

Minicamping De Ballasthoeve | Election report 2021

ANWB
KAMPEREN



Verkiezing
Camping
van het Jaar
2021



Introduction

Camping remains a major leisure activity, and we have witnessed its growth, as an independent, flexible and safe way of holidaying. For the past twenty-five years, campers have been making this known by voting for their favourite campsite for the Campsite of the Year Election. This past season has been different for every campsite owner and camper than initially planned for - however, campsites have made every effort to allow their guests to camp in a safe manner, and to cater for all their needs and wishes, despite the coronavirus measures. All these efforts were clearly appreciated, as almost 25,000 Dutch campers have made their voices heard in support of their personal favourite campsite!

The procedure:

From 6 July to 26 October 2020, campers and ANWB members were able to cast their vote through anwbcamping.nl/stemmen. Unlike previous years, there was no unique voice link per campsite this year. Via the general link, voting was permitted for one of the 4600 ANWB-recognized campsites (from 3 to 5 stars) for the following categories: the best campsite for families and the most appreciated rental accommodation. Almost 2200 small campsites and over 1000 charming campsites were also eligible for votes. Through the website anwb.nl/kamperen, newsletters, the KCK and Kampioen, Facebook and e-mails, campers were encouraged to vote for campsites at home and abroad.

The campsites themselves were also able to encourage their guests to vote, while complying with the rules of the competition. With the help and expertise of the research and consultancy firm Q&A, and strict checks for multiple voting, a 100% fraud-proof and fair public election has been ensured.

You are receiving this report because your campsite has finished above the voting limit. You can read here how your campsite has been appreciated by Dutch campers and in which category. It's a great achievement, well done! We congratulate you wholeheartedly on the result, and hope that your guests will be satisfied in the year ahead, and will vote for your campsite again next year.

ANWB Camping
Jaap van der Linden
Director



ANWB Kamperen

The ANWB has been associated with camping enthusiasts for more than 90 years: what began in 1925 by offering camping maps and camping courses has now turned into a modern organisation with everything under one roof, allowing campers to enjoy an unforgettable camping holiday. Our understanding of what campers need is still unsurpassed and we share our passion, knowhow and experience through a variety of up-to-the minute products and services.

We know that no two campers are alike, so we always inspire, inform and advise on the basis of personal requirements. And if we ourselves do not have the necessary knowledge and expertise, we simply ask our partners. No other organisation has such a close link to the camping sector. And of course the 1.4 million ANWB campers have the inside track and everyone gets the quality you would expect from the ANWB. So we make it possible for campers to enjoy a worry-free holiday.

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Consumer trends in camping

Camping is more popular than ever

Camping remains a major leisure activity, and we have witnessed its growth, as an independent, flexible and safe way of holidaying. Due to the outbreak of the coronavirus, not only have more people purchased camping equipment items, but there is also a need for wider pitches, private sanitary facilities, flexibility in booking arrangements, and adaptability regarding cancellation terms and conditions.

Multi-generational holidays

In addition to their own holidays, the over-65s are enjoying an increasing number of holidays with their children and/or grandchildren.

Sharing camper vans and caravans with friends/strangers

The sharing economy has also extended to camping equipment, with a quarter of people who own their own camping equipment now being willing to share their camping equipment, not just with acquaintances, but also with people they don't know. Changes within technology have made it easier to lend or rent out owned equipment.

Switching trends

The switch to other camping devices is increasing. The number of caravan owners who opt to buy a caravan again when buying new camping equipment has been decreasing in recent years. This also applies to tent and camper van owners.

Luxury in varying degrees

Not only motorhomes and caravans, but also folding trailers are being equipped with an increasing degree of luxury features as standard. The possibilities for additional luxurious options are increasing.

Bamping

The counterpart of luxury camping, bamping, is also becoming increasingly popular. More and more people are interested in back to basics camping, getting back in touch with nature, and using little to no facilities, with an increased focus on sustainability.

Winter camping

The number of overnight camping stays throughout the entire year is going up, with contemporary camping equipment now being manufactured to be able to handle all-year round use.

