



“Organisations and Stakeholders in European Outdoor Hospitality”

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www.camping-master.e



Welcome

In this Course main Stakeholders and Organisations in European Outdoor Hospitality will be presented

Introduction

In this course one can understand and explain who the major Stakeholders in outdoor hospitality in Europe are. Recognizing the roles and activities of key stakeholders can lead to successful future business decisions..



Who are main Stakeholders in the European Outdoor Hospitality?

What kind of Organisations are important for the development of Outdoor Hospitality?

Which Associations, Federations, Clubs and Companies play the crucial role in shaping our outdoor hospitality?

A Stakeholder in an organization is (by definition) any group or individual who can affect or is affected by the achievement of the organization objectives

R.Edward Freeman

Stakeholder is a person such as employee, customer, or citizen who is involved with an organization, society etc.and therefore has responsibilities towards it and interest in its succes

Cambridge dictionary



ORGANISATIONS AND STAKEHOLDERS GROUPS IN OUTDOOR HOSPITALITY IN EUROPE



Organisations and stakeholders groups in the field of outdoor hospitality in Europe are divided into in 7 different groups according to their interest and membership structure.

Each stakeholder is identified with the main features and description of most important data and activity.

To learn more: explore the websites of the presented Organisation /Association



ORGANISATIONS AND STAKEHOLDERS GROUPS IN OUTDOOR HOSPITALITY IN EUROPE

- 1. Camping Business Organisations**
- 2. Camping Consumer Organisations/Clubs**
- 3. Automobile clubs**
- 4. Camping industry**
- 5. Camping touroperators**
- 6. Camping publishers**
- 7. Camping brands/chains**



Chapter 1.

EUROPEAN CAMPING BUSINESS ORGANISATIONS

Introduction: Chapter 1

CAMPING BUSINESS ORGANISATIONS

To protect the business and strategic interests of the outdoor hospitality industry, campgrounds, holiday and caravan parks join together in regional, national or international business associations.

Members of national associations can be directly campsites, but also their members could be also regional Associations. The national associations are members of EFCO, which represents the campsite, holiday and caravan park industry at European level.

The first and most important objective of EFCO&HPA is to promote and defend the interests of the industry through representation to the European authorities (Council, Commission and Parliament) in order to protect the interests of the sector and their own interests.





Chapter 1: Content

1. CAMPING BUSINESSES ORGANISATIONS

1.1. EFCO & HPA - European Federation of Campsite Organisations & Holiday Park Associations

1.2. NATIONAL ASSOCIATIONS – MEMBERS OF EFCO&HPA:

- 1.2.1. GREAT BRITAIN: BH&HP – The Camping and Caravanning Club of Great Britain
- 1.2.2. GERMANY: BVCD – Bundesverband der Campingwirtschaft in Deutschland e.V.
- 1.2.3. FRANCE: FNHPA – Federation nationale de l'hotellerie de plein air
- 1.2.4. NETHERLAND: HISWA – RECRON
- 1.2.5. ITALY: CONFEDERCAMPEGGIO – Confederazione Italiana campeggiatori
- 1.2.6. SPAIN: FEEC – La Federación Española de Empresarios del Campings
- 1.2.7. SLOVENIA: SCA – Slovenian Camping Association
- 1.2.8. CROATIA: CCU – Croatian Camping Union
- 1.2.9. Others EFCO&HPA members in Europe

1.1. EFCO & HPA

European Federation of Campsite Organisations & Holiday Park Associations



- EFCO&HPA is the representative body of the campsite, holiday and caravan parks industry at the European level
- EFCO&HPA's first and main objective is to promote and defend the interests of the industry through representation to the European Authorities (Council, Commission and Parliament)
- Aim of EFCO&HPA is to ensure that the interests of the sector are understood and taken into account in the important European decision making process, enabling the continuing viable operation of the industry



<https://www.efcohp.eu/>

1.2. NATIONAL ASSOCIATIONS – MEMBERS OF EFCO&HPA

EFCO&HPA membership is made up of the National Trade Associations of the following countries:

Austria	Netherlands
Belgium	Lithuania
Croatia	Luxembourg
Denmark	Serbia
Estonia	Slovenia
Finland	Spain
France	Sweden
Germany	Switzerland
Greece	United Kingdom
Ireland	
Italy	
Latvia	
Norway	
Portugal	



<https://www.efcohpa.eu/>
www.campingeurope.com

1.2.1. Great Britain: BH&HP

The British Holiday & Home Park Association

- The British Holiday & Home Parks Association - established to exclusively serve and represent the interests of the parks industry in the United Kingdom
- membership consists of owners and managers of park home estates, touring, tenting and glamping parks, holiday caravan parks, chalet parks and all types of self-catering accommodation



1.2.2. Germany: BVCD



Bundesverband der Campingwirtschaft in Deutschland e.V.

- The Federal Association of the Camping Economy in Germany was founded on November 10, 2000, to serve as an umbrella organization and lobby group for entrepreneurs in the camping industry and to promote camping tourism in Germany. The BVCD has its headquarters in Berlin
- the association is federally organized (like the organization of the federal states in Germany)
- twelve regional camping associations (at the federal state level) are direct members of BVCD, in total, BVCD represents about **1,200 campsites** in Germany
- the BVCD represents the interests of all campsites and motor home parks in Germany against public authorities, associations and other institutions and lobbies for common areas of expertise, political and economic concerns. In addition, the BVCD helps, informs and advises its members in all areas of camping
- The Association of the Camping Economy in Germany is the federal institution that enables cooperation and targeted promotion of camping in Germany.
- **its main goal is to promote and position camping as a high-quality form of leisure and holiday in Germany and abroad**

1.2.3. France: FNHPA

Federation nationale de l'hotellerie de plein air

- The FNHPA is the only representative trade union of campsite managers. It represents an essential sector of the French tourism industry: 2.7 billion turnover, 22 million customers welcomed each year in its 8,000 establishments
- 1st host in France in terms of accommodation capacity, the sector is the 2nd in number of nights behind the hotel industry (which is not subject to the phenomenon of seasonality). Its members are major players in the development and enrichment of territories, providing, even in the most isolated areas of France, a sustainable activity, creating jobs and resources for the local fabric. If a campsite closes, a significant part of the activity of a territory disappears

The 4 missions of the FNHPA include representing and defending:

- representative body of outdoor accommodation professionals, the FNHPA is the privileged interlocutor of the institutional and social partners in the sector. It offers practical solutions for the development of the sector and its sustainability;
- support to professionals in the legal, tax, economic, administrative, planning and development fields;
- training and informing managers;
- promoting and developing the profession as a whole through participation in trade fairs for outdoor hotels and by maintaining relations with the media.

1.2.4. Netherland: HISWA – RECRON

**Entrepreneurial organization for yacht building and water sport +
Branch association for recreation entrepreneurs**

- **HISWA-RECRON** is the entrepreneurial organization of companies in water sports and recreation
- **HISWA-RECRON** supports, connects and promotes its members: water sports companies and recreation companies in the Netherlands. As an entrepreneurial organization we represent the interests of these companies at regional, national and international level

As of January 1, 2020, the HISWA Association (entrepreneurial organization for yacht building and water sports) and RECRON (Branch association for recreation entrepreneurs) have merged to form the new business association HISWA-RECRON

<https://www.recron.nl/>

<https://www.hiswarecron.nl/leisure-en-recreatie/kampeer-en-bungalowbedrijven>

HISWA
RECRON
HET BELANG VAN WATERSPORT EN VRIJE TIJD

1.2.5. Italy: FAITA - FEDERCAMPING

Federazione delle Associazioni Italiane dei Complessi Turistico-Ricettivi all'Aria Aperta



- **FAITA – FederCamping** represents and protects the interests and rights of Open Air Tourism Receptive Enterprises (camping and tourist villages) in Italy
- The Federation has been active and has been operating for more than 50 and has united the majority of **the 2350 Italian companies** in the sector in 18 regional associations
- **FAITA – FederCamping** has always been committed to protecting and promoting its member companies and the open-air tourism sector in general. The primary objective of the Federation is to enhance the sector through the promotion of business culture and the qualification of business management. In this sense, both business process and environmental certification programs have been developed and are already applied in numerous structures
- The Federation carries out services for the Regional Associations and cooperates with them for the solution of local problems

1.2.6. Spain: FEEC

La Federación Española de Empresarios del Campings (FEEC)

Membre of EFCO. The Spanish Camping Federation (FEEC) is the only national business organization that represents the camping sector since 1977.



CAMPINGS DE ANDALUCÍA



CAMPINGS DE ARAGÓN



CAMPINGS DE ASTURIAS



CAMPINGS DE BARCELONA



CAMPINGS DE CANTABRIA



CAMPINGS DE CASTILLA LA MANCHA



CAMPINGS DE CASTILLA LEÓN



CAMPINGS DE EUSKADI



CAMPINGS DE EXTREMADURA



CAMPINGS DE GALICIA



CAMPINGS DE LA RIOJA



CAMPINGS DE MADRID



CAMPINGS DE MURCIA



CAMPINGS DE NAVARRA

<https://fedcamping.com/campings/>

1.2.7. Slovenia: SCA

Slovenian Camping Association by the Slovenian Chamber of Commerce

- **Turistično gostinska zbornica Slovenije** - Združenje kampov,- Slovenian camping association by the Slovenian chamber of commerce,
- main activities: protection of the interests of campsite owners, lobbying for the camping industry, legislation,
- promotion of campsites and Slovenian camping products on the European market.



Turistično gostinska zbornica Slovenije - Združenje kampov, Dimičeva 13, 1000 Ljubljana,
<https://tgzs.si/zdruzenje-kampov/>

1.2.8. Croatia: CCU

Croatian Camping Union

- founded in 1978. as naturist section and in 1982 became a section of the "Yugoslav Camping Union,,
- in 1992. registered as „Croatian Camping Union”
- in 1995. CCU became member of „EFCO&HPA” (European Federation of Campsite Organizations and Holiday Park Associations)
- CCU is one of the few business organizations that actively promotes the camping sector and the sale of accommodation
- CCU members cover more than 90% of the Croatian camping offer.



Croatian Tourism Competitiveness Cluster (Association of Employers in Croatian Hospitality):

- Association of Croatian Travel Agencies,
- Croatian Camping Union,
- Small & Friendly Hotels in Croatia
- Croatian Youth Hostel Association.

1.2.9. Others EFCO&HPA members in Europe

Serbia: Camping Association of Serbia; www.efcohpa.eu/estonia

Estonia: Estonian Camping Association; www.efcohpa.eu/estonia

Austria: Austrian Professional Leisure Establishment Association Wirtschaftskammer Österreich; www.efcohpa.eu/austria

Denmark: DK-CAMP; www.efcohpa.eu/denmark

Belgium: Walcamp – “Fédération des campings de Wallonie”; www.efcohpa.eu/belgium

Finland: Finnish Campingsite Association; www.efcohpa.eu/finland

Greece: Panhellenic Camping Association; www.efcohpa.eu/greece

Ireland: Irish Caravan and Camping Council; www.efcohpa.eu/ireland

Latvia: Latvian Camping Association; <https://www.camping.lv/index.php>

Lithuania: Lietuvos Kempingu Asociacija; <https://www.camping.lt/lt/>

Luxemburg: Camprilux a.s.b.l. – Les Campings et Hébergements Privés du Luxembourg; <https://www.camping.lu/>

Norway: NHO Reiseliv Servicekontoret ; www.efcohpa.eu/norway

Portugal: AHRESP – Associação da Hotelaria, Restauração e Similares de Portugal, <https://ahresp.com/>

Sweden: SCR Svensk Camping; <http://www.scr.se>

Switzerland: Swisscamps – Swiss Camping Association; <https://www.swisscamps.ch/en/verband>



Repeat-Chapter 1.

MAKE YOUR STUDY FUN

In this chapter main **Camping Business Associations/Organisations and Federations in Europe** are presented. They are organization from business and represent their members interests and lobbying on national and international level.

1. Describe the features of the European Federation for Camping and Caravanning EFCO. Who are its members?
2. Explain the role of national camping Federation such as BVCD in Germany.
3. Analyse - as a campsite owner, how you can best use the Croatian camping organization in the interest of your campsite?



Chapter 2.

CAMPING CONSUMER ORGANISATIONS/CLUBS

Introduction Chapter 2

CAMPING CONSUMER ORGANISATIONS/CLUBS

In this chapter main organisations, associations or campers/camping clubs from consumers side will be presented.

Consumers - campers, owners of caravans, motorhomes or just regular camping lovers join in different organisations to protect or develop their interests. Sometimes these are local clubs associated in regional or national organisations/Associations. Biggest camping consumers organization is FICC – Federation Internationale de Camping, Caravanning et Autocaravaning who represents today 77 federations and clubs from 39 countries. This unique force also protects and promotes camping at national and international level through its technical committees. Beside FICC, in this chapter major national camping consumers organization will be presented and also INF- International Naturist Federation.



Chapter 2: Content

2. Camping Consumer Organisations/Clubs

2.1. FICC - Fédération Internationale de Camping, Caravanning et Autocaravaning AISBL

2.2. National Camping Clubs – members of FICC:

2.2.1. GREAT BRITAIN

- a) The Camping and Caravanning Club of Great Britain
- b) Caravan and Motorhome Club – Great Britain

2.2.2. GERMANY: DCC – Deutscher Camping Club

2.2.3. FRANCE: FFCC - La Federation des camperus, caravaniers et camping-caristes

2.2.4. ITALY: CONFEDERCAMPEGGIO- Confederazione Italiana campeggiatori

2.2.5. AUTRIA

- a) ÖCC – Österreichischer Camping Club
- b) CCA – Camping und Caravanning club

2.2.6. SPAIN

- a) FECC - Spanish Federation of Camping Clubs
- b) FCCC- Catalan Federation of Camping Clubs
- c) Furgosfera - Spanish Campervan Life Style Club

2.2.7. POLAND

2.2.8. BELGIEN

2.3. INF – International Naturist Federation

2.4. Others: Reisemobil Union

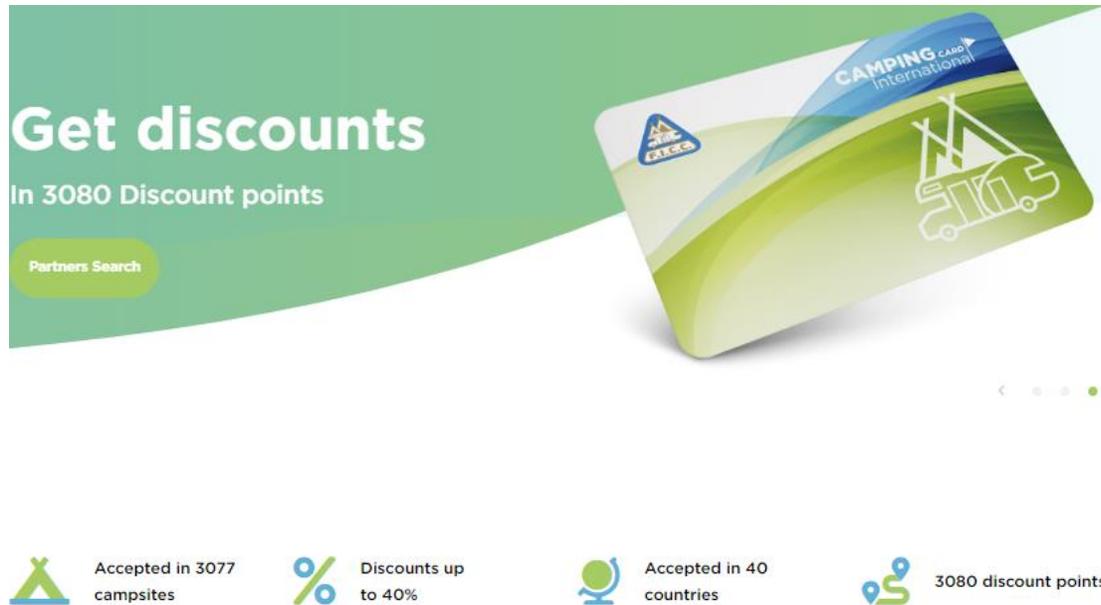
2.1. FICC – Fédération Internationale de Camping, Caravanning et Autocaravanning



- when the F.I.C.C. was founded in 1933, it included 16 clubs from 7 countries
- today it has 77 federations and clubs from 39 countries: a unique force that represents, protects and promotes camping at national and international level through its technical committees
- issuing Camping Card International
- organising The international Rallies



