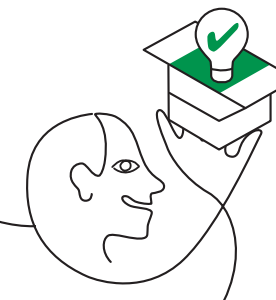


HOW YOU BENEFIT



WE COME TO YOU!



How do you benefit as a camping entrepreneur?

- Freedom to start any time, no minimum measures required
- On-site consulting by qualified experts
- Joint systematic situation analysis of your operations and position determination with comparative values from 20 years of experience and consulting of over 500 campgrounds
- Campground-specific action plan with a time horizon of at least 3 years
- Ready-to-use tools including Excel sheets for consumption monitoring
- Exchange of experience with industry colleagues in our network (regarding specific questions or acquisitions, for instance)
- Access to extensive knowhow in workshops, webinars and expert information
- Spontaneous instant support by phone and email regarding everyday questions and problems
- Support with local knowledge around new developments, refurbishments, investment projects, etc.
- Support through inclusion in funded projects on industry topics



“The on-site situation is decisive! Which is why someone from our team will come to you. We bring to the task the experience of providing consulting to over 500 campgrounds.”

How does a campground benefit from the ECOCAMPING certificate?

- Improved image and acceptance vis-à-vis guests, the public and relevant authorities
- Improved customer satisfaction
- Cost savings, especially in the area of energy, water and waste
- Improved general organization in environmental and quality management, work safety and health protection
- Improved work safety and healthcare for employees
- Certification of companies and their employees through seminars and workshops/webinars
- Exchange of experience with other campgrounds
- Sharpened profile in national and international marketing through the ECOCAMPING certificate
- Support in achieving higher-level environmental certifications such as EMAS and the EU-Ecolabel



How do guests benefit from the ECOCAMPING certificate?

- A combination of environmental protection and comfort
- Stability of prices through cost savings and use of resources
- Improved quality of stay through natural campground design
- Leisure time offers based on environmental and experiential nature programs
- Involvement via guest surveys



Get out there! New horizons in sight!

If you operate a family-run campground on the side, you'll be in a completely different situation pursuing different goals from a medium-sized camping operation with 2,000 campsites. The analyses and action plans that ECOCAMPING will put together for – and with – you will be as unique as your guest structure, location, operational form, campground size and offer.

It's good to know that even extremely successful entrepreneurs who simply wanted to gain the sought-after ECOCAMPING certificate also discovered ways to improve many other aspects of their operations this way. The decisive factor is not how far advanced a campground is in its sustainable development. We'll be just as happy to provide the right support for those who are just starting out, and to offer what is appropriate for their financial and staff capabilities.

We provide consulting to, among others, family-run businesses, municipal institutions, investors, corporate groups, individual entrepreneurs, tenants, administrators or operating companies. We also partner with camping associations, ministries, communes, tourism authorities, mayors' offices, planners and architects, outfitters, trade fairs and the media.

Our consulting is just as varied as your framework conditions. From person to person and expert to expert. From ECOCAMPING – for you!

ECOCAMPING Service GmbH
■ innovativ ■ nachhaltig ■ fair



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ECOCAMPING

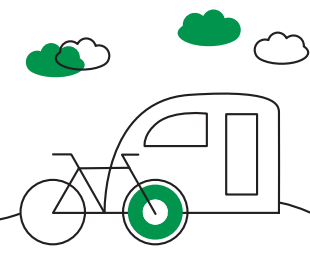
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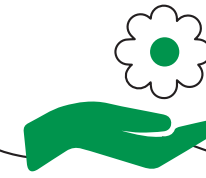
The green guide for camping entrepreneurs



WHO WE ARE



WHAT WE HAVE TO OFFER



HOW WE WORK



“We’re the European initiative for sustainable camping – because environmental protection pays off! Campgrounds with the ECOCAMPING certificate are more economically successful as well as more resource-efficient and thus more environmentally friendly than campgrounds without it.”

Marco Walter (co-founder of ECOCAMPING)



Welcome to ECOCAMPING!

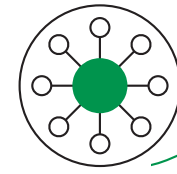
Camping is all about vacationing in nature – ECOCAMPING is about vacationing with nature. As a campground entrepreneur, your goal is to offer your guests a comfortable, varied and high-quality vacation – in a way that also pays off for you. Sustainable companies are characterized by being managed in an environmentally friendly and socially acceptable fashion for the long term. To bring together ecological and economical thinking in an ideal way within the camping business – this is the basic idea of ECOCAMPING.

If you want to develop your campground in a sustainable fashion, we’re here to support you.

The ECOCAMPING certificate is Europe’s leading management system for environmental and nature protection, safety and quality on campgrounds. Together with the entire industry, we seek to make a contribution to conserving life on our planet. At the same time, we want to help campground entrepreneurs make their businesses more economically viable by cutting costs, improving their organization, and increasing customer loyalty and new customer acquisition. We also offer qualification courses for both entrepreneurs and their employees and are working to improve the image and acceptance of the camping industry in the political and public administration spheres.