Road tripping

Whether it's camping in a VW van or roof tent, venturing on a road trip in a camper van, or going 'flex camping': various different ways of taking a holiday, and putting together your own trip are on the up. For this purpose, more and more camping accessories are becoming available that are lightweight and sustainable.

Transforming campsites into bungalow parks

An increasing amount of turnover is being generated by campsites hiring out rental accommodation, as opposed to pitches. As a result, campsites are investing more heavily in bungalows and cottages, lending campsite locations more of a bungalow park look overall.

ANWB in The Netherlands and Europe



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Our ambassadors are there for you with help and advice.

The winner of 2021

	Netherlands	Europe
Most enjoyable family campsite	Camping De Paal, Bergeijk	Camping Emporda, L'Estartit, Spain
Highest rated rental accommodation	Vakantiepark Het Lierderholt, Beekbergen	Camp Kyllburg, Kyllburg, Germany
Loveliest charm campsite	Camping De Helfterkamp, Vaassen	Camping Ranocchio, Piano Porlezza, Italy
Best small campsite	Minicamping de Nesse, Limmen	Camping44, Loro Piceno, Italy



Top four photos: winners The Netherlands. Bottom four photos: winners Europe

Selection and method

The “Campsite of the Year” is determined on the basis of a study among visitors of various campsites. The selection has to be an ANWB Camping-acknowledged campsite that is located in The Netherlands or somewhere else within Europe.

Campsites can be divided into four categories. The consumer decides in which category they wish to rate the campsite:

1. The best small campsite
2. The most enjoyable family campsite
3. The highest rated rental accommodation
4. The loveliest charm campsite

1.1 Aspects

The questions put to the Q&A panel (see ‘Research among the Dutch population’) include which aspects consumers considered the most important when selecting a campsite. There are nine aspects that have been defined within the four categories for which the voting public have rated their favourite campsite. The aspects are the following:

Beste small campsite	Most enjoyable family campsite	Highest rated rental accommodation	Loveliest charm campsite
<ul style="list-style-type: none"> • Service • Price-quality ratio • Hospitality • Location • Entertainment • Sanitary • Facilities • Swimming • Food & Beverages 	<ul style="list-style-type: none"> • Service • Price-quality ratio • Hospitality • Sanitary • Entertainment • Swimming • Games facilities • Food & Beverages • (Sports)activities 	<ul style="list-style-type: none"> • Service • Price-quality ratio • Hospitality • Inventory • Uniqueness of rental accommodation • Campsite appearance • Facilities • Location of rental accommodation • Hygiene 	<ul style="list-style-type: none"> • Service • Price-quality ratio • Hospitality • Campsite atmosphere • Campsite appearance • Sanitary facilities • Facilities • Peaceful/nature • Food & Beverages

On the last two pages of this report you will be able to see which aspects consumers value most when selecting a family campsite, rental accommodation, charm campsite or small campsite.

Selection and method

1.2 Double checks for reliability of results

In order to increase the reliability of the results, the following double checks are carried out:

Fraud check

The fraud check was devised to increase the quality of the data set. Responses are assessed on matters such as transit time and response patterns, and an analysis is carried out on IP addresses.

Weighting on the basis of the importance of the aspects

The aspects are not all of equal importance to the consumer, which is why consideration is given when calculating the final figure as to the value attached to the individual aspects (see the last two pages of this report). This means that aspects that are more important will play a more defining role when determining the final figure. The importance of the aspects is determined on the basis of a representative random sample among the Q&A panel. A weighted final figure on the basis thereof has been calculated per participating campsite.

Correction of the weighted final figure on the basis of the safety margin

The weighted final figure is then ultimately corrected on the basis of a safety margin of 90%. The average final scores attained are corrected on the basis of the statistical correction factor of 90% reliability and the related number of observations. The general principle applies that this correction factor decreases as the number of ratings goes up.

1.3 Announcement of winners

An assessment is made per category as to which campsite has the highest corrected figures. These campsites will then be proclaimed "Campsite of the Year". The winners will be announced during the online event Camp to the Future on 13 January 2021.

