

Minicamping De Ballasthoeve | Belgium
The best small campsite

ANWB
KAMPEREN



Verkiezing
Camping
van het jaar

2022



Introduction

More Dutch people have opted for camping holidays in the past year. In the spring they used campsites close to home as a result of negative travel advice for most European camping destinations. In the summer, however, it was possible to take holidays in many other European countries. In July and August, the demand for accommodation and camping pitches at many campsites was generally greater than the supply. This was of course partly due to a much higher percentage occupancy by staycation guests. ANWB Kamperen regularly surveys the extent to which Dutch holidaymakers are willing to travel and go camping; for the coming season the interest is great, with a particular focus on Europe. It also emerges from these surveys that the number of campers is growing. This can also be seen on the market for hardware, where sales have risen between 10 and 15% in recent years. The ANWB has an important role to play in providing information about looking for and choosing campsites, but campers also get inspiration and advice from other campers in that regard. Campers can have their say via the Camping van het Jaar verkiezing; through their nomination they can tell other campers what they consider to be the best campsites. This year, almost 25,000 campers once again cast their vote.



The procedure:

From 19 July 2021 to 31 October 2021, campers and ANWB members were able to cast their vote through anwbcamping.nl/stemmen. Via the general link, voting was permitted for one of the 4,600 ANWB-recognized campsites (from 3 to 5 stars) for the following categories: the best campsite for families and the most appreciated rental accommodation. Almost 2,200 small campsites and 1,000 charming campsites were also eligible for votes. Through all our communication channels all 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 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 Kamperen
Jaap van der Linden
Directeur



ANWB Kamperen

The Netherlands is a country of campers. One in five households takes a camping holiday at least once a year. Ever since Dutch people have been going camping, the ANWB has played an active part in giving help, information and advice to campers. The ANWB now has a full range of services and products that assist campers in all aspects of their camping needs and is therefore the market leader in the Netherlands.

In the last few years, the ANWB has been able to continue investing in improvements and additions to its product portfolio and will carry on doing so in the future, giving campers an even better and more personal service. We cannot do that on our own, but only with the 1.4 million members that go camping and with the extensive network of camping partners in Europe. The ANWB, together with these partners, guides Dutch campers through the world of camping and helps them choose destinations, hardware and campsites. In this way we help campers find new and unique camping experiences that they can enjoy with a minimum of fuss.

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Consumer trends in camping

Camping is more popular than ever

Camping is growing in popularity. More Dutch people are choosing camping as an independent and flexible form of holiday. Families in particular are swapping their flight-and-hotel holiday for a camping trip with their own transport, so they are free to go and stay wherever they want.

Luxury on demand

Consequently, the demand for rental accommodation and deluxe facilities is growing too. Not only motorhomes and caravans, but also folding trailers and tents are being equipped with an increasing degree of luxury features as standard. Just like more spacious pitches, private sanitary facilities, flexibility in booking and flexible cancellation conditions.

Hardware

The number of hardware products that have been registered in the last few years has risen enormously. So much so that there is now a shortage. This means that the rental market – and specifically peer-to-peer rentals – is growing strongly. An ever-increasing number of campers with their own hardware are willing to share that hardware with others. New techniques and insurance policies specially designed for them are making it easier for people to lend or rent out their equipment.

Price conditions

The consumer is extremely price-conscious and is nowadays more alert and sensitive to flexible booking, payment and cancellation conditions. Just like more spacious pitches, private sanitary facilities, flexibility in booking and flexible cancellation conditions.

Camping experience

Consumers are interested in unique holiday adventures and use their holiday to enjoy new cultural and sporting experiences. People are increasingly looking for and choosing specific themes such as cycling and walking. Small and back-to-nature campsites are also of considerable interest to holiday seekers. There is an increase in sustainable choices in terms of campsites that provide alternative forms of energy, reuse, and facilities for charging electric cars on the campsite.

