partnership with the aim of further promoting naturist tourism. The extensive range of Euronature

holidays is intended to inspire British naturists to discover new European destinations. In addition, the collaboration strengthens the network of naturist organisations and increases Euronature's visibility in the British market.

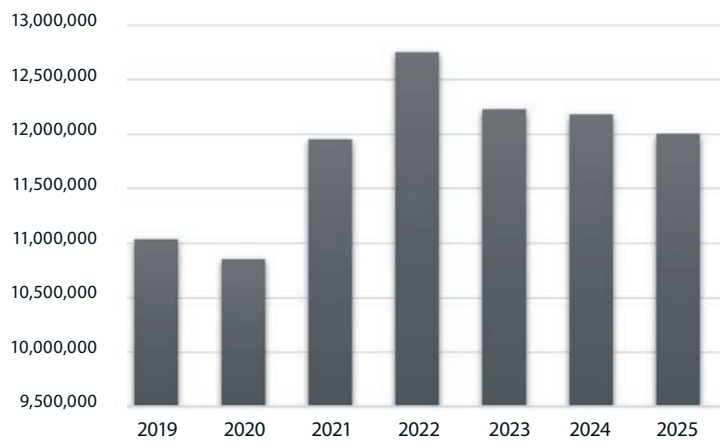
The European camping

2025 was once again a strong year for the European tourism sector. In recent years, record figures have frequently been noted, and 2025 also proved to be a peak year, with nearly 3.1 billion overnight stays in European accommodation, hotels and campsites. This represented an increase of 2.2% compared to 2024. Based on data from Eurostat – category 55.30 from the European measurement method NACE Rev. 2 – ACSI analysed the camping sector and examined how the figures for several key camping countries compared with the period 2019–2024.

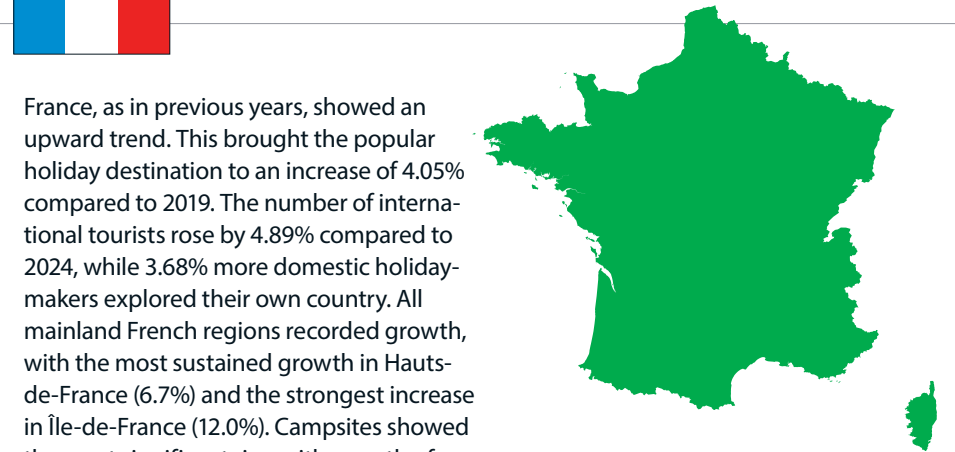
Denmark



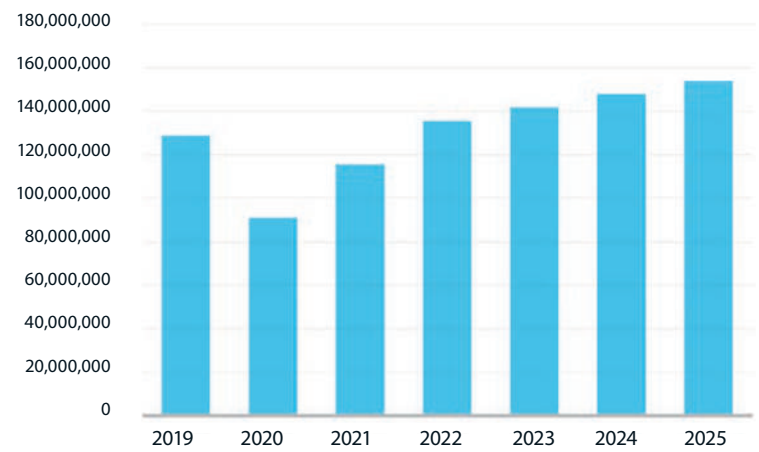
Denmark recorded a slight decline in the number of overnight stays last year compared to 2024. There was a percentage difference of -1.47% compared to 2024. Nevertheless, Denmark remains consistently popular. Especially compared to the pre-Covid year 2019, this Scandinavian country has undeniably grown in popularity. Compared to 2024, the number of domestic overnight stays decreased by 6.75%, while the number of international overnight stays increased by 5.76%. The Syddanmark region was once again the most popular.



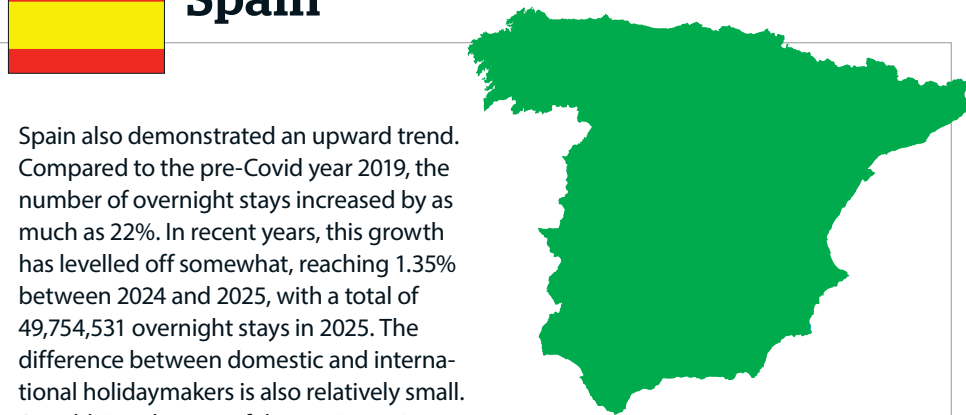
France



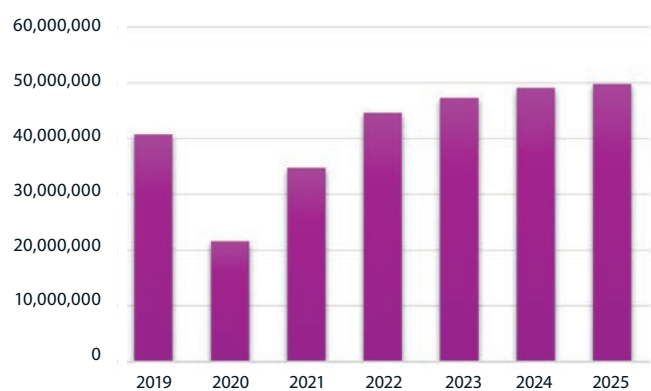
France, as in previous years, showed an upward trend. This brought the popular holiday destination to an increase of 4.05% compared to 2019. The number of international tourists rose by 4.89% compared to 2024, while 3.68% more domestic holidaymakers explored their own country. All mainland French regions recorded growth, with the most sustained growth in Hauts-de-France (6.7%) and the strongest increase in Île-de-France (12.0%). Campsites showed the most significant rise, with growth of 15.5%, whereas hotels recorded 'only' 2.4%.



Spain



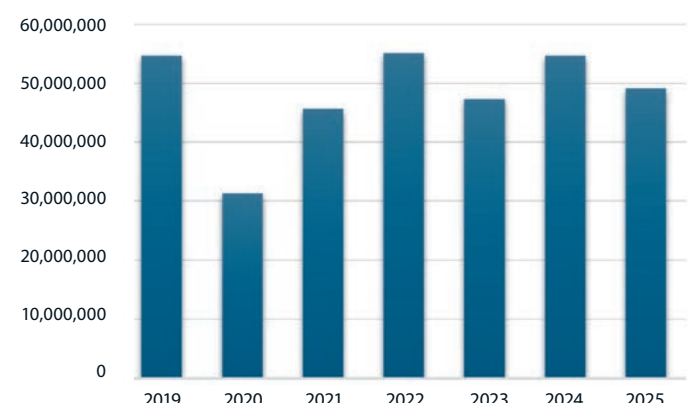
Spain also demonstrated an upward trend. Compared to the pre-Covid year 2019, the number of overnight stays increased by as much as 22%. In recent years, this growth has levelled off somewhat, reaching 1.35% between 2024 and 2025, with a total of 49,754,531 overnight stays in 2025. The difference between domestic and international holidaymakers is also relatively small. An additional 1.46% of domestic tourists explored their own country, compared to 1.22% more international campers.



Italy



In Italy, the figures have shown a fluctuating pattern in recent years. Both domestic holidaymakers and international campers chose the European "boot" less frequently as a holiday destination in 2025. Higher living costs (rent, groceries, etc.) have a significant impact on the behaviour of Italian holidaymakers and put pressure on domestic tourism. Moreover, due to high summer temperatures, they are more likely to head for the mountains rather than inland destinations. Among international – and particularly German – tourists, the closure of the Brenner Pass has made it more difficult to reach Italy. This may also have influenced the figures.

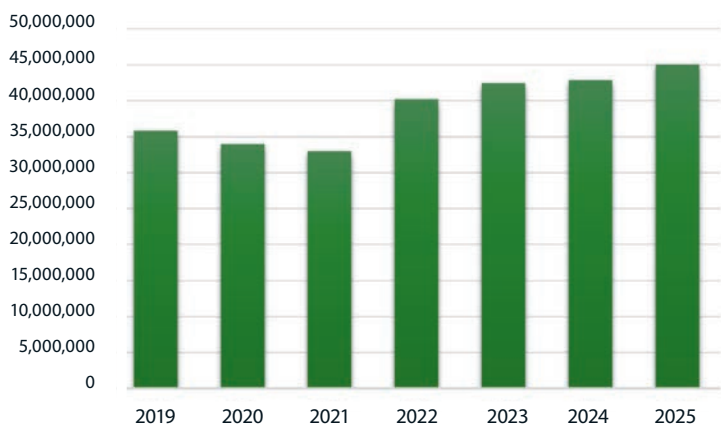


landscape in 2025



Germany

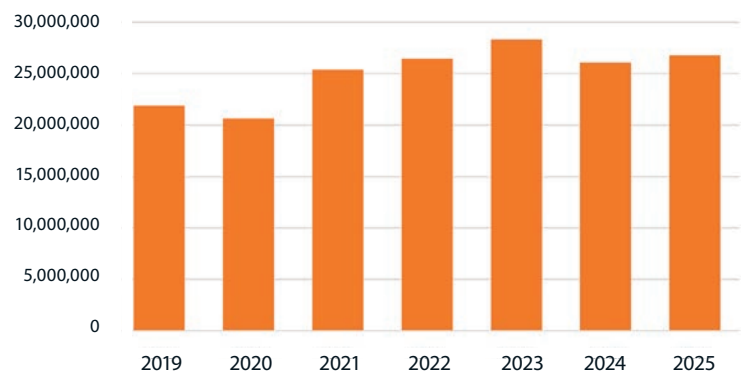
Germany also remained a popular destination, particularly among residents of the Benelux countries and Germans themselves. For Dutch tourists, it was even the most popular destination after France and the Netherlands. The number of overnight stays in Germany therefore increased by 5.03%, continuing a positive trend that has been ongoing since 2022. The growth rates of domestic (5.10%) and international (4.41%) tourists are fairly close. The total number of overnight stays rose significantly by 4.2% compared to 2024. With no fewer than 45,015,742 overnight stays, Germany recorded its highest total of recent years in 2025.