CCI – Camping Card International issued by FICC and National Members



Get discounts
In 3080 Discount points

Partners Search



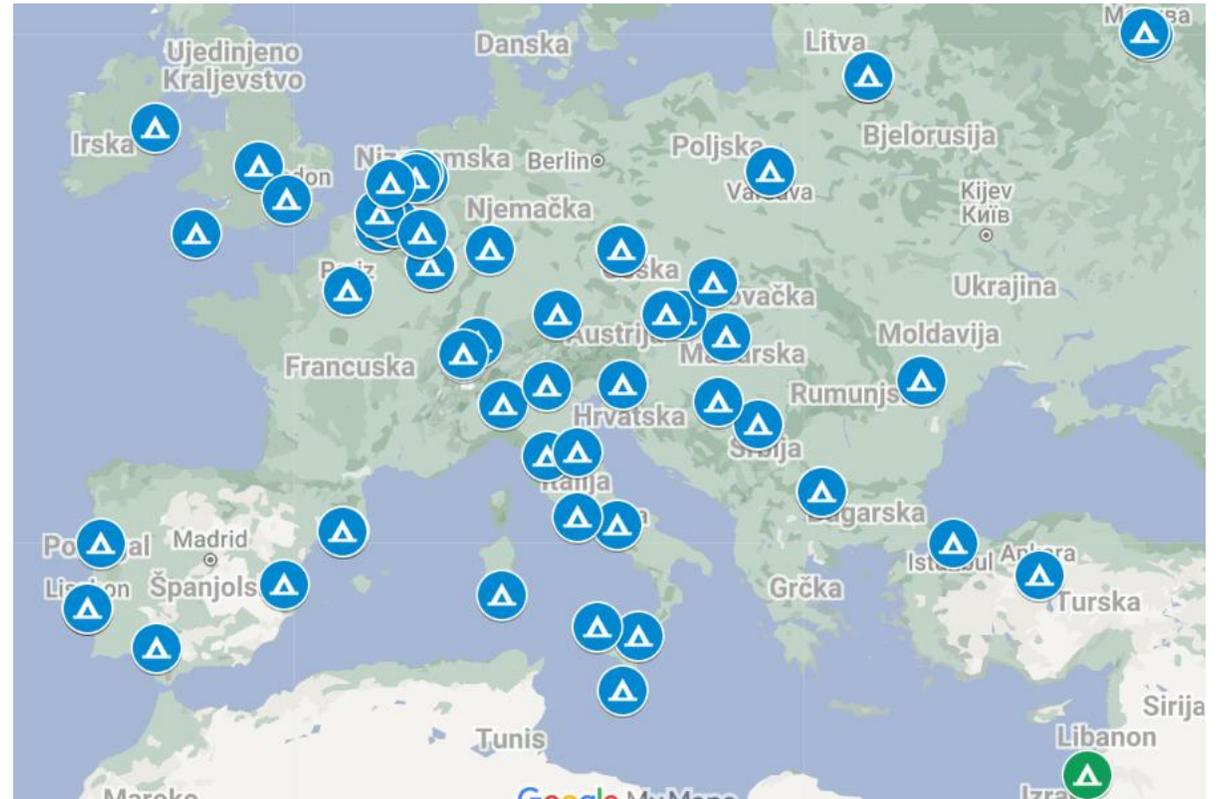
Accepted in 3077 campsites Discounts up to 40% Accepted in 40 countries 3080 discount points

The advertisement features a green and white background. On the left, the text 'Get discounts In 3080 Discount points' is displayed in white on a green background, with a 'Partners Search' button below it. On the right, a 3D-rendered CCI Camping Card International card is shown, featuring the FICC logo, the text 'CAMPING Card International', and an illustration of a motorhome. Below the card, four icons with text describe the card's benefits: a tent icon for 'Accepted in 3077 campsites', a percentage icon for 'Discounts up to 40%', a globe icon for 'Accepted in 40 countries', and a location pin icon for '3080 discount points'.

- the CCI is a respected proof of identity
- the CCI is a discount card for more than 3.000 campsites throughout Europe. This discount can be up to 25% in both high and low season
- the holder of a CCI is a carefree camper. Your travel group of maximum 11 people is covered by liability insurance during their stay at the campsite

2.2. NATIONAL CAMPING CLUBS – MEMBERS OF FICC

- The Camping and Caravanning Club – Great Britain;
- DCC – Deutscher Camping Club;
- ÖCC – Österreichischer Camping Club;
- C.I.C. – Confederazione Italiana campeggiatori;
- F.E.A.A - Federacion espanola de asicacuibes azticaravabustas;
- others



2.2.1. Great Britain:

a) The Camping and Caravanning Club of Britain



- largest Club for all forms of camping - experts in the field, for over 120 years
- in August 1901, six people went camping in an orchard on the outskirts of Wantage. From this small beginning, The Camping and Caravanning Club has grown to over 700,000 members over the last 120 years

Thomas Holding

Our founder was Thomas Hiram Holding – the founder of modern camping. In 1853, he travelled across America with his parents as part of a wagon train and this fostered his lifelong love of camping. He was also a keen cyclist and published a book about a cycling and camping trip he took to Ireland. This led to the formation of the Association of Cycle Campers and ultimately to that first camping trip in Wantage.



Lord Baden-Powell

In 1919, Lord Robert Baden-Powell was appointed President of the Club. By that time, he had already made a name for himself as a soldier during the Second Boer War. Using ideas from this, he went on to set up the first meeting of what would become the Scout movement on Brownsea Island, Dorset in 1907. Scouting for boys, first published in 1908, went on to become the fourth best-selling book of the 20th century.

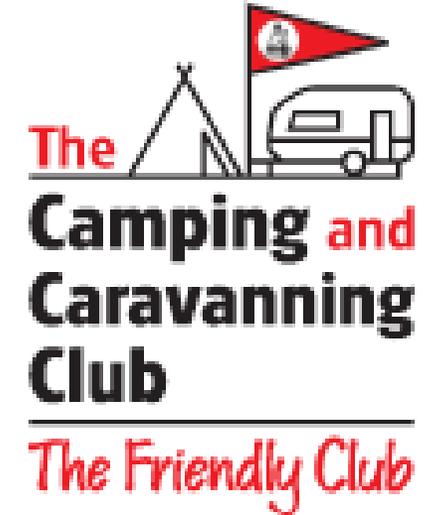


Scott of the Antarctic

Robert Falcon Scott was a naval officer before he began his polar exploration. He became President of the Club in 1909, a year before setting out to his fateful attempt to reach the South pole. Club lore says he took a Club flag on the journey. The team was caught in fearsome weather conditions on the return trip and never returned to base. Their bodies were buried under the tent and the location marked with a cairn of ice and snow.



The Camping and Caravanning Club of Great Britain



- established in 1901, The Camping and Caravanning Club is the world's oldest and largest Club for all forms of camping
- over 700,000 members
- The Club covers all types of camping, whether you're in a tent, caravan, motorhome or anything in between.
- over 100 Club Sites owned and managed by the Club
- over 1,300 member exclusive campsites
- publishing „Camping&Caravanning magazine
- site Seeker app



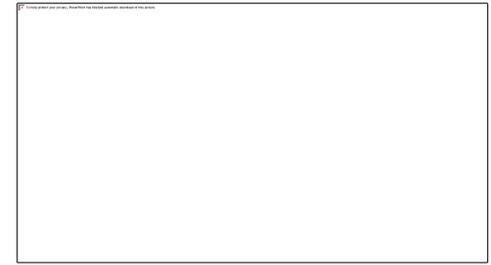
Member of FICC

b) Caravan and Motorhome Club (ex The Caravan Club)

-founded in 1907 as the Caravan Club <https://www.caravanclub.co.uk> and now known as the Caravan and Motorhome Club, it is Europe's biggest touring community, helping caravanners, motorhomes and campers access to more than 3000 stunning locations in the UK and Europe

-over 110 years of experience in the great outdoors The Club offers a range of quality, value for money products and services to enable holidaymakers to make the most of their leisure time and create lasting memories, experiences and adventures

-the history of the Club to be seen at **The National Motor Museum** in Beaulieu in the New Forest, which houses the historical archive, the Caravan Club Collection. Alternatively, browse the online galleries on the National Motor Museum Trust website



The Wanderer Caravan (around 1885). Dr William Stables (pictured right) was the founding father of leisure caravanning.

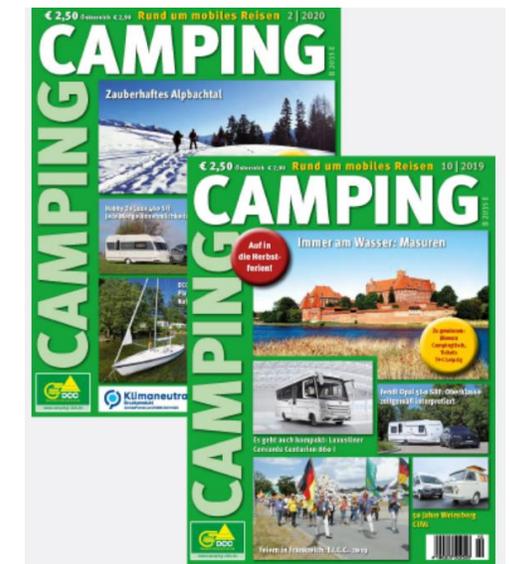
Not member of EFCO

2.2.2. Germany: DCC

Deutscher camping-club a.V. German camping club eV



- **The German Camping Club e.V. (DCC)** is Germany's association for tent, caravan and mobile home tourists
- founded in 1948 in post-war Germany, the DCC has been involved with local recreation in Germany from the beginning
- it is represented throughout Germany, has 21 state associations and over 137 local clubs
- publication of print camping guides and NEW - 3in1 online camping guide with 20,000 campsites
- publication of the magazine "Camping"

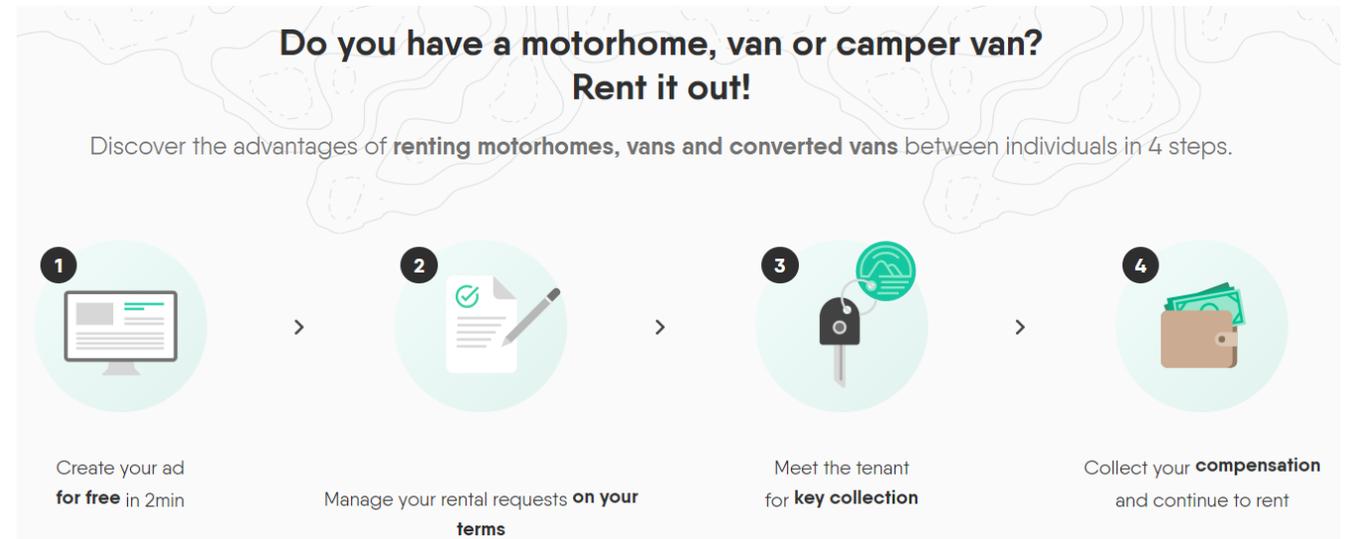


2.2.3. France: FFCC

La Federation des camperus, caravaniers et camping-caristes



- FFCC, la Fédération des campeurs, caravaniers et camping-caristes – camping club in France have 120.000 members
- founded in 1938
- has 2 campsites: Les Rives du Lac*** with beach on Lake Annecy and La Petite Motte*** on the shores of the Mediterranean. Preferential rate for members



2.2.4. Italy: CONFEDERCAMPEGGIO

Confederazione Italiana campeggiatori

Italian Campers Confederation, Italy



- **Confedercampeggio** stands for the Italian Camping Federation: a moral body founded on July 2, 1950, whose mission is to promote initiatives for the harmonious development of camping practice in every form and at every age, within the context **of a correct use of the territory and the environment to be protected**
- Confedercampeggio today brings together about **190 clubs, 15 regional federations**, with thousands of registered families
- manages the camping magazine "Il Campeggio Italiano" (founded 53 years ago) with a circulation of 25 thousand copies per issue; has always published the "**Guide for Facilities and Agreements**", intended for its members, and the "**Guide to Campsites and Parking Areas**", published in collaboration with the managers of Italian and foreign campsites and rest areas that have joined the "Ciao Campeggio - Benefits and Discounts" initiative
- Confedercampeggio distributes the CCI card with discount
- Confedercampeggio works in close collaboration with ANFIA - Recreational Vehicles Section - and with Assocamp (which represents caravan and motorhome dealers and renters)

2.2.5. Austria:

a) Österreichischer Camping Club Austrian Camping Club



- founded in 1951
- The Austrian Camping Club is biggest camping interest organization in Austria
- member of [F.I.C.C. \(Federation Internationale de Camping et de Caravaning\)](#) and [F.I.A. \(Federation Internationale de l'Automobile\)](#) and F.I.A.(Federation Internationale de l'Aumomobile.
- main activities: protection for members, distribution of camping card CCI with discounts
- issuing of ÖCC Clubcarte with plenty of benefits
- marketing activities for campsites – partner presentation and brochure
- publication of Camping Revue and travel service, travel advice via web, social media



b) CCA – Camping und Caravanning club Austria/Austrian Camping and Caravanning Club



- second major camping club in Austria
- members of FICC, Services: Travel assistance, CCI card, camping service
- CCA is partner with **ARBÖ** and **ACSI**
- **ARBÖ - Auto-Motor und Radfahrerbund Österreichs** (ARBÖ - previously called **Arbeiter-Radfahrer-Bund Österreichs**) is the Austrian automobile club. With approximately 420,000 members, it is the second largest automobile club in Austria after [ÖAMTC](#). Founded on April 30, 1899 in Wiena, the ARBÖ is Member of the [EAC European Automobile Clubs](#)



2.2.6. Spain

a) FECC - Spanish Federation of Camping Clubs

- **The Spanish Federation of Camper Clubs (abbreviated FECC or FECC)** is a non-profit, civil, open, sports, cultural and touristic association of camper clubs and associations
- **The Spanish Federation of Camper Clubs (FECC)**, which continues the Spanish Federation of Camping and Caravanning through a change of name approved at the Extraordinary General Assembly held in Cáceres on April 13, 2000, was legally established on July 29, 1965, as the successor of the Spanish Federation of Camping and Caravanning and the Spanish Camping Committee of the Spanish Federation of Mountaineers, in accordance with a decision of the Ministry of the Interior of July 11, 1957
- it is **a constituent member of FICC**, authorized by the Council of Ministers on March 10, 1967. It can also join national or international camping, cultural, ecological or tourist organizations that may be of interest to their ends

campistasfecc@yahoo.es', 'President: Mr. José Vicente Clemente Moreno', 'Founded: 1957', and 'Site: www.campistasfecc.com'." data-bbox="705 288 960 892"/>

← FEDERACION ESPANOLA DE C... →

nome
FEDERACION ESPANOLA DE CLUBES
CAMPISTAS

descrição
Address: Quinsá 17
Polígono Industrial Moncada III
ES - 46113 Moncada (Valencia)
Phone: + 34 961 399 009
Mobile: + 34 669 42 44 04
E-mail: campistasfecc@yahoo.es
President: Mr. José Vicente Clemente
Moreno
Founded: 1957
Site: www.campistasfecc.com

b) FCCC – Catalan Federation of Camping Clubs



- Catalonia's biggest camping consumer group with 120,000 members
- mundo Campista was born from the personal project of a camper with more than 30 years of experience as a user of campsites and accommodation in the sector, as well as a traveler with caravans and tent trailers in Spain and Europe
- first camping and caravanning discount card in Spain, Portugal, and in the process of expanding throughout Europe. They offer clients a card that gives them the best prices in the mid and low season, and collaborators, the possibility of advertising for free in our community of campers, through insertions in our RRSS, where they have already reached an audience of more than 300,000 people in all our profiles, an opportunity to improve sales, brand recognition and customer loyalty

← FEDERACIO CATALANA DE CL... →

nome
FEDERACIO CATALANA DE CLUBS
CAMPISTES

descrição
Pasaje del Cirerers
E – 0906 L'Hospitalet de Llobregat
(BARCELONA)
Tel: +34 609.199.609
Email :
federaciocatalana@clubscampistes.org
Homepage : www.clubscampistes.org
Contact: Mr. Ferran Bernad Mur
Président: Mr. Antonio Porcel BLANES
Foundation: September 1994
Language: English

<https://mundocampista.com>

c) Furgosfera - Spanish Campervan Life Style Club



- Spanish Campervan Life Style Club
- publication of magazines, organization of events and rallies
- guiacamper is the camper guide - directory of camper companies recommended by Furgosfera for those who want to rent, buy or put their vehicle in good hands and are looking for a professional and personalized service



<https://www.furgosfera.com/>

2.2.7. Poland: PZM

Polish Automobile and Motorcycle Association



- **The Polish Motor Association (PZM) Polski Związek Motorowy (PZM, PZMot)** is a Polish sports association operating on the basis of the Act of 25 June 2010 on Sport (i.e. Journal of Laws 2018, item 1263), to which several hundred automobile clubs and sports clubs belong. Among the main objectives of the Association is the development of mass and high-performance motor sports: car, motorcycle, speedway and karting
- it was founded in 1950 by the merger of the Polish Car Club and the Polish Motorcycle Association. According to its charter, the PZM is concerned with the dissemination of knowledge and motor culture, it carries out actions in favor of road safety, promotes motor tourism and camping, and supports the hobby of classic cars
- **The Polish Federation of Caravanning** was founded in 1964 and was a nationwide organization dealing with camping, i.e. a base for motor tourism, including caravanning. Its members could be individual caravanning tourists, and the increase in their number and related issues over the years led, among other things, to the transformation of PFC into PFCC in 1985 (... Caravanning)