Whole year round

Thanks to both the facilities at the campsites, hardware and equipment, camping can be enjoyed the whole year round. In particular, people who are not tied by school holidays and who are increasingly willing to adopt hybrid working are keen to get away off-season and also take, or consider taking, working holidays.

ANWB in The Netherlands and Europe



Our ambassadors are there for you with help and advice.

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The winners of 2022

Nederland

Most enjoyable family campsite	Camping de Kleine Wolf, Stegeren
Highest rated rental accommodation	Camping 't Weergors, Hellevoetsluis
Loveliest charm campsite	Camping De Drie Provinciën, Een West
Best small campsite	Duinzoomhoeve, Julianadorp

Over de grens

Camping Les Coudoulets, Pradons, Frankrijk
Tamarit Beach Resort, Tarragona-Tamarit, Spanje
Hedesunda Camping, Hedesunda, Zweden
Camping44, Loro Piceno, Italië



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

Election 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:

- The best small campsite;
- The most enjoyable family campsite;
- The highest rated rental accommodation;
- 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:

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

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.

Election 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 have been announced during the online event Camp to the Future on 12 January 2022.

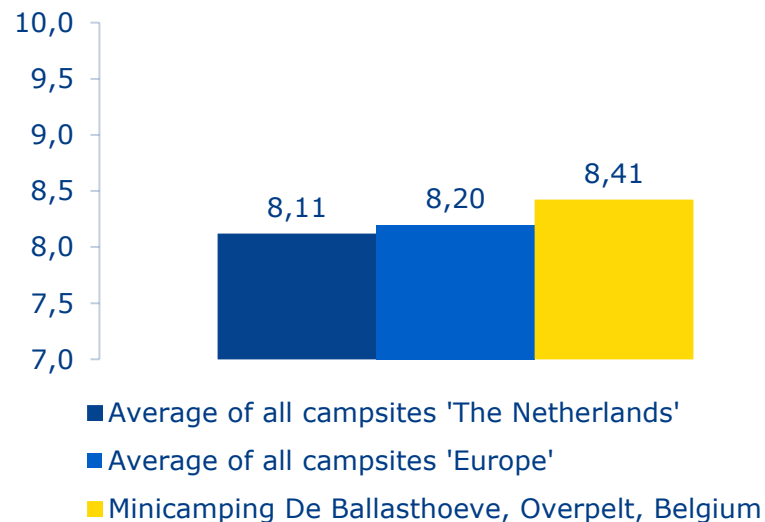
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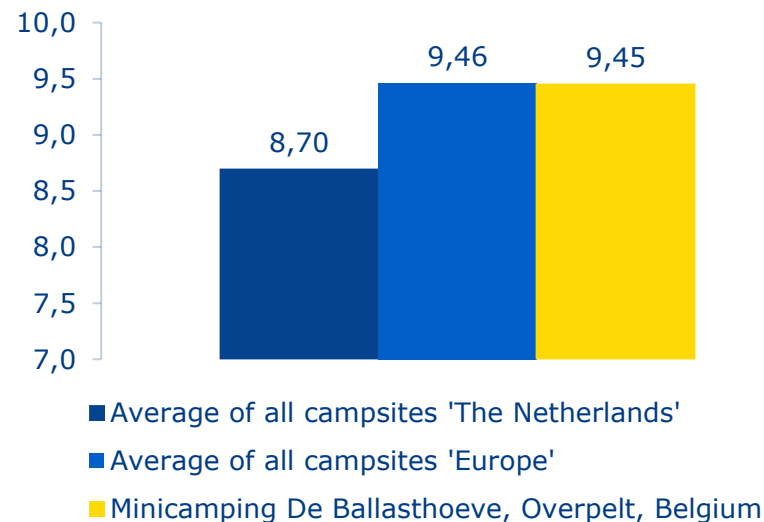
Corrected final score