The Netherlands



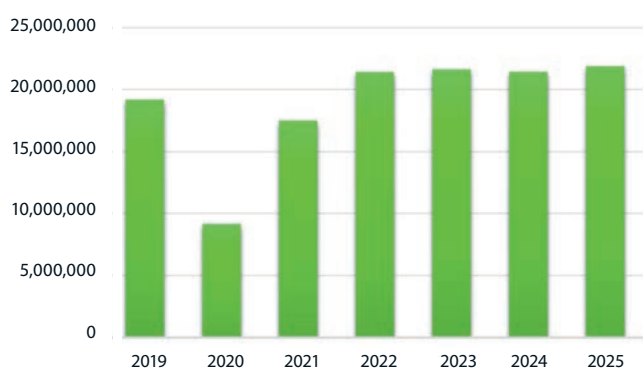
The number of overnight stays in the Netherlands has fluctuated in recent years. With 26,785,046 overnight stays, 2025 slightly exceeded 2024, with a positive difference of 2.69%. The Netherlands was particularly popular among international tourists, with an increase of 6.95%. Germans by far represented the largest group of campers visiting the Netherlands. Domestic tourism also showed a positive figure, although a modest 0.29%. This appears to be largely influenced by weather conditions. For example, a wet spring, such as in 2024, leads to fewer overnight stays. Nevertheless, more camping is taking place in the pre- and post-season.



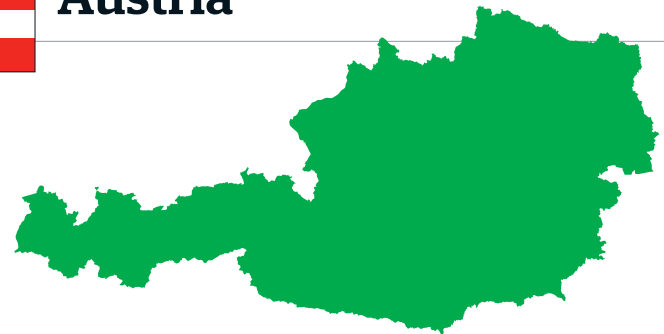
Croatia



Croatia recorded a total increase of 2.03% in overnight stays. Domestic tourism rose by 5.74%, while the percentage of international overnight stays increased by 1.89%. Croatia was most popular among German tourists, who were responsible for 5.8 million overnight stays in the first half of 2025, compared to 4 million domestic overnight stays. Croatia has made substantial investments in the camping sector in recent years; however, rising prices have not resulted in a decline in overnight stays. On the contrary, the 'campsites' category recorded the largest increase in overnight stays of all accommodation types in September 2025.

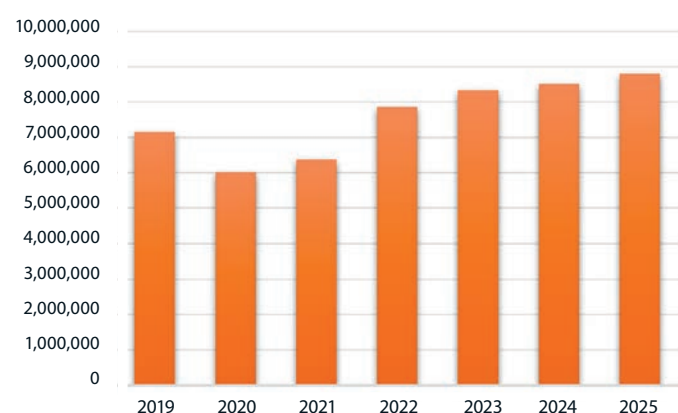


Austria



In Austria, the number of overnight stays also increased in 2025, this time by 3.46%. With a total of 8,798,295, this was the highest number recorded in the past six years. The number of domestic overnight stays increased by 2.90%, while the percentage of international tourists rose by

3.65%. Germans and Dutch visitors form the most important group in this regard. Camping in the Alpine country is becoming more frequent, although stays are shorter. This indicates that many campers use Austria as a stopover on their way to or from southern Europe.



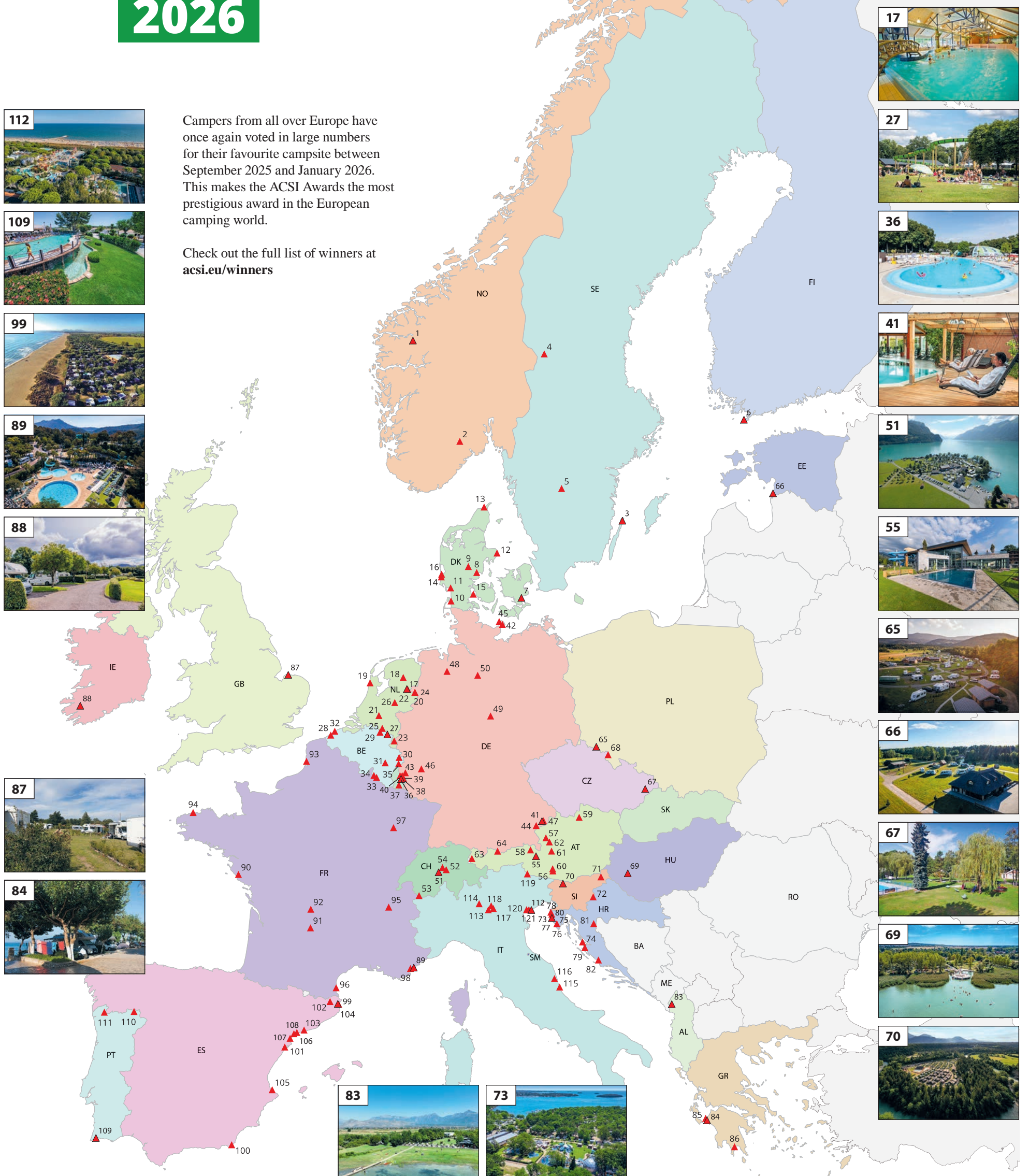


Winners 2026



Campers from all over Europe have once again voted in large numbers for their favourite campsite between September 2025 and January 2026. This makes the ACSI Awards the most prestigious award in the European camping world.

Check out the full list of winners at acsi.eu/winners



NORWAY

- | | | |
|---|-----------------------------|------------------------------|
| 1 | Gryta Camping | Best campsite |
| 2 | First Camp Lunde - Telemark | Best location for a campsite |

SWEDEN

- | | | |
|---|--------------------------------|---------------------------|
| 3 | Böda Sand Beach Resort | Best campsite |
| 4 | Offroadcamp | Greatest little campsite |
| 5 | First Camp Hökensås - Tidaholm | Best campsite for walking |

FINLAND

- | | | |
|---|--------------------|----------------------|
| 6 | Camping Silversand | Best campsite |
|---|--------------------|----------------------|

DENMARK

- | | | |
|----|-----------------------|--|
| 7 | Feddet Strand Resort | Best campsite |
| 8 | Horsens City Camping | Best motorhome pitches |
| 9 | Bryrup Camping | Best campsite for cycling |
| 10 | Ballum Camping | Most dog-friendly campsite |
| 11 | Darum Camping | Greatest little campsite |
| 12 | Grenaa Strand Camping | Nicest campsite for children |
| 13 | Skiveren Camping | Best location for a campsite |
| 14 | Henne Strand Resort | Best campsite restaurant |
| 15 | Aarø Camping | Campsite with the best sanitary facilities |
| 16 | Nymindegab Camping | Best campsite swimming pool |

THE NETHERLANDS

- | | | |
|----|----------------------------------|--|
| 17 | Camping De Kleine Wolf | Best campsite |
| 18 | Camping Diever | Best motorhome pitches |
| 19 | Kampeerterein Buitenduin | Best campsite for cycling |
| 20 | Camping Bij de Bronnen | Most dog-friendly campsite |
| 21 | Minicamping de Reekens | Greatest little campsite |
| 22 | Camping Beerze Bulten | Nicest campsite for children |
| 23 | Camping De Botkoel | Best location for a campsite |
| 24 | Camping De Witte Berg | Best campsite restaurant |
| 25 | Camping Recreatiepark TerSpegelt | Campsite with the best sanitary facilities |
| 26 | Camping De Pampel | Best campsite swimming pool |

BELGIUM

- | | | |
|----|--|--|
| 27 | Camping Goolderheide | Best campsite |
| 28 | Kompas Camping Nieuwpoort | Best motorhome pitches |
| 29 | Provinciaal Recreatiedomein Zilvermeer | Best campsite for cycling |
| 30 | Camping Anderegg | Most dog-friendly campsite |
| 31 | Camping Eau Zone | Greatest little campsite |
| 32 | Camping Astrid | Nicest campsite for children |
| 33 | Camping Le Prahay | Best location for a campsite |
| 34 | Camping Confort | Best campsite restaurant |
| 35 | Camping Hohenbusch | Campsite with the best sanitary facilities |

LUXEMBOURG

- | | | |
|----|-----------------------------|------------------------------|
| 36 | hu Birkelt village | Best campsite |
| 37 | Camping Kockelscheuer | Best motorhome pitches |
| 38 | Camping La Pinède | Best location for a campsite |
| 39 | Camping De la Sûre Reisdorf | Best campsite restaurant |
| 40 | Camping de la Sûre | Best campsite for walking |

GERMANY

- | | | |
|----|---|--|
| 41 | Camping Arterhof | Best campsite |
| 42 | Camping - und Ferienpark Wulfener Hals | Best motorhome pitches |
| 43 | Prümtal-Camping Oberweis | Most dog-friendly campsite |
| 44 | Campingplatz am Marktler Badensee | Greatest little campsite |
| 45 | Strandcamping Wallnau | Nicest campsite for children |
| 46 | Camping Holländischer Hof | Best location for a campsite |
| 47 | Feriencamping Holmernhof Dreiquellenbad | Best campsite restaurant |
| 48 | Camping & Ferienpark Falkensteinsee | Campsite with the best sanitary facilities |
| 49 | Camping Braunlage | Best campsite for walking |
| 50 | Südsee-Camp | Best campsite swimming pool |

