

Tourist tax and vignettes

European differences compared

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



ACSI Times



ACSI Innovation Awards
Innovative ideas could win an award.
► Read more on **pages 8-9**

ACSI Awards 2027
A new voting period begins.
► Read more on **pages 10-11**

Trends in the camping world
Which facilities are becoming more popular at campsites?
► Read more on **pages 12-13**

Inspectors change regions
ACSI inspectors change inspection regions every four years.
► Read more on **pages 14-17**

Foreword



Dear campsite owner or manager,

The summer of 2026 once again showed just how popular camping is. Despite the heat and wildfires in parts of Southern Europe, many campsites were fully booked. The average price per night also increased by just 3.7% compared with last year. Camping therefore remains an attractive and affordable way for millions of Europeans to enjoy a holiday.

Nevertheless, there are several things campers need to consider when they set off. Tourist taxes and regulations concerning low-emission zones, vignettes and toll roads vary from country to country – and even from region to region. On pages 4–7, you will find an overview and see what this means for the cost of a camping holiday.

Collecting up-to-date and reliable campsite information therefore remains one of ACSI’s key priorities. That is why we inspect more than 10,000 campsites across Europe every year, free of charge. To further strengthen the quality of our information, inspectors will now change inspection areas after a maximum of four years.

There is also plenty of innovation within the camping industry. To give these initiatives a platform, campsites and camping businesses from across Europe can submit their entries for the ACSI Innovation Awards this year. You can read more about this on pages 8–9.

I wish you a successful end to the camping season!

Ramon van Reine
CEO ACSI



In this edition of ACSI Times

4 Tourist taxes and low-emission zones

Tourism regulations vary considerably across Europe. Campers booking a campsite stay and setting off on holiday encounter a wide variety of low-emission zones, toll roads, vignettes and tourist tax rates. ACSI has mapped out these differences and examined how much they affect campers’ budgets.

8 ACSI Innovation Awards

Since last year, campsites and camping businesses with innovative ideas and concepts have had the chance to win an ACSI Innovation Award. The award was created to put creativity in the spotlight and inspire campsite owners with the best examples from across the industry. Campsites with an innovative idea or concept can enter and have their submission assessed by a professional jury.

10 ACSI Awards 2027

From 15 September 2026, campers from across Europe can once again vote for their favourite campsite in various categories. With the free promotional package, campsites can significantly increase their chances of winning an ACSI Award.



12 Trends in campsite facilities

Every year, ACSI inspectors record the facilities available at more than 10,000 campsites across Europe. This provides valuable insight into the trends and developments taking place within the camping industry. Which facilities are becoming more popular? And which are being used less frequently?

14 Inspectors changing areas

At a time when providing up-to-date and reliable campsite information is becoming increasingly important, ACSI has decided to organise its inspection process slightly differently. Inspectors will now be assigned to an inspection area for a maximum of four years, meaning campsite owners will see a different inspector more regularly. In 2026, ACSI also carried out campsite inspections in Bulgaria, Serbia and North Macedonia for the first time.

18 ACSI Foundation

Through the ACSI Foundation, ACSI is committed to supporting society. Over the past decades, it has contributed to various charitable causes. Mercy Ships has recently been added as a new charity supported by the foundation.



20 ACSI product update

ACSI is continuously developing its products and services. After six months, it is now possible to take stock of the first results of ACSI Broker Services. Behind the scenes, work has also been carried out on a dashboard in the ACSI Campsite Portal that provides greater insight into the results of promotion through ACSI.



22 Campsites with a rich history

Many European campsites have been around for decades and have been passed down through generations. ACSI spoke to two campsite owners about the rich history behind their campsites.



ACSI highly visible throughout the trade show season



The ACSI stand at Caravan Salon Düsseldorf 2026.

This autumn, ACSI will once again be attending various shows and exhibitions across Europe. The ACSI stand can be found at both consumer shows – often aimed at campers – and trade fairs. Caravan Salon Düsseldorf kicked off the exhibition season, but there are plenty more opportunities to meet ACSI this autumn.

Attending these events is important to ACSI, explains CEO Ramon van Reine. "They are one of the ways we stay in touch with the industry. Trade fairs in particular are where you hear what is going on, exchange ideas with others and gain a great deal of inspiration. So we are certainly not there just to promote ourselves. We make valuable contacts and many ideas have already originated on the exhibition floor."



Kampeer & Caravan Jaarbeurs
30 Sep - 4 Oct | Utrecht, NED

InOut
14 - 16 Oct | Rimini, ITA

CampExpo
27 - 28 Oct | Mainz, DEU

SETT
3 - 5 Nov | Montpellier, FRA

Norddeutscher Campingtag
11 - 12 Nov | Essen, GER

Recreatie Vakbeurs
17 - 19 Nov | Hardenberg, NED

CMT
16 - 24 Jan | Stuttgart, GER

Reise + Camping
24 - 28 Feb | Essen, GER

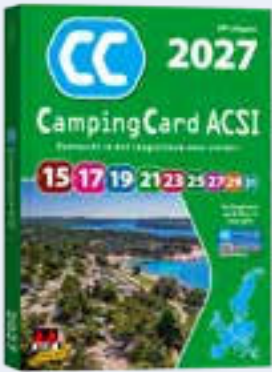
CampingCard ACSI guide in a new format

From 2027, the CampingCard ACSI guide will have the same format as ACSI's other campsite guides. Partly as a result of this change, campers will no longer find all the information in a two-volume guide, but in one convenient volume.

As product marketer for CampingCard ACSI, Ilse Maas explains the changes. "Bringing everything together in a single guide makes the product easier for campers to use and makes participating campsites easier to find. The amount of campsite content and the reliability of the information remain the same, but the guide has a more logical and clearer layout. The

larger format also makes it easier to read." The change also contributes to a more sustainable production process. "By opting for a single guide, we reduce the

amount of material used as well as transport costs. This means the new guide is more closely aligned with CampingCard ACSI Digital and with our ambition to use paper and production resources more consciously."



The 2027 CampingCard ACSI guide will consist of a single volume and have a larger format

New booking platform for Suncamp and Euronature

Suncamp and Euronature have switched to a new booking platform. In August, Resalys was replaced by Maxxton. The new platform is better suited to the ambitions and future growth of both brands and also offers more commercial opportunities.

Pieter Melieste, Touroperating Manager at ACSI, explains the switch. "Our previous booking platform, Septeo's Resalys, was increasingly unable to meet the needs of Suncamp and Euronature. Because we combine our own accommodation, the SunLodges, with an extensive range offered by partners, we needed greater flexibility to manage the range efficiently and make use of new

commercial opportunities."

Shorter time to market Maxxton offers significant advantages in this respect. The platform provides extensive options for optimising occupancy and revenue, improved connections with external systems and faster contract processing. "This enables us to bring promotional campaigns and new products to market more quickly. The pitches and accommodation we offer need to become available to campers much faster and more efficiently. Our ambition is to reduce our time to market by at least four weeks," says Melieste.

Organised camping tours increasingly popular

ACSI is seeing growing demand for organised camping tours. Over the past three years, the number of participants on these group tours has risen by more than 38%. This year, ACSI Camping Tours is organising 120 camping tours to a wide range of destinations within and beyond Europe.

From a five-day camping trip to South Limburg, including a visit to André Rieu's concert on the Vrijthof, to seven weeks travelling by caravan or motorhome to

and from the North Cape. From 23 days of cycling along the Danube to more than a month touring Morocco. The range of group tours offered by ACSI Camping Tours is extremely varied and continues to attract more participants.

In 2022, 2,477 campers booked a group tour; last year, that figure had already risen to 3,426, an increase of more than 38% in three years. A total of 3,700 travellers is expected in 2026.



The number of participants in an ACSI Camping Tour has increased by more than 38% over the past three years.

What are the extra costs of camping

Europe welcomes more international tourists than any other continent. Popular holiday destinations are facing growing visitor numbers, busier city centres and rising costs to maintain their facilities and infrastructure. Governments are therefore looking for ways to fund these costs while also managing visitor pressure. They do this in various ways, from tourist taxes and road tolls to low-emission zones and special levies.

Campers are feeling the effects too. A few euros in tourist tax per night may not sound like much, but over a long holiday it can soon add up. On top of that come road tolls, motorway vignettes, emissions stickers and other charges.

In addition, VAT rates on over-night stays have increased in countries such as the Netherlands and Belgium in 2026. In the Netherlands, this only applies to rental accommodation, while in Belgium it applies to all campsite stays. Anyone travelling through Europe by car, caravan or motorhome is therefore facing an ever-growing list of costs.

Major differences

At the same time, some aspects of travelling are actually becoming simpler. The number of German low-emission zones, for example, has halved in recent years from

around 70 to 35, while more and more countries are digitising their toll and vignette systems. Nevertheless, there are still major differences between countries. While tourist tax is minimal or non-existent in Northern Europe, visitors to popular destinations in Germany, Austria, Switzerland or Spain may pay several euros per person per night.

Additional camping costs

So what does camping in Europe really cost in 2026? ACSI has compiled an overview of the main additional costs and regulations in popular European camping destinations. From tourist tax, tolls and (e-)vignettes to low-emission zones, VAT and special tourist levies. This provides a clear picture of the costs and regulations campers may encounter both on the road and at their destination.

Tourist tax

Municipalities and regions can levy a tax on paid tourist accommodation. Who is liable to pay, which exemptions apply and how the rate is calculated vary by destination. Business stays may also be taxed. Rates and calculation methods differ by country and sometimes by municipality. Common systems include:

- **Percentage:** a percentage of the accommodation price
- **Fixed amount per night:** usually per person
- **Based on accommodation:** the rate depends on the type or classification of accommodation
- **Seasonal rate:** for example, a higher rate during the high season
- **One-off levy:** a fixed amount per stay

One important reason for tourist tax is that visitors use local facilities without contributing to them through local taxes to the same extent as residents. Popular destinations face additional costs for services such as waste collection, public toilets, roads, walking and cycling routes, green-space maintenance, emergency services and public transport. These costs can rise considerably during the high season.

Tourist tax can also help address overtourism. The debate is shifting from 'how can we attract more tourists?' to 'how can we ensure visitor numbers remain appropriate for the destination?'. Higher or seasonal rates generate additional revenue to help manage visitor pressure, may discourage price-sensitive travellers and can encourage travel outside the high season.

Emissions sticker

More and more European cities are restricting access for older, more polluting vehicles. Rules differ by country and city. France and Germany, for example, require an emissions sticker, while Denmark and Belgium use online registration systems. Elsewhere, a daily charge applies or older vehicles are banned.

Tolls and (e-)vignettes

In nine European countries, road users need a vignette or similar system on certain roads: Bulgaria, Hungary, Moldova, Austria, Romania, Slovenia, Slovakia, the Czech Republic and Switzerland. Other countries charge tolls by route or kilometre, using toll booths or electronic systems. This applies in Albania, France,

Greece, Ireland, Italy, Croatia, Montenegro, North Macedonia, Norway, Poland, Portugal, Serbia and parts of Spain. Motorways in most other European countries are largely free of charge. Exceptions include certain toll bridges and tunnels. The exact rules depend on vehicle category, weight and route.