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

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

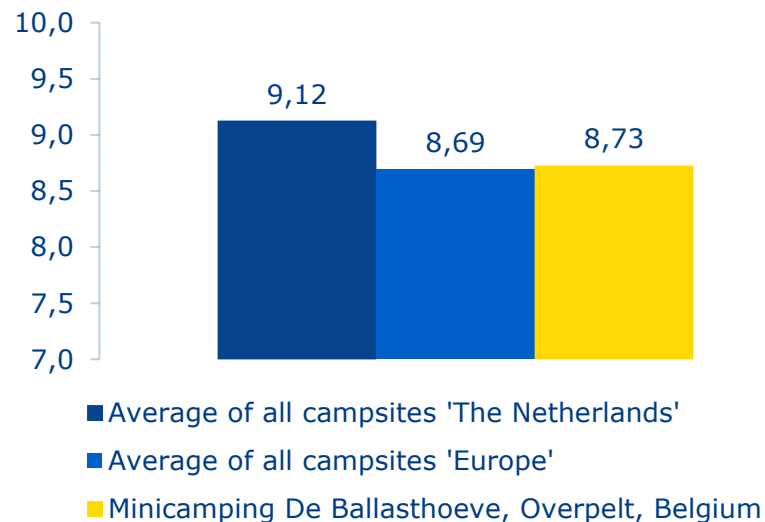
Rating breakfast service



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

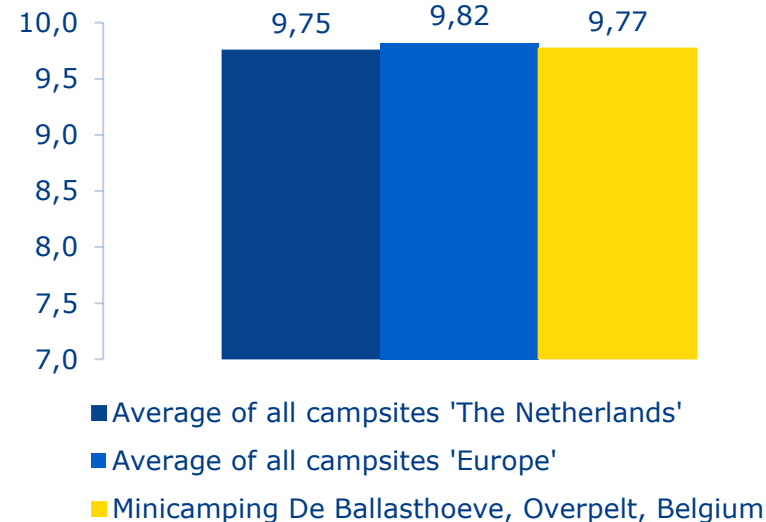
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Rating facilities