2.2.8. Belgium

Fédération Francophone des Clubs de Camping et de Caravaning de Belgique

- for many years, Belgium has had an association that brings together French-speaking and Dutch-speaking motor clubs: UBMC (Belgian Union of Motorhome Clubs). On the initiative of the BCM (Belgian Motorhome Club), two clubs were founded: LFBCM (Belgium League of Francophone speaking Motorhome Clubs), which operates in the Walloon region and in the Brussels region
- flemish Camping Tourists (VKT) has more than 70 years of experience. From a small department, our camping organization has grown into a partner for Flemish campers
- flemish Camping Tourists (VKT) was officially founded in 1948 as the camping department of the Vlaamse Toeristenbond-Vlaamse Automobilistenbond (VTB-VAB)



Scheldelaan 3a, 9070 Destelbergen – Belgium, <https://www.vlaamsekampeertoeristen.be/contact>

Rue des Chats 104, 1082 BRUXELLES, <http://users.belgacombusiness.net/cd085838/ff3cb/>

2.3. INF – International Naturist Federation



- The International Naturist Federation is an organization consisting of member federations in thirty countries, representing more than 1000 clubs.
- there are over 40 federations and correspondents around the world and within these federations there are around 1000 unique clubs, clothing optional resorts, nude beaches and holiday centres listed on our INF-FNI homepage.
- together with other interested parties involved in naturist activities, the INF-FNI works to improve the naturist experience and the naturist business climate by promoting the benefits of naturism to the general public.
- INF-FNI provides a variety of services to naturists, including planning and coordinating various events. These include the World Congress, which is held every two years in various clubs around the world (the 33rd Congress was held in Croatia in 2012, at the Koversada naturist park in Vrsar),
- approximately 450.000 naturist in the world
- issuing INF camping card

<https://inf-fni.org/about-inf-fni/>



2.4. OTHERS: Reisemobil-Union, Germany



- largest German interest group of Motorhome Drivers (consumer club),
- **The Reisemobil Union e.V. (RU)**, founded more than 30 years ago, is the association with the largest number of members among German motorhome owners. RU members elect representatives from within their association who are willing to work and who work at the presidium level, mostly on a voluntary basis, for the institutional, political and economic interests of all motorhome drivers. The RU bundles many individual interests into a unit that should be taken seriously
- The Reisemobil Union and its representatives do continuous, intensive and successful lobbying in the interest of all motorhome drivers. Motorhome tourism is now a serious economic factor. Many cities and municipalities have recognized this. An important goal of the RU is to spread this fact publicly and to sensitize municipal and private investing target groups to it



Repeat-Chapter 2.

MAKE YOUR STUDY FUN

In this chapter, the main camping consumers **organizations / associations of campers / camping clubs** are presented. They are representatives of campers in different countries and protect the interests of campers.

1. Describe the features of the FICC? Who are its members?
2. Explain the history and today's role of the oldest European camping club? Who are its founders?
3. Analyse - as a camper - what interest you have in becoming a member of the ÖAMTC?



Chapter 3.

AUTOMOBILE CLUBS IN EUROPE

Introduction: Chapter 3

Automobil Clubs in Europe

- among drivers – usual members of automobile clubs, many of them are drivers of camping vehicles
- in order to offer best possible services to their members - camping drivers, automobile clubs started very early to provide (beside regular automobile service) specific camping services to their members such as: inspection of campsites, presentation of camping services and publication of guides, road maps, issuing of camping discount cards, organization of rellys etc.



Chapter 3: Content



3. Automobile clubs in Europe

3.1. Camping Guides – Main Tool for Walk-In Camping Guests

3.2. Camping Cards issued by Automobile Clubs

3.3. FIA – International Automobile Federation

3.3.1. ADAC – Allgemeine Deutsche Automobile Club

3.3.2. ANWB – Royal Dutch Touring Club ANWB

3.3.3. ÖAMTC – Austrian Auto-Moto and Touring Club;

3.3.4. TCS – Touring Club Switzerland

3.3.5. ACF – France automobile Club

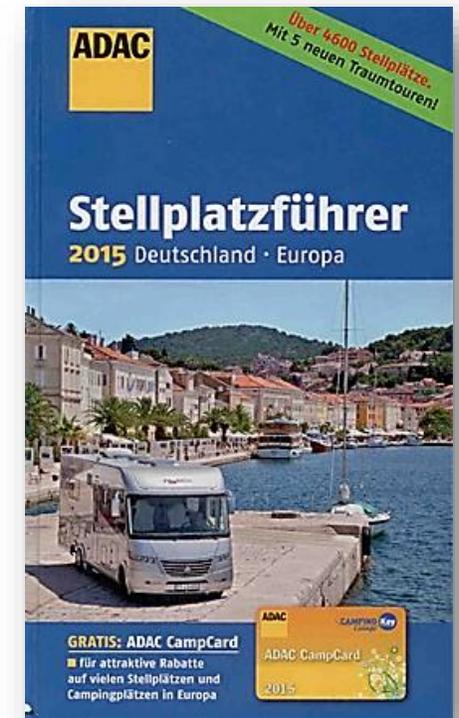
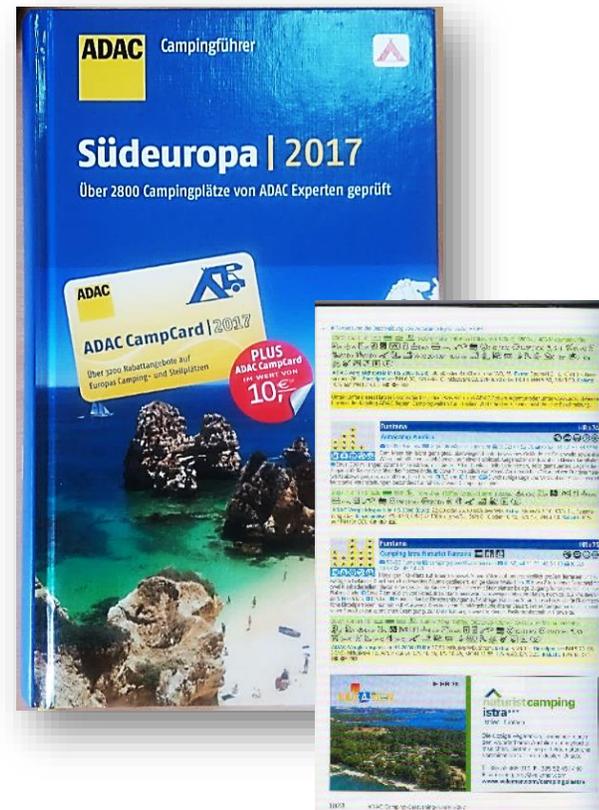
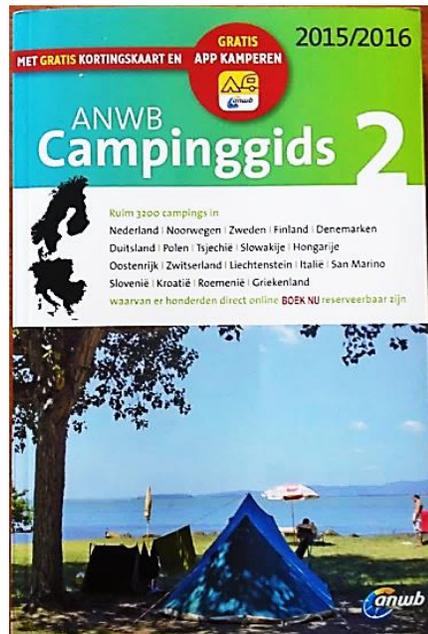
3.3.6. RACE – Royal Automobile Club of Spain

3.3.7. PZM - Polish Automobile and Motorcycle Federation

3.3.8. Others in Europe

3.1. CAMPING GUIDES – Main Tool for Walk-In Camping Guests

Today both print (car friendly) or online (apps), issued by Automobile clubs



3.2. CAMPING CARDS ISSUED BY AUTOMOBILE CLUBS

- camping cards issued from automobile clubs are a kind of loyalty program
- example: ADAC
- <https://www.pincamp.de/unternehmen/produkte/adac-campcard/>
- <https://www.pincamp.de/unternehmen/produkte/camping-key-europe-cke/>



3.3. FIA - International Automobile Federation



- **founded in 1904 by 14 National Automobile Clubs**, the FIA aims at establishing a union between its members
- the FIA is mostly known as the governing body for many auto racing events, such as the well known Formula One
- **244 Member Organisations representing over 80 million road users from 146 countries**
- **president:** Mohammed bin Sulayem

Vision: Safe, Sustainable and Accessible Motor Sport and Mobility for all

Mission: Support strong, connected and global network of Members, and serve their interests

Values:

Member-oriented
Excellence

Collaborative
Innovative

Trusted Sustainable

KEY FIGURES

36 COMMITTEES & COMMISSIONS

- Audit Committee
- Ethics Committee
- Nominations Committee
- Mobility Programmes Committee
- 26 Sporting Commissions
- 2 Mobility Commissions
- 3 Mobility & Sporting Commissions
- International Historical Commission

4 GOVERNING BODIES

- General Assembly
- Senate
- World Motor Sport Council
- World Council for Automobile Mobility and Tourism

3 JUDICIAL AND DISCIPLINARY BODIES

- International Tribunal
- International Court of Appeal
- Anti-doping Disciplinary Committee

4 AUTOMOBILE MOBILITY & TOURISM REGIONS

- Region I Europe, Middle East and Africa
- Region II Asia and Pacific
- Region III North America
- Region IV South America

6 FIA SPORT REGIONAL CONGRESSES

- Africa
- Asia-Pacific
- Middle East and North Africa
- North America and South America
- Central European Zone
- North European Zone

2021 MAJOR EVENTS



FIA CONFERENCE,
Monaco & online
5-8 July 2021

Delegates: **423**
Clubs: **196**
Countries: **178**



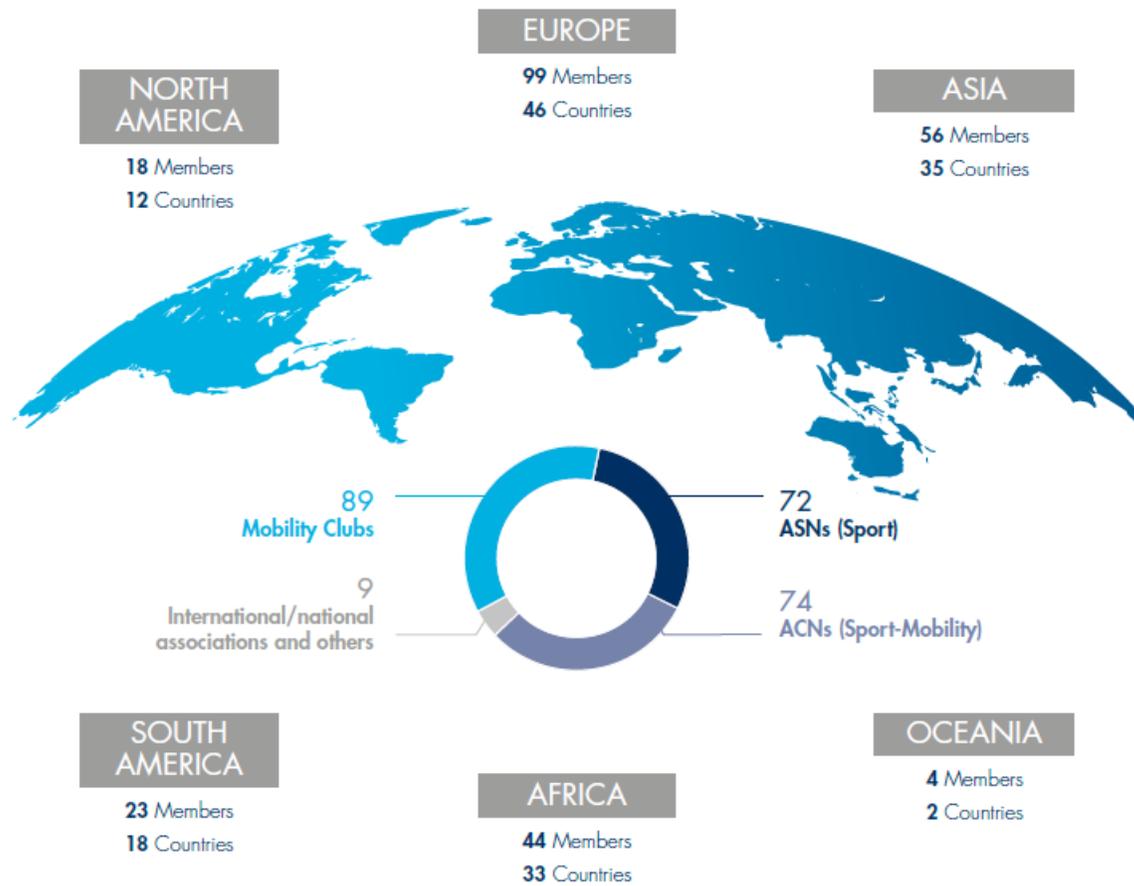
ANNUAL GENERAL ASSEMBLY,
Paris, France & online
13-17 December 2021

Delegates: **486**
Clubs: **202**
Countries: **129**



PRIZE GIVING,
Paris, France & online
16 December 2021

Guests: **790**
Viewers: **3,365,000**



3.3.1. ADAC – Allgemeine Deutsche Automobile Club (General German Automobile Club)

- ADAC is the largest automobile club in the world and offers its members a wide range of services and offers.
- over 21 million people trust in the competence of ADAC. No matter whether it's road safety, travel, technology, law or new developments in mobility. And all of these people rely on the support of ADAC when they have problems on the road.
- ADAC Camping - part of ADAC
- PINCAMP – ADAC specialist for camping
- strong marketing activities for camping (offline, online, social network, app)
- classification – quality control, publication of the quality check
- service: webinars, research, consulting, awards, hall of fame, etc.



<https://www.adac-camping.de>



<https://www.adac-camping.de/insights/>

a) ADAC – Camping Marketing

Marketing activities offline:

- Publishing ADAC Campingfuehrer
<https://www.adac-camping.de/produkte/adac-campingfuehrer/>
- Publishing ADAC Stellplatz fuehrer
<https://www.adac-camping.de/produkte/adac-stellplatzfuehrer/>
- ADAC Camping und Stellplatzatlas
<https://www.adac-camping.de/produkte/print/camping-und-stellplatzatlas/>
- PINCAMP Magazin <https://www.adac-camping.de/produkte/magazin-yes-we-camp/>
- ADAC/PINCAMP Highlights <https://www.adac-camping.de/produkte/print/pincamp-highlights/>

Marketing activities online:

- Booking platform PINCAMP.de and PINCAMP.ch

More on: <https://www.adac-camping.de/produkte/online/>



- special forms of advertising

With PiNCAMP.de and PiNCAMP.ch in 2021 they reached about 1 million visitors per month. Special forms of advertising – possible to highlight your campsite on Pin CAMP

- 15 million visits to Pin CAMP and the ADAC Camping App in 2021
- 90,000 followers on Facebook, 30,000 followers on Instagram and 60,000 newsletter subscribers



b) ADAC – Camping Classification

- ADAC publishes a camping guide and each campsite has its own classification in stars
- ADAC inspectors visit campsites and check the quality of camping facilities on site
- the classification is calculated from the individual results in five different performance areas, which are divided into ten individual categories. These are the areas of sanitary facilities, site area, supply, leisure facilities and bathing facilities
- not all service segments are equally important for the guest; that is why they are included in the ADAC classification with different weighting

- Sanitary equipment 39%
- Square area 26%
- supply 10%
- Leisure activities 12.5%
- Bathing facilities 12.5%



3.3.2. ANWB – Royal Dutch Touring Club ANWB



- **The Royal Dutch Touring Association ANWB** is an association that represents the interests of its members in the areas of mobility, holidays and leisure with a unique mix of influence and service activities. Through this work, the ANWB aims to contribute to the sustainable development of society
- membership based organization, lobbying, advocacy, tour operating,
- over 4,5 million Dutch people are members of ANWB, it is the largest Dutch membership based organization <https://anwbcamping.nl/>
- ANWB reaches its members through the network of more than 80 ANWB stores, the website anwb.nl and the Member Service Center
- yearly election of the “Campsite of the Year”
<https://anwbcamping.nl/?campinglist=Genomineerden-Camping-van-het-Jaar>
- publishing of KCK <https://www.anwb.nl/kamperen/kampeerkampioen/kampeerkampioen-abonnement>



Wassenaarseweg 220, 2596 EC Den Haag, <https://www.anwb.nl/>

CKE – Camping Card Europe

- **Camping Key Europe** is an international organization **owned by ANWB**. This organization issues a camping card of the same name in both card and digital formats. The CKE card is now sold in a total of 17 European countries through a partner network, and there are one million cardholders who make use of the advantages presented by the card. The camping card has several functions; it offers discounts at campsites, serves as a substitute ID card at campsites, and for damage caused at the campsite or rental accommodation, the included liability insurance provides coverage for your entire travel group (max. 6 people)
- The CKE card is offered in many European countries through a partner network. The delivery times vary depending on the partner <https://www.campingkeyeurope.com/static-page/our-partner-network>. Most partners issue a plastic card, in some cases a digital card is also offered. The price of the card may vary depending on the country, but the recommended price is around 15,00 €



3.3.3. ÖAMTC - Austrian Auto, Moto & Touring Club (Osterreichischer Auto-Moto und Touring Club)



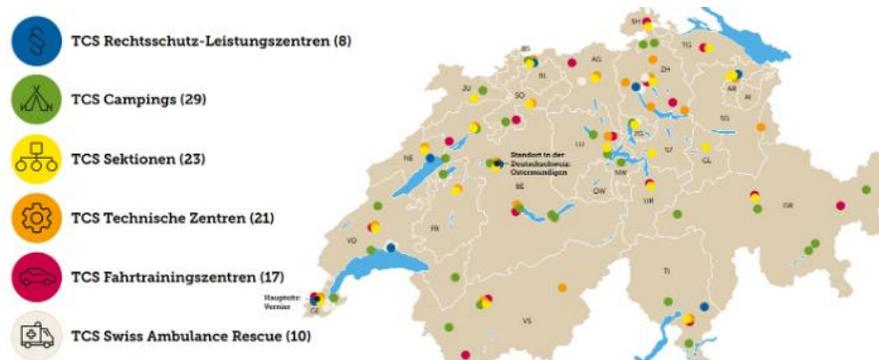
- biggest and main automobile club in Austria
- 2,5 million members
- organized in regional clubs
- main activities in road assistance and insurance
- lobbying for automobile industry services, camping influence for club members but also all automobile users and club members
- automobile clubs have members who are also members of the camping club (OECC)

3.3.4. TCS – Touring Club Switzerland (Touring Club Suisse)



- on **September 1, 1896**, 205 enthusiastic cyclists met in Geneva and founded the Touring Club Suisse
- around 1.5 million members
- TCS offers the most important booking platform in CH
- TCS is the largest provider of campsites in Switzerland

Brand promise: The club for safety, sustainability and self-determination in personal mobility.