The Netherlands

Tourist tax

Set by individual municipalities

Average rate

€1.84 (own camping equipment)

Low-emission zones:

n/a

Toll or vignette:

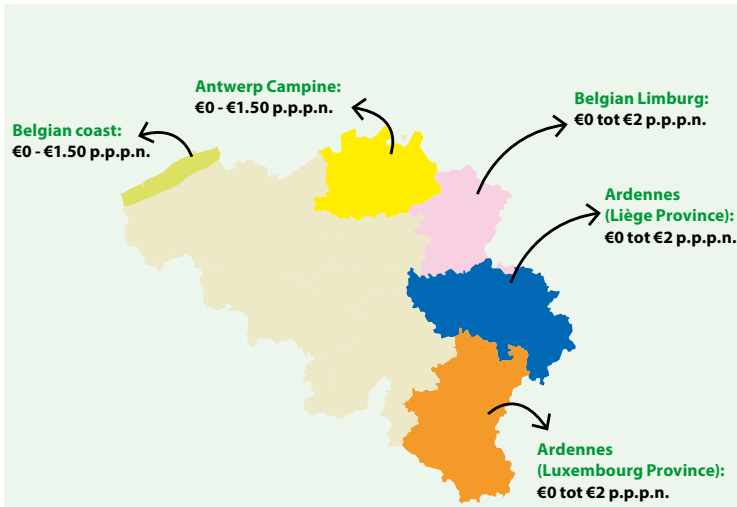
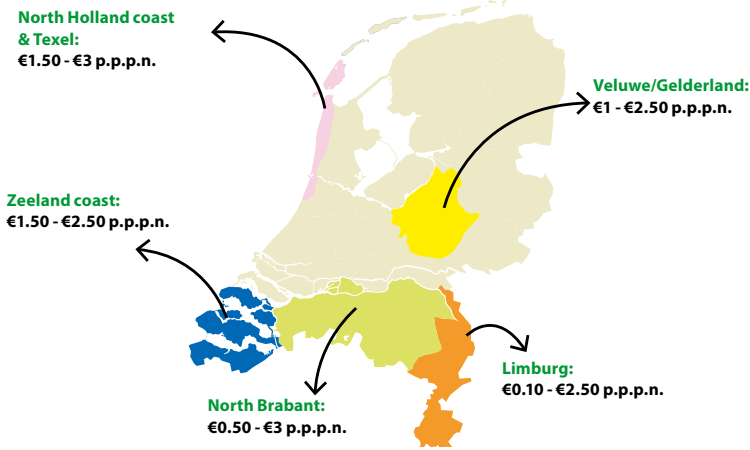
n/a

Tourist tax is levied in 320 of the Netherlands' 342 municipalities. At 12.5%, Amsterdam has one of the highest rates. Rates for rental accommodation are higher than those for campsites. Since 1 January 2026, VAT on short-term stays in rental accommodation has increased from 9% to 21%.

This increase does not apply to touring pitches.

On the road

The Netherlands has no motorway vignette or emissions sticker and generally has no road tolls. A few tunnels and road sections are exceptions.



Belgium

Tourist tax

Set by individual municipalities

Average rate

€0–€2.00 p.p.p.n.

Low-emission zones

Low-emission zones in several major cities; otherwise n/a

Toll or vignette

Planned for 2027

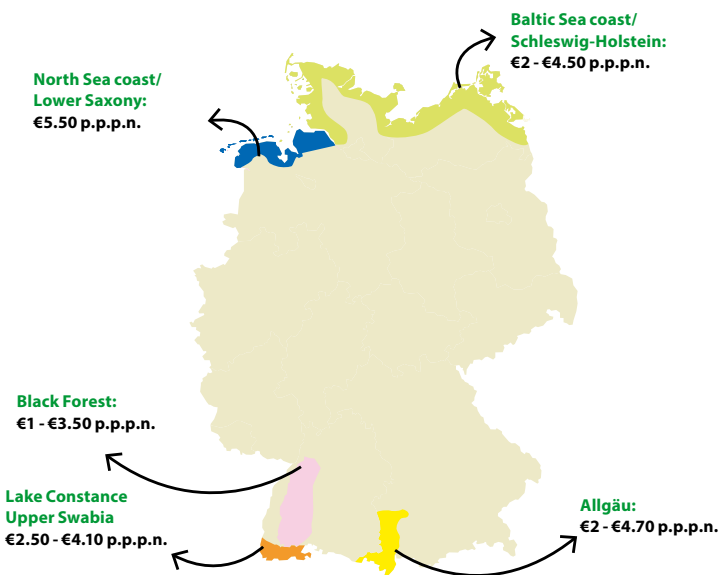
Since 1 March 2026, VAT on hotels and campsites has increased from 6% to 12%. This is separate from tourist tax, but affects the overall cost of a stay.

On the road

The regions of Flanders, Wallonia and Brussels are introducing a joint digital vignette for passenger cars and motorhomes under 3,500 kg, which will apply to residents and tourists alike. This change to

road taxation is due to take effect from 1 May 2027. The vignette is expected to cost between €8.10 for a one-day vignette and €125 for an annual vignette. Until then, roads remain largely free of charge. The major cities of Antwerp, Brussels and Ghent have permanent low-emission zones. Entry requirements are being tightened further in 2026 and 2027.

in Europe in 2026?



Germany

Tourist tax
Set by individual municipalities

Average rate
€0.50–€3+ p.p.p.n.

Low-emission zones
Yes, an Umweltplakette is required in 35 zones

Toll or vignette: n/a

In Germany, campsite and hotel guests regularly pay the same rate. Urban campsites near major cities often charge a percentage of the accommodation price. In return for tourist tax, visitors often receive benefits such as free public transport or a discount card.

On the road
The number of low-emission zones in Germany has fallen from 70 to 35 in recent years. These zones are increasingly being abolished as more vehicles meet emissions requirements. A green Umweltplakette generally costs €5–€10, is linked to the vehicle registration number and remains valid indefinitely.



France

Tourist tax
Statutory minimum and maximum rate framework

Average rate:
€0.20–€0.60 p.p.p.n.

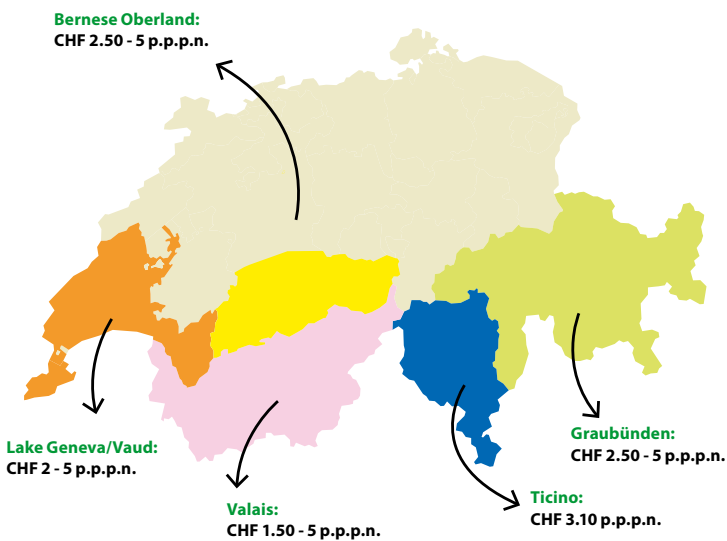
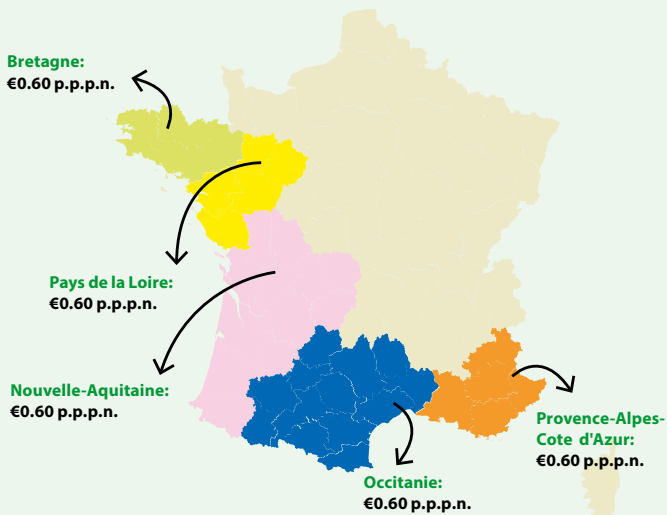
Low-emission zones
Yes, a Crit’Air emissions sticker is compulsory in low-emission zones

Toll or vignette
Yes, charged by route

The French taxe de séjour is set at €0.20 p.p.p.n. for one- and two-star campsites and between €0.20 and €0.60 for three-, four- and five-star campsites.

On the road
An emissions sticker is compulsory in many French cities, including Bordeaux, Lille, Lyon, Marseille, Toulouse and Paris (€3.11). The vehicles subject to restrictions vary by city. Although

there is political debate about abolishing low-emission zones, they remain in force for the time being. Campers pay tolls on many French motorways. Toll charges for caravans and motorhomes are on average 50–60% higher than for passenger cars. Physical toll booths are gradually being replaced by Flux Libre free-flow tolling, where payment is made electronically or afterwards.



Switzerland

Tourist tax
Set by cantons and municipalities

Average rate
CHF 1 - 7 p.p.p.n.

Low-emission zones: n/a

Toll or vignette
Yes, annual vignette compulsory

Rates in Switzerland vary by region, accommodation type and the importance of tourism to the destination. Campsite guests often pay a different rate from hotel guests. Revenue is used to maintain and improve tourist facilities. In return for paying tourist tax, guests often receive benefits such as the Ticino Ticket in Ticino.

On the road
A physical or digital annual vignette is compulsory on Swiss motorways and costs CHF 40. Caravans require a separate vignette. Some tunnels are not covered by the vignette and charge an additional toll.



Austria

Tourist tax
Set by individual municipalities

Average rate
€1.50–€5 p.p.p.n.

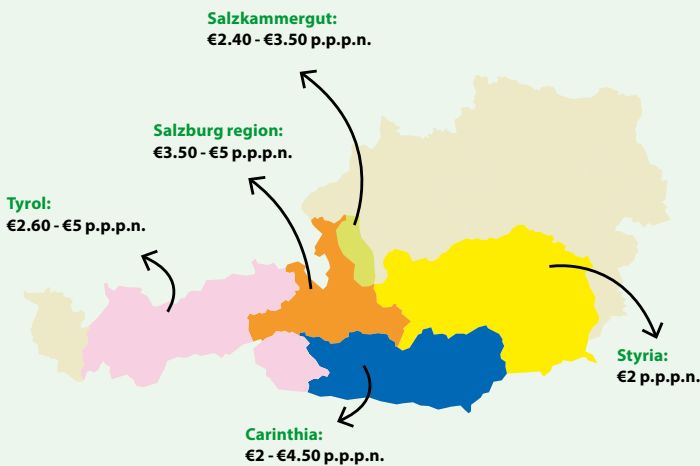
Low-emission zones: n/a

Toll or vignette
Yes, vignette compulsory

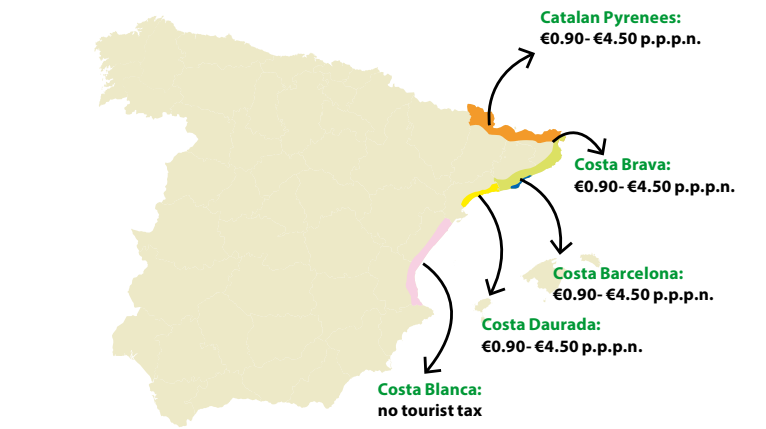
In Austria, children are often exempt from tourist tax or pay a reduced rate.

On the road
From 2027, the physical vignette will be discontinued and the system will become fully digital. Prices range from €9.60 for a one-day vignette to €106.80 for

an annual vignette. Drivers pay separate tolls on six motorway sections, ranging from €7 to €15. Although Austria has no general low-emission zones, IG-L speed restrictions apply on certain motorways to reduce emissions. Electric cars are exempt under certain conditions.



Spain



Tourist tax
Set regionally/municipally

Average rate
€0.80–€5 p.p.n.

Low-emission zones
Low-emission zones in major cities

Toll or vignette
Certain toll roads

Tourist tax is far from universal in Spain. An estimated 87% of Spanish municipalities do not levy a tourist tax.

Barcelona does, however, and is one of the most expensive destinations in Europe. Guests at a standard campsite can pay up to €7 p.p.n., including municipal charges. At standard campsites elsewhere in Catalonia, the rate is €0.90 p.p.n.

On the road
Although Spain has no general toll vignette, tolls apply on certain roads. Major Spanish cities have low-emission zones.