Election result Best small campsite

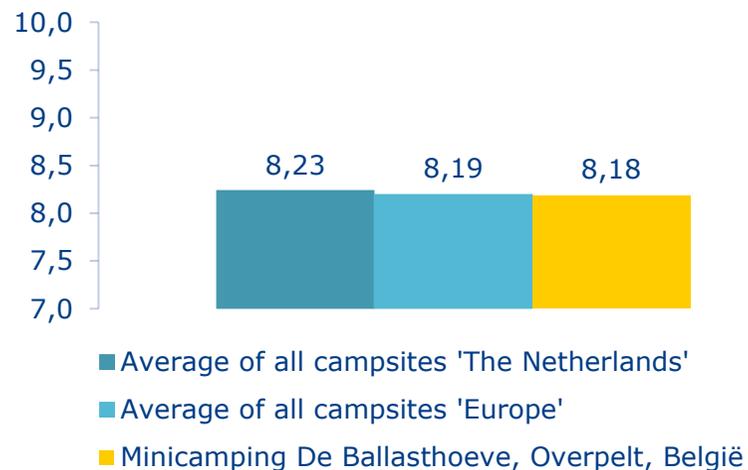
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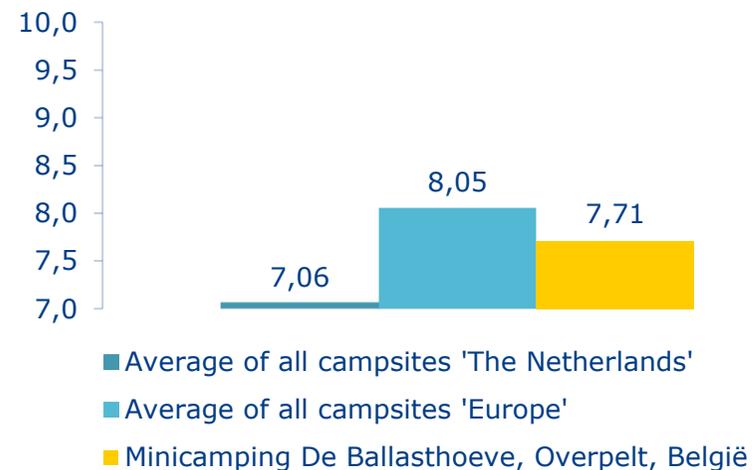
Corrected final score



This chart shows the **corrected final score**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).

Afterwards, all aspects will be dealt with in alphabetical order.

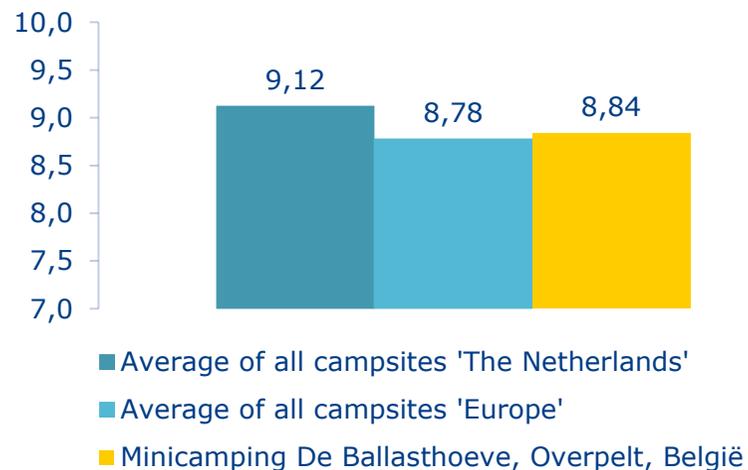
Rating entertainment



This chart shows the rating for the aspect of **entertainment**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).