SWITZERLAND

- | | | |
|----|----------------------------------|-----------------------------|
| 51 | Camping Aaregg | Best campsite |
| 52 | Alpenresort Eienwäldli Engelberg | Best campsite restaurant |
| 53 | Camping des Glaciers | Best campsite for walking |
| 54 | Seefeld Park Sarnen | Best campsite swimming pool |

AUSTRIA

- | | | |
|----|---------------------------------|--|
| 55 | Sportcamp Woferlgut | Best campsite |
| 56 | Camping Brunner am See | Best motorhome pitches |
| 57 | Camp MondSeeLand | Best campsite for cycling |
| 58 | Tirol Camp | Most dog-friendly campsite |
| 59 | Camping Waldviertel | Greatest little campsite |
| 60 | Komfort-Campingpark Burgstaller | Nicest campsite for children |
| 61 | Camping Dachstein | Best location for a campsite |
| 62 | Seecamping Berau | Best campsite restaurant |
| 63 | Alpencamping Nenzing | Campsite with the best sanitary facilities |
| 64 | Zugspitz Resort Camping | Best campsite swimming pool |

POLAND

- | | | |
|----|---------|----------------------|
| 65 | Camp 66 | Best campsite |
|----|---------|----------------------|

ESTONIA

- | | | |
|----|-------------------------------------|----------------------|
| 66 | Metsaluige Camping and Caravan Park | Best campsite |
|----|-------------------------------------|----------------------|

CZECH REPUBLIC

- | | | |
|----|-----------------|--------------------------|
| 67 | Camping Rožnov | Best campsite |
| 68 | Camping Bozanov | Greatest little campsite |

HUNGARY

- | | | |
|----|--|----------------------|
| 69 | Balatontourist Camping Naturist Berény | Best campsite |
|----|--|----------------------|

SLOVENIA

- | | | |
|----|---|------------------------------|
| 70 | River Camping Bled | Best campsite |
| 71 | Falkensteiner Premium Camping Lake Blagus | Best location for a campsite |
| 72 | Camping Terme Čatež | Best campsite swimming pool |

CROATIA

- | | | |
|----|-------------------------------------|--|
| 73 | Camping Bijela Uvala | Best campsite |
| 74 | Aminess Avalona Camping Resort | Best motorhome pitches |
| 75 | Valamar Camping Istra | Most dog-friendly campsite |
| 76 | Papafigo Camping | Greatest little campsite |
| 77 | Campsite Valkanela | Nicest campsite for children |
| 78 | Camping Park Umag | Best location for a campsite |
| 79 | Falkensteiner Premium Camping Zadar | Best campsite restaurant |
| 80 | Valamar Camping Lanterna | Campsite with the best sanitary facilities |
| 81 | Plitvice Holiday Resort | Best campsite for walking |
| 82 | Amadria Park Camping Šibenik | Best campsite swimming pool |

ALBANIA

- | | | |
|----|---------------------|----------------------|
| 83 | Lake Shkodra Resort | Best campsite |
|----|---------------------|----------------------|

GREECE

- | | | |
|----|-----------------------|------------------------------|
| 84 | Camping Ionian Beach | Best campsite |
| 85 | Camping Aginara Beach | Best location for a campsite |
| 86 | Camping Gythion Bay | Best campsite restaurant |

UNITED KINGDOM

- | | | |
|----|------------------|----------------------|
| 87 | Deepdale Camping | Best campsite |
|----|------------------|----------------------|

IRELAND

- | | | |
|----|--|----------------------|
| 88 | Killarney Fleck Caravan and Camping Park | Best campsite |
|----|--|----------------------|

FRANCE

- | | | |
|----|-------------------------------------|--|
| 89 | Esterel Caravaning | Best campsite |
| 90 | Camping Village de la Guyonnière | Best motorhome pitches |
| 91 | Le Ventoulou Sites & Paysages | Most dog-friendly campsite |
| 92 | Le Ranch Camping et Glamping | Greatest little campsite |
| 93 | Capfun Camping Dune Fleurie | Nicest campsite for children |
| 94 | Camping Ar Kleguer | Best location for a campsite |
| 95 | Camping Le Coin Tranquille | Best campsite restaurant |
| 96 | Camping Yelloh! Village le Brasilia | Campsite with the best sanitary facilities |
| 97 | Camping Porte des Vosges | Best campsite for walking |
| 98 | Camping Domaine de la Bergerie | Best campsite swimming pool |

SPAIN

- | | | |
|-----|---------------------------------------|--|
| 99 | Camping La Ballena Alegre Costa Brava | Best campsite |
| 100 | Camping Los Escullos | Best motorhome pitches |
| 101 | Camping Estanyet | Most dog-friendly campsite |
| 102 | Camping Can Coromines | Greatest little campsite |
| 103 | Camping Stel | Nicest campsite for children |
| 104 | Camping Illa Mateua | Best location for a campsite |
| 105 | Kikopark Playa | Best campsite restaurant |
| 106 | Playa Montroig Camping Resort | Campsite with the best sanitary facilities |
| 107 | Camping Ametlla | Best campsite for walking |
| 108 | Camping & Resort Sangulí Salou | Best campsite swimming pool |

PORTUGAL

- | | | |
|-----|--|---------------------------|
| 109 | Camping Yelloh! Village Algarve - Turiscampo | Best campsite |
| 110 | Cepo Verde | Greatest little campsite |
| 111 | Lima Escape Camping & Glamping | Best campsite for walking |

ITALY

- | | | |
|-----|---|--|
| 112 | Union Lido | Best campsite |
| 113 | Camping Europa Silvella | Best motorhome pitches |
| 114 | Camping Del Sole Village | Best campsite for cycling |
| 115 | Club del Sole Stork Family Collection | Most dog-friendly campsite |
| 116 | Camping La Casetta della Marche | Greatest little campsite |
| 117 | Camping La Quercia | Nicest campsite for children |
| 118 | Fornella Camping & Wellness Family Resort | Best location for a campsite |
| 119 | Camping Caravan Park Sexten | Best campsite restaurant |
| 120 | Dei Fiori Camping Village | Campsite with the best sanitary facilities |
| 121 | Camping Village Mediterraneo | Best campsite swimming pool |

Recognition for innovation

ACSI presents the ACSI Innovation Awards and the ACSI Camping Personality Award



On Friday 13 March, the Dutch and Belgian winners of an ACSI Innovation Award were invited to the ACSI office in Andelst. From left to right: Bram Wiegerinck, Moniek Perik and Ted Lammers (Henk Pen Campers & Caravans), Bart Verheyen (Camping De Lilse Bergen), Ramon van Reine (ACSI), Rochelle Bomers and Bart Porskamp (Marveld Recreatie).

In addition to the highly coveted ACSI Awards, several other prestigious prizes have been presented by ACSI in recent months. Bernd Pfandl – owner of 50plus Campingpark Fisching – received an ACSI Camping Personality Award for his significant contribution to the sector. Furthermore, five campsites or camping businesses across the Netherlands, Belgium and Austria were recognised with an ACSI Innovation Award. This award was introduced by ACSI to highlight innovative concepts and forward-thinking entrepreneurship within the camping industry.

Focus on innovation

ACSI CEO Ramon van Reine felt the time had come to give greater visibility to innovation within the camping sector. “In recent years, much has changed within the industry. Following the coronavirus crisis, camping has grown significantly in popularity. This led to an explosion of new camping enthusiasts, but also to a considerable diversification of the group of campers.”

Even previously, it was already difficult to define ‘the camper’ as a single group. In recent times, this spectrum has only broadened further. “Camping now exists in many more shapes and forms. From motorhomes to tents, from caravans to luxury accommodation, from quiet campsites to fully equipped

holiday parks, from summer to winter, and from water-based activities to snow-based recreation. Camping and campsites are in demand throughout the entire year,” Van Reine observes.

Campsites respond to this by applying target group segmentation. They determine which segments of the camping audience they wish to serve and adapt their operations accordingly. “Based on these choices, strategies and concepts are developed. If your campsite is open all year round, it is often important to offer a high-quality range of facilities and activities during both the summer and winter months – and in both favourable and less favourable weather conditions.”

Technology and sustainability

Innovation plays a key role in developing such strategies. “Year-round operation is, of course, not new, but there are campsites that are taking their offering to a higher level with complete (themed) amusement parks, aquatic centres, luxury wellness facilities or amphitheatres. Others link their range of activities to the unique aspects of the region.”

At the same time, developments in sustainability and technology have not stood still. “Sustainability is a theme that naturally has a strong connection with the camping sector. Many campsites are already taking the necessary steps in this area, but some go considerably further. For example,

by using new technologies to generate energy and thereby no longer relying on gas to operate their sanitary buildings.”

Technology can, of course, also be applied in other ways. “Some campsites work with facial recognition or AI-driven planning systems. Others base their operations entirely on data-driven models.”

New industry award

For campsites that excel in the areas of sustainability, guest experience and comfort, technology, or service and operations, the ACSI Innovation Awards have been introduced. Campsites can submit their innovation themselves, after which an expert jury assesses the entries and selects a winner.

The awards are presented in spring, together with the announcement of the public award for European campsites: the ACSI Awards.

Sharing knowledge

In addition to rewarding innovative entrepreneurship, the ACSI Innovation Awards offer another advantage. “With this award, we also aim to encourage the sharing of knowledge. Innovations that improve camping experiences, make processes more efficient or contribute to sustainability help the sector to continue growing. Ultimately, it is these kinds of initiatives that shape the future of camping. By making visible what fellow professionals are doing, we hope to inspire other campsites.”

in the camping sector

Winners of the ACSI Innovation Awards 2026

In March 2026, the first ACSI Innovation Awards were presented. This new industry award has only been introduced in the Benelux and Austria this year. From next year onwards, it will be implemented on a broader scale. The following campsites or camping businesses received an ACSI Innovation Award or an honourable mention.

Camping Ferienparadies Natterer See

With the Secret Koi Garden, glamping is elevated to a higher level. In this concept, design, wellness and nature experience are combined in an elegant way, creating a unique and romantic hideaway experience of the highest standard. ▶ See also page 11

Camping De Lilse Bergen

Excels in sustainability by investing in green energy, grey water recovery and larger rainwater storage systems. By applying aquathermal energy, both the shower water and the two large sanitary buildings are heated. ▶ See also page 10

Marveld Recreatie

With the indoor amusement park Bommelwereld, a unique theme park has been created that provides a complete holiday experience all year round. Visitors are taken through the adventures of Olivier B. Bommel and Tom Poes across more than twenty attractions. ▶ See also page 10

Vakantiepark Eiland van Maurik

The development of Family Entertainment Center MAUK ensures that the holiday park remains attractive throughout the year for both campers and day visitors. It serves as a central location where hospitality and entertainment go hand in hand. ▶ See also page 11

Henk Pen Campers & Caravans

This leading motorhome and caravan company has opened a new facility where a camping experience 2.0 is offered. Sales, maintenance, repair and storage are combined with a unique experiential environment. ▶ See also page 12

In addition, honourable mentions were awarded to:

- Natürlich Hell
- Camping De Ruimte
- Camping 't Weergors



Owner Georg Giner and marketing officer Lara Weintraut receive the ACSI Innovation Award on behalf of Camping Ferienparadies Natterer See.

Bernd Pfandl wins ACSI Camping Personality Award



Bernd Pfandl received the ACSI Camping Personality Award during Camping Gipfel Austria.

During the Camping Gipfel in Graz, Austria, Bernd Pfandl was given special recognition by ACSI. Pfandl received an ACSI Camping Personality Award for his significant contribution to the camping sector.