Implementation and rules vary by city. The German Umweltplakette and French Crit’Air sticker are valid for tourists. Barcelona has different rules and requires registration. Foreign emissions stickers are not valid there.

Italy

Tourist tax
Set by individual municipalities

Average rate
€0.50–€2.50 p.p.n.

Low-emission zones
n/a, but ZTL zones apply

Toll or vignette
Yes, toll roads

Guests staying in hotels and rental accommodation are generally taxed more heavily than campsite guests. Children up to and including 14 years old are usually

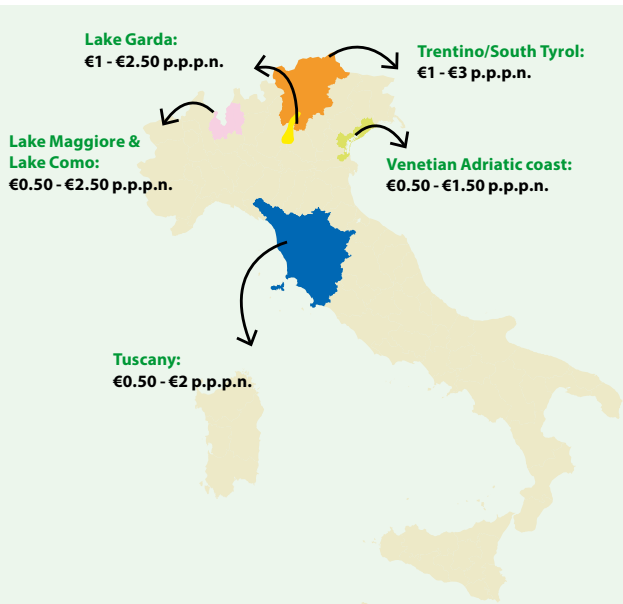
exempt, and charges often apply only for a maximum number of nights.

Some major tourist attractions charge additional admission fees. Day visitors to Venice pay an entry fee (€5, except for those staying overnight in Venice), access to the restricted visitor area around the Trevi Fountain costs €2, and tourists pay €5–€12 to visit Casa di Julietta in Verona.

On the road
Passenger cars pay an average of €0.07 per kilometre in motorway

tolls. Car-and-caravan combinations and motorhomes over 3,500 kg pay more. Since June 2026, motorists can under certain conditions claim a refund on toll charges, for example following significant delays caused by road-works or traffic congestion.

Historic city centres in places including Rome and Florence have ZTL zones, which are inaccessible or have restricted access without a permit. Milan in particular has strict low-emission zones.



Northern Europe

Tourist tax
Less common; planned in Norway and Finland (2027)

Average rate: n/a

Low-emission zones: n/a

Toll or vignette: n/a

Sweden, Denmark and Finland have no general tourist tax in 2026. Finland is working on introducing a system from 2027. In Norway, legislation was adopted in 2026 allowing tourist municipalities to introduce an

accommodation tax from 2027. Campsites are exempt.

On the road
Motorways in Northern Europe are generally free of charge, with the exception of certain bridges and tunnels. In Norway, tolls are collected automatically and electronically. No (e-)vignette or emissions sticker is required. In the Swedish cities of Stockholm and Gothenburg, congestion charges are collected automatically via vehicle registration plates.



Eastern Europe



Tourist tax
Rates vary considerably in Croatia, Slovenia, Hungary and the Czech Republic. N/a in Poland.

Average rate
€1–€3.50 (across Eastern Europe)

Low-emission zones: n/a

Toll or vignette: yes

Although Poland has no general tourist tax, local levies apply in

some tourist areas. In Hungary, rates vary considerably depending on location.

On the road
(E-)vignettes are compulsory in Slovenia, Hungary, the Czech Republic and Slovakia. In Slovenia, prices range from €16 for a weekly vignette to €117.50 for an annual vignette. Higher rates apply to motorhomes and taller vehicles. In the Czech Republic and Slovakia, prices range from €8 for a one-day

vignette to €17 for a 30-day vignette. Hungary has higher rates, at €16 for a one-day vignette and €31.70 for a monthly vignette.

Croatia and Poland charge tolls by route. In Poland, this applies to certain motorways. Croatia is working towards a fully electronic system. The Czech Republic plans to expand its toll network. Low-emission zones are generally not applicable in Eastern Europe, although local traffic restrictions may apply.

How much does a camping holiday cost in extras?

Using three examples, ACSI calculated what all these rules mean for campers’ wallets. Three European families, each consisting of two adults and two children aged 11 and 14, set off with exactly the same car-and-caravan combination, averaging 9 kilometres per litre. Each family stays for 14 nights at a comparable family campsite during the high season. What costs and restrictions do they encounter on their journey? And, excluding accommodation, how much do they spend on tourist tax, fuel (prices as at 13 August 2026), tolls and vignettes? What traffic restrictions, such as low-emission zones, do they face?

Route 1: The Netherlands - Italy



Family 1 travels from Utrecht (NL) to Camping Lido on Lake Garda (IT). The return journey is approximately 2,300 kilometres.

Route 2: Germany - Spain



Family 2 travels from Hamburg (DE) to Camping Las Dunas on the Costa Brava (ES). The return journey is approximately 3,260 kilometres.

Route 3: France - Croatia



Family 3 travels from Paris (FR) to Camping Bijela Uvala in Istria (HR). The return journey is approximately 3,000 kilometres.

Costs

- **Tourist tax:** €40. Camping Lido charges €1 p.p.p.n. for a maximum of 10 nights. Children under four are exempt.
- **Fuel:** approx. €480–€540 return.
- **Tolls:** approx. €70–€90 return. On Austria’s A13, the Brenner toll is €12.50 each way in 2026, or €25 return. This is followed by Italian motorway tolls on the A22 towards Lake Garda. Because of the number of axles, a car-and-caravan combination falls into a higher toll category than a passenger car alone.
- **Vignettes:** €25.60–€32 for Austria, depending on the chosen vignette (two 10-day vignettes or one two-month vignette).
- **Low-emission zones:** generally avoidable on this route, but useful to be prepared in case they are encountered. Cost: €10 (optional).

Total: approx. €616 - €662

Costs

- **Tourist tax:** €13.86. The two adults pay €0.99 p.p.p.n. for a maximum of seven nights. Children under 18 are exempt.
- **Fuel:** approx. €650–€700 return.
- **Tolls:** approx. €180–€220 return. Germany has no tolls for this car-and-caravan combination. Most of the toll costs are incurred in France. A car towing a caravan normally falls into toll category 2 on French motorways, making the toll considerably higher than for a passenger car alone. Around €180–€220 for a return journey through France is a realistic estimate; the exact amount depends on the route and motorway entrances and exits used.
- **Vignettes:** €0. Germany, France and Spain do not require a motorway vignette on this route. In France, the family pays tolls by route.
- **Low-emission zones:** an Umweltplakette is required for German low-emission zones. The Crit’Air rules must also be taken into account. The sticker costs at least €3.11.

Total: approx. €844 - €934

Costs

- **Tourist tax:** approx. €45.50. Camping Bijela Uvala charges €1.30 p.p.p.n. during the high season. The 11-year-old is exempt, while the 14-year-old generally receives a 50% reduction in Croatia.
- **Fuel:** approx. €580–€620 return.
- **Tolls:** approx. €138 return. Tolls may apply in France on the first part of the journey; Germany is toll-free for this combination. In Austria, separate route and tunnel tolls may apply in addition to the vignette. Croatia charges tolls according to route and vehicle category. A caravan may place the combination in a higher category.
- **Vignettes:** €64. Austria and Slovenia both require a vignette: a two-month and monthly vignette respectively, both costing €32 depending on vehicle category. The caravan does not require a separate vignette.
- **Low-emission zones:** €8–€15. The journey starts in a French low-emission zone, so the Crit’Air rules for Paris must be taken into account. German low-emission zones can largely be avoided by remaining on motorways, although carrying an emissions sticker is advisable. Austria, Slovenia and Croatia do not require a general emissions sticker for this standard car-and-caravan combination.

Total: approx. €827 - €867

Why are the differences so significant?

Who pays for tourist facilities, and how much should visitors contribute towards the costs of tourism? Governments make different choices, which means tourist taxes vary considerably between countries, regions and even municipalities.

How do tourist taxes affect campers?
A few euros per night may not seem like much, but on a long camping holiday the amount quickly adds up. Two adults paying €2 p.p.p.n. for 14 nights spend an additional €56. At €5 p.p.p.n., this rises to €140. If children are also liable for the tax, the total can rise to €300.

Tourist tax is therefore a relatively significant cost for campers. Add it to all the other costs incurred on and around

European roads, and camping suddenly becomes considerably more expensive. Tourist tax can weigh particularly heavily on campers because they often stay at the same destination for several nights. Nevertheless, a high tourist tax does not automatically result in fewer tourists. Popular destinations can charge high rates and still attract large numbers of visitors. The appeal of the destination, the quality of its campsites, accessibility, weather conditions and the total

cost of the holiday usually matter more than a single tax.
Does tourist tax influence travel behaviour?
According to the Organisation for Economic Co-operation and Development (OECD), tourist tax does not appear to be a powerful tool for deterring tourists. There is some evidence that rates influence behaviour, but the effects cannot be separated from factors such as accommodation prices, transport costs and economic conditions.

One major disadvantage is the fragmentation of the rules. Rates, age limits, maximum numbers of taxable nights and calculation methods differ by destination, causing confusion among tourists. Combined with tolls, vignettes and low-emission zones, this makes it difficult to calculate the total cost of a holiday in advance. Campsites also face additional administration: registering guests, checking exemptions, collecting the tax and

transferring it to the authorities. Some countries without a tourist tax deliberately choose to avoid these administrative burdens. Tourist tax can also benefit campers when the revenue is spent on facilities such as cycle paths, walking routes, beaches, public toilets, nature conservation and public transport. These are all facilities frequently used by campers. According to the OECD, transparency about how the revenue is spent also increases public acceptance.

Innovation as a driving force for

European campsites and camping businesses compete for an ACSI Innovation Award

The camping industry is constantly evolving. New technology, social developments and an ever-growing number of campers are pushing businesses to keep innovating. To give these innovations the platform they deserve, ACSI launched the ACSI Innovation Awards last year. Initially, the awards were open only to the Benelux countries and Austria. From this year, campsites and camping businesses elsewhere in Europe will also have the chance to win an award.

European platform

ACSI director Ramon van Reine looks back with satisfaction on the first edition and sees expansion into the rest of Europe as a logical next step. "By presenting the ACSI Innovation Awards only in the Benelux and Austria last year, we were able to assess whether there was sufficient interest and whether the entries were of a high enough standard. Both clearly proved to be the case. We saw that there are many innovative ideas within the industry. That's why we're taking the next step this year."

According to Van Reine, the expansion fits well with the role ACSI has played within the industry for more than sixty years. "We inspect more than 10,000 campsites every year and inspire millions of campers from across Europe through our various channels. But we're also in daily contact with campsite owners and people working in the industry. This gives us a unique insight into the developments taking place and the innovations that are helping the sector move forward."

The ACSI Innovation Awards showcase these developments to

other businesses and campsite owners. "This gives these ideas and concepts the platform they deserve, while also providing inspiration for others."

No public vote

The ACSI Innovation Awards are deliberately not decided by a public vote. Van Reine explains that ACSI has consciously opted for a professional jury rather than asking the public to vote. "All entries are assessed by an independent expert jury made up of specialists within ACSI. They can make a considered assessment of the innovations, compare them objectively and ultimately decide who wins."

Among other things, the jury considers originality, practical applicability, sustainability, technological innovation and added value for the camping industry. Innovations large and small Innovative ideas and concepts can be entered in four categories (see box). "Entries came in slowly at first last year, but in the end we received a large number of submissions," says Van Reine. He stresses that an innovation does not necessarily have to be large-scale or expensive. "What matters most is that

an innovation has an impact. Sometimes innovation is found in a clever adjustment that makes guests' stays more enjoyable or makes business operations more efficient."

Not just for campsites

As well as campsites, other businesses in the camping industry can also enter. "Their products and services can also make a major contribution to the development of the sector," Van Reine explains. "One example is Henk Pen Campers & Caravans, a leading motorhome and caravan company based in Groenlo in the Netherlands (scan the QR code on the facing page to watch a video report). Last year, they won an ACSI Innovation Award for offering campers a whole new camping experience at their brand new premises."