One-size-fits-all solutions can be found in manuals, yet only customized considerations can bring your true potential to light. The daily work of ECOCAMPING is based on a wealth of practical experience. Tailored on-site consultancy, comprehensive assessments and targeted workshops help you optimize your business structures. Many suggestions for improvement can be put into practice straight away.

Currently over 200 dedicated campgrounds in Germany, Austria, Italy, Switzerland, Slovenia and Croatia carry the ECOCAMPING certificate. Independent of their size, location, operational form and structure, any campground can participate – whether a family-run business or municipal institution, an investor, corporate group, individual entrepreneur, tenant, administrator or operating company. The success of your participation is not dependent on your number of permanent campers or previous activities in the area of environmental engagement and quality. Each participant is provided with the precise support they need. ECOCAMPING requires no major investments but instead responds flexibly to the operator’s capabilities. The consultant will make suggestions to the participating client who will then decide what they want to implement, and over what time period.



ECOCAMPING MANAGEMENT

Would you like to use our management system for the environmental and nature protection, security and quality of your campground? That’s a great decision to make, because our system is the European frontrunner in this field. Let us support you with our 20 years of experience.



CLIMATE PROTECTION

Would you like to be able to call yourself a "climate-friendly campground" or are you already making a contribution to climate protection? Then allow us to audit the required criteria for your campground. Your benefit? This certificate will allow you to communicate to the interested public just how climate-friendly your campground operations are.



EUROPEAN ECOLABEL AND EMAS

Would you like to have your engagement in environmental matters officially confirmed by the European Union? Then you can opt for either the EU Ecolabel or the European Eco-Management System (EMAS). We’ll be happy to explain to you the specifications and support you in implementing them.



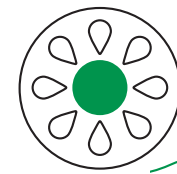
PLANNING SUPPORT

Are you seeking to expand your campground? Or modernize your sanitary facilities? Let us stand by your side – with our knowhow and experience. We can show you opportunities and potentials to support you in your planning.



LOCATION ANALYSIS

Are you thinking about founding a campground, yet you’re not sure whether local circumstances are suitable? Let us carry out a location analysis to help you assess all the essential criteria for making a wise decision.



EXPERIENCE OF NATURE

Would you like to give your guests a special experience of nature? Let us work together to develop leisure activities that are close to nature and the perfect fit for your campground. That’s how your guests can go on vacation with nature – and get to know it in a completely new way.



SEMINARS

Would you like to develop or expand your operation? Improve the quality of your services? Let us help you with our made-to-order consulting. We offer inhouse seminars on a wide range of topics specifically tailored to the needs of your campground and your team.

“Find new horizons, dare a change of scenery, become an explorer! As a camping tourism entrepreneur, you’re creating the right space for people to do just that. Are you looking to explore the potential for a positive development of your business for the medium and long term? Let us guide you in asking all the right questions – and we’ll provide the right answers you need.”

Wolfgang Pfrommer (CEO at ECOCAMPING)



Good consulting begins in those areas where immediate improvements can be implemented.

Camping is probably the way of vacationing that’s closest to nature. Which is why it makes complete sense for us to provide you, a camping entrepreneur, with consulting about how nature can benefit from the camping experience, too. The first step towards the ECOCAMPING certificate is customized ECOCAMPING consulting directly on your campground. This consulting is aligned with the ECOCAMPING guiding principles and includes an analysis of all the aspects and operational units of the campground regarding environmental protection, safety and quality. We’ll assess the following specific aspects together with you: waste management, energy use and generation, water management, the use of equipment and operating resources, campground design, work and operational safety, service quality and communication with guests. We’ll help you determine your existing strengths and discuss opportunities for improvement directly on site and recorded in a consultation report. From this, we’ll develop a suitable plan of action with concrete goals, deadlines and responsibilities.

Extending the certificate implies continuous action, which is audited approximately every three years on site. In addition to implementing the action plan, we’ll also monitor your consumption figures as part of the ongoing auditing process.

From the start of your collaboration with ECOCAMPING, you’ll also benefit from the wide-ranging experience of the ECOCAMPING network.

Stay mobile. Because your market builds on movement.

As romantic as it may be to sleep outdoors in nature, your guests will be wide awake when rating your campground. These travelers tend to be both cost-conscious and a highly demanding target group – always on the lookout for the exclusive, extraordinary, special discovery. It is your challenge to keep up with these expectations – now and in the future.

This is because people’s expectations are never higher than during their vacation, and what’s more: Traveling creates comparisons. Better to become incomparable!

Stay on top of developments. We’ll collect the most important insights for you.

The camping industry and its associations are involved in the ECOCAMPING projects. ECOCAMPING is also involved in the development of sustainable products by providing consulting to innovative companies. ECOCAMPING is recognized by the European Union, the ministries of environmental and economic affairs and many large foundations promoting sustainable tourism.