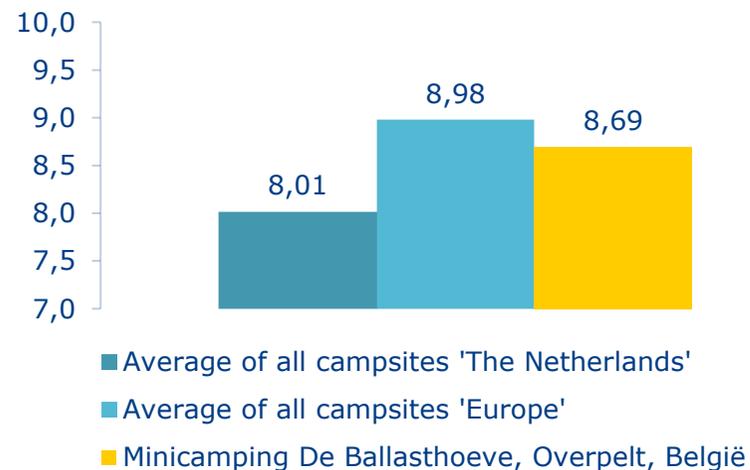
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Rating facilities



This chart shows the rating for the aspect of **facilities**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).

Rating food and beverages

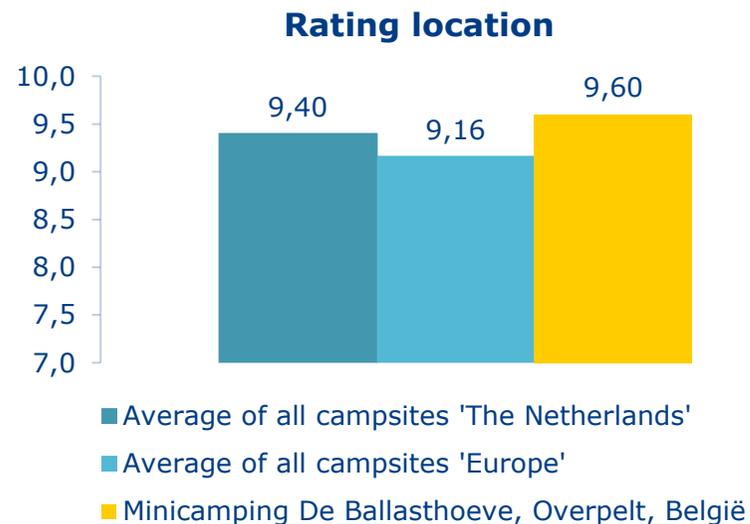


This chart shows the rating for the aspect of **food and beverages**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).

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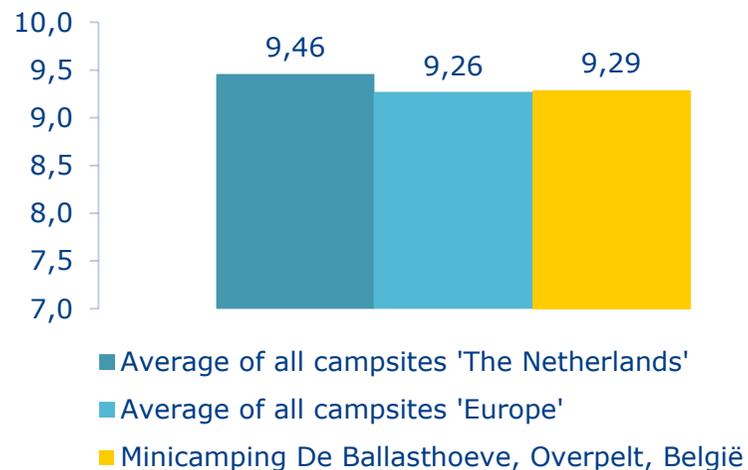
This chart shows the rating for the aspect of **hospitality**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).



This chart shows the rating for the aspect of **location**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).

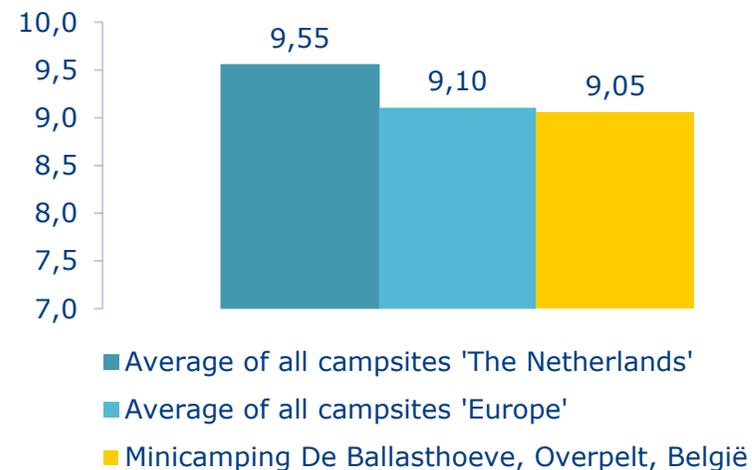
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Rating price-quality ratio