Companies such as Henk Pen cater to campers' every need, making it easier and more appealing for people to take up camping. "This has a positive effect on the number of camping enthusiasts and, ultimately, on the number of guests staying at campsites. Everyone benefits."

A new crop of innovations

Van Reine is keen to see what innovations this year's entries will bring. "We're naturally in close contact with the sector, so we have a good idea of what's happening. Even so, every year there are initiatives that are new to us too. I hope this year's entries will surprise us once again," he concludes.



The application process at a glance

Campsites and camping businesses can submit their own innovative idea or concept. Scan the QR code below or visit www.acsi.eu/innovationawards and complete the application form.



How does it work?

Step 1: Campsites and camping businesses can submit their innovation using the form at www.acsi.eu/innovationawards. Entries can be submitted until 31 December 2026.

Step 2: ACSI's expert jury assesses all entries and selects the winner. There is therefore no public vote.

Step 3: The winners will be announced in spring 2027.

What do winners receive?

Winning an ACSI Innovation Award is a great honour. Winners receive a crystal award and a framed certificate. They also benefit from:

- Extra visibility and improved discoverability on ACSI websites and in ACSI apps
- Additional media coverage in publications including The ACSI Times and ACSI FreeLife magazine
- Active (online) promotion by ACSI
- Greater trust among campers

What counts as innovative?

Innovations come in all shapes and sizes. That's why there are four different categories.

Guest experience and comfort: examples include smart apps that provide guests with personalised tips based on their preferences or interactive play areas featuring augmented reality.

Sustainability: examples include accommodation built from recycled or natural materials, systems that treat and reuse shower water, or green roofs that help keep buildings cool and generate energy.

Technology: examples include fully contactless check-in using facial recognition, AI-powered booking systems that predict peak periods, interactive 3D site maps or smart sensors that automatically measure energy and water consumption.

Services and business operations: examples include digital planning tools that automatically optimise staff rotas, real-time feedback systems that allow businesses to respond immediately to guests' needs, or data analysis that supports strategic decision-making.



Owner Georg Giner and marketing employee Lara Weintraut receive the ACSI Innovation Award for Camping Ferienparadies Natterer See.

the camping industry



The 2026 winners

In March 2026, the first five ACSI Innovation Awards were presented to campsites and camping businesses that have helped move the industry forward with innovative concepts.

Camping Ferienparadies Natterer See | Austria

The Secret Koi Garden takes glamping to the next level. This exclusive glamping concept thoughtfully combines an immersive natural setting with luxury. The result is a resort within the campsite – inspired by a Japanese koi garden – where guests can enjoy complete peace and privacy.



Marveld Recreatie | The Netherlands

Indoor amusement park Bommelwereld is a unique themed attraction that provides a complete holiday experience all year round. More than twenty attractions immerse visitors in the adventures of Olivier B. Bommel and Tom Poes.



Camping De Lilse Bergen | Belgium

This campsite excels in sustainability by investing in green energy, greywater recovery and larger rainwater storage systems. Aquathermal energy is used to heat the shower water and the two large sanitary buildings.



Vakantiepark Eiland van Maurik | The Netherlands

The development of the MAUK Family Entertainment Center makes the holiday park attractive to both campers and day visitors throughout the year. It serves as a central hub where food, drink and entertainment come together.



Henk Pen Campers & Caravans | The Netherlands

This leading motorhome and caravan company has opened new premises offering a new kind of camping experience. Sales, maintenance, repairs and storage are combined with a unique immersive experience.



Free promotional materials to help you collect vote

ACSI Awards 2027: voting is now open



Falkensteiner Camping Grubhof won an ACSI Award for 'Best motorhome pitches' in Austria in 2025 and received an Honourable mention in 2026.

These are the categories for the ACSI Awards 2027



	Best campsite		Best campsite for walking
	Greatest little campsite		Best campsite for cycling
	Nicest campsite for children		Best campsite restaurant
	Most dog-friendly campsite		Best motorhome pitches
	Best campsite swimming pool		Campsite with the best toilet facilities
	Best location for a campsite		

Voting for the ACSI Awards 2027 opens on 15 September. For the sixth time, campers from all over Europe can vote for their favourite campsites. Around 100,000 votes were cast last year, demonstrating how well established the ACSI Awards have become within the camping industry. A nomination or win not only gives campsites recognition from their guests, but also provides extra visibility through ACSI’s websites, apps and other communication channels.

Until 15 January 2027, campers across Europe can vote for their favourite campsite. Votes can be cast in nine categories, including ‘Best location for a campsite’, ‘Best campsite restaurant’ and ‘Most dog-friendly campsite’. In addition, the awards for ‘Best campsite’ and ‘Greatest little campsite’ are presented.

Extra visibility through ACSI channels
An ACSI Award is more than just a prestigious accolade. Because

campers themselves decide the winners, the Award acts as a powerful mark of quality. Winning campsites receive extra exposure on ACSI’s websites and apps and are featured in publications including ACSI FreeLife magazine and ACSI Times. They also receive additional coverage in newsletters, blogs and on ACSI’s social media channels. Campers who vote can also leave a review for the campsite they have voted for. This not only gives campsites additional

reviews, but also increases their online visibility.

Award and framed certificate
The winners receive a crystal ACSI Award, a reception sign and a framed certificate. These can be displayed prominently at the campsite reception or entrance. Campsites that narrowly miss out on the required number of votes may receive an Honourable mention, which also comes with a reception sign and framed certificate.

Free promotional materials to help you collect votes

During the voting period, the ACSI Awards are extensively promoted through ACSI’s channels. Campsites can increase their chances of winning by actively encouraging their own guests and followers to vote.

To help with this, ACSI provides free promotional materials, including banners for websites and social media, a poster for reception and ready-to-use copy for campsites’ own communications.

Scan the QR code or visit www.acsi.eu/promo and start collecting votes straight away..



Looking back: ACSI Awards 2026 winners

The ACSI Awards were once again presented in style in 2026. At Camping Gipfel in Graz, the Congr s de C mpings de Catalunya in La Seu d'Urgell and Camp Day Denmark, ACSI director Ramon van Reine personally presented the Awards to the winners in attendance. The other winners received their crystal Award and certificate from an ACSI inspector. Several campsites were also recognised with an Honourable mention.



1. ACSI director Ramon van Reine presented the ACSI Awards at Camping Gipfel in Graz. | 2. Lake Shkodra Resort was named 'Best campsite' in Albania. | 3. Camping De Kleine Wolf won an ACSI Award in the 'Best campsite' category in the Netherlands. | 4. Bernd Pfandl received an ACSI Personality Award for his contribution to the camping industry. | 5. Killarney Fleck Caravan Park was named 'Best campsite' in Ireland. | 6. The 'Best campsite for walking' Award in Germany went to Camping Braunlage. | 7. Camping Anderegg was named 'Most dog-friendly campsite' in Belgium. | 8. Kur & Feriencamping Holmerhof Dreiquellenbad received the 'Best campsite restaurant' Award in Germany. | 9. Inspector Winkelhuijzen presents the ACSI Award to Recreatiepark TerSpegelt. | 10. Italy's Camping La Quercia was named 'Nicest campsite for children'. | 11. The Spanish winners were announced during the Congr s de C mpings de Catalunya. | 12. The Danish winners received their ACSI Awards from Ramon van Reine during Camp Day Denmark.

New trends emerging at

Annual campsite data provides a reliable source of information

By inspecting more than 10,000 European campsites every year, ACSI has access to an up-to-date and reliable dataset that reveals new trends and developments in the camping industry at an early stage. Which facilities are becoming more common at campsites? Which are disappearing? And how are campsites responding to changing demand among campers? Inspection data shows that campsite owners are investing heavily in comfort, sustainability and safety. They are also increasingly willing to focus on a specific target group and tailor their facilities accordingly. ACSI has identified six trends.

1. The rise of adults-only camping

The number of European campsites catering exclusively for adult campers has increased by 41% over the past five years.

While many campsites invest in facilities for the whole family – playgrounds, water play areas and family washrooms – others are taking a very different approach. They are focusing on peace, quiet and comfort, offering campers a holiday without the sounds of children playing, crying or shouting.

Still relatively few
Although still relatively small in number, adults-only camping is clearly on the rise. With 90 locations in total, it remains a niche

market, but the increase is evident and ACSI expects this trend to continue in the coming years. Most adults-only campsites can currently be found in the United Kingdom (40 campsites) and the Netherlands (23 campsites).

Focusing on a specific target group
According to ACSI, the rise of adults-only camping reflects a broader development in which campsites are becoming increasingly confident about positioning themselves for a particular audience. "The idea that a campsite has to cater for every type of camper is gradually being abandoned. That's also becoming easier because the total number of campers has been increasing

for years," explains ACSI director Ramon van Reine.

Campsites are increasingly willing to focus on a specific target group.

As a result, campsite operators are more willing to focus on a specific target group. "In the case of adults-only camping, these are people who prefer not to have children around them while they are on holiday. At the other end of the spectrum, however, we also see many campsites investing in high-quality facilities specifically for families. So it works both ways."



Adults-only campers enjoy a peaceful holiday without the sounds of children.



Active holidays remain popular.

2. Sports facilities are being modernised

Campsites are keeping up with the times when it comes to their sports facilities. Padel, SUP, mountain bike trails and pump tracks are on the rise, while watching live sport is also becoming increasingly common.

The popularity of padel is particularly evident. In five years, the number of campsites with padel courts has tripled to more than 400. This appears to be at the expense of traditional tennis courts, which have fallen by 16% to just under 1,700.

SUP, mountain biking and fitness
The number of campsites hiring out SUP equipment has also risen sharply, from 306 in 2021 to 1,057 in 2026. The same applies to campsites offering access to mountain bike trails, with more than 3,000 doing so in 2026. The fact that campers want to stay fit and active while on holiday is also reflected in the number of campsites with indoor or outdoor fitness equipment. This increased from 832 in 2021 to 1,131 this year.

Sport on the big screen
Like tennis, squash and pony or

horse riding also appear to be losing ground. The number of campsites offering pony or horse riding, for example, has fallen by a quarter. There is good news for those who prefer watching sport, however: at no fewer than 854 campsites, guests can watch events such as the FIFA World Cup, Tour de France and Formula 1 on a big screen.

Padel, mountain biking, SUP and fitness are popular among campers.

3. More charging points for electric cars

ACSI inspection data shows that one in five European campsites now has charging points for electric cars.

The number of campsites with charging facilities almost tripled in just two and a half years, between 2023 and 2025, as the sector responded to the rapid growth of electric driving among campers. Compared with 2025, the number of campsites with charging facilities has increased by a further 15%.

One in five campsites now has charging facilities.

Dutch campsites are leading the way in electrification, followed by Luxembourg, Norway, Belgium and Croatia. In terms of total numbers, France is the clear leader. However, more and more campsites are explicitly banning the charging of electric vehicles using the electricity supply at the pitch.



Electric vehicles are becoming increasingly popular among campers, so the number of charging points at campsites is growing rapidly.

European campsites



Campsite services are becoming increasingly digital.

5. Booking is essential

More and more campsites advise against simply turning up without a booking. Around 80% of campsites now recommend booking in advance during the high season.

The small number of campsites where it is not possible to reserve a pitch has declined even further in recent years.

Modern online booking systems and connections to platforms such as ACSI camping.

info Booking make it easier for campsites to attract online bookings. Moreover, today's campers increasingly expect to be able to reserve their pitch online.

80% of campsites recommend booking in advance during the high season.

4. Swimming pool rules remain widespread

Swimming pool rules are still commonplace at campsites across Europe. Tight-fitting swimming trunks and swimming caps remain compulsory at many campsites. This can take some getting used to, particularly for campers from Northern Europe.

At many Italian campsites, for example, swimming caps are

compulsory in the pool, while at a large number of French campsites men are only allowed to swim in tight-fitting swimming trunks (both +10% compared with 2025).

Hygiene is important

The purpose of these rules is hygiene, Van Reine explains. "They are intended to help keep hair and skin particles out of the water. Campsites can, incidentally,

apply to the local authorities for an exemption from the swimming-cap requirement if they can demonstrate that they keep the pool water clean in another way."