[Advisory Brochures](#) [Camping Guide](#) [Video portal](#) [Touring Magazine](#)

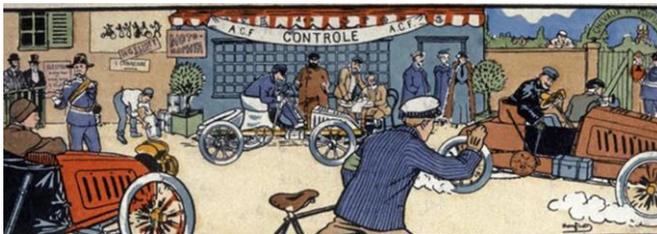
Chemin de Blandonnet, 41214 Vernier <https://www.tcs.ch/de/>



3.3.5. ACF – France Automobile Club (Automobile Club de France)

- **As the first automobile club in the world, founded in 1895**, "l'Auto" embodies a pioneering institution established in 1896 in the magnificent setting of 6 and 8 Place de la Concorde.
- a majestic setting of 15,000 m² to offer club members the comfort and exceptional facilities dedicated to the Cercle, which has never ceased to play a pioneering and fundamental role in the world of automobiles
- the ACF owns a luxury campsite "Domaine des Naiades"
- members: 2,185

Paris's 127-Year-Old Auto Club Still Says 'Non' to Women Members



[HISTORY](#)



[GRAND PRIX ACF](#)



3.3.6. RACE – Royal Automobile Club of Spain (Real Automóvil Club de España)

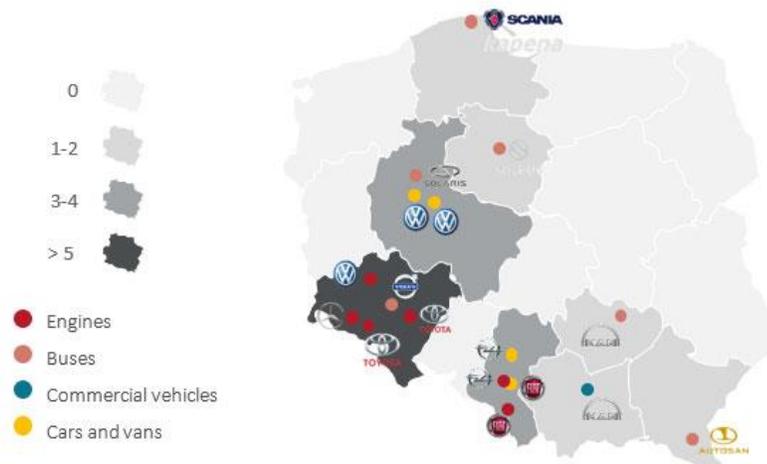


- the RACE was founded in **1903**
- in June 1919, RACE established the first post of what we know today as the Service Station
- RACE is the club that was born with the **aim of protecting motorists more than 110 years ago**
- it represents and defends motorists before national and international organizations and . This is the result of the experience and knowledge of RACE in areas such as motor sports or traffic regulations
- currently, and through its three telephone platforms located in Madrid and Córdoba, RACE offers its services to more than 8 million customers in Spain

Mission: to lead innovation, providing its partners and customers with the most cutting-edge assistance

3.3.7. PZM – Polish Automobile and Motorcycle Federation (Polski Związek Motorowy)

- PZM was **established on January 30, 1950** as a result of the merger of the Polish Automobile Club (founded in 1909) and the Polish Motorcycle Association (founded in 1924) and is the only continuator of the tradition of both of these organizations



HISTORY

PZM BULLETIN



3.3.8. Others in Europe

ITALY – [ACI \(Automobile Club d'Italia\)](#)

SLOVENIA – [AMZS \(Avto-Moto Zvezza Slovenije\)](#)

CROATIA – [HAK \(Hrvatski autoklub\)](#)

SWEDEN – [KAK \(Kungliga Automobilklubben\)](#)

NORWAY – [NAF \(Norges Automobil-Forbund\)](#)

TSCHECHIEN – [AČR \(Autoklub České republiky\)](#)





Repeat-Chapter 3.

MAKE YOUR STUDY FUN

In this chapter, the most important **automobile clubs** are presented. Automobile clubs with a significant number of members who drive campers have developed a wide range of services for their camping members such a camping card issuing, camping guide, online marketing etc.

1. Analyze how to book through ADAC's online services.
2. Explain the classification of an example campsite according to the ADAX classification.
3. Analyze the discounts offered by competitors on the Camping Card Europe.
4. Explain the characteristics of at least 3 European automobile clubs.



Chapter 4.

CAMPING INDUSTRY

Introduction Chapter 4.: Camping Industry

- in this chapter, the European market for recreational vehicles and the main mobile accommodation manufacturers are presented
- at this point, the European recreational vehicle market is valued at USD 24.1 billion and is expected to reach USD 45.6 billion by 2027, registering a CAGR of over 11.3% during the forecast period (2022-2027)
- almost 6 million camping vehicles are registered in Europe, and there are 3.5 million caravans and 2.4 million motorhomes in Europe, generating **12% of all European camping overnight stays**
- 130 companies producers of mobile homes
- thousands of companies producing camping gears, accessories, equipment

(<https://www.europages.co.uk/companies/mobile%20homes.html>)

The logo for HYMER, featuring the word "HYMER" in a bold, blue, italicized sans-serif font with three horizontal lines above the "H".The logo for TRIGANO, consisting of the word "TRIGANO" in white, bold, uppercase letters on a red rectangular background.The logo for ADRIA, featuring a red stylized "A" icon followed by the word "ADRIA" in blue, bold, uppercase letters.The logo for Berger, featuring a blue circle containing a white stylized "A" icon with a motorhome silhouette, followed by the word "Berger" in blue, bold, uppercase letters.The logo for Jack Wolfskin, featuring the words "Jack" and "Wolfskin" in yellow, bold, uppercase letters on a black background, with a yellow paw print icon to the right of "Wolfskin".

Chapter 4: Content



4.1. Caravan/Motorhome Organisations in Europe

4.1.1. E-C-F

4.2.1. CIVD

4.2. Caravan / Motorhome producers

4.2.1. Thor Industries

4.2.2. Erwin Hymer Group

4.2.3. Dethleffs

4.2.4. UK manufacturers

4.2.5. Knaus Tabbert

4.2.6. Adria/Trigano

4.2.7. Hobby

4.2.8. Fend

4.3. Tent producers in Europe

4.3.1. Glamping tent producers

4.3.2. Camping tent producers

4.4. Mobile home Producers in Europe

4.4.1. Arkabö

4.4.2. Adria/Trigano

4.4.3. CrippaConcept

4.4.4. Beneteau (IRM, O'Hara)

4.4.5. Bati Concept

4.4.6. Luisiana

4.4.7. Nord

4.5. Camping Accessoires

4.6. Camping Services

Dethleffs
Ein Freund der Familie



FENDT
CARAVAN



ADRIA

Hobby

TRIGANO

Knaus Tabbert
Wir bewegen



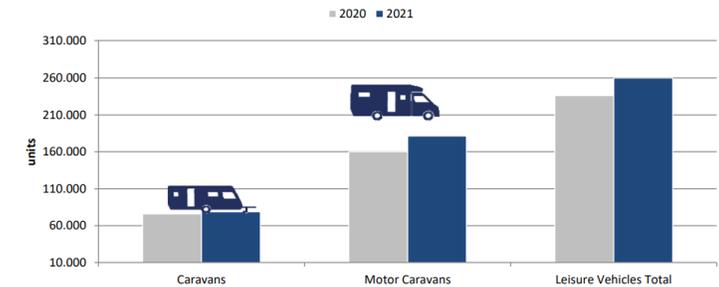
SWIFT

4.1. CARAVAN/MOTORHOME ORGANISATIONS IN EUROPE



4.1.1. E-C-F European Caravan Federation

- **The European Caravan Federation (ECF)** is the umbrella organization representing the national organizations of the European RV Industry.
- membership of the ECF consists of 14 caravanning federations and numerous national members of the caravanning industry in the EU member states
- these members are involved in the production, the sales and the use of touring caravans, motor caravans and mobile homes (known as caravan holiday-homes in the UK) and the supply of specialist parts and services to the industry
- the main difference between a caravan and a motor caravan is that the caravan needs a towing vehicle. Thus, it is not able to move itself. At the same time, this feature makes a holiday with a caravan on site more flexible. While the caravan serves as a living space on the chosen camping or parking site, the car can be disconnected and used to explore the surrounding area.



NEW REGISTRRTION:

- in 2021: total - 260.000 new registered recreational vehicles in EUROPE – **10,1% PLUS**
- **+ 3.7% NE CARAVANS**
- **13,2% NEW MOTORHOMES**
- **3,5 USED CARAVANS**
- **2,4 MIL USED MOTOR CARAVANS**

4.1.2. CIVD – The Caravanning Industry Association of Germany

- among the 196 CIVD members almost all German and European manufacturers of leisure vehicles are considerable suppliers and service providers, public institutions, exhibition companies and allied federations from all ranges of the industry.
- the representation of all interests of the caravanning industry vis-à-vis German and European representatives of politics, their committees, authorities and institutions plays a central role in the association's far-reaching field of activity. In addition to issues of technology and standardization in vehicle construction, the focus here is on regulations and rules on consumer safety and environmental policy issues
- the CIVD also articulates the concerns, intentions and developments of the caravanning industry to the media and the public
- the detailed statistical information that the CIVD has been compiling for decades in constantly rising extent, is considered as standard reading in the industry. The evaluated and prepared numbers, data and facts on the European and world-wide caravanning markets have become an indispensable part of the work of the global caravanning industry and international analysts

4.2. CARAVAN/MOTORHOME PRODUCERS

- the European recreational vehicle market is valued at USD 24.1 billion and is expected to reach USD 45.6 billion by 2027, registering a CAGR of over 11.3% during the forecast period (2022-2027)
- <https://www.mordorintelligence.com/industry-reports/europe-recreational-vehicle-market>

Major players:

1. Thor industries inc.
2. Dethleffs gmbh&co.Kg
3. Autotrail motorhomes
4. Swift Group Limited
5. Knaus Tabbert GmbH
6. Adria Mobil/Trigano

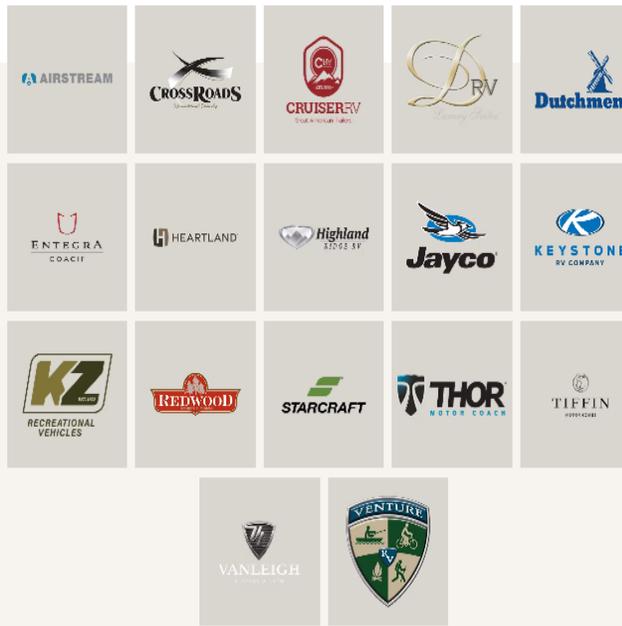


<https://www.youtube.com/watch?v=Dg3cQH ygDZM>

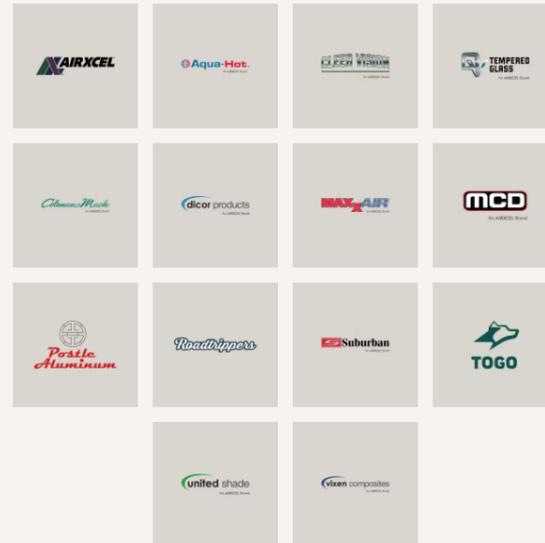
4.2.1. Thor Industries Inc.

Thor industries is the world largest manufacturers of recreational vehicles:

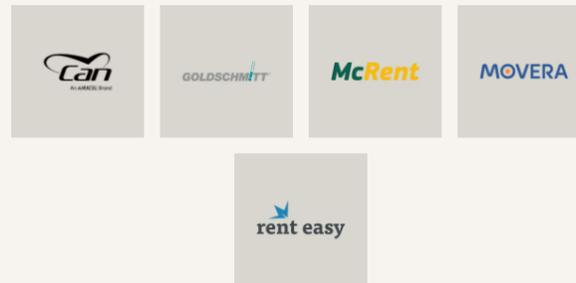
NORTH AMERICAN RV MANUFACTURERS



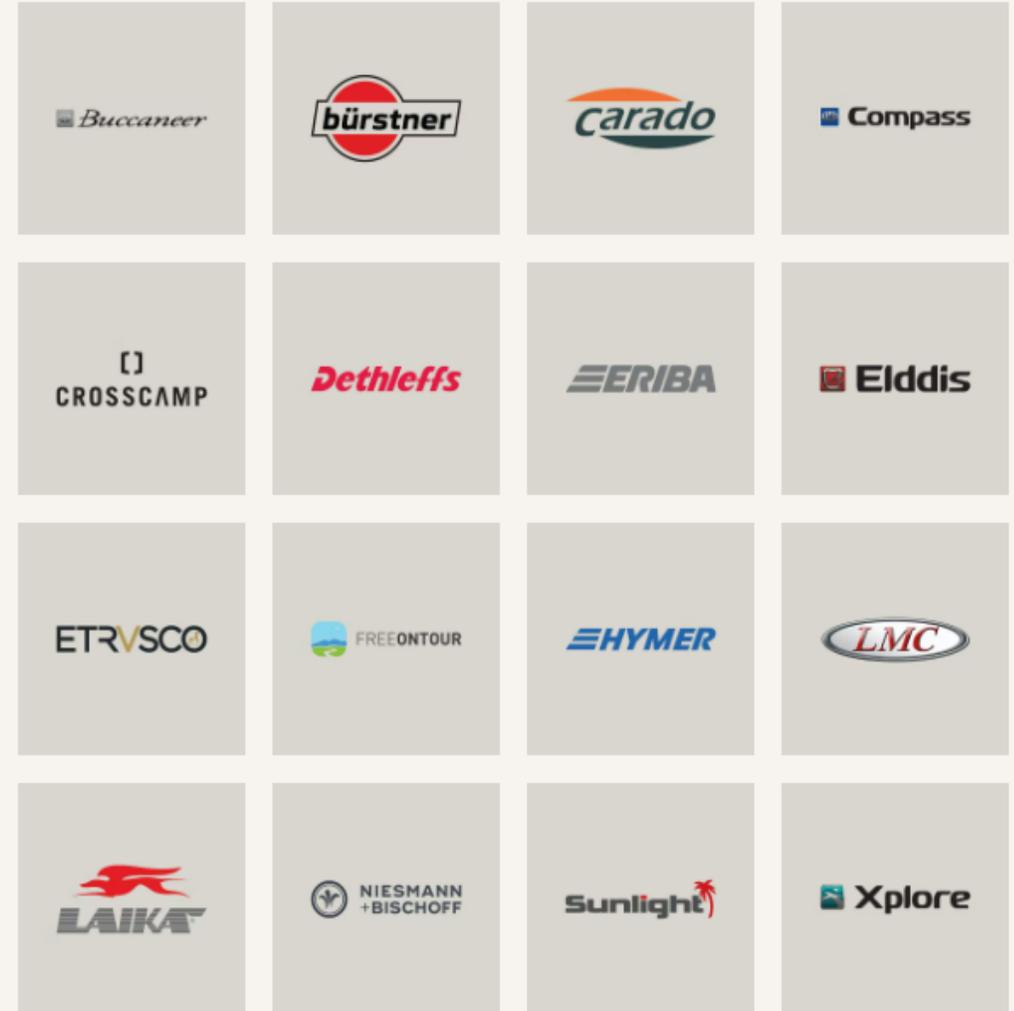
OTHER NORTH AMERICAN COMPANIES



OTHER EUROPEAN COMPANIES



EUROPEAN CARAVAN MANUFACTURERS

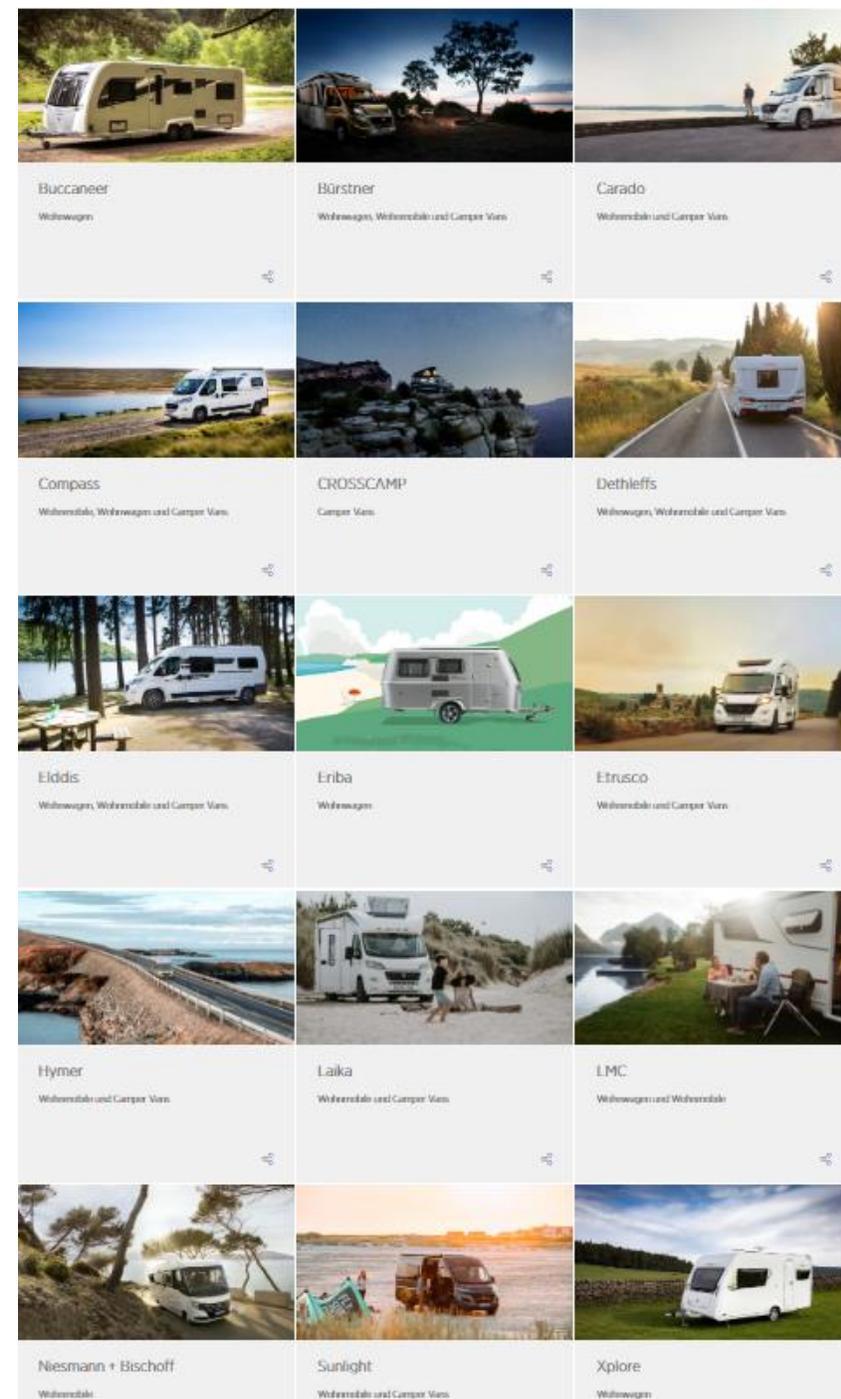
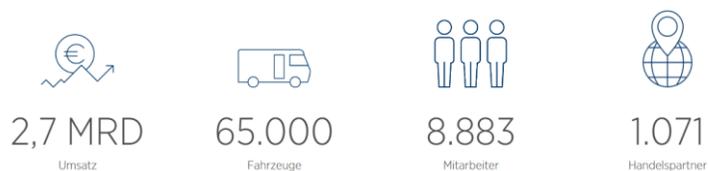


<https://youtu.be/Dg3cQHgyDZM>

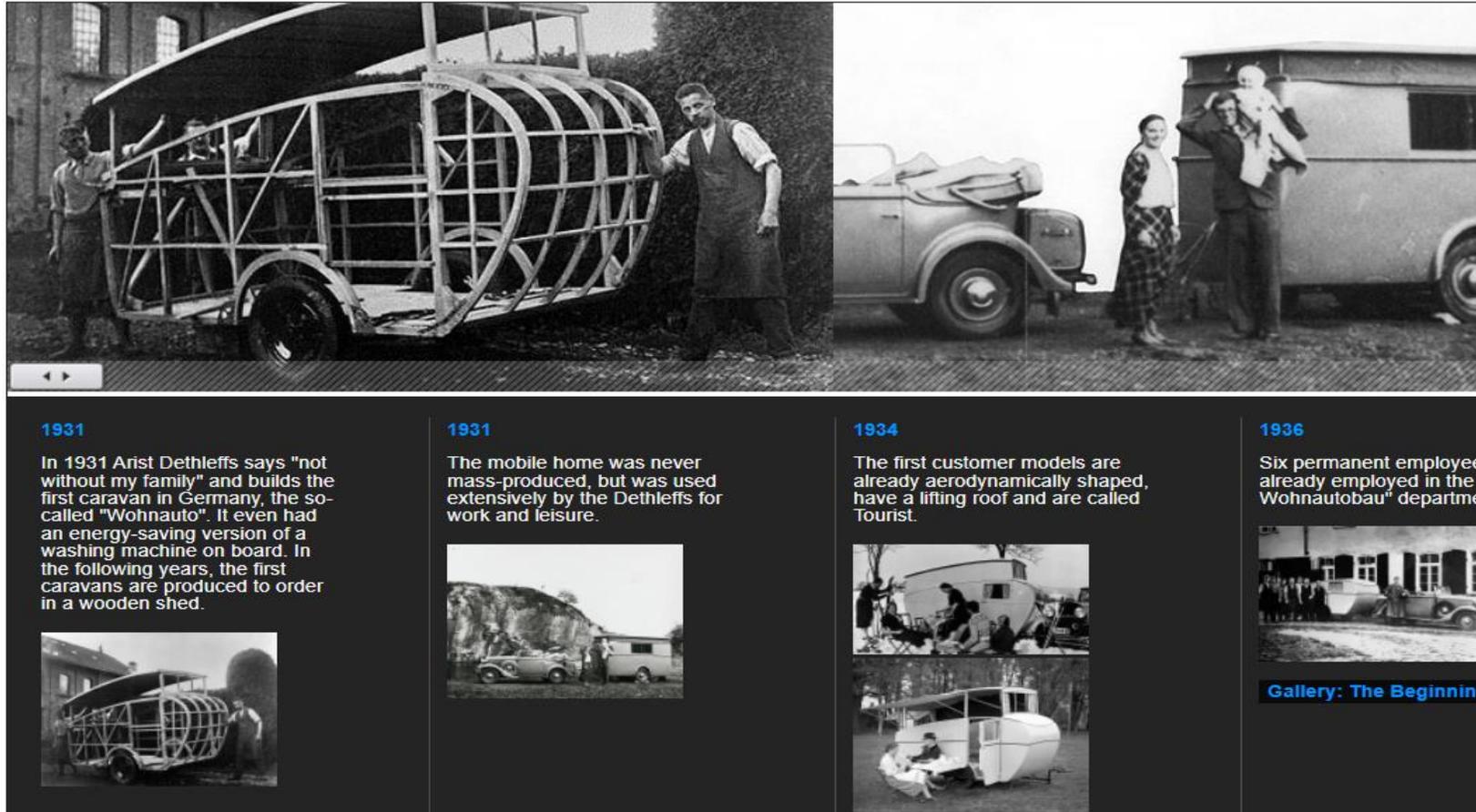
<https://www.thorindustries.com/>

4.2.2. Erwin Hymer Group

- **THOR Industries, Inc.** completed its 2019 acquisition of Erwin Hymer Group (EHG) in, one of Europe's largest manufacturers of recreational vehicles (RVs). The combination of THOR and EHG creates the world's largest RV manufacturer, with leading positions in both North America and Europe
- **Erwin Hymer Group** – many european brands



4.2.3. Dethleffs GmbH & KO. KG



Part of Erwin Hymer Group

<https://www.dethleffs.de/dethleffs/unternehmen/>

FREEONTOKUR:
<https://www.dethleffs.de/dethleffs/dethleffs-family/freeontour/>

DETHLEFFS FAMILY NEWS:
<https://www.dethleffs.de/dethleffs/dethleffs-family/familynews/>

DETHLEFFS FAMILY STIFTUNG:
<https://www.dethleffs.de/dethleffs/dethleffs-family/dethleffs-family-stiftung/>

4.2.4. UK manufactures



- UK's largest manufacturer of campervan and motorhomes
- the Autotrail Owners Club is the largest motorhome owners club in the UK with over 2000 members. Auto trail makes the best motorhomes to bring people of all ages, who share a common interest, to bond and create friendships that last a lifetime.
- the most personalized collection of UK campervans and motorhomes to date, with over 150 different options

<https://www.auto-trail.co.uk/>



- Swift is the UK's largest manufacturer of touring caravans, motorhomes and holiday homes
- the company has a turnover in excess of £270m, going from strength to strength in recent years as its workforce grows to over 1,150 employees. Swift head office is headquartered in Cottingham, East Yorkshire
- in 2017, Swift also launched its motorhome rental company, Swift Go, to bring the recreational vehicle experience to a wider range of people.
- Swift Go depots are located in Stockport, Manchester, Edinburgh and London Heathrow, which opened in 2020

<https://www.swiftgroup.co.uk/about/this-is-swift/>

4.2.5. Knaus Tabert GmbH

- Knaus Tabbert is one of the leading manufacturers of motorhomes, caravans and camper vans (CUV) in Europe
- the company stands for first-class quality, innovations and many years of experience.
- motorhomes, caravans and camper vans brands are: [KNAUS](#), [TABBERT](#), [WEINSBERG](#), [T@B](#) and [MORELO](#)
- those interested can easily try this form of travel through the rental service [RENT AND TRAVEL](#).
- Knaus Tabbert reflects on more than 80 years of its history. The success of Knaus Tabbert is based on the entrepreneurial spirit and inventiveness of its founders, Helmut Knaus Senior and Alfred Tabbert
- Rent&Travel – 80 stations in Germany for renting motorhome

1912. In the Baden-Württemberg town of Weinsberg, the „Karosseriewerke Weinsberg“ founded by Gustav Alt and Wilhelm Schuhmacher begins operations.

1960. Helmut Knaus founded KNAUS in the Franconian town of Marktbreit, near Würzburg and in 1961 start production of the first KNAUS caravan; the „Schwalbennest“ is presented to the public for the first time.

1996-2001 Start of cooperation between KNAUS and TABBERT until their fusion in 2001.



WEINSBERG



4.2.6. Adria Mobil/Trigano



Adria Mobil is one of Europe's leading companies in the recreational vehicle and mobile home markets. Part of Trigano group.

2019



Adria causes a stir with the new Astella.

2020



Adria at 55, launches the new generation Matrix, Coral and Adora.

2021



Alpina joins the new generation of products and Twin Sports is launched.

2022



Adria launches the Supersonic, a perfectly integrated motorhome on Mercedes-Benz.

QUALITY AND EXCELLENCE POLICY - ADRIA MOBIL, D.O.O.



4.2.7. Hobby caravan

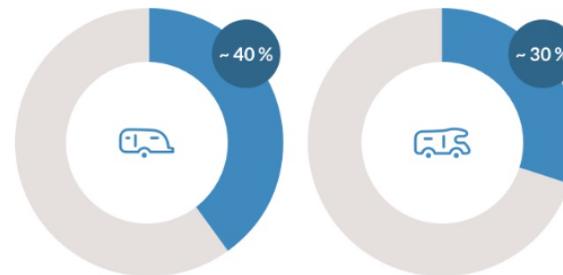
- Hobby was founded in 1967 by the engineer Harald Striewski
- the company is a medium-sized, family-run enterprise with over 50 years of experience in the leisure vehicle industry

Sales



- More than **350 dealers** across Europe
- Represented in all European countries by importers or agents
- Sales agencies in Chile, Japan, New Zealand, South Korea and China

Worldwide exports



Share of exports:

- approx. **40 percent** for caravans
- approx. **30 percent** for motorhomes

PRODUCTS

Caravans

54

Models

7

Model ranges

Motorhomes

21

Models

6

Model ranges

- from caravans with a body length of 3.60 m or over to large tandem-axle vehicles with a body length of up to 7.90 m
- particular focus on family layouts (13 models with children's beds and various equipment packages)

- Vans
- Semi-integrated vehicles in the entry-level and mid-range segments
- Overcab models

Production capacity

Caravan production

between approx. **10,500** and **13,500** caravans per season

Motorhome production

between **2,500** and **3,500** mobile homes per season

[CARAVANS](#) [MOTORHOMES](#) [VANS](#)

4.2.8. Fendt - Caravan

FENDT
CARAVAN

- German manufacturer of caravans and recreational vehicles
- headquarters is located in Mertingen (Germany)
- today, Fendt is a part of the Hobby-Wohnwagenwerk group



THE NEW FENDT
CARAVAN CLUB APP



4.3. TENT PRODUCERS



4.3.1. Glamping Tent Producers

OUTSTANDING
the new way of camping

Over **601** projects in
52 different countries

<https://www.outstandingtent.com/about-outstanding-tent/>

 **ADRIA**

<https://adria-home.com/mobile-tents>



<https://dewaardbusiness.com>



<https://www.glampingwelt.com/#luxusglamping>

The logo for Exclusive Tents features a green outline of a tent roof above the text 'Exclusive Tents' in a green, cursive font.

<https://www.exclusivetents.com>



Ex luxe tente -As of July 1st, 2020
LuxeTenten has been renamed YALA
luxury canvas lodges. Full press
release [here](#).

https://www.youtube.com/watch?v=jDnMSwuZVE0&ab_channel=TentMasters

Find more: <https://www.glampingbusiness.com/tented-structures/>

4.3.2. Camping Tent Producers

Top five camping tent market vendors:

AMG GROUP <https://www.amg-group.co/> is one of the leading companies in the UK

HILLEBERG <https://hilleberg.com/eng/> is a Sweden-based company, which manufactures backpacking and mountaineering tents

JOHNSON OUTDOORS <https://www.johnsonoutdoors.com/camping> is a US-based company, which manufactures and markets branded seasonal and outdoor recreation products. These are primarily used for fishing from a boat, hiking, diving, paddling, and camping

NEWELL BRANDS is <https://www.newellbrands.com/our-brands> a US-based company, which markets commercial and consumer products worldwide

OASE OUTDOORS <https://www.oase-outdoors.dk/> is a Denmark-based company. It develops, manufactures, and markets products related to camping and outdoor under the brand names **Outwell**, **Easy CAMP** AND **ROBENS** - these three brands are owned and operated by Oase Outdoors



<https://www.jack-wolfskin.hr/tents/>



<https://www.coleman.com/>



<https://tambu-outdoor.com/collections/all>



4.4. MOBILE HOME PRODUCERS IN EUROPE

Mobile homes & prefabricated houses difference in wheels under the unit.

In most countries it is a legal requirement that mobile homes have wheels if they are on the campsite.

Main problem: building tax and building permit.