Promotion for the entire region

Within the Austrian camping sector – and far beyond – Pfandl is a prominent figure. He is much more than just the owner of 50plus Campingpark Fisching. "Bernd truly serves as an ambassador for the regions of Murtal and Styria and for the Austrian camping sector as a whole," says Van Reine. "He actively seeks collaborations, develops concepts to promote the entire region and is involved in the camping associations Campinginitiative Steiermark and the Fachverband Freizeit- und Sportbetriebe in der Wirtschaftskammer Österreich."

Driving force behind Camping Gipfel Austria

Pfandl is also one of the driving forces behind Camping Gipfel Austria, the annual conference in Graz, for campsite owners in Austria. "Through this initiative, he has firmly put the Austrian camping sector on the map, both politically and within the Austrian media."

Campsite for the over-50s

As a campsite owner – a role he has fulfilled together with his family for thirty years – Pfandl also demonstrates a pioneering spirit and proves to be a worthy ambassador. "Bernd is very active and highly visible.

He frequently posts on social media, attends all relevant trade fairs and is truly the face of his campsite," says Van Reine. At an early stage, Pfandl decided to tailor his campsite to a specific target group: people aged 50 and over, without children or pets, and with a preference for peace, hiking and cycling. "He was one of the first to focus on offering specialised camping holidays for adults. This once again demonstrates Bernd's pioneering spirit. With his vision, he has helped shape the camping sector in Austria."

Theme park centred around Olivier B. Bommel

Marveld Recreatie

Since 1 October 2025, Marveld Recreatie is the proud owner of its own indoor theme park. Adjacent to the holiday park, Bommelwereld – entirely themed around the well-known Dutch comic characters Olivier B. Bommel and Tom Poes – was opened. With this addition, the holiday park offers its visitors a unique experience all year round. ACSI recognised this innovation with an ACSI Innovation Award.

At the holiday park in the rural Achterhoek region – in the east of the Netherlands – Edwin Bomers has been at the helm since 1988. "Over the years, we have grown from 16 hectares to 60 hectares. What started as a campsite has developed into a fully-fledged holiday park, including a bungalow park, hotel, swimming pool and sports facilities."

Everything managed in-house

Bomers focuses on delivering a 'complete holiday experience'. "We manage all aspects in-house,

such as the swimming pools, catering and supermarket. We organise the entire holiday offering ourselves."

In addition, Bomers has transitioned from seasonal to year-round operations. "This means you need to offer something throughout the entire year. That is easy in summer, but more challenging in winter. Of course, we provide facilities for winter campers and the swimming pool and water park are open year-round. But we

wanted to offer more."

Day visitors and overnight stays

This led to the idea of a theme park in 2012. "With Bommelwereld, we also offer something unique to our guests during the winter months. At the same time, we combine day recreation with overnight stays."

The park is entirely themed around the stories of Olivier B. Bommel and covers more than 9,000 m². There are over twenty attractions, primarily

aimed at families with primary school-aged children (4 to 12 years). "The park makes Marveld unique. There are many high-quality holiday parks in the Netherlands, but here you can walk straight from your pitch or accommodation into Bommelwereld. You won't find that anywhere else."

A long-term project

According to Bomers, the main challenge of such a project lies in perseverance. "From the initial idea to the opening, fifteen years

have passed. The most difficult part is developing the plans, securing financing and gaining support from authorities. After that, the technical execution is relatively straightforward. It is a matter of working step by step, keeping your end goal in sight and maintaining a steady course."

[Scan here for the full video story](#) ▼



At Marveld Recreatie, guests can walk directly from their pitch or accommodation to the Bommelwereld theme park.

Thermal energy from the swimming lake

Camping De Lilse Bergen

Camping De Lilse Bergen now uses an innovative technique to generate green energy. Thanks to aquathermal energy, two large sanitary buildings are supplied with hot water and heating. The campsite is also investing in greywater recovery and larger rainwater storage systems. ACSI recognised this innovation with an ACSI Innovation Award.

Aquathermal energy is a technique that extracts heat and cold from water to heat or cool buildings. This can involve surface water, drinking water or wastewater. Through a heat exchanger – a complex system of pipes carrying a coolant that absorbs heat – warmth is extracted from the water in summer and stored in the ground. In winter, this heat is pumped back up and brought to a higher temperature by a heat pump to heat the buildings.

Heat from the swimming lake

At Camping De Lilse Bergen, the swimming lake is used as the water source. The heat exchanger was installed there in December 2025. For the campsite, this project represents a major step towards greater sustainability and future-proofing of the site. Previously, outdated oil-fired boilers were used in the sanitary buildings. The new system not

only reduces energy costs but also lowers CO₂ emissions.

Water reuse

Moreover, the energy required for the heat pumps is increasingly generated on-site using solar panels. In addition, toilets are flushed using water from the showers or collected rainwater. Large rainwater storage systems have been installed for this purpose. Only as a last resort is drinking water used for flushing toilets.

Support from the province

For this investment of approximately €500,000, support was received from the European Regional Development Fund (ERDF) and the provincial authorities of Antwerp. The province is now developing plans to apply the same technology on a larger scale.



In December 2025, the heat exchanger was installed in the swimming lake at Camping De Lilse Bergen.

Secret Koi Garden elevates glamping to a higher level

Camping Ferienparadies Natterer See

Camping Ferienparadies Natterer See – located among the peaks of the Austrian Alps and just a short distance from Innsbruck – has elevated glamping to a new level with the creation of the Secret Koi Garden. In this exclusive glamping concept, nature experience and luxury are thoughtfully combined. ACSI recognised this concept with an ACSI Innovation Award.

At the heart of the Secret Koi Garden are eight exclusive glamping lodges, fully tailored to couples who value tranquillity, privacy and comfort. Large panoramic windows create a direct connection with the surroundings, while high-quality materials and a carefully designed interior contribute to a

warm and luxurious atmosphere.

Sauna and breakfast service

The concept is enhanced by private wellness facilities, such as a private sauna and breakfast service delivered to the door. This elevates not only the stay itself but the entire guest experience. What makes this development

particularly interesting is the way in which the existing space has been transformed. Former mobile homes have been replaced by a small-scale, exclusive concept with a clearly defined target group.

By focusing on quality, tranquillity and a strong thematic

approach – in this case inspired by a Japanese koi garden – a distinctive product with high experiential value has been created.

Clever use of planting and natural partitions ensures privacy without compromising the open character of the campsite. The result is a 'resort within a

campsite', where guests can fully retreat and unwind.

Specific target group

With the Secret Koi Garden, Camping Ferienparadies Natterer See has chosen to invest in a specific target group. A concept has been developed that raises the bar for glamping once again.



The Secret Koi Garden at Camping Ferienparadies Natterer See is inspired by a Japanese koi garden and places strong emphasis on tranquillity, privacy and comfort.

Family Entertainment Centre MAUK opens up new opportunities

Vakantiepark Eiland van Maurik

The location of Vakantiepark Eiland van Maurik – in the heart of the Betuwe region and directly on a large recreational lake in a branch of the Rhine – is ideal for a camping holiday. Since 1971, this has been fully embraced. With the opening of Family Entertainment Centre MAUK, an additional dimension has been added. The centre is open year-round, provides entertainment even in poor weather, and contributes to an increase in visitor numbers. ACSI recognised this innovation with an ACSI Innovation Award.

Sietse Brom, Marketing Manager, is closely involved in the project. "MAUK is a centre that combines activities with catering facilities. In addition, we offer it as an event venue with meeting rooms. We have bowling lanes, karaoke rooms, e-darts, shuffleboard tables, glow-in-the-dark golf, an indoor play paradise and a craft theatre. There is also a MAUK plaza, café and sports lounge. This year, we will open the MAUK bistro."

From campsite to holiday park

MAUK forms part of the strategy introduced in 2011, which outlined the transition from a campsite to a full holiday park. "Initially by developing accommodation units. This increases guest numbers, and you want to offer them something, especially during the low season. That is why we aimed to create a centre that could operate year-round and also serve visitors from the surrounding region," Brom explains. The entertainment centre required an investment

of approximately €7 million, is equipped with 1,350 solar panels to generate its own energy, and stands out for its high-quality and sustainable material choices. The effects are already noticeable. "MAUK opened in 2024, and we see that bookings are now more evenly spread throughout the year. Even now, bookings are ahead of last year."

More balanced revenue streams

With the addition of the entertainment centre, the holiday park is also able to attract new target groups. "Not only park guests, but also visitors from the region for a day or evening out. Revenue streams are now more evenly distributed throughout the year. We carefully analysed which target groups we wanted to reach and developed a concept tailored to them."

[Scan here for the full video story](#) ▶



At Family Entertainment Center MAUK, guests can enjoy activities and food and beverage all year round under one roof.

Brand-new business premises for a 'camping 2.0' experience

Henk Pen Campers & Caravans

At the Laarberg business park in Groenlo, the Netherlands, Henk Pen Campers & Caravans opened a brand-new facility in February this year. In addition to space for the sale, repair and maintenance of motorhomes and caravans, a vast storage facility has been added. The company also uses the latest technologies, such as a video wall with sound, wind and even scent effects. This innovative 'camping company 2.0' was recognised by ACSI with an ACSI Innovation Award.

Director Berry Helming is proud of the result. "Customers will find everything they need for their motorhome or caravan under one roof. We offer purchasing and sales services, storage facilities, and carry out maintenance and repair work. We have also introduced a service that allows customers to rent out their camping equipment within their own network or more broadly."

Camping company 2.0

When the old premises became too small, the concept of a 'camping company 2.0' took shape. "Our building was 35 years old. The question was whether it still made sense to invest in it. We analysed our customers' needs and increasingly found that they want a full-service approach. That is why we centralised everything."

From rational to emotional

The centrepiece of the building is its unique experience area. "You can, of course, compare all camping vehicles side by side, but it truly comes to life when you can imagine what it looks like on a campsite. That is why we position the vehicle in front of a large video wall, allowing you to

see, hear and even smell what it feels like on holiday. It shifts the focus from rational decision-making to emotion, giving you a sense of excitement and a clear impression of what to expect."

Sustainability at the core

The facility uses climate-controlled air in the storage areas – reducing moisture impact on vehicles – and customers can access their equipment 24 hours a day using a personal code. Sustainability also plays a key role. "More than 14,000 solar panels are installed on the roof, generating around 6 million kilowatt-hours annually. We use this energy ourselves and sell the surplus to fellow businesses on the industrial estate."

[Scan here for the full video story](#) ▼



In a unique experience setting, campers experience their camping vehicle in a holiday environment.

A camping community under the Spanish sun

Bravoplaya Camping-Resort

Operating year-round is not unusual for campsites in Spain. Bravoplaya Camping-Resort is located in the Valencia region and, thanks to its pleasant climate, is popular in both summer and winter. With a carefully balanced approach to facilities, entertainment and staffing, the campsite offers a complete holiday experience in every season.

Reception Manager Eleni has worked at the campsite for 21 years and notes that year-round operation is not viable for every campsite. "To remain profitable, we carefully analysed our target groups. In winter, these are mainly older guests – without children but often with a dog – while in summer, families with children dominate." The offering is adapted accordingly. "During the summer months, the focus is on water fun and entertainment. Our 'bullring' is where we provide animal-friendly entertainment, we are located almost directly on the beach, and we have three swimming pools and multiple catering outlets."

Shifting the focus

When the low season begins, the focus shifts. "In winter, we can cover and heat one pool, which is very popular. The other two pools are drained for cleaning and maintenance. We also offer facilities such as a dog shower and an adapted entertainment programme."

Improved staffing policy

Operating year-round in this way is not only profitable but also offers another major advantage. Staffing no longer needs to rely primarily on seasonal workers, allowing for a stable core team. "In high season, we still receive support from temporary staff such as students. Otherwise, we work with a permanent team, which ensures strong collaboration. It feels like a large family. Employees also greatly appreciate being able to stay with the same employer throughout the year."