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

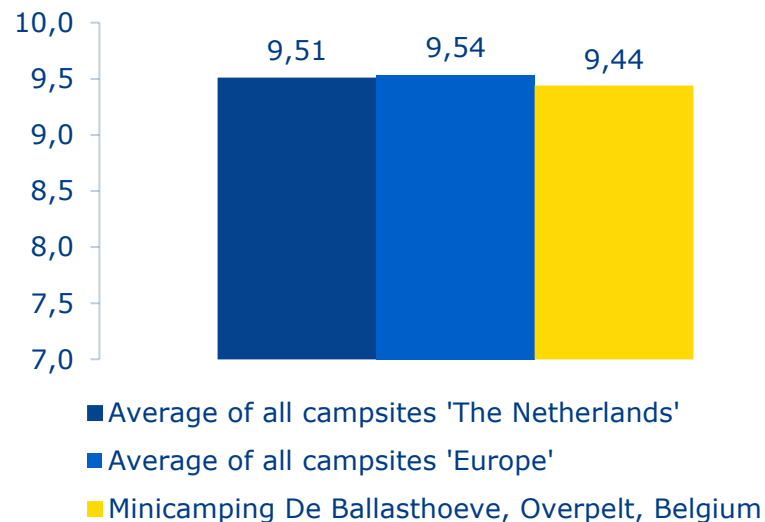
Rating hospitality



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

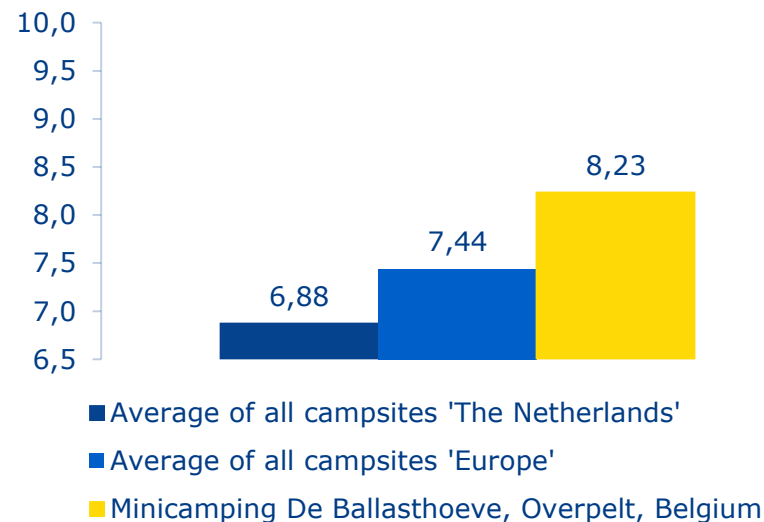
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Rating pitch size



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

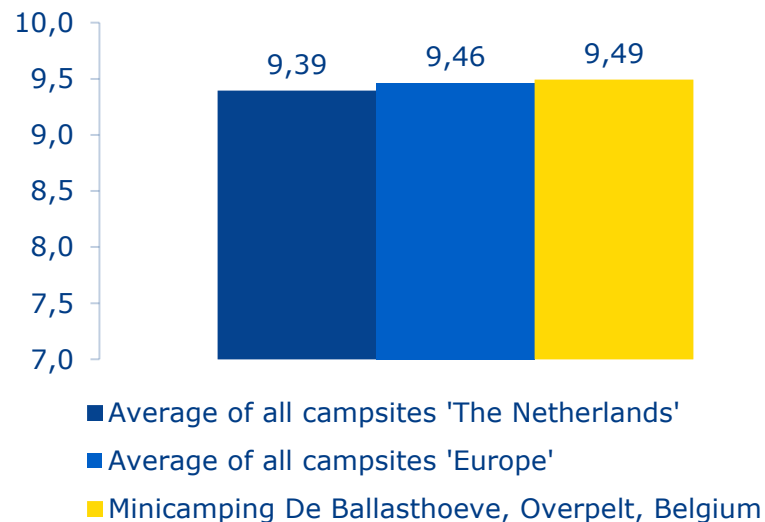
Rating playground



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

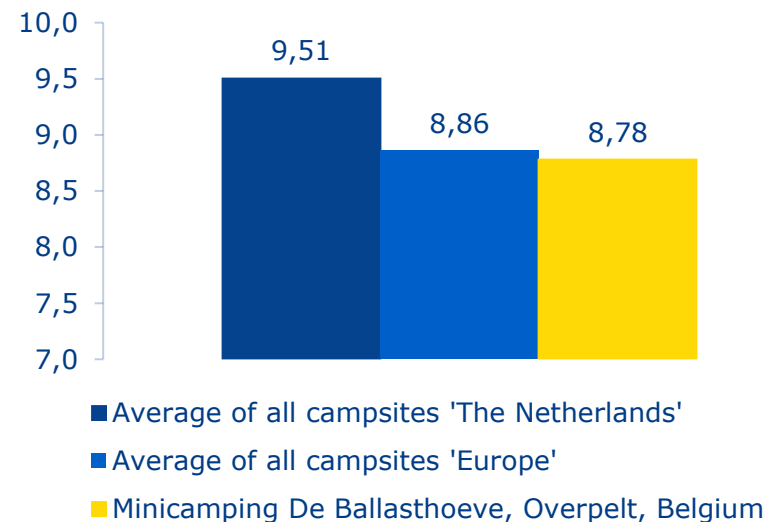
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Rating price-quality ratio