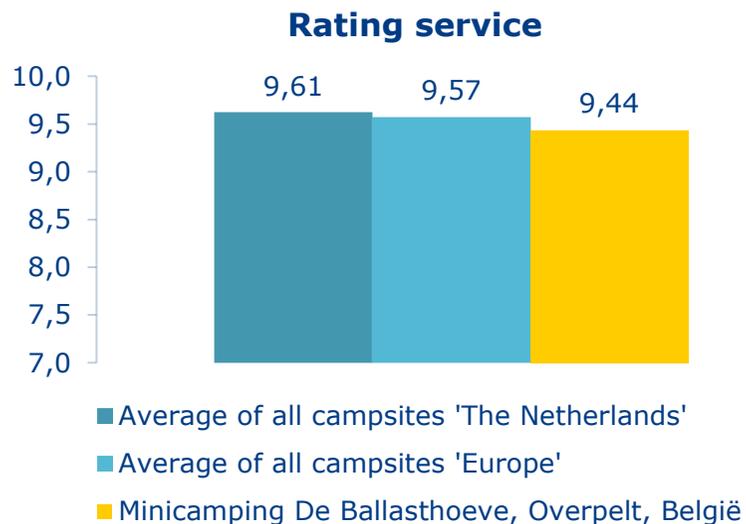
This chart shows the rating for the aspect **price-quality ratio**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).

Rating sanitary

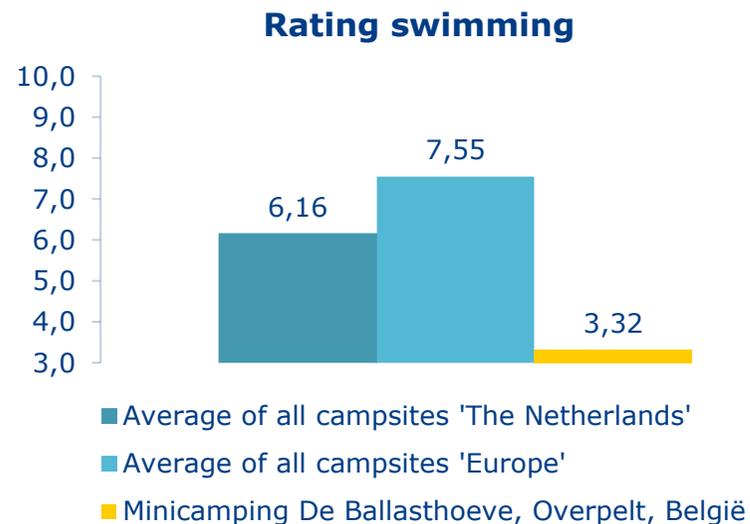


This chart shows the rating for the aspect of **sanitary**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).

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This chart shows the rating for the aspect of **service**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).



This chart shows the rating for the aspect of **swimming**. This is the average of all the rated campsites within the category best small campsite (with 25 or more ratings).

Research among the Dutch population

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Survey among Dutch people

At the same time as facilitating and analysing the selection of the 'Campsite of the Year', Q&A also carried out a survey on behalf of the ANWB. The objective was to get an insight into the behaviour of campers when they choose a campsite. The next three slides give the results of this survey, which was carried out in weeks 38 and 39 of 2020. Consumers on the Q&A panel were interviewed for the survey. On the basis of reliable research, the behaviour of consumers can be seen at a glance, along with how consumers regard particular topics. So the results of this survey give a representative picture of the Dutch population and their attitude and behaviour with respect to camping.

The Q&A panel, comprising more than 110,000 Dutch consumers, is part of Q&A. Q&A is a research and consultancy firm that for more than 15 years has helped retailers, brands and suppliers perform better. They achieve this with tailor-made products in four areas of expertise: Insights, Consultancy, Education and Inspiration. Always with the consumer as the starting point and knowledge sharing as the cornerstone.