Camping community

Guests also appreciate the campsite's approach. Walking through the site with a staff member, one quickly notices how often familiar faces are greeted.

"Some guests return every year, creating a warm and welcoming atmosphere. It feels like a camping community. We assist guests with everything from arranging medical appointments to organising

excursions. This combination of atmosphere, facilities and service

quality is what sets us apart from other campsites in the region."

[Scan here for the full video story](#) ▼



Bravoplaya Camping-Resort is open all year round, with facilities tailored to different target groups.

Making the difference through the highest quality

La Marina Resort by Samay

Near the Spanish city of Alicante lies La Marina Resort, where one principle takes centre stage: quality. This family business has continuously reinvented itself over three generations. Director Patrick Le Metayer explains how, through a clear strategic direction, the site has evolved from a campsite without a swimming pool into a fully-fledged resort with high-quality facilities. The guiding philosophy is to consistently exceed guest expectations.

The year 2000 marked a turning point. "We decided to shift our focus from long-stay guests to tourist visitors. At the same time, we chose to compete on quality rather than price. Since then, we have not only changed the name from 'campsite' to 'resort', but also significantly upgraded the quality of our facilities."

By positioning itself as a resort, a broader target group is addressed. "The term 'campsite' can be limiting, as non-campers may feel less attracted. That is why we deliberately chose the term 'resort'."

More than just luxury

At La Marina Resort, quality goes beyond luxury facilities such as large swimming pools, a water park and wellness amenities. "Service, ease of use and presentation also play an important role. For example, the swimming pools remain open throughout the day. Closed facilities do not reflect quality in our view. Uniformity among staff is also important, so guests can immediately recognise roles and responsibilities."

A key factor in success is year-round operation, enabling the resort to retain and develop high-quality staff. "Campsites that close annually lose talent each year. We can retain our team and continue to develop it. This ensures continuity, engaged employees and a strong company culture." To increase occupancy and revenue, facilities are also opened to external visitors outside the peak season.

Leading in quality

Innovation is embedded in the resort's strategy. La Marina Resort was among the first to introduce a water park and has been a frontrunner in dynamic pricing strategies. All-inclusive concepts, including meals with accommodation, are also part of the approach. "We aim to offer a complete package, as expected from a resort," Le Metayer explains. "And the quality must remain high. Older accommodations are replaced within five years, and more luxury bungalows and villas are added, often with features such as a jacuzzi and barbecue."

A smile makes the difference

Ultimately, success does not depend on a single factor. "It is the total package of services and facilities. The seaside location, pools, accommodation and service all reinforce each other. That

combination is what draws guests to the complete experience." Moreover, quality is also found in the details. "A smile in the restaurant, extended opening hours and responsiveness to guest needs all make a difference."

Scan here for the full video story ▼



No closed facilities at La Marina Resort, which is why the pools remain open throughout the day.

Sustainable camping driven by a clear long-term vision

Vakantiepark Delftse Hout

On the outskirts of Delft – known for painter Johannes Vermeer, the Nieuwe Kerk and Delft Blue pottery – Vakantiepark Delftse Hout is shaping the future of camping. Under the leadership of owner Pim Meijkamp, a clear vision has been implemented with a strong focus on sustainability, technology and innovation. The reception and sanitary building are fully gas-free, and legionella control is fully automated.

According to Meijkamp, the vision developed years ago forms the foundation. "Everything starts with that. Develop a vision and set your horizon at least fifteen years ahead, otherwise your investments will never pay off. Then align everything you do with that vision – not only major projects but also smaller decisions such as new electricity points or waste management."

Heating without gas

When the park faced the challenge of upgrading its outdated reception and sanitary buildings, complete redevelopment was chosen. "We wanted to handle water, heat and electricity more intelligently," Meijkamp explains. Timber frame construction was selected for its sustainability and shorter construction time. The design also incorporates height to allow moisture to dissipate. "Our pitched roofs are not only architecturally appealing but also maximise the efficiency of solar panels."

The greatest pride lies in the heat

pumps, which enable the building to operate entirely without gas. "Even at low outdoor temperatures, the heat pumps extract warmth from the air. Through a large storage tank and distribution system, water is supplied to various parts of the sanitary building. Combined with solar panels, this makes the park largely energy self-sufficient during the day."

Automatic legionella control

There is also a strong focus on technology and innovation. "We can regulate water consumption in various ways and even link it to a payment system in the future. We also use automatic legionella detection and control, eliminating the need for manual flushing. All data is recorded externally and can be accessed digitally at any time by a monitoring organisation."

Longer lifespan

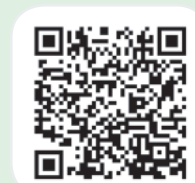
Although investments in sustainable installations are higher, Meijkamp sees clear benefits. "By using solar energy, operational costs decrease and the system

pays for itself over time. Whereas a typical payback period is six years, this innovative approach assumes ten years, with an expected lifespan of around twenty years."

Financing for this sustainability transition was made possible

through a combination of bank support and subsidies. The key lesson for the sector: "Those who think ahead and invest based on a clear long-term vision lay a solid foundation for a future-proof business."

Scan here for the full video story ▼



Vakantiepark Delftse Hout has firmly embedded sustainability in its business strategy.

An inspiring interplay between

The development of campsites and holiday parks is progressing rapidly. What was once purely functional infrastructure is increasingly evolving into an integral part of the landscape with a strong architectural identity. The key question is how a campsite can integrate respectfully into its surroundings, rather than dominate them. In this process, sustainability, material use and innovative construction principles play an ever more significant role. From alpine timber construction to Mediterranean landscape architecture, campsites are designed as cohesive concepts in which nature, comfort and aesthetics reinforce one another. The result is a new generation of campsites that not only provide accommodation, but also offer a carefully considered spatial experience in harmony with their environment.

Traditional alpine architecture with a modern twist

At **Camping Caravan Park Sexten**, architecture is entirely subservient to the landscape. The park has been designed according to the principles of alpine building culture, with clear references to traditional farmhouses. This is reflected in its form, materials and proportions. Wood, natural stone and a restrained colour palette create a harmonious whole that blends seamlessly into the Dolomites.

A notable feature is the integration of historical elements: old farmhouses have been reconstructed and given new functions within the park. Combined with traditional construction techniques and natural insulation materials, this results in a sustainable overall concept in which heritage, architecture and modern recreation come together.



Caravan Park Sexten
South Tyrol, Italy



design and nature

Contemporary design meets Mediterranean traditions

Camping Yelloh! Village le Brasilia follows a contemporary architectural vision in which modern design and Mediterranean traditions complement each other. Clean lines and innovative volumes are combined with materials carefully selected for their sustainability and integration into the landscape. Soft tones reflect the colours of sand, earth and vegetation, creating a calm and harmonious appearance.

The landscape design plays a prominent role in the camping experience. The site resembles a Mediterranean garden, with local and climate-resilient planting that supports biodiversity and allows the park to change character throughout the seasons. The result is a balanced composition in which architecture, nature and surroundings merge in a subtle way.



Yelloh! Village le Brasilia
Languedoc-Roussillon, France



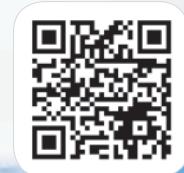
Harmoniously integrated into the landscape

At **Playa Montroig Camping Resort**, respect for the Mediterranean landscape and harmonious integration are central principles. The resort is spaciouly laid out, with pitches and accommodations spread across lush gardens featuring palm trees and native planting, providing shade, privacy and a natural appearance.

The architecture is characterised by timeless lines, warm and neutral colours, and sustainable materials that complement the surroundings. The design of pathways, lighting and communal spaces also maintains a strong connection with nature. This results in a balanced and serene setting.



Playa Montroig Camping Resort
Catalonia, Spain



Architecture in connection with the location

At **Alpencamping Nenzing**, the relationship between architecture and nature is of fundamental importance. The campsite is located in the valley region of Vorarlberg, with direct access to the mountains and natural areas. As a result, the design is strongly focused on integration into the surrounding landscape.

The buildings are characterised by a restrained, modern alpine style, using wood, stone and glass. Large windows and seamless transitions between indoor and outdoor spaces enhance the connection with the mountain landscape. The natural colour palette ensures a subtle integration into the surroundings. Through continuous renewal and expansion, the campsite is evolving into a contemporary destination where modern comfort and an authentic alpine character remain in balance.

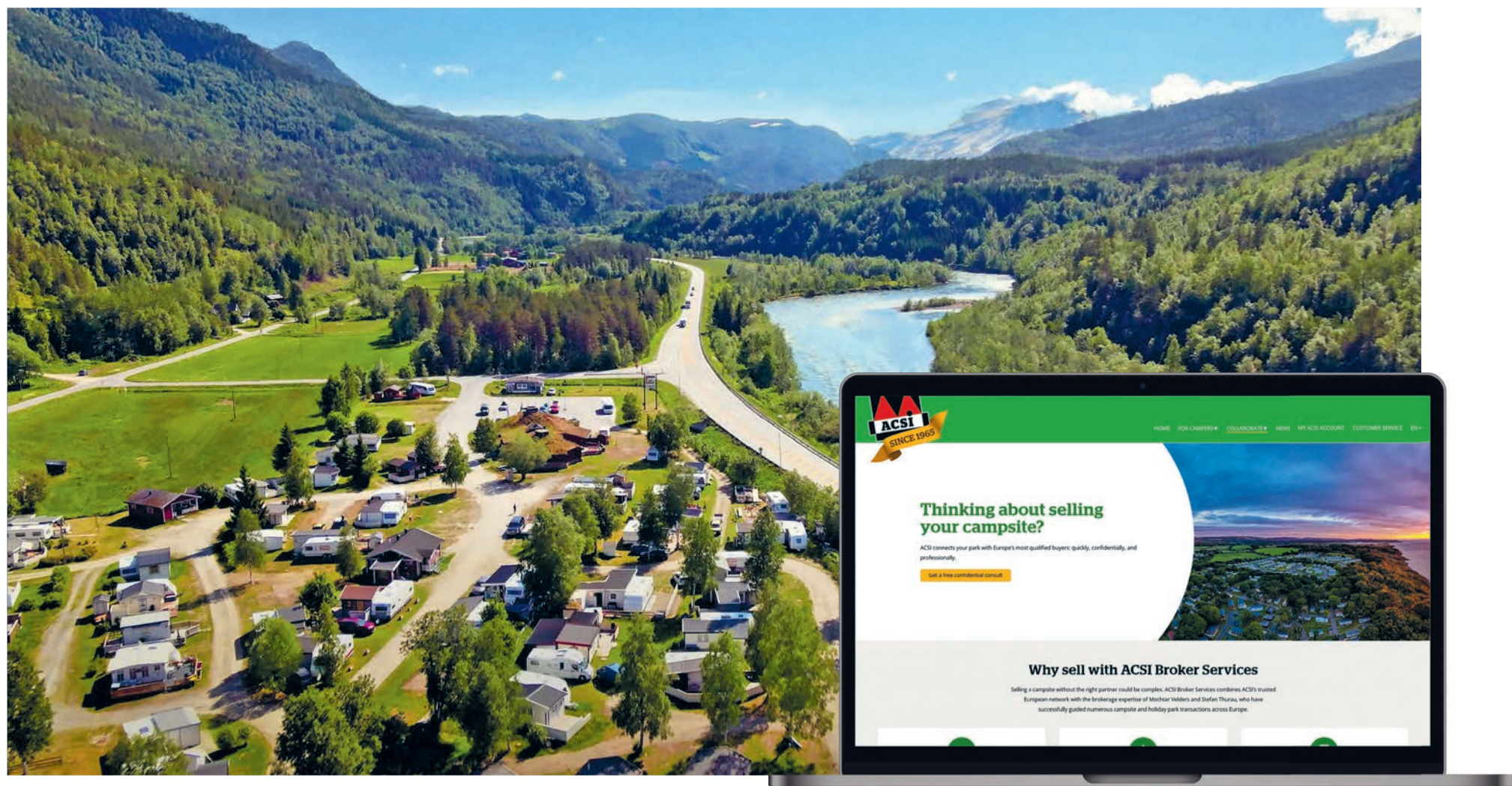


Alpencamping Nenzing
Vorarlberg, Austria



From life's work to

Looking ahead as a campsite owner



For many owners, their campsite is more than a business. It is a life's work in which years of dedication, family history and entrepreneurship come together. Precisely for that reason, considering a sale or transfer is not always an obvious topic. Yet ACSI sees that this question is becoming increasingly relevant within the European camping sector.