Main players:

1. ARCABÖ
2. ADRIA/TRIGANO
3. CRIPPACONCEPT
4. BENETEAU (O'HARA, IRM)
5. BATICONCEPT
6. LUISIANE
7. NORD



Tiny House Europe

www.productmkr.com/europe-prefab-home-manufacturers

<https://mobilehomeliving.org/who-builds-the-best-manufactured-homes>

<https://www.europages.co.uk/companies/Manufacturer%20producer/mobile%20homes.html>

4.4.1. ARCABO

ARCABO is one of the **largest manufacturers of winter-proof chalets in Europe based in Netherland.**

ARCABO guides private individuals and entrepreneurs of campsite-holiday parks, from planning to implementation and takes care of the chalet's installation at the desired final destination.



Green Bay

Number of rooms: 3

Surface: 43,0m²



Charleston

Number of rooms: 3

Surface: 49,4m²



Orlando

Number of rooms: 3

Surface: 33,3m²

4.4.2. ADRIA/TRIGANO

- the leading European manufacturer of mobile homes, modular homes and glamping tents based in Novo Mesto, Slovenia
- part of Trigano group

AURORA

TIMELESS DESIGN.



XLINE

INSPIRED LUXURY.



MLINE

A NEW STAGE OF EVOLUTION.



BOUTIQUE

LAMPING DEFINITION.



OPEN AIR

FUTURE CLASSIC.



SAFARI LOFT

LUXURY HEIGHTS.



SAFARI

GLAMPING PARADISE.



ADRIATIC

PERFECTLY SIMPLE.



BELL

IN HARMONY WITH NATURE.



4.4.3. CRIPPA CONCEPT

- is one of **Italy's leading companies in the mobile home** and lodge tent sector for glamping tourism
- in 2017, it recorded a turnover of over 50 million euros. Today, the company is one of the most interesting research and development centers in Europe in terms of design, materials and environmental sustainability
- Crippaconcept is the most important **Italian company that designs** , builds and markets structures that are synonymous with quality outdoor holidays .
- Crippaconcept Mobile Homes and Lodge Tents are present in over 200 camping villages in Italy, Croatia and France



4.4.4. BENETEAU - GROUP (IRM, O'HARA)



O'HARA

- **Irm was the first manufacturer to enter the mobile home market in 1992**
 - with more than 160,000 mobile homes built, IRM is the leading manufacturer of French mobile homes.
 - since 2007, IRM is part of the BENETEAU Group, the world leader in yacht building
 - the market leader is once again taking on the challenge of reshaping its entire rental offering for 2021 by focusing on usage after studying how vacationers and professionals use the product
- O'HARA was founded in 1995
 - inspired by the charm of the old south of the United States, this brand is the result of diversification of the Beneteau Group, the world leader in nautical industries, and has continued to revolutionize the world of camping accommodations

<https://www.beneteau-group.com/en/brands-services/irm/>

<https://www.mobilhome-ohara.com/en/brand-ohara>

https://www.youtube.com/watch?v=efw-RTRHkro&ab_channel=Mobil-homeIRM-Fabriquanter%C3%A9sidencesmobiles

4.4.5. BATI CONCEPT

Bati Concept is your manufacturer of **tailor-made mobile homes and chalets** in France, Switzerland and Spain.

It can also intervene elsewhere, depending on the project.

Since 2006, the company has specialized in the [manufacture of mobile leisure residences](#) (mobile homes, chalets, light leisure accommodation) and **para-hotel structures** (offices, staff accommodation, reception, etc.) mainly in France but also in Spain. and in Switzerland.

There mission is to combine **creation** , **innovation** and **responsiveness** in order to imagine **tailor-made solutions** to respond as accurately as possible to your requests.



4.4.6. LOUISIANE

- "Louisiane" was founded in 1998
- today, company is a part of The Finadorom Group
- Finadorm was founded by Jean-Rémy Bergounhe, a businessman from Aveyron, in 1984
- The Group is now a leader in innovative wooden furniture and buildings both in France and on the international market



4.4.7. NORD

Celebrated the production of no less than 2,000 homes, At the beginning of 2020. From the premium construction, through an attractive silhouette, to designer choices when it comes to the interior design.

The entire home, from the frame to the interior, is self production and a unique **example of a truly Croatian product.**



SCHLUGA CAMPING HERMAGOR



LOŠINJ, KAMP LOPARI, LOŠINJSKA PLOVIDBA



POREČ LANTERNA MEDITERAN KAMP



4.5. Camping Accessoires



<https://www.fritz-berger.com/>



<https://www.reimo.com/camping-shop/>



<https://www.frankana.de/en/>



<https://www.campingshop-24.de/>



<https://www.camping-outdoorshop.de/>



<https://www.camping-outdoorshop.de/>



<https://www.truma.com/int/en/home>



<https://www.switchbacktravel.com/best-sites-buy-outdoor-gear>
<https://www.switchbacktravel.com/best-camping-gear>

4.6. Camping Services



<https://www.camping.care/en>

Campground Master[®]

<https://www.campgroundmaster.com/>



<https://software.campspot.com/>

PHOBS[®]

<https://phobs.net/>



<http://www.istrattech.hr/en/>



<https://campmap.com/>

Not only software companies in Europe, but many more base their business on camping such as: travel services, rental companies, publishers, media companies, digital marketing companies etc.



www.compusoft.eu

<https://www.softwareadvice.com/campground-management/>



www.easycamp.info



Repeat-Chapter 4.

MAKE YOUR STUDY FUN

In this chapter, the main **camping industry** is presented. Not only the main organization EFC, but also the manufacturers of motor homes, mobile homes, caravans and tents, as well as camping equipment.

1. Describe the features of the umbrella European Caravan /Motorhome Federation E-F-C.
2. Find the statistics of newly registered vehicles for the last year
3. Recognize the main motorhome manufacturers in Europe?
4. Analyze - as a campsite owner - who could be your supplier of mobile homes if you want to build a glamping village?



CHAPTER 5

CAMPING TOUR OPERATORS

Introduction: Chapter 5

Camping Tour Operators

Tour operators in the camping industry differ from classic tour operators in the hospitality industry. In most cases, they owned their own mobile homes set up in campsites throughout Europe, and not only handled the marketing and booking of these mobile homes, but also the maintenance, cleaning, and reception services.

Among tour operators today, there are more online travel agencies and distribution platforms that do not own their own mobile homes or tents, but mostly sell either accommodations in campgrounds or mobile homes under different ownership.

EUROPEAN
CAMPING
GROUP

campingVISION
Votre partenaire stratégique de vente en Europe

Marvilla
parks

Roan
Camping Holidays

eurocamp

homair

https://www.htz.hr/en-GB/tourism-information/tour-operators?company=&country=All&city=&category=54&sort_by=title&sort_order=ASC



Chapter 5: Content

5. Camping Tour Operators & Online Platforms

- 5.1. European Camping Group**
- 5.2. Gebetsroither**
- 5.3. Al Fresco Holidays**
- 5.4. VACANSOLEIL**
- 5.5. PITCHUP**
- 5.6. www.camping.com**
- 5.7. PIN CAMP by ADAC**
- 5.8. www.camping.info+www.glamping.info**
- 5.9. EuroCampings.eu by ACSI**
- 5.10. Camping Vision**
- 5.11. Online booking platforms**
- 5.12. AVTOCAMPI.SI**

5.1. EUROPEAN CAMPING GROUP

https://www.youtube.com/watch?v=1bhLtc2Qg-4&t=9s&ab_channel=HOMAIR

Headquartered in Aix-en-Provence, France, ECG operates a fleet of over 22,000 units (mostly mobile homes) across more than 310 premium campsites located in attractive destinations such as France, Italy, Spain and Croatia. The Company leverages three renowned and complementary brands (Homair, Eurocamp, and Roan) ensuring deep commercial coverage in key European outbound markets.

Learn more about ECG track record and values at: www.europeancampinggroup.com

- In the Tour operator world a huge change: <https://www.paipartners.com/mediaitem/pai-partners-backed-european-camping-group-to-acquire-vacanceselect-from-permira/>



<https://www.europeancampinggroup.com/uk>

5.1.1. ECC - Vacanselect

About Vacancelect

Vacancelect is a major player in the European open-air hotel industry. Operating across three core businesses – Distribution, Stay and Services – the group offers a wide range of services of more than 700 campsites (including 65 owned campsites) in 13 countries and covers outbound markets (France and Northern Europe) and key inbound markets (including France, Spain, Portugal, Italy and Croatia). Vacancelect is the fruit of a European heritage of pioneering brands in the HPA sector, which claim a positioning around vacations accessible to the greatest number of families, quality of service and innovative offers in an evolving market. The group has grown over the years to integrate many HPA specialists who share the same values. The group's transformation remains upwardly mobile and dynamic, marked by acquisitions and the deployment of new concepts.

- In the Tour operator world a huge change: <https://www.paipartners.com/mediaitem/pai-partners-backed-european-camping-group-to-acquire-vacancelect-from-permira/>

5.1. ECC brands

https://www.youtube.com/watch?v=1bhLtc2Qg-4&t=9s&ab_channel=HOMAIR



Located in Aix-en-Provence (France), Homair is the historical brand of European Camping Group and offers more than 10 000 accommodations spread over 140 high-end destinations in France and South Europe.



Eurocamp offers an excellent choice of camping holidays across over 140 fun-filled parks in 10 European countries, including family favorites France, Spain and Italy.



Roan Camping Holidays, a Dutch-originated company, offers a wide range of luxurious accommodations and destinations in Europe and gives its guests the personal attention they deserve.



Camping Vision, represented by 4 brands Allcamps, LuxCamp, Danskbilferie and Friferie is the leading distributor of camping holidays with partnerships with more than 950 campsites and tour operators.



Marvilla Parks is the brand name for European Camping Group own campsites, equipped with fantastic aquaparks & proposing a nice animations programme for the whole family.

- In the Touroperator world a huge change: <https://www.paipartners.com/mediaitem/pai-partners-backed-european-camping-group-to-acquire-vacanceselect-from-permira/>

<https://www.europeancampinggroup.com/uk>

5.2. GEBETSROITHER

The Austrian family business Gebetsroither, based in Weißenbach near Liezen in Styria, is the market leader and competence center for travel, holiday and camping. Around 250 employees work at three locations in Austria and at around 100 hand-picked campsites in 7 European countries.

40 years of experience and own mobile homes on campsites throughout Europe: whether in the mountains or on the lakes of Austria, in the sunny south, on the beaches of Croatia, Italy, Montenegro or on the islands of Sardinia and Corsica, on the Baltic Sea in Germany or in the heart of Slovenia.



5.3. AL FRESCO HOLIDAYS



AL FRESCO HOLIDAYS
UNITING WITH  **eurocamp**

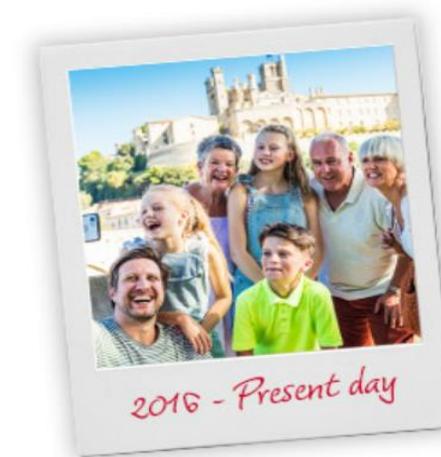
HISTORY OF AL FRESCO



As part of the TUI Group Thomson Al Fresco is founded. Welcoming parks in France, Spain, Italy, Holland & Croatia. By 2009 Thomson Al Fresco are in 50 parks across Europe.



In 2011 we joined the French owned Homair Group and rebranded to Al Fresco Holidays. By 2015 Al Fresco Holidays offer customers holidays in 70 parks in 5 countries covering 23 regions.



The Homair Group goes from strength to strength acquiring Eurocamp, Roan and Go4Camp. Changing the Group name to European Camping Group (ECG). Al Fresco Holidays expand with new websites in Ireland, Netherland and Denmark hugely increasing our overseas customers.

5.4. VACANSOLEIL

The company was founded in 1969, offering luxury camping holidays at affordable prices.

Today Vacansoleil is one of the market leaders in Europe, and the company continues to grow. A team of 210 employees in the office and more than 1250 colleagues at 550 top campsites.





5.5. PITCHUP

Pitchup.com has offered more than 4,608 outdoor accommodations for booking since 2009 - including more than 100 groups such as Parkdean Resorts, Chatsworth Estate, The Caravan and Motorhome Club, Highway West Vacations, Flower Campings, Aquadis Loisirs, Orbitur, Selina, Baia Holiday, Yelloh! Village, RAC Parks and Resorts and Aspen Holiday Parks

- sent over 4,000 bookings to our top-selling site in just one year
- received up to 320,000 visits per day - so think of the number of bookings they can send your way!



5.6. www.camping.com



Welcome to Camping.com, your source for everything camping. Reserve a campsite, buy gear, get information or connect with other campers, one click does it all at Camping.com. Camping.com is designed with your needs in mind. There are a few camping websites out there that let you book an online campground reservation and there are several online camping gear stores and there are a multitude of camping chat rooms and messages boards, but only Camping.com brings it all together in one website. We really are “Everything Camping”.

<http://www.camping.com/articles-and-info/new-to-do>



5.7. PIN-CAMP by ADAC

PiNCAMP - the camping portal of the ADAC

ADAC knows and has experienced more than 5,500 campsites throughout Europe through annual inspections

There are also field reports and voices from the community. And we collect all this information for you on PiNCAMP.de

We tell you whether a campsite is particularly child-friendly, whether dogs are allowed, how the WLAN is or how close the nearest beach is

<https://www.pincamp.de/>



5.8. www.camping.info + www.glamping.info



With more than 23,000 campsites across 44 European countries, our platform, [camping.info](http://www.camping.info), is the most popular online guide to campsites in the German-speaking world.

Website, printed guides and apps help campers find sites and plan their perfect camping holidays.

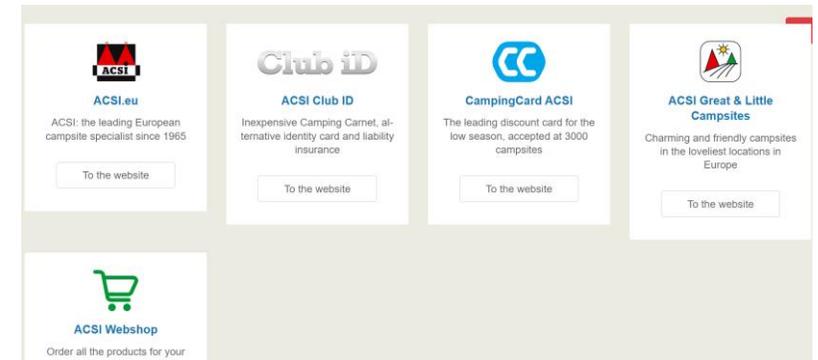
The team is made up of passionate campers that work hard to improve the [camping.info](http://www.camping.info) platform. In addition to providing information about all sorts of European destinations, they also encourage a lively exchange of experiences among our large and growing community of campers and outdoor fans.

[Glamping.info](http://www.glamping.info) is a search portal for **glamping accommodation throughout Europe**. Since the spring of 2014, you can find accommodation here for nature lovers who don't want to do without luxury on vacation. You can search for accommodation facilities, leisure facilities, infrastructure or via a map. We also offer you information on leisure activities for the most popular glamping destinations and an overview of the respective region. You can find this on the [search page](#) by clicking on the desired area in the lower area.

5.9. EUROCAMPINGS.EU BY ACSI

Camping specialist ACSI has been making up-to-date, objective and reliable camping information available online under the name Eurocampings since 1999. Here you will find a complete overview of all campsites inspected by ACSI. With pictures of the campsite and a small map you will get a good impression of your possible holiday destination. On Eurocampings.co.uk you can search and book the campsite that suits you, quickly and easily.

Eurocampings.co.uk is possible to find information about more than 9,700 European campsites. Thanks to the easy-to-use search functions you can select campsites that meet your personal requirements. You can choose from more than 200 amenities. You can also search on the map, by city name and by campsite name.



5.10. CAMPING Vision

- **Camping Vision** is a fast growing company with offices in Geneva, Copenhagen and Waalwijk (NL)
- the company is the result of a merger between Allcamps and LUX -camp. Allcamps, as one of the largest players in the Western European market, and LUX -camp, as the most important player in the Northern European market, have merged and are now the number 1 specialist in camping vacations, listed on over 500 of the best campsites in Europe
- 100% specialist in camping holidays, together more than 15 years of experience.
- offices in Switzerland (Geneva), the Netherlands (Waalwijk), Denmark (Copenhagen)
- sales via Allcamps and LUX-camp in 11 countries: Denmark, the Netherlands, Belgium, Germany, Poland, Switzerland, Austria, United Kingdom, Ireland, France, Sweden
- rapidly growing: since 2013 average turnover increase of 40% per year.
- Europe's biggest mobile home and tent tour operators that all relying on our solid product knowledge, technological solutions, dedicated customer service and extensive online business intelligence. See our References at www.campingvision.com/references






5.11. ONLINE BOOKING PLATFORMS

Booking.com

Booking.com was founded in 1996 in Amsterdam, where it still has its headquarters and is internationally supported by 198 offices in 70 countries around the world. It is part of Booking Holdings Inc. (NASDAQ: BKNG). Booking.com is available in 43 languages and offers more than 28 million accommodation units, of which 6.2 million are holiday homes, apartments, and other unique accommodations. Regardless of where you want to go and what you want to experience, Booking.com makes it easy for you and provides you with the support of its customer service 0-24.