Description of the four categories

Family campsite - Campsites where your children make a beeline for the kids club, where they can play in water or build a raft with their chums. The happiness that can then be seen on their faces is indescribable. These are the campsites for the ultimate family holiday feeling.

Rental accommodation -The time of only mobile homes is long since gone. highest rated rental accommodation is becoming increasingly attractive and luxurious. How about a round Lotus Bell tent, a teepee, a double-decker tent on stilts or a luxury African-style bungalow.

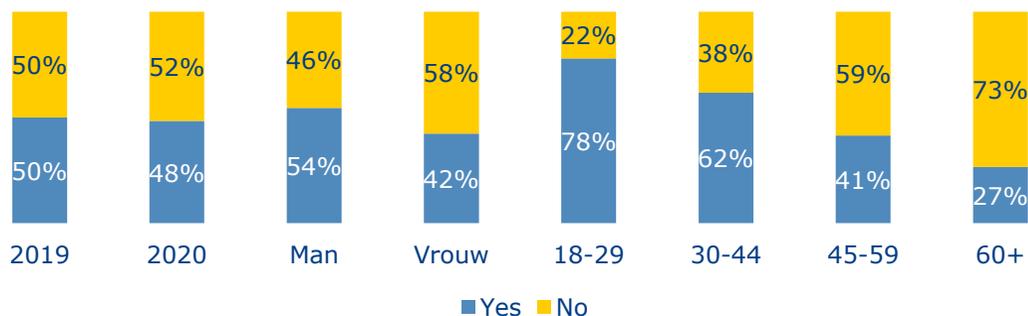
Charm campsite - Charm campsites are campsites with a superb location, ambiance and hospitality. With very spacious pitches in idyllic spots – in vineyards or sunflower fields, for example – near an atmospheric town or on a babbling brook. Each of them a magical spot. And campers can also count on the personal attention of the campsite manager, for whom hospitality is paramount.

Small campsite - Campsites with less than 60 pitches. These campsites are more often situated in nature. The facilities and activities on a small campsite are often limited, such as the presence of a swimming pool or supermarket.

Camping

Do you go camping from time to time?

Please note, camping does not have to be your main holiday. A weekend's camping is included here to.



Half of the population of the Netherlands goes camping from time to time

48% go camping from time to time. It could be a long camping holiday or just a weekend. The younger the respondent, the greater the likelihood that the respondent goes camping from time to time. The amount of campers is higher among men than among women.

Small campsites proved the most popular

People that go camping would most consider selecting a small campsite. After that, family campsites were the most considered options.

In the 30-44 age bracket, a family campsite proved the most considered option. By contrast, the over-60s were most likely to consider a small campsite, and the same applied for 18-29 year olds. The rental accommodation and charming campsites proved the most popular among 18-29 year olds.

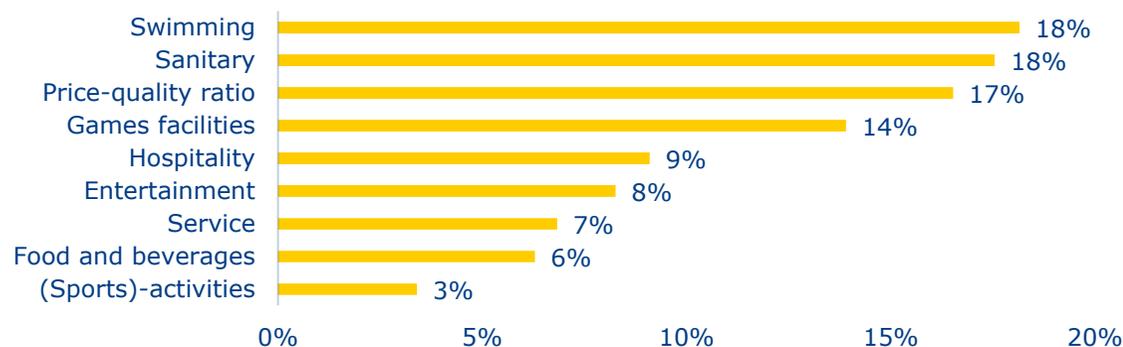
You can view a description of the categories on the previous page.