The market is professionalising at a rapid pace. International operators, investment groups and strategic buyers are showing strong interest in high-quality campsites. At the same time, many owners are facing challenges relating to succession, increasing regulation and growing investment pressure. Looking ahead is therefore no longer a luxury, but part of modern entrepreneurship.

A sector in transition

Camping has developed into a mature and versatile form of recreation. It is more popular than ever, and that popularity is far from a temporary trend. For years, the sector has shown stable growth figures. The group of camping enthusiasts has continued to expand, making campsite target groups increasingly diverse.

This growth and diversification have led to a changing market offering. More and more campsites are investing in fixed

accommodation, extensive facilities and opportunities for year-round operation. In this way, campsites are increasingly developing into fully fledged leisure businesses with a clear market position and growth potential.

As a result of this professionalisation, the camping sector has attracted the attention of new parties. These are often financially strong organisations willing to make substantial investments to make campsites and holiday parks even more profitable. This development is particularly visible in attractive tourist regions.

For campsite owners, this means that the market for sales or partnerships has become larger, but also more complex. Buyers work with extensive analyses, apply clear investment criteria and place strong emphasis on long-term value development.

This is precisely why specialist sector knowledge is becoming increasingly important in sales and acquisition processes. Not only to identify the right parties, but also to make realistic valuations and properly assess the strategic position of a campsite.

Personal motivations behind a sale

In addition to market developments, personal circumstances play a major role in the question

“Every campsite has its own story. Let us find the buyer who values that story most.”

Mochtar Velders – Responsible for brokerage in the Benelux and France

of whether a sale should be considered. Many campsite owners are reaching retirement age or are thinking about the next phase of life. There is not always a successor within the family, and this can be a reason to explore alternatives. Entrepreneurship itself is also changing. Legislation and regulations are becoming more complex, investment requirements are increasing, and guests expect ever higher standards of comfort and service. For some owners, this is an inspiring challenge; for others, it is a reason to slow down.

A sale does not always have to be a financial necessity. For many entrepreneurs, it is a conscious decision to transfer the business at the right moment. At the same time, there are parties that see opportunities precisely at this stage to acquire a campsite and develop it further.

The importance of orientation

A common misconception is that the sale of a campsite only becomes relevant once the final decision has been made. In practice, campsite owners who explore

their options in good time retain greater control over the process. Thinking about a sale at an early stage does not mean that immediate action must be taken. Above all, it offers the opportunity to explore scenarios and gain insight into the position of the business.

What is the current value of the campsite? Which factors contribute to it? Where are the opportunities for further development? And what type of buyer matches the vision for the future of the business? By asking these questions in good time,

room is created to make choices without time pressure. Orientation does not mean that the campsite will go on the market tomorrow. It means that campsites are prepared when the moment arises.

Valuation of a campsite

The value of a campsite is influenced by more than turnover or size alone. Location remains an important factor, as do permits, zoning plans, expansion opportunities, infrastructure and the quality of facilities. In addition, buyers are increasingly focusing on future resilience.

Is the campsite suitable for year-round operation? Are the facilities aligned with the changing expectations of campers? Is there scope for sustainability improvements or expansion? How strong is the market position within the region?

ACSI as a partner in knowledge for campsite owners

ACSI has been closely connected to the European camping sector since 1965. Each year, ACSI inspects around 10,000 campsites across Europe and is in daily contact with entrepreneurs in the sector. This gives ACSI a unique and up-to-date view of developments within the industry.

For decades, this knowledge has formed the basis for reliable information for campers and campsites alike. At the same time, ACSI has noticed that campsite owners are increasingly seeking support with strategic issues, including preparation for the sale or transfer of a campsite.

succession

External factors such as regional tourism developments and local competition also carry weight. A realistic valuation therefore requires not only a financial analysis, but also insight into the dynamics of the European camping sector and the type of buyer that matches a specific campsite or holiday park.

Discretion and continuity

A sales or acquisition process affects not only the owner, but also employees, regular guests and suppliers. Unrest or rumours can disrupt operations and undermine confidence. Discretion is therefore an essential condition

for a carefully managed process. Professional guidance ensures that information is shared in a controlled way and only with seriously interested parties. This is often done through non-disclosure agreements and phased information sharing. In this way, continuity is safeguarded and space is created to manage the process carefully.

A sale is not always a farewell

A sale does not automatically mean that a campsite owner takes complete leave of the business. In some cases, the former owner remains involved, for example as

an operator, adviser or through a leaseback structure.

A phased transfer is also possible, with responsibilities being handed over step by step. For buyers, this offers the opportunity to enter gradually and become thoroughly familiar with the business. This flexibility makes it possible to find solutions that suit both the personal wishes of the owner and the future of the campsite.

Structure creates peace of mind

A carefully managed sales or acquisition process follows a number of fixed steps. It begins with a confidential intake and an

“Your life's work deserves a careful and respectful sale, so that you can transfer what you have built with confidence.”

Stefan Thureau – Responsible for brokerage in the German-speaking countries and Southern Europe.

analysis of the business. This is followed by valuation, strategic positioning and the preparation of an information memorandum. Suitable parties are then approached and guided through negotiations, due diligence and

the final transfer. By following this process in a structured way, clarity and peace of mind are created. Both sellers and buyers can make decisions based on facts and insight, rather than assumptions.

ACSI Broker Services: specialised in the sale and purchase of campsites and holiday parks in Europe

The sale or purchase of a campsite or holiday park is a complex process in which business, legal and personal interests come together. That is why ACSI has established a specialised service.

ACSI Broker Services is fully focused on mediating the sale and purchase of campsites and holiday parks in Europe. In doing so, ACSI combines its in-depth knowledge of the camping sector with an international network of operators, investors and strategic buyers. For campsite owners, this means they receive not only support during the sales process, but also during the strategic preparation.

ACSI Broker Services assists with, among other things:

- determining a realistic market value for the campsite.
- analysing the strengths and development potential of the business.
- preparing a professional information memorandum.
- identifying and selecting suitable buyers within an international network.
- guiding negotiations and due diligence.
- structuring the final transaction.

Experienced leadership with international market knowledge

Mochtar Velders and Stefan Thureau both have decades of experience

in the camping, leisure and hospitality sectors. They have guided numerous transactions for private owners, operators and investment groups in, among others, the Benelux, the DACH region and Southern Europe. They now bring this knowledge and experience to ACSI Broker Services.

Their combined expertise ensures realistic valuations, a structured approach and professional guidance throughout the entire process.

Discretion as a guiding principle in the sales process

Discretion plays an important role. All processes are conducted under strict confidentiality, and sensitive

information is shared exclusively with carefully selected and pre-screened parties.

For owners seeking maximum confidentiality, ACSI Broker Services also offers the possibility of a so-called secret sale. In such cases, a campsite is offered exclusively to a very limited group of interested parties, without any public market approach.

Guidance from start to finish

From strategic preparation and valuation to negotiations and completion of the transaction, ACSI Broker Services supports campsite owners throughout the entire process.

Independent advice is central throughout, with due regard for both the business interests and the life's work that often lies behind a campsite. In this way, ACSI supports entrepreneurs with knowledge, clarity and confidence during an important phase of their entrepreneurial journey.

This approach relieves campsite owners of concern during what is often a complex process, while at the same time ensuring a careful transfer that suits both the business and the personal wishes of the owner.



Stefan Thureau (left) and Mochtar Velders (right) are ready to support campsites or holiday parks that are exploring a potential sale.

Specialists in leisure and development

Stefan Thureau has more than twenty years of experience in hospitality and real estate. The intersection of guest experience, operations and strategic development has been a consistent thread throughout his career. He has worked in various European markets and held key positions at renowned organisations such as Center Parcs, Pierre & Vacances

Group, EuroParcs and BoerenBed. Over the course of his career, he has contributed to the growth and transformation of leisure destinations, combining commercial insight with a strong focus on sustainable results and guest experience.

Mochtar Velders has more than 25 years of experience in

the European holiday park and camping sector. In the past, he held senior positions at organisations including Center Parcs, Siblu, Vacaliance, New Century and ACSI. He combines strategic insight with practical brokerage experience and helps campsite and holiday park owners achieve successful transactions and sustainable value creation.

Costs and conditions

- ✓ No cure, no pay
- ✓ Commission is charged only upon a successful sale
- ✓ No start-up costs
- ✓ No hidden fees
- ✓ Full transparency at every step



1. Confidential intake and NDA



2. Realistic valuation and analysis



3. Professional sales documentation



4. Targeted approach to qualified buyers



5. Negotiation and due diligence



6. Completion and transfer



Ready for a confidential conversation?

Scan the QR code for a no-obligation and confidential consultation.

www.acsi-campingforsale.com
info@acsi-brokerservices.eu

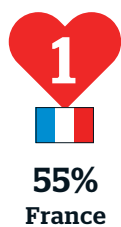
Plenty of camping plans for 2026

Results of the ACSI Camping Intentions Survey

Shortly before the start of the 2026 camping season, ACSI surveyed the plans of campers across Europe. This year, more than 20,000 campers participated in this annual camping intentions survey. Which countries are the most popular, and why do campers choose these destinations? ACSI presents the key findings.

The five favourite European camping countries

Across all European campers, France, Germany, the Netherlands, Spain and Italy are the most popular holiday destinations. When looking at the results per country, some differences can be observed. Among Dutch, French and German campers, their own country is the favourite, followed in second place by France.



How often do campers plan to go on holiday in 2026?

Campers indicate that they intend to go on a camping holiday five times in 2026. This applies both to campers travelling with children and those travelling without children. The outcome is therefore almost identical to last year, when this question was also asked.

Participants were also asked in which months they plan to travel. The results show that every month of the year is represented.

Interested in all other insights from the survey? Or in the specific results for campers from the Netherlands, Germany, France or the United Kingdom?

Then scan the QR code on the right and view all the results.

How many days do you expect to go on a camping holiday?



How often do you expect to go on a camping holiday in 2026?