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

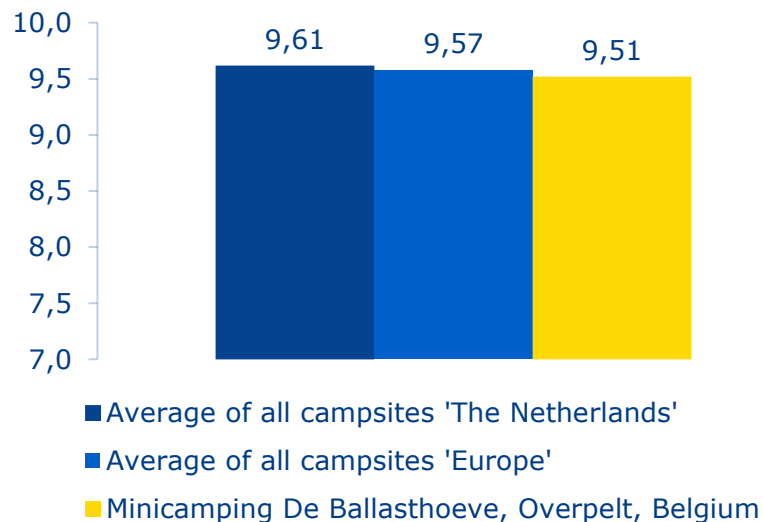
Rating sanitary



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

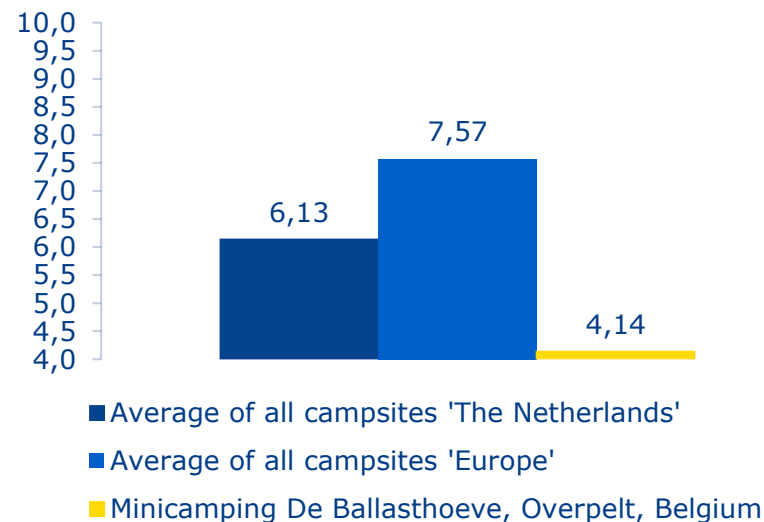
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Rating service