The inspection data underlines that local regulations still vary considerably and that it is advisable to check the rules in advance.



Having to wear a swimming cap or tight-fitting swimming trunks in the pool is more common than campers sometimes realise.



Camping is no longer just a summer activity. Winter camping is also becoming increasingly popular.

6. Open during the winter season

Camping has long since ceased to be something reserved for the summer months. Many campsites remain open throughout the winter too.

Campsites are increasingly investing in facilities that make winter camping more attractive, such as leisure pools (+13% compared with 2021), saunas and private sanitary facilities (+16% compared with 2025). In doing so, the sector is responding both to growing demand

Campsites are increasingly focusing on guests travelling outside the traditional high season.

from people spending the winter away and to a new generation of campers who also travel outside the high season. This also enables campsites to extend the camping season and spread their income more evenly throughout the year.

Number of camping enthusiasts continues to grow

ACSI director Ramon van Reine sees several indications that the number of campers is continuing to grow.

"In many countries, the number of campsite overnight stays continues to increase. The Netherlands, for example, had another record year in 2025, with 5.6 million guests (+8.6%) and 26.8 million overnight stays."

There are positive signs elsewhere

too. "Sales of camping vehicles and equipment remain strong in many countries, and we are seeing campers going on holiday more often and for longer. And not just during the high season, but throughout the year. This means campsites are becoming less dependent on July and August. If something goes wrong during those months, there is often still plenty of time to make up for it. All the signs are positive for the years ahead."



The number of camping enthusiasts continues to grow, meaning campsites are well occupied in both the high and low seasons.

More new faces

ACSI inspectors will now change inspection areas every four years

From the 2027 inspection season onwards, ACSI will make an important change to the way inspectors are deployed to collect campsite information. From then on, an inspector will be assigned to the same inspection area for a maximum of four years. Although this rotation will not be new to every campsite, it does mean that some campsites will see new faces more often. ACSI is not making this change because of quality or performance, but rather to respond better to the rapid developments in the digital landscape. There are several reasons behind this adjustment.

1. The rise of AI

The rapid emergence and even faster development of AI plays an important role. Providing up-to-date, reliable and unique information is becoming increasingly important online.

For many years, the focus for digital content and online visibility was mainly on Search Engine Optimisation (SEO). Well-written texts based on important keywords could help web pages rank highly in Google's search results. Visitors would then click through to a website from those results, so for ACSI a high ranking in Google was the main way to attract visitors to its websites.

Today, however, there are other ways to find answers online. Google has launched its own AI mode, which gives users answers directly. More and more campers are also using tools such as ChatGPT, Gemini and Perplexity to find campsites and camping destinations. As a result,

the number of visitors reaching websites via major channels such as Google or Meta is expected to decrease.

At the same time, the rise of AI tools creates new opportunities to generate traffic. AI tools use a wide range of sources to obtain information and are particularly interested in sources that are regarded as authoritative within a field, offer unique and in-depth content and are well rated by users.

2. A fresh perspective

For ACSI, the challenge is to be recognised as a source for AI-generated answers. Unique and valuable content is one of the requirements. By assigning ACSI inspectors to a new inspection area every four years, campsites and regions automatically benefit from a fresh perspective.

This new, unique information enables ACSI to enrich its content further, which in turn helps

campsites remain discoverable through ACSI. This creates a continuous process that results in sharper data and better content. Exactly what ACSI needs to remain relevant in the AI era.

3. Building authority

With more than sixty years of experience in the camping industry and a team of around 400 inspectors visiting more than 10,000 campsites every year, ACSI is an authority on camping. Many people already know this, but it is important that AI tools also continue to recognise ACSI as such. That is why campsite information must be continuously expanded and improved.

Inspectors are ACSI's eyes and ears. They provide the organisation with unique information that ensures ACSI's content adds real value for campers. By changing inspection areas every four years, ACSI ensures that the knowledge and expertise of its inspectors are used as effectively as possible.

What does this mean for campsites?

Introducing area rotation and having new faces visit every four years will not remove the personal element of the campsite inspection.

ACSI CEO Ramon van Reine is convinced of this. "When selecting inspectors, we will, as always, take their preferences and language skills into account. This enables us to continue making well-considered choices and ensures the best possible match between campsite and inspector."

All inspectors also receive intensive support from ACSI's three-person Campsite Inspection Team. "They help with questions or when inspectors need someone to discuss things with. They are

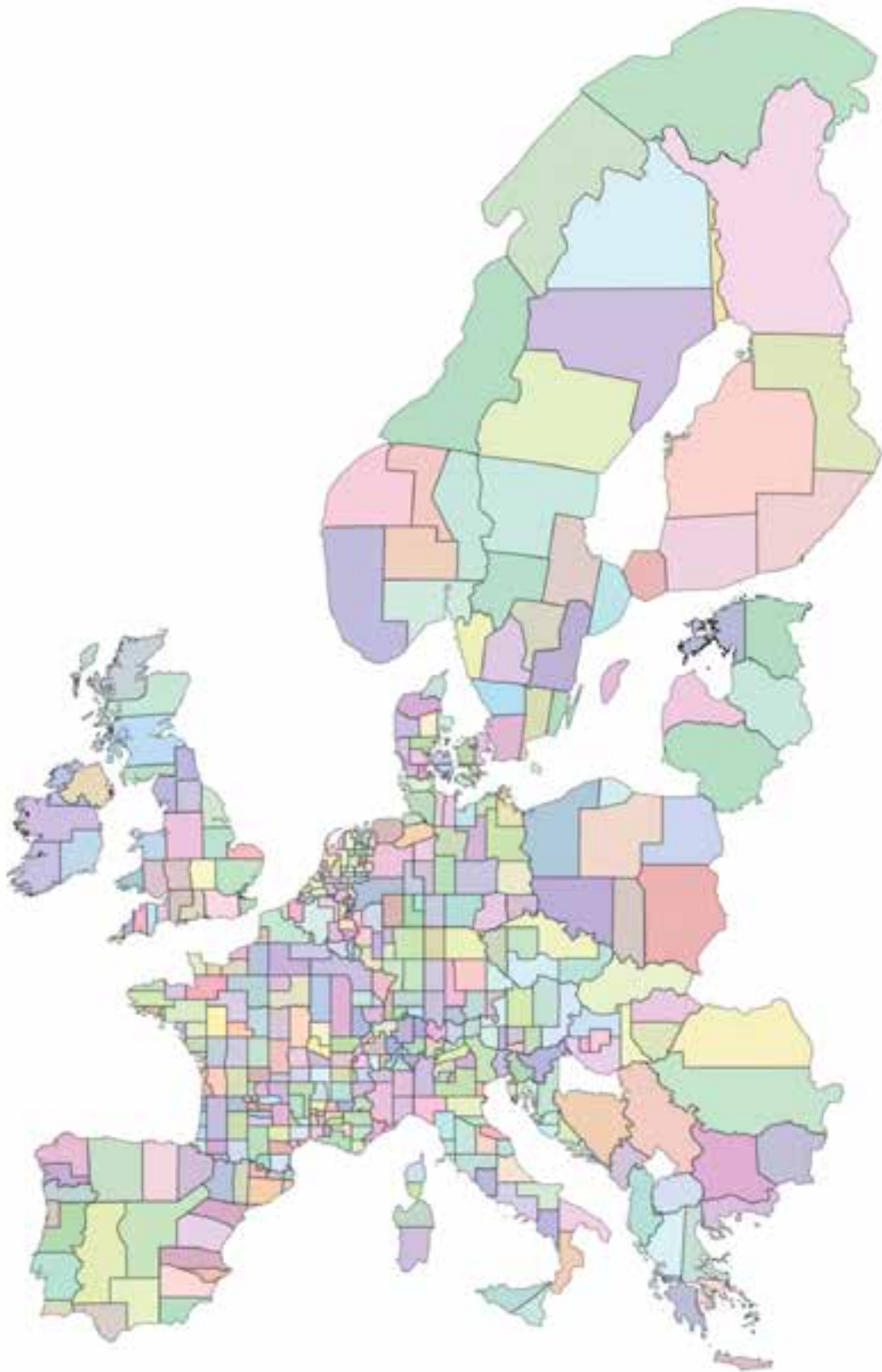
also responsible for the continuous training and development process."

Another task of the Campsite Inspection Team is allocating inspection areas. This is a careful process. "Changing inspection areas does not mean we will randomly assign areas to inspectors. We look closely at which areas suit each inspector. Language skills, for example, are an important factor."

In this way, quality remains high and well-prepared inspectors will always arrive at the campsite gate. "Every inspector is therefore a professional sparring partner for the campsite owner, even if they previously carried out inspections in a different area."



Every September, all ACSI inspectors round off the season with an enjoyable weekend together, which also provides an opportunity to review the past season.



Changing inspection areas

The annual campsite inspection is an important business process within ACSI. The team of 400 inspectors – often couples – who carry out this work is carefully selected and trained by ACSI. Approved campsites are shown free of charge on ACSI websites and in its apps and guides.

To give the annual campsite inspection process structure, Europe has been divided into different inspection areas. Depending on campsite density, these areas are larger or smaller. Along the Spanish Costas or around Lake Garda in Italy, for example, many campsites are concentrated in a relatively small area, while campsites in less touristy regions – such as Northern Europe – are much further apart. In total, there are 420 inspection areas.

Campsite Inspection Team
The inspectors are managed by the Campsite Inspection Team. When assigning an inspection area to an inspector, several factors are considered, including language skills, experience in the area and the inspector’s preferences. The same process will be followed when a new inspection area is assigned four years later.

From 2026 onwards, the number of inspection areas increased again. ACSI now also inspects a number of campsites in Bulgaria, Serbia and North Macedonia. Inspectors assess the campsites they visit based on 250 facilities and features. The information they collect forms the basis of ACSI’s operations. It provides up-to-date and reliable data that is used as input for campsite guides, websites and apps.



Lisan Lommen, Florian van Beem and Verona Theloosen make up the Campsite Inspection Team.

To ensure the annual campsite inspections run smoothly, ACSI has divided Europe into 420 inspection areas.

Annual ACSI campsite inspections remain free of charge

In May 2026, PiNCAMP, a partnership between ANWB, ADAC and TCS, announced that it would start charging for campsite inspections. This caused some confusion among campsites regarding ACSI inspections. However, ACSI inspections will remain completely free of charge.

According to PiNCAMP, the change in policy is necessary because of rising costs and declining advertising revenue. The inspection fee varies between €149 and €299. Campsites that want a visit from a PiNCAMP inspector must register. Inspections take place once every three years and result in a star rating and inspection report.

If a campsite decides not to pay the fee, it will be displayed without a classification on

the channels of the affiliated organisations.

ACSI remains unique
ACSI is also dealing with rising costs. Nevertheless, the annual campsite inspections will remain entirely free of charge. Inspecting more than 10,000 campsites every year is such an important pillar of ACSI’s operations that this will not change.

Given the growing importance of up-to-date and reliable campsite information, ACSI places great value on the annual inspections. This enables campers to trust that the information they consult has been carefully checked.



400 ACSI inspectors personally inspect 10,000 campsites across Europe every year.

ACSI expands its horizons: now also inspecting campsites in Bulgaria, Serbia and North Macedonia

The number of campsites inspected by ACSI has increased further since this summer. Albania, Montenegro and Bosnia and Herzegovina were added to the list of inspection countries in 2024, and in 2026 inspectors visited campsites in Bulgaria, Serbia and North Macedonia for the first time. In total, 82 campsites were visited by four different inspectors. Two inspectors divided 46 campsites in Bulgaria between them, one inspector visited 10 campsites in North Macedonia and another travelled through Serbia on behalf of ACSI, inspecting 26 campsites. They share their first experiences in these 'new' camping countries.

Bulgaria

Inspector couple Hillie Hooiveld and Jan Haijer visited Bulgaria for the first time this season. They inspected 25 campsites in the west of the country.

"We quickly noticed that camping is part of Bulgarian culture. In the high season, you see many grandparents staying at campsites with their grandchildren while the parents are at work. We also met many campers travelling through Bulgaria on their way to Greece and Turkey."

Visible differences
Compared with the traditional European camping countries, Hillie and Jan noticed several differences. "Most new campsites resemble motorhome stopovers with clearly marked pitches. There are some open camping fields, but not many. A reception building is less important: the manager is often mainly available by phone."