Let's say you go camping. Which of the categories below would you consider?



Importance of the various aspects

What are the most important aspects for you when choosing a family campsite?



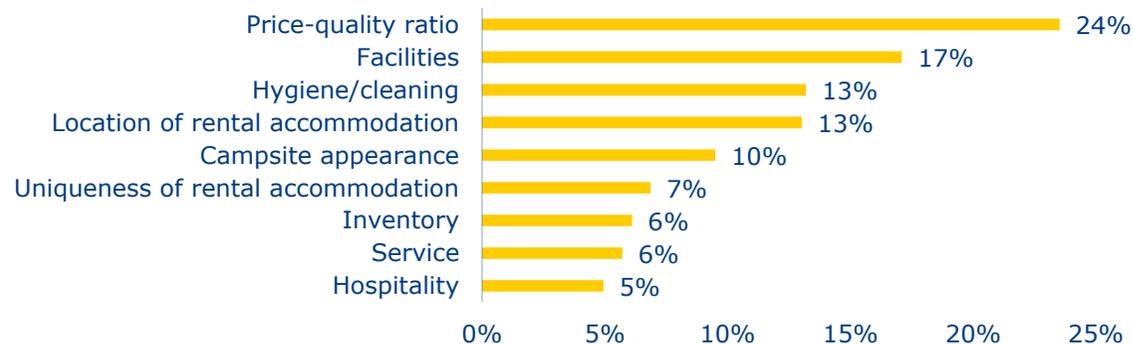
Swimming is the most important aspect in the choice of a family campsite

The most important aspect in the choice of a family campsite is swimming, followed by sanitary facilities and the price-quality ratio. 14 % of the respondents considered games facilities an important aspect. The least important aspects in choosing a family campsite are sports/activities.

The price-quality ratio is the most important aspect in the choice of rental accommodation

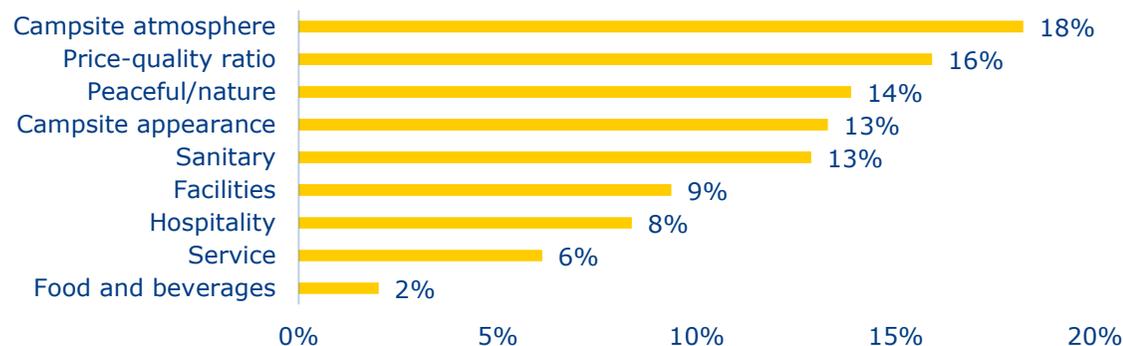
The price-quality ratio is the most important aspect in the choice of rental accommodation, followed by facilities, hygiene/cleaning and location. The aspects inventory, service and hospitality are the least important aspects in choosing rental accommodation.

What are the most important aspects for you when choosing a rental accommodation?



Importance of the various aspects

What are the most important aspects for you when choosing a charm campsite?



The atmosphere of the campsite is the most important aspect in the choice of a charm campsite

The most important aspect in the choice of a charm campsite is the campsite atmosphere, followed by the price-quality ratio and peaceful/nature. The least important aspects in choosing a charm campsite are service and food & beverages.

The location and the price-quality ratio are the most important aspects in the choice of best small campsites.

The location and the price-quality ratio are the most important aspects in the choice of best small campsites. Followed by hospitality and sanitary facilities. The aspects swimming, Games facilities, and Food and beverages are the least important aspects in choosing little campsites.

What are the most important aspects for you when choosing a small campsite?