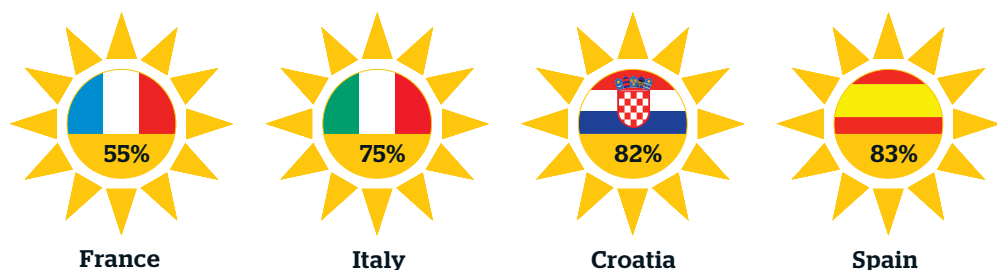


View all results



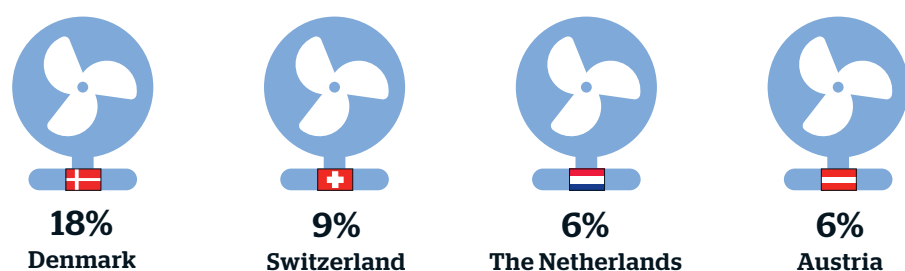
Nice and sunny

European campers prefer to seek out the sun during their holidays. This became clear when respondents were asked about their reasons for choosing a particular country. Various reasons were selected, but for these countries the answer 'nice and sunny' was by far the most common.



Or rather a cooler climate

The survey also examined whether there are campers who deliberately choose a country because of its cooler climate. For no country was this the main reason, but for several countries it was mentioned as one of the reasons. This applied to Denmark, Switzerland, Austria and the Netherlands.



Everything directly on screen

Easily scan the CampingCard ACSI discount card

Each year, campsites across Europe welcome hundreds of thousands of campers travelling with CampingCard ACSI. Thanks to the QR code on the (digital) discount card, campsites can transfer customer details smoothly, quickly and without errors. Scanning also provides campsites with insight, via their own dashboard, into the number of campers visiting the site with CampingCard ACSI.

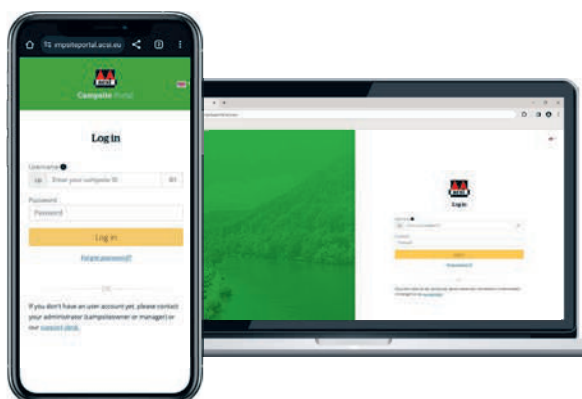
Step 1

The digital QR code is refreshed every 5 minutes and, due to a built-in motion feature in the app, the digital card cannot be copied.



Step 2

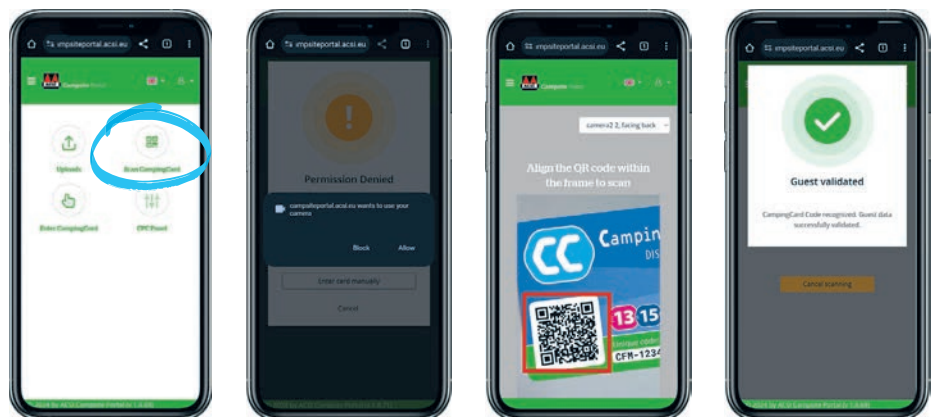
To scan the QR code, first log in to the ACSI Campsite Portal. To do so, go to campsiteportal.acsi.eu. For the username, you only need to enter your campsite ID. You can find the campsite ID in your contract or in the URL of your campsite page.



! You can open the ACSI Campsite Portal on your smartphone, tablet, laptop or PC.

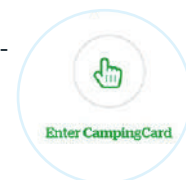
Step 3

The QR code can be scanned using the camera of a smartphone, tablet, laptop or PC. To scan, your browser must have access to your camera.



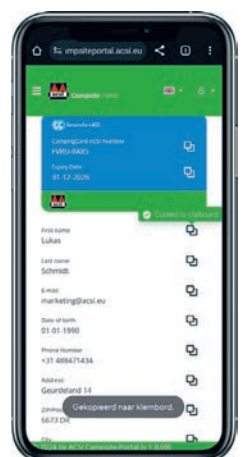
Step 3 (optional)

If scanning is not successful, you can also manually enter the unique code from the paper or digital card in the ACSI Campsite Portal.



Step 4

From the ACSI Campsite Portal, you can easily copy the customer details into your own reservation system. Alternatively, send the details to your mailbox and process everything later at a convenient time during the day.



Tip!

Scan the QR code for the ACSI Campsite Portal webinar.



How campsites experience scanning

Resort Marina Oolderhuske | Netherlands

"Because everything is digital, I can quickly retrieve all the details. This gives me more time for a friendly conversation with the camper. An additional advantage of the digital product is that everyone always has their phone with them, with the app installed. In the past, it sometimes happened that a camper forgot their discount card, which meant I could not offer them the reduced rate."

Camping Münsterland Eichenhof | Germany

"It is extremely helpful that we have all guest details, including registration numbers, immediately available on our computer. We believe that ACSI has taken a strong and important step with CampingCard ACSI Digital. I expect that this camping season even more campers will use the digital product and that people will be more accustomed to it."

Camping Les Méditerranées Beach Garden | France

"Approximately 40% of the CampingCard ACSI campers staying here use the digital product. The rest still use the paper discount card. By scanning the QR code, we retrieve the details directly from the ACSI Campsite Portal. This eliminates the need to decipher difficult handwriting."

New rates in 2027

€29 €31

In 2027, two new CampingCard ACSI overnight rates will be introduced: €29 and €31. With this, ACSI aligns with European pricing levels and responds to the needs of a number of campsites.

During the visit of the ACSI inspector, you can discuss which CampingCard ACSI rate best matches your low-season rates.

New PMS integrations

With a direct PMS integration, customer data can be automatically transferred to the campsite's own booking system. This simplifies administration, reduces manual work and ensures that information is always up to date.

ACSI is currently actively working on expanding the number of supported systems. Campsites will be informed as soon as new updates are available.

CampingCard ACSI contributes to profitability

Each year, ACSI asks participating CampingCard ACSI campsites about their experiences with the product. The results show that, as in the previous year, no fewer than 75% of campsites rate it 8 or higher (on a scale of 1 to 10). In addition, 65% of campsites indicate that CampingCard ACSI contributes to the profitability of their business.

ACSI continues to build

Greater reach, smarter technology and maximum support for campsites

When managing a campsite or holiday park, factors such as online visibility and operational efficiency are becoming increasingly important. Campers now primarily orient themselves online when planning their next holiday and expect speed, convenience and personal contact. ACSI therefore continuously invests

in the further development of its digital platforms and products. Significant progress has also been made in this area in recent times. For example, the ACSI Campsites Europe app has been completely renewed, a large-scale redesign of Eurocampings.eu is being rolled out, and new functionalities are

being introduced within the Camping Comfort app. The objective is clear: to reach millions of campers more effectively and help campsites benefit from this to the fullest extent.

Millions of campers within reach

ACSI reaches millions of European campers each year through its websites and apps. For many holidaymakers, the search for a campsite begins on Eurocampings.eu or in the ACSI Campsites Europe app. This is precisely why extensive work is being carried out behind the scenes on renewal and optimisation.

The ACSI Campsites Europe app is currently being completely



Rian Engels-Van Leeuwen,
product owner ACSI apps

rebuilt. This is not a minor update, but a fundamental redevelopment of the technical foundation. Over the years, the existing app has been expanded with an increasing number of features, making the technology less flexible. To enable new innovations – such as route functionality – a fresh start was required.

Built for iOS and Android

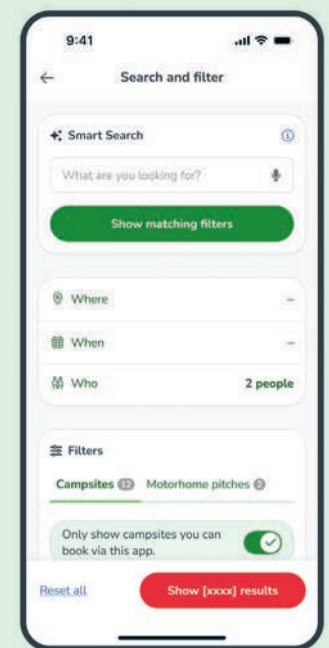
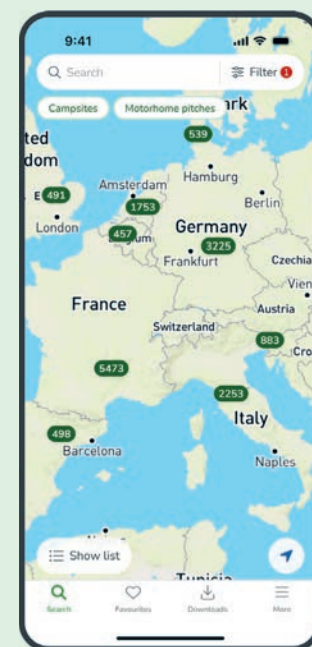
The renewed app is being developed 'natively' for iOS and Android. This means both platforms are used to their full potential and future expansions can be implemented more easily. For users, searching will also become faster and more intuitive.

Campsites are immediately visible on the map, without the need to first download large data files.

Simpler searching

Offline use of the app will remain possible and the app will become more flexible in its use of data. In addition, work is being done on smarter search functionality. Campers will soon be able to search for, for example, "quiet campsite by the sea in France" and instantly see relevant results.

In the renewed app, campsites are easier to find and campers experience greater ease of use. Moreover, the platform is ready for future expansions.



"By choosing a new platform now, we are technically prepared for future developments."

Camping Comfort app: technology that supports the entrepreneur

Camping Comfort is a guest app that enables campsites to inform and serve their guests digitally during their stay. The Camping Comfort app helps campsite owners to work more efficiently, leaving more time for personal contact with guests.

Within the app, guests can find practical information, the current activities programme and news. Depending on its configuration, they can also place orders or make reservations via the app. For campsites, this means fewer recurring questions at reception and additional revenue opportunities through, for example, a bread delivery service, rentals or activities.

Introduction of an AI agent

The next step is the introduction of an AI agent. At the beginning of April, a pilot was launched among an initial group of campsites. The aim is not to add a simple chatbot, but a digital assistant that can actually perform tasks. Examples include automatically registering for an activity, ordering

breakfast or answering practical questions without the involvement of a staff member. This shifts the app from information provision to genuine operational support.

In a subsequent phase, the AI agent may even act proactively. For example, by sending a reminder to a guest who ordered breakfast yesterday, asking whether they would like the same again today. This enhances user convenience for the guest and stimulates revenue in a targeted manner.



Sjoerd Botter,
product manager Camping Comfort app

"We do not want a chatbot that merely answers questions, but an assistant that can genuinely carry out tasks."

For campsites already using the Camping Comfort app, the threshold is low. The AI agent makes use of the information already available in the app and can be easily activated. A prerequisite, however, is that facilities, activities and points of sale are properly configured.