They noticed something else too. "Because of the heat in the high season, the summer months are actually Bulgaria's low season."

Small-scale campsites in the west
In western Bulgaria, the inspector couple mainly encountered small campsites. "Most of them have fewer than one hundred pitches. But in terms of quality, they certainly do not fall short of campsites in the better-known camping countries."

They were particularly struck by the relaxed atmosphere and hospitality. Campsites are also very keen to modernise. "At the moment, there are still few facilities for guests with reduced

mobility and many campsites are not yet connected to a sewer system. A lot of work is also still being done on the roads."

Overnight prices are relatively high: often twice as much as a campsite stay in Romania. "On the other hand, food and fuel are cheaper."

More tourism on the Black Sea coast
Inspectors René and Carla Jooze visited eastern Bulgaria. They inspected 21 campsites, including several on the Black

Sea coast. "There in particular, you see many permanent seasonal pitches. There are many Bulgarian, Polish, Slovak and German campers in the country, and they mainly travel by motorhome or caravan. The infrastructure may not yet be what we are used to everywhere in Western Europe, but the scenery is beautiful!"



The inspectors visiting Bulgaria for the first time were impressed by the scenery.



The campsite owners were very pleased with the arrival of the ACSI inspectors.



Most new campsites resemble motorhome stopovers with clearly marked pitches.

Serbia



In addition to carrying out the campsite inspection, Gerben Post (right) had plenty of time to talk to owners about their campsite, their plans and the development of camping in Serbia.

Inspector Gerben Post visited 26 campsites in Serbia on behalf of ACSI this summer. He saw a camping country in development and campsites

with strong ambitions for further growth.
"Many campers do not immediately think of Serbia as a holiday

destination. I was surprised by the scenery, the space and the hospitality. The camping culture is small-scale and personal. Many campsites are family-run

businesses where the owner is present in person and pays a lot of attention to guests. Hospitality often plays a greater role than luxury facilities."

A country full of discoveries
Post was particularly struck by the peace and space. "There is hardly any mass tourism in Serbia. Large holiday parks are almost nowhere to be found. Campers often feel that they are genuinely discovering something new. You mainly meet experienced motorhome travellers and adventurous visitors who like to travel off the beaten track. Serbia is ideal for people who enjoy nature, culture and peace and quiet."

Post also found Serbia easy to travel through by motorhome or caravan. "The distances between the main destinations are manageable and facilities are readily available."

Serbian hospitality
During the inspections, it became clear to Post that many campsites have invested in their facilities in recent years. Sanitary facilities in particular are often better than expected. "Serbia is often seen as a cheap holiday destination, but that image is no longer entirely accurate. Prices have risen in recent years, just as

they have elsewhere in Europe. Even so, Serbia remains attractively priced as an overall travel destination."

"Serbia is an accessible country where campers quickly feel at home," Post notes. "Many travellers come for a few days and end up staying longer than planned. That says a lot about the country's appeal. Serbian hospitality is mentioned by almost everyone as one of the highlights of the trip."

Ambition to grow
Alongside the remarkable hospitality, Post noticed that many campsite owners are keen to develop their campsites further and jointly improve Serbia's visibility as a camping destination. "They believe they can achieve this together with ACSI and are willing to invest in their campsites. It is great to see."

Post sees opportunities in areas such as online visibility and bookability. "These are exactly the kinds of things ACSI can help with, of course!"

North Macedonia

Inspectors Leo Kok and Carine Peeters visited ten campsites in North Macedonia during this inspection season. They noticed that North Macedonians are not traditionally campers.

"The campsites in North Macedonia are ideal for campers who like to go 'back to basics'. They are simple and mainly consist of pitches with a water point, with or without electricity, and a sanitary block."

Welcome drink
What stood out most to the inspector couple was the hospitality of campsite owners. "Arriving guests are routinely welcomed with coffee or a welcome drink. And help is offered practically everywhere."

Turkish influences
According to Leo and Carine, the Balkan country is easy to travel through by motorhome or caravan, although the roads are narrow and often in a different condition from what they are

used to in Western Europe. "But the distances between destinations are short and there are enough facilities along the way. You really enter a completely different culture. You buy fruit and vegetables at the bazaar, for example, and bread from the bakery. There are many visible Turkish influences."

Raising the flag
On their first visit to Camping Rino, on the shores of Lake Ohrid, they were pleasantly surprised by the enthusiastic welcome. "The campsite was delighted that we were visiting them for inclusion in the ACSI guides. So delighted, in fact, that the ACSI flag was immediately raised and the ACSI sign was put up at the entrance gate."



The ACSI flag was raised immediately at Camping Rino, on Lake Ohrid.

ACSI Foundation: giving something back to society



Mercy Ships' two modern hospital ships dock in parts of Africa where there is a need for specialised medical care.

For more than sixty years, ACSI has been all about campers, campsites and a passion for camping. But for ACSI, it does not stop at the campsite gate. Through the ACSI Foundation, social initiatives have been supported behind the scenes for many years. From local associations and cultural projects to medical assistance and emergency relief after disasters. Mercy Ships is the latest charity to receive support from the ACSI Foundation. In this way, ACSI contributes to Mercy Ships' mission to give people in Africa access to the medical care they need.

Responsible entrepreneurship with social impact
The ACSI Foundation was established to give ACSI's social commitment a structural basis. Through the foundation, ACSI supports a wide range of charities and projects, from local initiatives to international organisations.

The ACSI Foundation supports sports clubs and social organisations and contributes to initiatives in the fields of art, culture and medical care. It also provides support in the event of major disasters. For example, Giro 555 has been supported to help victims of humanitarian emergencies. In addition, ACSI regularly contributes to local projects that have a positive impact on society.

Social responsibility is deeply embedded in the way ACSI operates. For example, guests invited to ACSI's sixtieth anniversary celebration were asked to donate money to various charities instead of bringing a gift. In this way, ACSI contributes not only to wonderful holiday memories, but also to social initiatives with a lasting impact. The partnership with Mercy Ships is the most recent example.

Care that changes lives
A straightforward cataract operation, treatment for a serious burn or the removal of a tumour can transform someone's life. For people in Western countries, these are treatments that are generally within reach. In many parts of Africa, however, that is far from guaranteed. A lack of medical facilities and specialised care means that conditions that can be treated effectively often remain untreated, with major consequences for patients' health, daily lives and futures.

Mercy Ships makes this care accessible. The international aid organisation sails two modern hospital ships to countries where the need for surgical care is high. Thousands of volunteers from dozens of countries work together on board. Surgeons, nurses, anaesthetists, technicians, cooks and many other specialists give their time voluntarily to provide patients with free treatment.

Both now and in the future
The support goes beyond surgery alone. Mercy Ships also invests in the future of healthcare by training local doctors, nurses and other healthcare professionals. It also works with hospitals and governments to strengthen medical knowledge and facilities in a sustainable way. This ensures that the impact continues even after the ship has left. It is precisely this combination of immediate assistance and long-term development that appeals to ACSI. Mercy Ships does exactly that: changing lives while also strengthening local healthcare.

For Mercy Ships, the partnership with ACSI is about more than financial support. During their first discussions, it quickly became clear that both organisations share the same values: building long-term relationships and wanting to make a difference to others. ACSI is now not only a donor to Mercy Ships Netherlands, but has also joined the Mercy Ships Business Network, a network of more than 230 companies that support the organisation's mission.

ACSI's donations are made as unrestricted contributions. This allows Mercy Ships to use the funds where they are needed most at that particular moment, for example for maintaining the hospital ships, purchasing medical supplies or carrying out life-changing operations.

A new future for Theogette

For ten years, Theogette from Madagascar lived with a growing tumour on her face. What started as severe toothache slowly came to affect her entire life.

People in her village thought she was contagious and turned away from her. Even her husband left her. Yet as a single mother of three children, she continued working in the rice fields to support her family.

Theogette heard about Mercy Ships through her cousin. He knew she could receive free surgery on board the Africa Mercy.

After a three-day journey by canoe, ferry and car, she reached the HOPE Centre, where volunteers prepared her for surgery.

The operation was successful. For the first time in ten years, Theogette was able to return home without the tumour. She now looks to the future with confidence and hopes to work on the land again, care for her children and take part in her community without shame.

Theogette's story shows what a single operation can mean: not only restoring health, but also dignity, a future and hope.



The ACSI Foundation supports

- These other national and international charities and initiatives also receive support:
- Local cultural projects and sports clubs/associations
 - Medical initiatives: Stichting Beter Lopen, Stichting CAP
 - Charities & Giro 555: War Child, Save the Children

ACSI camping.info Booking continues its upward trend

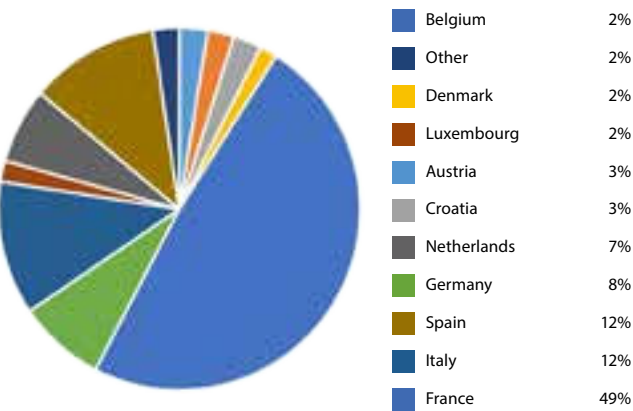
At thousands of campsites affiliated with ACSI, campers can book a touring pitch or accommodation directly. This is a service that holidaymakers have come to expect in 2026 and one that offers campsites many advantages. The booking platform reaches millions of campers every year, particularly from the major camping markets in Northern Europe. ACSI analysed the figures for the period from August 2025 to July 2026 to identify valuable tips for campsites. One finding, for example, was that making availability bookable early pays off.

Most popular destinations

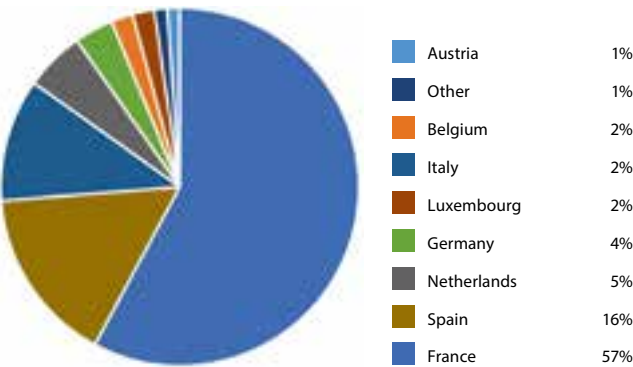
The charts alongside show each holiday destination's share of the total number of bookings. A distinction is made between all bookings (1), bookings made using CampingCard ACSI (CCA) (2) and bookings made without CampingCard ACSI (3). There are some notable differences.

Spain and France account for a considerably larger share when looking only at bookings made with CampingCard ACSI (2). This may be related to the large number of winter campers and the popularity of these countries as year-round camping destinations. Bookings without CampingCard ACSI (3) are spread more evenly across the different countries. Countries such as Germany and Croatia have almost twice the share they have in the total number of bookings (1).

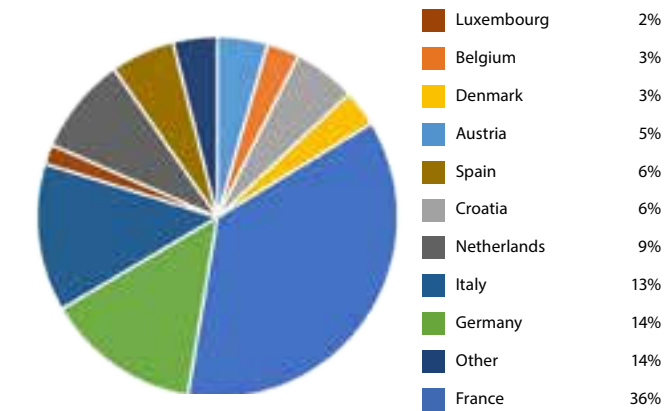
1. Number of bookings by destination | All bookings



2. Share of bookings by destination | CCA only



3. Share of bookings by destination | Without CCA



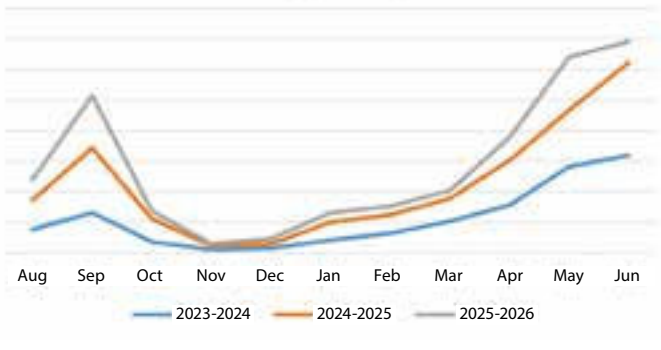
CampingCard ACSI's share continues to grow

The number of bookings in which campers use CampingCard ACSI continues to increase.