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

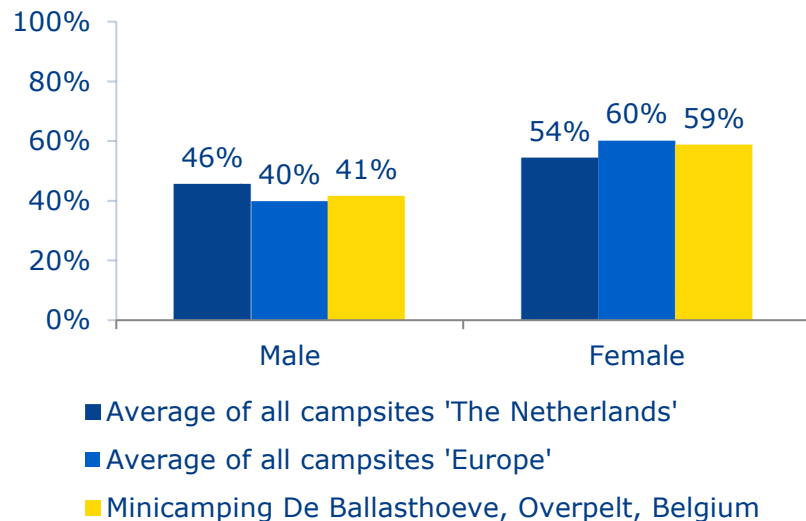
Rating swimming



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

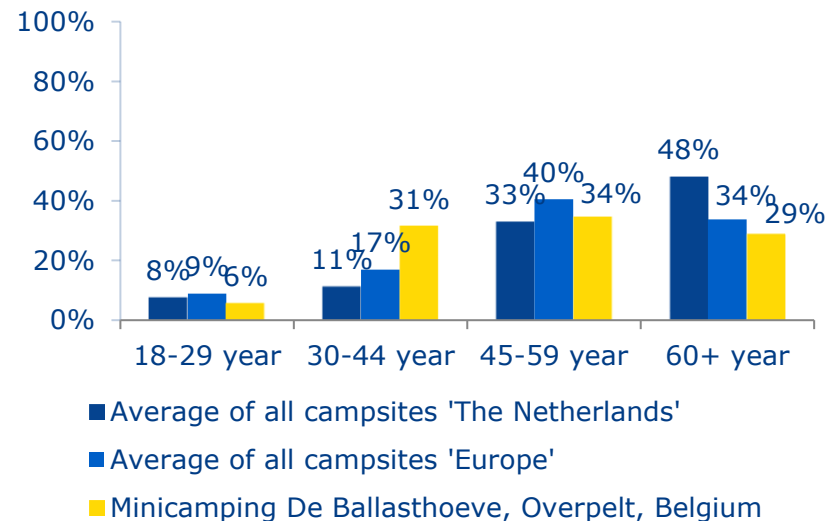
Background evaluators

Distribution of gender



This figure shows the distribution by gender of the evaluators. This distribution is also shown for the average of all rated campsites within the best small campsite category (with 25 or more reviews).

Distribution of age



This figure shows the age distribution. In addition, the age distribution of the campsite evaluators is compared to the age distribution of the average of all reviewed campsites within the category the best small campsite (with 25 or more reviews).

Research among the Dutch population



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Election report 2022

Research among the Dutch population

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 two slides give the results of this survey.

The research was carried out in weeks 35, 36 and 37 of 2021. Consumers on the Q&A panel were interviewed for the survey. Based on reliable research, the behaviour of consumers can be seen at a glance, along with how consumers regard particular topics. 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 100,000 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

Most enjoyable 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.

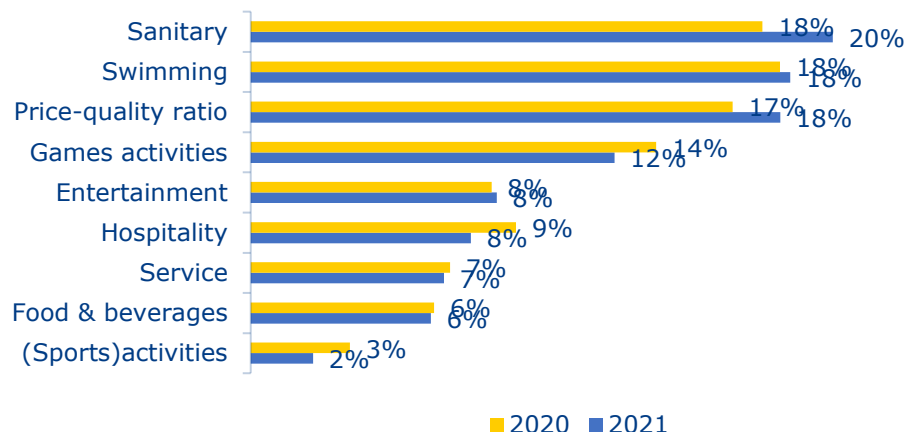
Highest rated rental accommodation - The time of only mobile homes is long since gone. highest rated rental accommodation is becoming increasingly attractive and luxurious. How about a round Lotus Bell tent, a teepee, a double-decker tent on stilts or a luxury African-style bungalow.