<https://www.booking.com>











**www.
ctoutvert
.com**

It has been 20 years that Ctoutvert has been active in the camping world! After an idea from Manuel Mirabel and his then co-founders, it was on October 20, 2000 that the Secureholiday platform went online.

- online booking platform, CRM, revenue management, integrated solutions for campsites
- close cooperation with ANWB

<https://ctoutvert.com/en/campsites-holiday-parks/>

5.11. ONLINE BOOKING PLATFORMS



www.campings.com

Operator of a camping holiday booking website intended to provide details on campsites. The company's platform allows booking of more than 2.000 campsites across Europe, enabling users to get all their required details under one roof.

5.12. AVTOKAMPI.SI



- Slovenia's biggest camping portal
- web portal in ownership of the private company Avtokampi d.o.o.
- popular web site for Slovenian campers, more than 600 described campsites, actual information,
- 7400 subscribers for newsletter
- information for campers, promotion of campsites
- up to date information

Država
Vse države

Regija
Vse regije

Otok
Vsi otoki

Kraj
Vsi kraji

Vsi tipi nastanitev Kampiranje Mobilne hišice Glamping PZA

IŠČI

[Več filtrov >](#)

<https://www.avtokampi.si/>

Zadnje novice Najbolj brano Koristno Akcije in nagradne igre

022, Ned, 17.07.2022.

KAMPIRANJE
Kampiranje v krajih Jelsa in Vrboška na otoku Hvar danes, 11:17

VREME
Vremenska napoved za kampiste danes, 08:38

KAMPIRANJE
Pridite na ATP Plava Laguna Croatia Open Umag – 22. do 31. julij 13. julij 2022

KAMPIRANJE
River Camping Bled ima novo mobilno trgovino Tuš 12. julij 2022



Repeat-Chapter 5.

MAKE YOUR STUDY FUN

In this chapter main tour operators in outdoor hospitality and online booking agencies and distribution channels are presented.

1. Recognise major camping brands and describe some features.
2. Analyse major difference of Gebetsroither and other tou roperators.
3. Recognise main online platform in outdoor hospitality in Europe.
4. Analyse how and which online platforms to use for selling of mobile homes or pitches.
5. Which biggest world platform may you use for your glamping accommodation?



Chapter 6

CAMPING PUBLISHERS

Introduction: Chapter 6

CAMPING PUBLISHER

Camping Publisher have played a crucial role in the past. Publishing camping guides, publications, Magazines – they were major selling channel for individual, mostly „walk – in” guests

Today, the role of camping guides is slightly decreasing but there is still a significant number of guests who like to use it in their motor homes!

Magazines are becoming more and more informative and specialised.

DoldeMedien
VERLAG GMBH





Chapter 6: Content

6. Camping Publishers

6.1. ADAC

6.2. ANWB

6.3. ACSI

6.4. Dolde medien

6.5. Motor Presse Stuttgart

6.1. ADAC PUBLISHING

books and magazines



ADAC Camping Guide 2022

With reliable ADAC expertise and all data for the 2022 season

The camping boom continues unabated, more and more travelers are discovering the advantages of a holiday in unlimited freedom. Whether you are away for a long, relaxing weekend or on a long summer vacation with the whole family: the market leader in the field of camping offers reliable, practical service for every occasion - in total, over 5,500 campsites in 25 countries are presented in the two volumes and with the reliable Rating rated up to 5 stars.

> camping guide



Yes we camp!

Inspirational books for camping newbies and camping pros!

Campers love independence. They want to find the authentic, the local and the genuine and discover the special on the road. Camping is more than a type of vacation: a lifestyle, a fascination, freedom on wheels. Our "Yes we camp!" books provide inspiration for the next camping holiday. Valuable tips for beginners and camping professionals, for families and couples.

> Yes we camp!



travel Guide

Ideal for your next vacation!

Are you already looking forward to your next trip? Or are you looking for inspiration for a glorious new destination? The ADAC travel guides are at your side as reliable advisors, both when planning and during your holiday on site.

> travel Guide



ADAC parking space guide 2022

The most attractive pitches in Northern and Southern Europe

Pitches are becoming increasingly popular in the camping community. Simply get out of everyday life and live in an uncomplicated, authentic and inexpensive way in the middle of the holiday region - all this makes overnight accommodation on the pitch with the mobile home or mobile home possible. With its description of more than 6,500 pitches throughout Europe, the ADAC pitch guide ensures safety, clarity and a perfect overview - brand new this year with over 500 pitches on farms and wineries listed in the volume.

> pitch guide



ADAC cartography

Always safely to your destination - in Germany and Europe!

No matter where your journey takes you, with our maps you will find the information you need for every destination. The detailed and clear ADAC maps offer you an ideal orientation aid in Germany and Europe. We show you the best scale as well as scenic routes and tourist travel information. With our ADAC card products, your next trip will be completely carefree.

> Maps & Atlases



ADAC travel magazine

No. 180: Southern North Sea

Discover the southern North Sea in the current issue of the ADAC travel magazine: On the coastal cycle path between Emden and Cuxhaven you will get to know the UNESCO World Heritage Wadden Sea, warm-hearted people, East Frisian tea culture and the traditional of the famous Frisian Islands, which is the

6.2. ANWB PUBLISHING

Camping guides

ANWB guide Erkende campings

The most popular camping guide in The Netherlands and Flanders, contains up-to-date information about over 4,200 campsites in Europe that have been classified with 3 stars or more by ANWB campsite inspectors.

Reach 566,000

Distributed circulation 250,000

Target audience 63% male, 37% female

Age majority 46-65 years old



Magazines

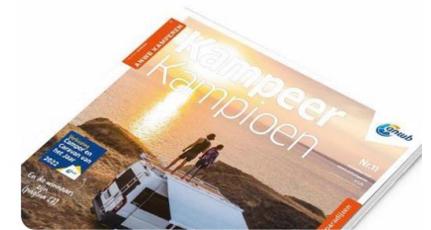
Kampeerkampioen

Shine in Europe's largest camping magazine with a very loyal readership. Kampeerkampioen is published 11 times a year.

Reach 260,000

Distributed circulation 30,000

Target audience empty nesters



Go Camping

This cheerfully designed magazine gives you the inspiration you need for a memorable holiday. The starting point for families that love camping. This magazine is published twice a year.

Reach 625,000

Distributed circulation 250,000

Target audience families with children



<https://www.anwb.nl/campingpartners/uk>

[https://www.youtube.com/watch?v=xUnLc5Mimzk&t=19s
&ab_channel=ANWB](https://www.youtube.com/watch?v=xUnLc5Mimzk&t=19s&ab_channel=ANWB)

6.3. ACSI

- ACSI is Europe's leading camp site specialist
- since 1965. ACSI offers general information about camping and camping accommodation package holidays in Europe
- publishing printed camp site guides with 9.700 campsites in 30 countries.
- 170 employees and 300 inspectors travel throughout Europe to assess camp sites.
- the www.eurocampings.eu website for finding camp sites is in fact Europe's most visited camping website
- from 2022 first ACSI awards for campsites based on 50.000 votes plus award for camping professionals in each country
- ACSI and Camping.info – Europe's two largest players in the campsite market joining forces to launch ACSIcamping.info Booking. – will be Europe's largest booking platform that generate 40 million visits
- ACSI Club ID – 8400 campsites accept **ID card**
- ACSI CampingCard is **discount card** that allows you to camp on more than 3000 campsites at a fixed discounted price during the low season
- sector knowledge, expert in campsite development and management



6.4. DOLDE MEDIEN

DoldeMedien Verlag is an innovative, growing media company at the creative media location Römerkastell in Stuttgart. We are one of the leading magazine publishers when it comes to mobile and active leisure time.

The current topics are caravanning and food. In addition to high-quality magazines, our attractive portfolio includes websites, events, awards and numerous special publications.

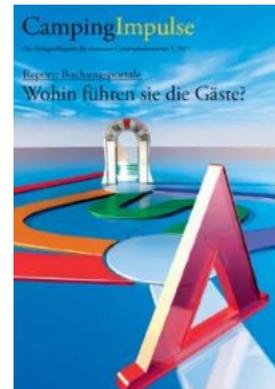


ON-BOARD ATLAS



ON-BOARD ATLAS
SPECIALS

<https://vermarktung.doldemedien.de>



6.5. MOTOR PRESSE STUTTGART



- Motor Presse Stuttgart is one of the most progressive and successful special-interest media companies
- what began already in 1946 with the magazine "Das Auto", is today a successful and progressive special-interest media company with significant cross-media brands
- Motor Presse Stuttgart publishes leading special-interest brands in the fields of mobility, sports and lifestyle
- Caraworld, a product of Motor Presse, is the biggest online marketplace for used campervans, motorhomes and caravans



MOTOR HOME CARAVANS/BRANDS





In this chapter main publisher of camping guides and camping magazines are presented.

Repeat-Chapter 6.

MAKE YOUR STUDY FUN

1. Describe the features of ADAC Camping guide.
2. What are 2 major published guides?
3. Explain the quality check and presentation in the guide.
4. Analyse the differences between ADAC, ANWB and ACSI camping guides.



Chapter 7

7. CAMPING BRANDS/CHAINS

Introduction: Chapter 7

CAMPING BRAND AND CHAINS

Major brands and chains in Outdoor Hospitality in Europe will be presented in this chapter.

Chains and brands are different – some of them are marketing associations, some of them have common management or ownership or they share similar values and philosophy.

Some of the brands strive not only to differentiate from each other but to build common recognisable quality or unique service for different guests.

It is expected that new chains and brands will appear in the future.





Chapter 7: Content

7. CAMPING BRANDS AND CHAINS

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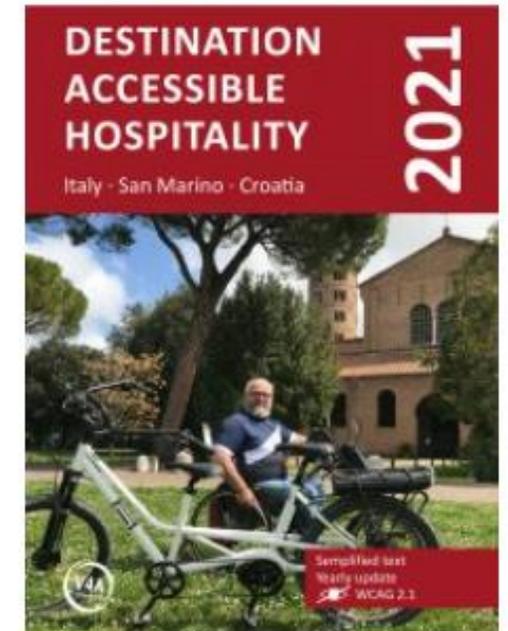
7.11.1. Alannia

7.11.2. Camping Red



7.1. V4A – VILLAGE FOR ALL

- Village for all – V4A® - Portal /Organisation for Accesible hospitality
- for ten years, they personally inspect all the facilities that are part of their network and gather information about the facilities to meet the needs of people who are blind, deaf, have visual or hearing impairments, have motor disabilities for a variety of reasons, and have cognitive and/or behavioral disabilities
- the collected **information** may be useful **to understand** to what **extent to which guests will be autonomous and independent during their holiday**; whether they have young children, are seniors, or have special dietary requirements, e.g. food intolerances and allergies
- **Village for all – V4A®** never awards accessibility labels, but promotes **complete, reliable and tailored information for people’s needs**

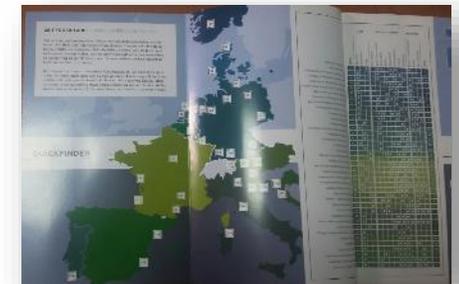


7.2. LEADING CAMPINGS OF EUROPE

- 36 leading campsites in Europe,
- geographical exclusivity & Superplatz Quality
- association with joint marketing activities



- All countries (36 Campsites)
- Spain (2 Campsites)
- Italy (4 Campsites)
- Netherlands (4 Campsites)
- Germany (8 Campsites)
- Portugal (1 Campsite)
- Luxembourg (1 Campsite)
- Croatia (2 Campsites)
- Denmark (3 Campsites)
- France (6 Campsites)
- Norway (1 Campsite)
- Austria (4 Campsites)



7.3. ECOCAMPING



- 20 years of ECOCAMPING
- the ecological camping network from 12 to 225 campsites

Mission of Ecocamping that applies to all member campsites:

Satisfied guests, an intact environment and lasting success! They want to constantly improve environmental protection and nature conservation, safety and quality.

In this way they want to make a contribution to securing the basis of life for present and future generations. Compliance with legal regulations is a matter of course for us.

7.4. FRANCE CAMPING CHAINS

VacAnceselect
enjoy outdoors



7.4.1. THE YELLOH

7.4.2. CAFUN

7.4.3. VACANSELECT

7.4.4. SANDAYA



OTHERS:

Aquadis Loisirs

Airotel

Sunelia

Flower camping

Chadotel

Kawan

Les Castels

Cybelle Vacances

Huttopia

Parc st. James

Campeole

Huttopia

Seasenova

Vivacamp



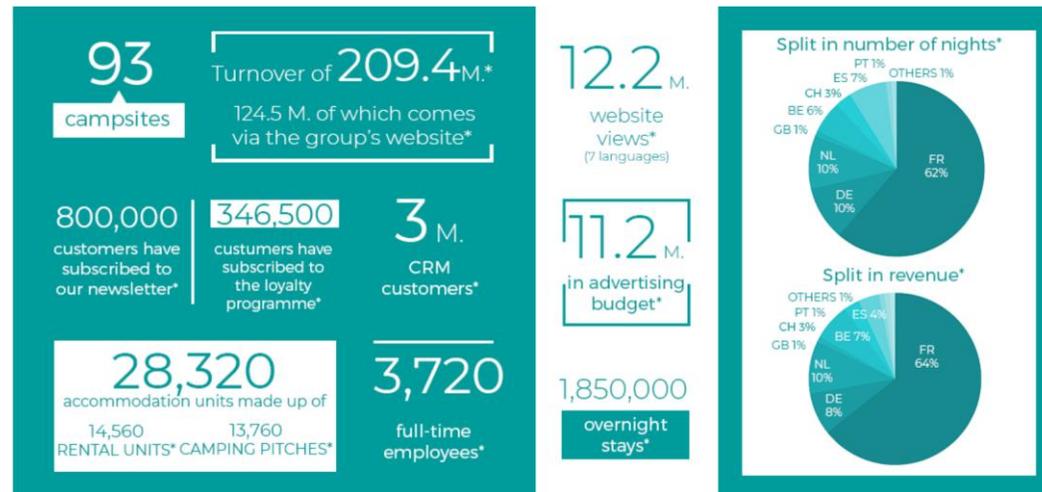
7.4.1. The Yelloh! Village



The Yelloh! Village group is a network of dynamic campsites. It currently comprises 93 camping-villages, with 84 campsites in France, 6 in Spain and 3 in Portugal.

The Yelloh! Village brand is owned and operated by EUROPE PLEIN AIR SAS. Yelloh! Village is currently still owned by the founder members of the group.

- LE BRASILIA
- LES GRANDS PINS
- LE CLUB FARRET
- LE SERIGNAN PLAGES
- LES TOURNELS
- ALGARVE-TURISCAMPO
- LE PIN PARASOL
- DOMAINE DU COLOMBIER
- L'OCEAN BRETO



7.4.2. Cupfun,



In **Capfun** they claim to have the most beautiful campsites in France. Capfun is a French family-run company. More than 1 Million guests every year. They are the owner of 130 (with campsite in management 170) quality campsites mostly in France, in Spain in Belgium and in Netherland.



7.4.3. Vacanselect

DISTRIBUTION



OFFER OF CAMPING STAYS



SERVICES



Vacanselect is present in 8 European countries and has 11 centers of expertise in France, Scotland, Switzerland, the Netherlands, Spain, Croatia Germany and Italy:

<https://vacanselect.group>



7.4.4. Sandaya

Sandaya was founded in 2010 by François Georges and Xavier Guilbert, two managers with many years of experience in the tourism sector, and is now a group with a total of 40 4 and 5-star campsites throughout Europe.