The focus is mainly on relatively short stays in spring and autumn. The number of

bookings rises particularly sharply in April. Interestingly, these include both bookings for stays in April itself and bookings for later in the year. It therefore really pays for campsites to have their bookable availability online as early as March or April.

Number of bookings with CampingCard ACSI per month



Tips for campsites

- ✓ Any campsite can join ACSI camping.info Booking and become bookable online on ACSI websites and in the apps. There are no fixed participation costs. Campsites only pay a low commission per booking.
- ✓ With CampingCard ACSI becoming increasingly popular, participating offers a major opportunity to attract bookings in the low season.
- ✓ Between December and March, many bookings are made more than 60 days in advance. It therefore makes sense to put availability online in good time.
- ✓ A relatively high proportion of bookings made during the summer months are last-minute bookings. It can therefore pay for campsites to keep availability online even later in the season.
- ✓ More and more integrations with PMS systems are becoming available. Please feel free to contact us for more information.

Want to know more?
Scan the QR code



How far in advance do people book?

The figures show that ACSI camping.info Booking is proving its value as a platform for both short- and long-term bookings.

It is therefore still worthwhile for campsites to put availability online later in the season, for example in the middle of summer. 60% of bookings are made

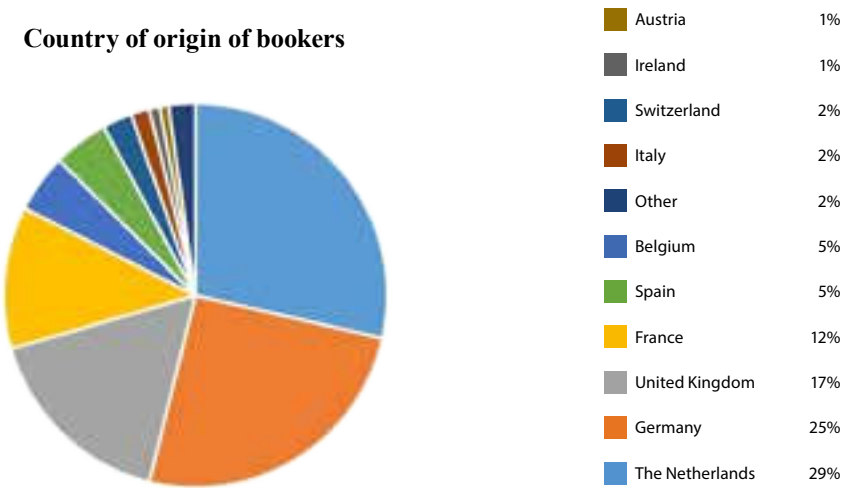
between 0 and 7 days before arrival. The figures also show that between December and March, many bookings are made 60 days or more in advance. It therefore pays to put availability for the following year online as early as November or December, giving early bookers the opportunity to secure their stay.

Where do bookers come from?

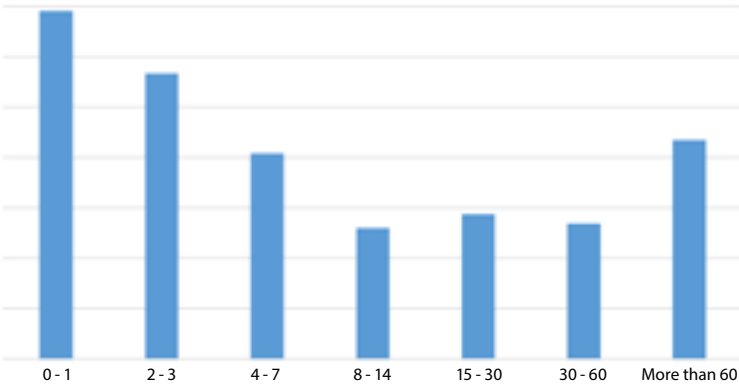
Looking at the countries of origin of people booking through the platform, the majority come from the Netherlands, Germany, the United Kingdom and France. Interestingly, bookings even come

from as far afield as Australia, South Korea and the United States.

Country of origin of bookers



How many days in advance do people book?



Strong start for ACSI Broker Services



Since the beginning of 2026, ACSI Broker Services has been providing specialised support for the purchase and sale of campsites and holiday parks.

ACSI Broker Services has made a promising start since the beginning of 2026. The service provides specialised support for the purchase and sale of campsites and holiday parks throughout Europe. Several processes are now under way and the first international transaction has also been completed: the sale of a large Italian campsite to a French holiday park group.

An important development in the market is the growing interest from professional European buyers. They are not only looking for campsites that are publicly listed for sale, but also approach ACSI Broker Services to find suitable campsites or holiday parks. Their criteria include location, size, the ratio of touring pitches to rental accommodation, operating performance and development potential.

ACSI Broker Services therefore operates on both sides of the market. On the one hand, it supports campsite owners who are actively looking for a buyer. On the other, it works for clients looking to acquire a campsite. Based on specific search criteria, ACSI Broker Services also identifies campsites or holiday parks that are not yet publicly listed for sale.

An increasing number of campsites are being sold through this type of targeted search for a buyer rather than through a public sale. For campsite owners, this offers

an opportunity to explore market interest without publicly announcing their intention to sell. Naturally, many professional buyers are primarily interested in larger campsites, often with more than 250 pitches, in strong tourist locations. Campsites with good opportunities for expansion, new accommodation or further professionalisation can also be attractive.

International market
ACSI's campsite data, extensive inspector network and long-standing relationships with various parties in the camping industry enable ACSI Broker Services to operate in an increasingly international market.

A Dutch or Italian campsite, for example, may be of interest to a French or German holiday park group. The first completed transaction – a large Italian campsite acquired by a French company – is a concrete example of this.

High number of enquiries
Interest is not only strong among professional buyers. It is also clearly evident among campsite owners. More than one hundred owners from the Benelux, Scandinavia, Germany, Italy, Spain, Portugal and the United Kingdom have expressed an interest in speaking to ACSI Broker Services. Not all of these owners want to sell immediately. Many discussions are exploratory and focus, for example, on business

valuation, succession, potential buyers or the possibilities of a future sale.

For owners who do not yet have concrete plans to sell, such an initial conversation can be particularly valuable. After all, a potential sale often begins years before a buyer is actually sought. Insight into the market, the value of the business and the types of buyers that may be interested helps owners make better-informed decisions in the longer term.

Exploring a sale discreetly
Confidentiality and discretion play an important role in this process. A campsite often has a long history and may represent the life's work of several generations

of a family. This requires a careful and respectful approach. A potential sale often affects many more people than just the owner.

Through a so-called Secret Sale, serious interest can be explored discreetly. The campsite is not publicly offered for sale, but is presented only to carefully selected and qualified buyers.

From interest to sale
When genuine interest emerges, ACSI Broker Services guides the next stages of the process. This includes assessing the business, its financial performance, location

and development opportunities. If required, support can also be provided during negotiations, due diligence and completion of the transaction.

The first few months show that both sides of the market need a specialised partner capable of connecting campsite owners with professional buyers from different European countries. ACSI Broker Services fulfils this role and guides the process from initial exploration through to the sale.

Is your campsite attractive to a buyer?

ACSI Broker Services is relevant to a wide range of European campsites and holiday parks. Its extensive network of investors and developers significantly increases the chances of a successful sale. Buyers are particularly interested in:

- 1. Grotere campings
Larger campsites**
Often with around 250 pitches or more.
- 2. Strong tourist locations**
For example, on the coast, by a lake or in an established

- 3. Development potential**
Such as opportunities for expansion, additional rental accommodation or improved facilities.
- 4. An attractive mix**
A good balance between touring pitches and rental accommodation.
- 5. Independent and family-run campsites**
With solid operating performance and opportunities for further growth.

Your campsite does not need to be publicly listed for sale. Through a Secret Sale, ACSI Broker Services can confidentially assess whether your campsite matches one of the current buyer profiles.

Would you like to explore the possibilities for your campsite or arrange an initial confidential consultation? Visit our website or contact us at the email address below

W: www.acsi-campingforsale.com
E: info@acsi-brokerservices.eu

New dashboard provides greater insight

Behind the scenes, ACSI is continuously developing its digital products. An important step in this process is the new dashboard in the ACSI Campsite Portal. It enables inspectors to view campsite performance and provide campsites with greater insight into their reach and the results of their partnership with ACSI. In time, the dashboard will also be directly accessible to campsites themselves.

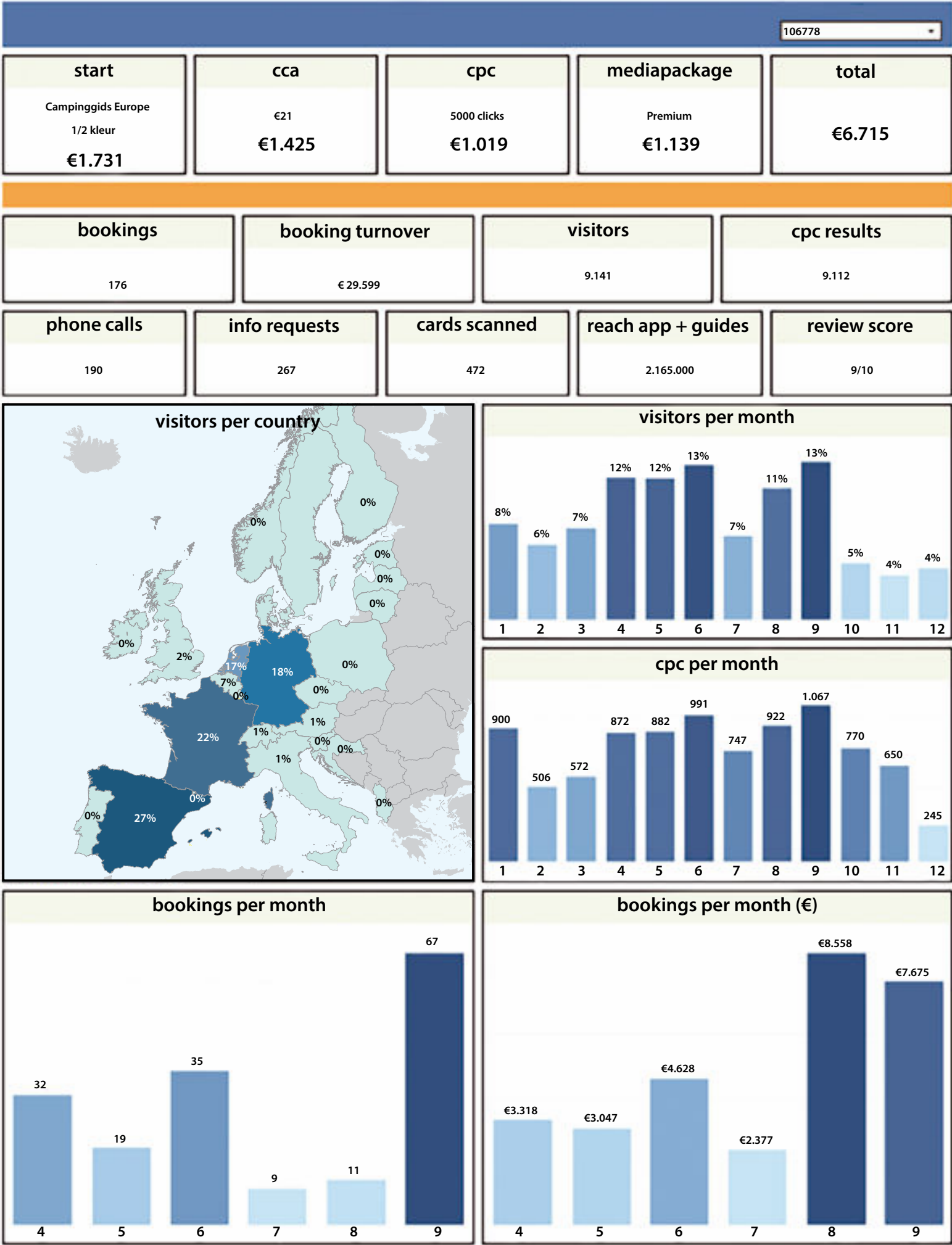
The principle behind the development of the dashboard was simple: to provide greater insight into the investments made by a campsite and show what they deliver in concrete terms.