New multi-site app

On 1 April, a new multi-site app was launched for organisations operating multiple campsites. In this version, the focus is more strongly on conversion into bookings. Visitors start in a booking-oriented environment and are automatically redirected to their own campsite environment within the app after making a reservation. This ensures that marketing and guest communication are optimally combined.

camping
comfort

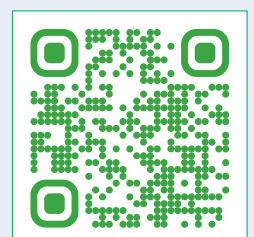


TRY IT
NOW

Be among the first to test the AI agent

At the beginning of April, Camping Comfort launched a practical pilot of the AI agent. Campsites already using the app can register to test the new functionality.

Campsites not yet using Camping Comfort can also participate in a trial period. Interested entrepreneurs can register via the QR code accompanying this article or contact ACSI for more information. This gives campsites the opportunity to experience for themselves the benefits of digital support and targeted revenue growth in practice.



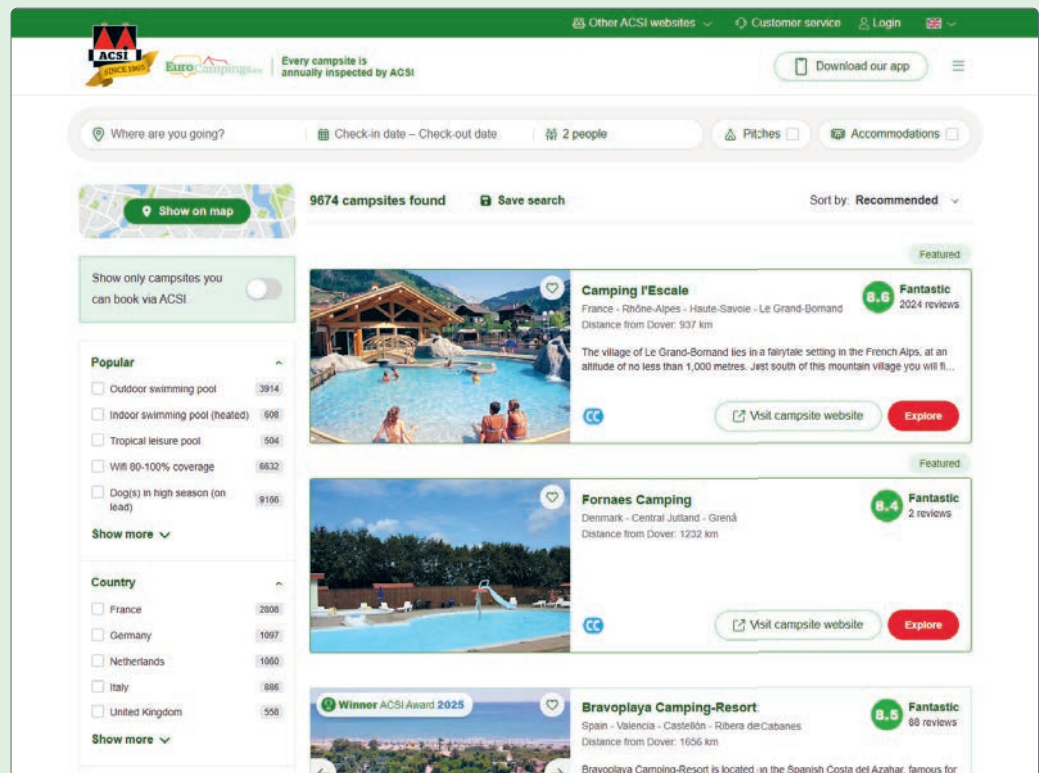
Eurocampings.eu: better matching, greater trust, higher conversion

Eurocampings.eu is also undergoing a thorough renewal. The redesign is being rolled out in phases. The campsite detail page and the search results page have already been launched in a new design. This will be followed by updates to regional and country pages, campaign pages and the homepage.

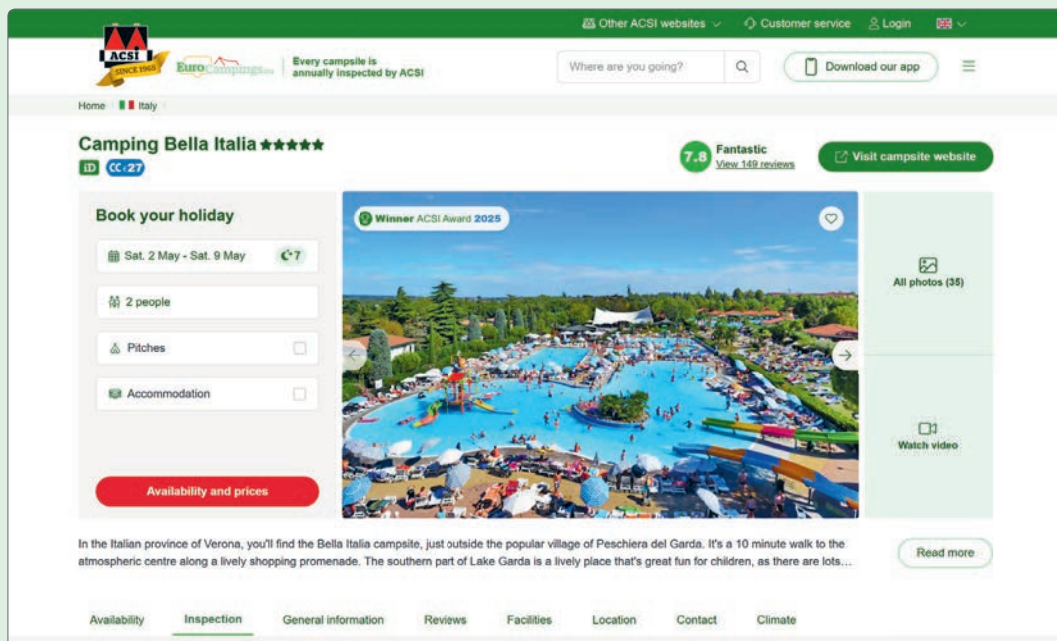
The reason for the redesign is clear. In recent years, the website has continued to expand with new features and information. As a result, pages became busier and less clear. User research also showed that visitors sometimes perceived the appearance as outdated or less reliable.

Redesign brings calm and focus

This is precisely where ACSI aims to make a difference. The new design offers more clarity, a clear hierarchy and greater focus on what the visitor needs at that moment. The most important information is positioned more prominently at the top of the page, enabling campers to quickly assess whether a campsite suits them. More detailed information follows further down the page.



The renewed search results page on eurocampings.eu



The renewed campsite detail page on eurocampings.eu

More space for visual content

Visual content plays a larger role. Photos are among the most viewed elements of a campsite page. They are therefore given more space and a more prominent position. Atmosphere, presentation and clarity help visitors make decisions more quickly.

At the same time, the balance between browsing and booking remains important. Eurocampings.eu helps visitors discover campsites and increasingly offers the option to book directly. The booking module is integrated more subtly and clearly and displays multiple pricing options side by side, such as a CampingCard ACSI rate and a standard rate. This prevents confusion and lowers the threshold for making a reservation.

For campsites, this results in a higher likelihood of conversion, greater trust among visitors and a platform that is continuously tested and optimised.

Expertise as a foundation

Online search behaviour is changing rapidly, partly due to the rise of AI. This development presents an opportunity for ACSI. With over 60 years of experience, inspectors who visit and assess all campsites annually, extensive filters and detailed information, ACSI distinguishes itself as a specialist.

This expertise is made more visible in the redesign. Authority and reliability are essential in a time when information is widely available. For campsites, this means visibility within a platform that not only generates traffic, but also inspires trust.



Suzanne Bas,
designer at ACSI

“We are not only updating the design. We are building the site in such a way that we can continue to optimise it - for both the user and the campsites.”

Colophon

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

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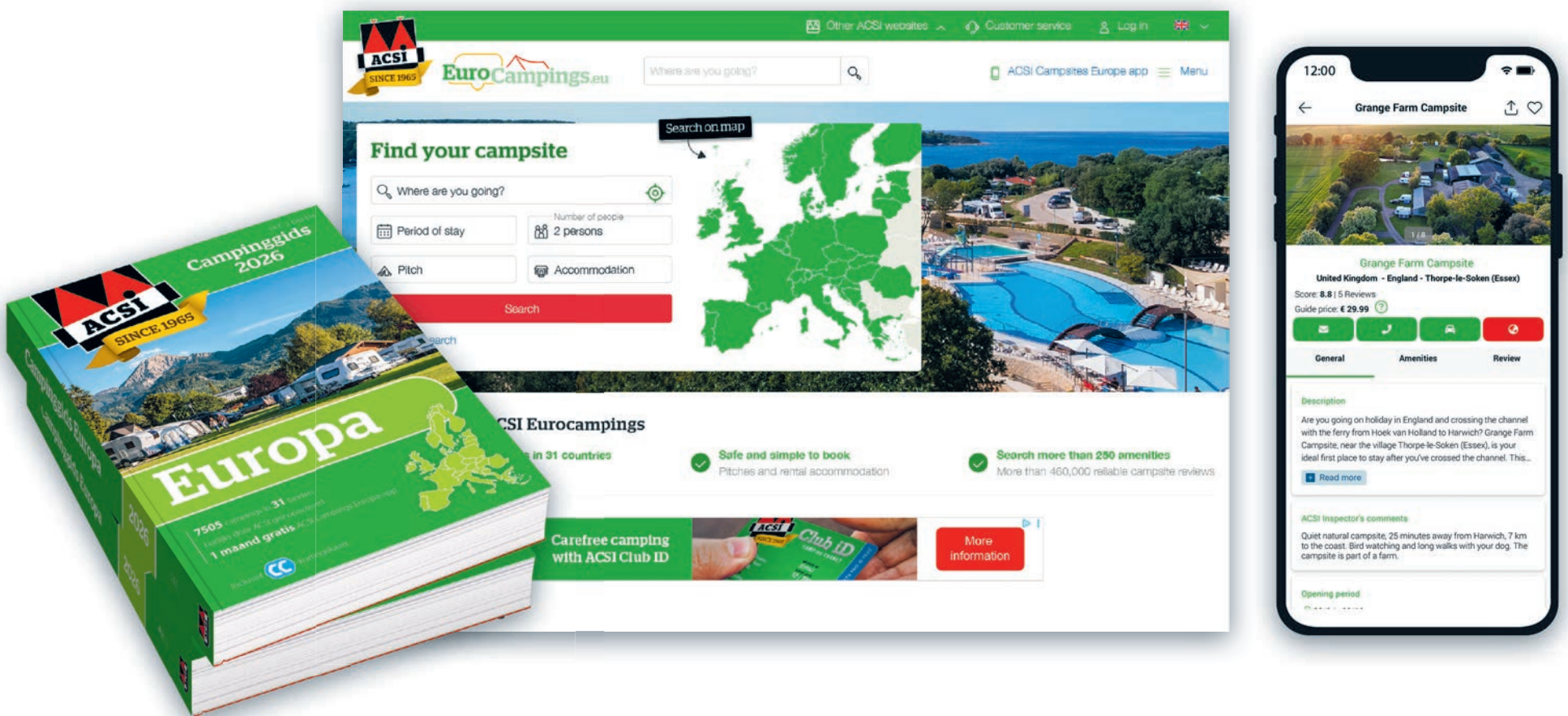
Advertising Sales: Sales department ACSI | **Image Editing:** Erik Spikmans | **Graphic Design:** Peter Dellepoort, Rein Driessens, Mariëlle Rouwenhorst-Küper, Daniël Uleman

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Your campsite visible across Europe

- Over **18 million unique visitors** per year across the apps and websites*
- More than **900,000 CampingCard ACSI users** throughout Europe*
 - **Maximum visibility** for your campsite



Grow together with ACSI

Let's discuss the possibilities



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* Expected figures for the 2026 season