- because Sandaya both owns and manages its campsites, you can count on absolute consistency in quality
- Sandaya offers first class facilities and accommodations of a 4 or 5 star campsite
- Sandaya is the only major French campsite operator with a pure "integrated brand ownership model" and an established premium family positioning. The company has a proven expertise in acquiring, integrating and operating campsites. (11 completed acquisitions in the last 5 years)
- the investment thesis consists in creating a leading operator of premium campsites in Europe. the plan is to increase international distribution to optimize off-peak occupancy and pricing. The international expansion includes the acquisition of campsites in new regions (Spain, Italy). The company also has the potential to rapidly expand its online distribution channel

7.5. NETHERLAND

Netherlands

- Roompot parks – Europe second biggest player, <https://www.roompot.com/>
- Landal green parks www.landal.com/about-landal
- Europa parks <https://www.europarcresorts.com/about-europarcs?>
- Ardoer <https://www.europarcresorts.com/about-europarcs?>
- RCN Holiday Parks – Netherlands, France <https://www.rcn.nl/en/home>
- Center Parks Europe, <https://www.centerparcs.nl/>



7.5.1. RoomPot



- <https://www.roompot.com>
- <https://www.roompot.com/information/about-roompot/about-us//>

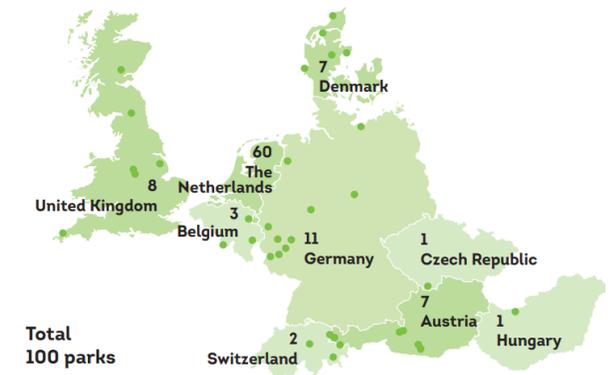
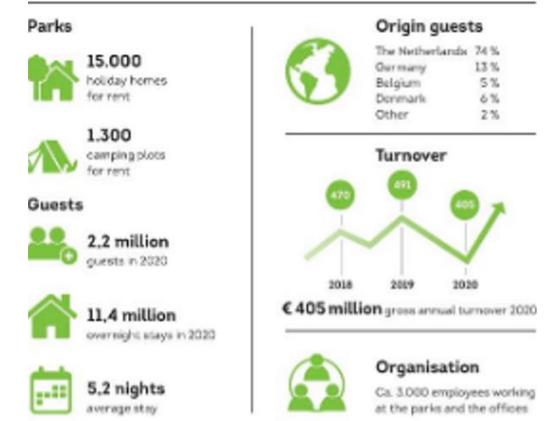
Roompot is the largest provider of holiday parks in the Netherlands and number two in Europe. More than 2,100 employees are ready every day to give customers a well-deserved vacation. For example, around 13 million overnight stays are booked each year in the more than 17,000 holiday accommodations. Roompot was founded in 1965 and has grown from a simple campsite to a leading European player over the past 55 years. The company's head office is located in Goes. With the acquisition of Hogenboom in 2009, the introduction of Roompot Reizen in 2010 and the acquisition of Curios in 2020, Roompot has expanded its range to more than **185 holiday parks**, mainly in the Netherlands, Germany, Belgium, France and Spain. In 2020, Roompot announced that it would expand its lineup to 51 parks. Roompot acts as bullfighter and owner, a model like Tohapi.

7.5.2. Landal Green Parks



Landal GreenParks is a market leader in the field of holiday resort management, operation and rentals. Landal GreenParks has over 115 parks with approx. 13,700 bungalows in the Netherlands, Belgium, Germany, Denmark, Great Britain, Austria, Switzerland, the Czech Republic and Hungary, offering a total of 15.000 holiday accommodation units and 1.300 campsite pitches.

In late 2022, RoomPot will most likely buy Landal GreenParks. The Roompot group and Landal Greenparks seem to complement each other very well in terms of key figures, especially in the thinking of the financial world.



<https://www.landal.com/about-landal>

7.5.3. EuroParcs



EuroParcs was founded by Wim Vos senior, who has been active in the recreation sector field since the early eighties and operated a number of holiday parks with two co-partners by the alias Continental Recreatie. From the year 2000 he continues independently by the alias EuroParcs. The first holiday park under the EuroParcs flag is the Ruighenrode estate in Lochem. EuroParcs Group is a traditional Dutch family business with its head office in Apeldoorn.

Thanks to the participation of Waterland Private Equity Private Investments, EuroParcs Group can continuously work on realizing its international ambition: to become the largest and best provider of holiday parks in Europe. 56 parks are now part of the EuroParcs Group in the Netherlands, Bonaire, Germany, Austria, Belgium and Luxembourg.

Key figures EuroParcs Group

- 65 parks in 5 countries
- 12,500 accommodations
- 120,000 annual bookings
- 500,000 guests per year
- 1,000 employees
- 723 million euros turnover

<https://www.europarcsresorts.com/about-europarcs?>

7.5.4. Ardoer



Ardoer has the DNA model Yelloh! Village in Netherlands. They announce that they are a group of quality independent campsites to come together for marketing: Of the 30 campsites, 21 are TOP by ANWB campsites and 8 others are certified with the Green Key Campings label. They do not charge commissions or royalties. It is unclear what their business model is

<https://www.ardoer.com/en/about-ardoe>

7.6. AUSTRIA, SWIZERLAND

Austria

- Top camping Austria, <https://www.topcamping.at/en/>
- Tirol camping <http://www.campingtirol.at/>

Swizerland

- Verkehrsclub TCS (24 campsites) – Automobile club
<https://www.verkehrsclub.ch/>



Für Mensch
und Umwelt



7.7. PORTUGAL, SKANDINAVIA

PORTUGAL

- Ar Puro camping, Portugal: <https://arpurocampings.com/en/>
- Orbitur, Portugal <https://www.orbitur.pt/en/destinations/region-north>

ARPURO CAMPINGS
nature and camping lovers



SKANDINAVIA

- First camp (<https://firstcamp.de/>) – in cooperation with Premium camps
<https://www.premiumcamps.info/>



7.7.1. First Camp



First Camp operates campsites in Scandinavia, either on owned land or through long-term lease or lease agreements with mainly municipalities. In 2019, First Camp operated 39 campsites in Sweden and one in Denmark, with a total of approx. 10,000 campsites and 1,400 cabins. In February 2020, an additional campsite in Denmark was added, and three more Danish campsites in March 2020. In total, First Camp now has 44 campsites. They are the largest chain of campsites in Sweden and Denmark. First Camp's long-term vision is to become the world's leading campsite chain with a focus on continuous innovation, sustainability and data-driven customer insights. First Camp has a unique position in Scandinavia and aims to take advantage of it and stimulate the development of the industry. The company has launched several innovations in recent years to improve the guest experience, including an app and the First Camp Club loyalty program, where guests earn points that can be used for new stays. Additionally, in 2019, First Camp became the world's first campsite chain with a fully flexible booking option, where customers can cancel the reservation up to the day before arrival, at a premium price. In several locations, First Camp has implemented solutions for digital control and digital access to cabins and service facilities.

7.8. GREAT BRITAIN

7.8.1. Haven Holidays <https://www.haven.com>

7.8.2. Parkdean Resorts <https://www.parkdeanresorts.co.uk/>

- Parks holiday <https://www.parkholidays.com/>



Parks

15.000
holiday homes
for rent

1.300
camping plots
for rent

Guests
2,8 million
guests per year

14,5 million
overnight stays

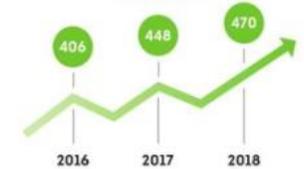
5,5 nights
average stay

Origin guests



The Netherlands	70 %
Germany	15 %
Belgium	7 %
Denmark	4 %
Other	4 %

Turnover



€ 470 million gross annual turnover 2018



Organisation

Ca. 3.000 employees working
at the parks and the offices

7.8.1. Haven Holidays



Haven Holidays is owned by 42 Villages and part of Bourne Leisure Ltd, which also owns Warner Leisure Hotels and Butlin's Resorts. Bourne started over 40 years ago with a caravan park. The business has grown steadily ever since - and is now the largest private holiday operator in the UK. In 2000 Bourne purchased the Rank Group Holidays division, which included us in Haven. Over the past 10 years, Bourne's investment program has led to new accommodations, landscaping, luxury spas, golf courses, adventure golf and incredible updates to our swimming pools, with flumes, water slides and huge rotating Space Bowls.

<https://www.haven.com>

7.8.1. Parkdean Resorts



Parkdean Resorts was created in November 2015 as a result of the merger of Parkdean Holidays and Park Resorts. Parkdean Resorts is the UK's largest holiday park operator with 66 distinct parks and an extensive freehold property portfolio with over 3,500 acres of land in unrivaled rural and coastal locations. They provide the perfect retreats to over 3.5 million vacationers and 21,000 vacation home owners, through our 33,000 locations nationwide. Today they own and operate holiday parks in England, Scotland and Wales as the largest holiday park operator in the UK. As the UK's largest opinion poll for travel and tourism, the British Travel Awards are given to organizations that set the benchmark and exceed industry standards. They won two gold medals at the last British Travel Awards held in 2020. In 2021 they invested £70m in their holiday parks! They have invested over £22million in new holiday accommodation options at a number of parks, with over 700 new caravans and lodges. In 2022, they created ownership opportunities. 13 of their parks are receiving new locations and developments in 2022, offering the opportunity to own a vacation home in some of the parks most exclusive settings.

<https://www.parkdeanresorts.co.uk/>

7.9. ITALY

7.8.1. Human Company

<https://humancompany.com/en/destinations/villages-camping-village>

7.8.2. Vacanze col cuore

https://www.vacanzecolcuore.com/it/Lago-di-Garda?gclid=CjwKCAiA9bmABhBbEiwASb35V1SOduQX4tREIoqdSwYd9kgnR-Y2jU9khAuFXy1m8sPTqPiGEAVrQhoCufIQAvD_BwE

7.8.3. Club del Sole <https://www.clubdelsole.com/>

7.8.4. Baia Holiday <https://www.baiaholiday.com/camping-italia-croazia-francia.html>

- **Vacanze di Charme** <https://www.vacanzedicharme.it/dove-siamo/>

Vacanze col cuore!



GRUPPO BAIASILVELLA®



BAIA HOLIDAY
BE UNIQUE, BE YOURSELF

7.9.1. Human Company



Human Company, a Florentine group active in the H&R sector and leader in Italy in the outdoor tourism sector, started in the 80s under the name of ECV Group on the initiative of the Cardini Vannucchi family, a Tuscan family originally active in the textile sector in Prato. Their turn to the world of tourism took place in 1982, with the acquisition of the first campsite, Il Girasole in Figline Valdarno. The site, which transformed from a campsite with pitches for tents into an ultra-modern holiday village immersed in more than 31 hectares of greenery with comfortable mobile homes, immediately became a winning formula, reproduced over the years in each of the Group's villages. The Human Company group is 100% owned by the Cardini Vannucchi family. Thanks to a bold activity of acquisitions and investments and an experience of more than 35 years, the Group is today the leader in Italy in the outdoor accommodation sector, with a wide and diversified tourist offer. Human Company relies on ten outdoor facilities including holiday villages and campsites in urban units in Tuscany, Veneto and Lazio, as well as three latest generation Plus hostels in Florence, Berlin and Prague and the boutique -hotel "Villa La Palagina" in the hills around Figline Valdarno.

7.9.2. Vacanze col cuore

- Vacanze col Cuore is a Dutch Italian family owned company managing camping and glamping resorts in Italy and the Netherlands. Behind the brand is „glamping father” and ADAC Hall of fame member and former „Vacanselect” owner Look van der Loo who after selling Vacanseselect established „Vacanze col Cuore”
- high focus on quality, hospitality glamping, based on eco sustainability, respect for the nature and privacy combine with the best services you could find in a resort
- 8 holiday destinations, including 4 glamping resorts, 2 glamping boutiques, 1 camping boutique and 1 residence in Italy and the Netherlands
- [ORLANDO IN CHIANTI Glamping Resort](#);
- [VALLICELLA Glamping Resort](#)
- [WEEKEND Glamping Resort](#)
- [IL GABBIANO Park Residence](#)
- [VACANZE Glamping Boutique](#)
- [SIVINOS Camping Boutique](#)
- [LAGO IDRO Glamping Boutique](#)
- [ORLANDO IN CHIANTI Winter Glamping](#)
- [LAGO IDRO Winter Glamping](#)

VIA ROVAROLI DI SOTTO 73/75, MANERBA
DEL GARDA , BRESCIA, 25080
Italy <https://www.vacanzecolcuore.com/en/>

7.9.3. Club del Sole

Club del Sole is synonym with open air holidays: **20 holiday villages right next to the beach**, along the coasts of the **most popular Italian seaside destinations**, in Italy and abroad. Holiday villages on the beaches of the **Romagna Riviera, Ferrara, Venice Riviera, Garda, Upper Adriatic, Marche, Abruzzo, Argentario, Maremma, Versilia**, and also **Rimini, Riccione, Milano Marittima, Ravenna, Lido di Spina, Jesolo, Roseto degli Abruzzi, Orbetello, Viareggio** and **Desenzano**. And in **Bologna**, our group's only urban holiday village.

- **20 villages in 7 regions**
- **1,700,000 square meter area**
- **20 private beach resorts**
- **20 restaurants**
- **18 water parks**
- **Over 8,000 accommodation facilities**



BAIA HOLIDAY
BE UNIQUE, BE YOURSELF

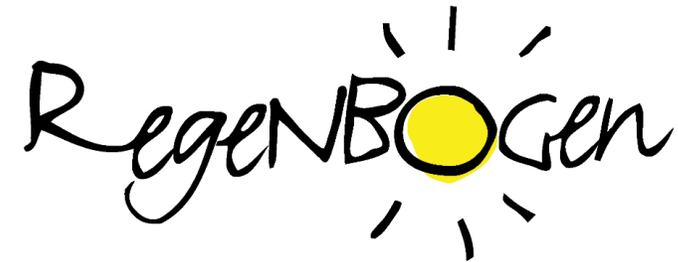
7.9.4. Baia Holiday

- Baia Silvella Group is the holding company that owns different brands and specialized companies and the company that owns the commercial brand Baia Holiday Travels & Leisure, the most important player in the outdoor tourism sector organized in a multi-site chain and managed by 5 private booking centers, located in Italy and Europe. For their France and Spain offer, they have a partnership with Sandaya. The Italian success story of the Baia Holiday group begins in 1974, with the acquisition of the first campsite in the heart of Lake Garda, Camping Village La Gardiola in San Felice del Benaco (BS), thanks to the entrepreneurial intuition of Mr. Mario Vezzola, patriarch of the Vezzola di Salò family, one of the historical pioneers of outdoor tourism in Italy and Europe. Mr. Mario Vezzola founded the Baia Silvella Group and made the first investments between the 80s and 90s foreseeing a new distinctive business model in the outdoor tourism market sector and now they have 13 campsites in ownership.

SARDEGNA  Camping Village Baia Blu La Tortuga Vignola Mare (SS)	VENETO  Camping Village Cavallino Cavallino-Treport (VE)	LAZIO  Camping Village Roma Capital Ostia Antica (RM)	FRANCIA  Camping Douce Quiétude Saint-Raphael
 Camping Village Laguna Blu Alghero (SS)	 The Green Park Hotel Cavallino-Treport (VE)	CROAZIA  Camping Village Paljana Mali Loinj	 Camping Soulac Plage Soulac-sur-Mer
 Centro Vacanze Isuledda Carrigione di Arzachena (SS)	FRIULI VENEZIA GIULIA  Camping Village Mare Pineta Duno-Aurisina (TS)	PUGLIA  Centro Turistico San Nicola Peschici - Puglia	 Camping Cote de Nazare Saint-Aubin-sur-Mer
 Camping Village Capo D'Orso Palau (SS)	LAGO DI GARDA  Concept Village Piccola Gardiola San Felice del Benaco (BS)	SPAGNA  Camping Cypselia Resort Pals, Costa Brava	 Camping Maison-Laffite Maison-Laffite
 Camping Village La Gallura Santa Teresa Gallura (SS)			

7.10. GERMANY

- Azur camping; <https://azur-camping.de/en/>
- Knaus camping (22 campsites); <https://www.knauscamp.de/auswahl-campingparks.html>
- Premium camps (16 campsites) <https://www.premiumcamps.info/>
- Regenbogen camping (7 campsites) ; <https://www.regenbogen.ag/>



ALLES FÜR MEINE ERHOLUNG

7.11. SPAIN

7.10.1. Alannia resorts

<https://alanniareorts.com/en/alannia/comparative>

7.10.2. Campingred - <https://www.campingred.es/>

- Senia group - <https://www.senia.es/>



7.11.1. Alannia Resorts

- the Alannia Resorts chain is managed by the Marjal Group, in which Corpfin has a stake,
- it has six campsites on the Mediterranean coast
- the group specializes in resorts that offer services beyond traditional camping, such as entertainment, restaurants, sports, wellness, spa and water areas
- in addition, the facility will have sustainability as its central axis, according to the company. Alannia is the brand that aims to export its 20 years of know-how to new facilities in the form of our standards
- this unification of standards will be applied to all facilities and promoted as a single brand strategy to become the first chain of camping resorts in the Mediterranean

7.11.2. CampingRed



CampingRed is the Spanish franchise with 28 franchised campsites and a collaboration agreement with "Sites & Paysages" to mutually market the campsites. The management of CampingRed is very well represented at the institutional level, since many members are presidents of regional associations such as Andalusia, Castile and Lion and Navarre. The president of the Spanish national federation is also a member of the group. They do not publish services or prices, but the quality of their establishments cannot be compared to the YV quality level. Its promotion is mainly focused on national Spanish custome

<https://www.campingred.es/en/>



Repeat-Chapter 7.

MAKE YOUR STUDY FUN

In this chapter main camping brands and chain are presented. Three major international examples of chain and more chains and brands in different european countries are listed.

1. Describe the idea behind camping chain Village4All (V4A)
2. Explain the features of main French camping chains
3. Analyse - what can joining a chain mean for you as a campground owner?



Thank You !

www.camping-master.eu