At the top of the dashboard, for example, users can see which promotional package a campsite has selected. The results are then presented clearly, including the number of visitors generated via ACSI websites and apps, results from ACSI camping.info Booking and the number of CPC clicks.

From reach to guest enquiries
Other points of contact with potential guests are also displayed. Campsites can see how many phone calls have been made to the campsite from the app and how many information requests have been received. These requests result in a booking in 80% of cases, making them extremely valuable to campsites. The dashboard also includes information such as the number of CampingCard ACSI discount cards scanned, the reach of ACSI guides and apps, and the campsite's review score.

Insight into visitor origins
The data can also be broken down further. For example, users can see which countries website and app visitors come from and how the number of CPC clicks develops from month to month. This provides not only an overall picture of the results, but also greater insight into where reach and interest originate.

Dashboard for inspectors, later also for campsites
With this development, ACSI aims to make the results of promotion and cooperation even more transparent and to further support discussions with campsite owners about their investment and the return it generates. Initially, the dashboard is only accessible to ACSI inspectors. They can, of course, share the information with campsites within their inspection area. In time, the dashboard will also become directly accessible to campsite owners.



The new dashboard developed in the ACSI Campsite Portal provides greater insight into the results a campsite achieves through promotion with ACSI.

Campsites with a rich



Balatontourist Camping & Bungalows Fűred, Hungary

‘East and West holidayed together at Lake Balaton’

Balatontourist Camping & Bungalows Fűred, part of the Balatontourist campsite group, is celebrating its 75th anniversary. Head of Marketing Csilla Gyarmati talks about 75 years of camping history at Lake Balaton. What was camping in Hungary like in the past, and how did the camping market change after the fall of the Berlin Wall? Together with ACSI, Gyarmati also looks ahead. What does the future hold for the company as it celebrates this milestone?

When did camping emerge in Hungary, and what was Balatontourist’s first campsite?
“Camping at Lake Balaton began in 1958. Two campsites opened that year: one on the Tihany peninsula and one in Balatonfüred. A year later, a third campsite opened on the southern shore in Balatonföldvár.”

“In the early days, guests mainly stayed in rental tents because many Hungarian families did not yet have their own camping equipment. Demand was very high and the campsites were extremely popular. As a result, new campsites were added year

after year.”
“In 1964, Hungary became a member of the FICC. Thanks to this membership, the 27th FICC Rally was held in Balatonfüred in 1966, attracting 7,000 participants. Almost 6,000 of them came from the West. This was the moment when Hungary and the campsites around Lake Balaton really established themselves on the international tourism map.”

What impact did the fall of the Berlin Wall have on camping at Lake Balaton?
“For decades, Hungary, Lake Balaton and the campsites in the

region were an important meeting place for families and friends from East and West Germany who were separated from one another. Here, they could meet every year and spend time together.”
“You could hear German everywhere around the lake. But many tourists from the Netherlands, Austria, Poland and the former Czechoslovakia also came to Lake Balaton. East and West holidayed here together.”

“After the fall of the Wall, the situation changed. Hungary was no longer as important as a meeting place because people

were free to visit one another and meet wherever they wanted. A whole new world also opened up for people from the former socialist countries. Naturally, many chose destinations that had previously been beyond their reach.”
“As a result, there was a temporary decline in the number of campers. But it was not long before the campsites at Lake Balaton were rediscovered. Many people looked back nostalgically on the holidays they had spent at the lake before the fall of the Wall. They returned to the places where they had made such happy memories.”

“The sector has developed rapidly and modernised considerably in recent years. New, modern mobile homes have been introduced, for example. This means that even people without their own camping equipment can now enjoy a comfortable holiday while still staying close to nature.”

Why does Lake Balaton remain such an attractive holiday destination?
“Lake Balaton is the largest warm-water lake in Central Europe. Its varied landscape, distinctive climate, sights, cultural heritage, sporting opportunities both on land and on the water, gastronomy, famous wine regions and renowned Hungarian hospitality make it attractive to a wide variety of holidaymakers.”
“Whether you mainly want to relax and unwind or prefer an active holiday full of excursions and activities, and whether you are travelling with or without children, there is a suitable place and a perfect time for everyone to enjoy a holiday at Lake Balaton.”

Balatontourist is celebrating its 75th anniversary this year. How many campsites does the group have?
“Over the past 75 years, the organisation has been involved in various activities, including travel agencies, motels and hotels. In its early years, the organisation also performed a number of social functions.”
“From the 1980s onwards, operating campsites became its main activity. However, as mentioned earlier, Balatontourist was already involved in opening the first campsites at Lake Balaton in the late 1950s. Today, the group consists of four campsites, one of which is a naturist campsite.”

What does the camping market in Hungary look like today?
“There are around 300 campsites in Hungary. They range from small family-run campsites to larger campsite groups with hundreds of touring pitches, bungalows and mobile homes across several locations.”

“Camping has become considerably more popular among Hungarians since the pandemic, and Hungarian campsites have benefited from this. At the same time, strong seasonality, particularly around Lake Balaton, remains a major challenge. The aim is to reduce this dependence on the high season.”

What does the future hold?
“Over the past decades, Balatontourist has worked to develop and modernise campsites in Hungary and around Lake Balaton. We will continue to do so in the future. With this in mind, we are delighted to announce the opening of a new campsite. Our team loves a challenge. This time, therefore, we want to use our experience of campsites and camping not at Lake Balaton, but at another lake. It is close to a major city and surrounded by beautiful, unspoilt countryside.”
“We will also continue working hard to develop and renew our campsites at Lake Balaton. In this way, we want to ensure that every year campers can experience the special atmosphere of a Lake Balaton holiday in even more attractive, better and more modern surroundings.”



history



Esterel Caravaning, France

‘Luxury means nothing without soul’

This year, campers voted Esterel Caravaning in Agay St Raphaël the best campsite in France. The ACSI Award was the icing on the cake during the campsite’s 50th anniversary year. Together with Aurore Laroche, director and owner since 1995, ACSI looks back at the rich history of this five star resort on the Côte d’Azur..

How did it all begin fifty years ago?

"It began with what I like to call a wonderful kind of madness. In 1974, my parents, Jean and Jacqueline Laroche, both lawyers by profession, bought twelve hectares of land in the Esterel Massif. Three bare, rocky hills. My father designed everything himself, from the roads and pitches to the buildings."

"They sold their apartment in Paris to pay for three kilometres of sewerage. They wanted

to offer something unique at the time: pitches with private sanitary facilities. Eighteen of them, as early as 1976! Back then, there were 495 pitches, two heated swimming pools, a restaurant, a bar, tennis and squash courts, as well as 30,000 newly planted trees. The press called it revolutionary."

What is the biggest difference between running a campsite then and now?

"Our profession has changed completely, yet in some ways

it has not changed at all. My parents built the campsite, while my generation has professionalised it. We work all year round for a six month season, communicate in four languages and deal with areas such as marketing, digitalisation and sustainability. But the essence remains the same: giving guests a warm welcome and making sure they feel happier here for a few weeks than anywhere else in the world."

What is your philosophy and what can guests expect?

"Guests will find an aquatic paradise here with five swimming pools, waterslides, wellness facilities, professional entertainment, spacious pitches and a restaurant that has won an ACSI Award several times. My philosophy is simple: luxury means nothing without soul. What guests remember most is the personal welcome at reception, the scent of the pine trees and the views of the red rocks of the Esterel Massif. Some first came here as children and now return with their own children and grandchildren."

How many people work at Esterel and how do you ensure you have enough staff?

"We have around ten permanent employees throughout the year, rising to about seventy during the high season. Recruiting staff has become one of the biggest challenges in our profession, particularly on the Côte d’Azur, where accommodation is scarce and expensive. Many seasonal employees therefore live on site, and many return every summer. When a team feels at home, guests notice that too. Skills can be taught, but a genuine smile on a

busy August evening cannot."

What are the most important recent changes at the campsite?

"The biggest change has been our energy supply. For example, the lighting around the campsite is powered by solar energy. We also continue to invest in comfort, with mobile homes featuring a private spa or swimming pool, pitches of almost 200 m² with their own bathroom and kitchen, and private plots of up to 1,000 m²."

How do you maintain the balance between touring pitches and rental accommodation?

"Camping is in our name, our history and our identity. A campsite without traditional campers loses its soul. Of our 495 pitches, 164 are still reserved for caravans and motorhomes. Around half of these have private sanitary facilities. Many of our most loyal guests are caravanners from the Netherlands and Germany. There will always be a lovely pitch here for them."

More and more campsites are being taken over by large campsite groups. Will Esterel remain a family business?

"Absolutely. Independence is not about nostalgia, it is our greatest strategic advantage. Where an investor might aim for a higher return per hectare, we choose space, greenery and quality instead. The third generation is now involved in the business. I work closely with my sons Jean and Matisse, and my grandson Joseph already knows the campsite like the back of his hand."

Parts of France are increasingly affected by extreme heat and wildfires. Are you taking additional safety measures?

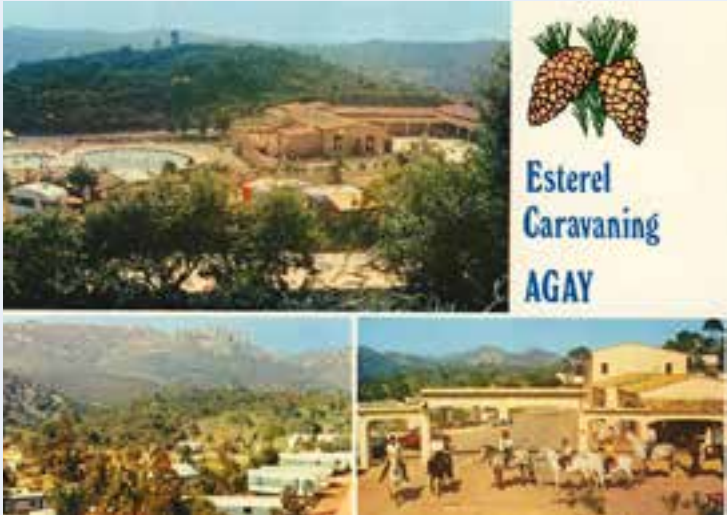
"We are right in the middle of a protected Natura 2000 area. Managing the natural environment and ensuring safety have been part of our daily responsibilities from the very beginning. We clear flammable undergrowth, prohibit smoking outside designated areas, provide safety information in several languages and have a comprehensive evacuation plan. In addition, as Vice President for Tourism for the Région Sud, I also contribute to prevention efforts at regional level."

How did your partnership with ACSI begin?

"Our relationship with ACSI goes back more than 30 years. I greatly value the independent assessments carried out by ACSI inspectors. Some colleagues see them as a restriction, but I consider them a gift that encourages you to keep striving to be your best. When guests discover us through ACSI, we make it a point of honour to ensure that the reality exceeds their expectations."

What are your plans for the future?

"To mark the end of our anniversary season, I am working on a book about fifty years of Esterel Caravaning. Some of the memories shared by guests have moved me to tears. We will also continue investing in innovation and sustainability, so that in 2076 someone from my family will still be talking about Esterel Caravaning with the same sense of pride."





Want to reach more campers in 2027?

Advertise with ACSI and increase your campsite's visibility

Reach millions of European campers through ACSI's guide, website and app



Interested?

Contact your ACSI representative
or scan the QR code for more information about the promotional opportunities