Loveliest 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.

Best 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.

Importance of the various aspects

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



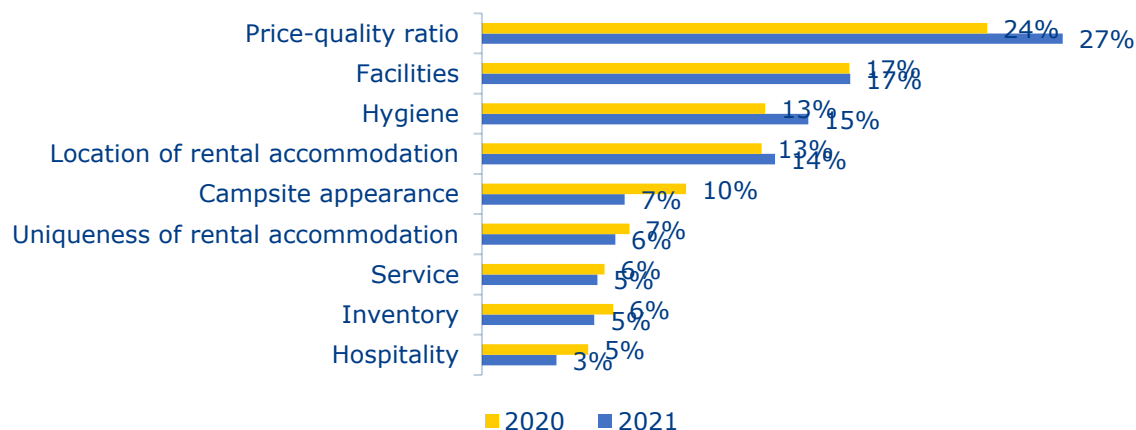
Sanitary most important aspect when choosing a family campsite

The aspect of sanitary is the most important aspect when making a choice for a family campsite, followed by swimming and price-quality ratio. Compared to 2020, the aspects of sanitary and price-quality ratio have increased in importance. The least important aspect when making a choice for a family campsite is the (sports) activities.

Price-quality ratio by far the most important aspect when choosing a rental accommodation

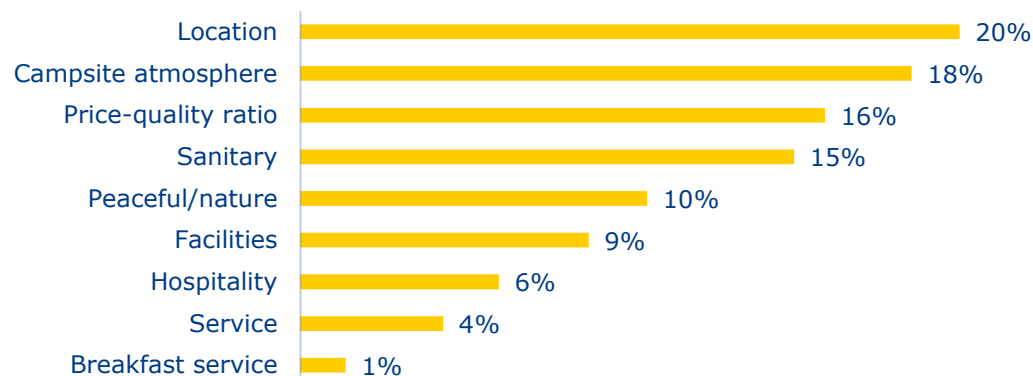
The price-quality ratio is the most important aspect when making a choice for a rental accommodation. The aspect has increased in importance even more compared to 2020. The price-quality ratio is followed by the aspects facilities, hygiene and the location of the rental accommodation. The aspects hospitality, inventory and service are the least important when making a choice for a 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 location of the campsite is the most important aspect when choosing a charm campsite

The location of the campsite is the most important aspect when making a choice for a charming campsite. After that the atmosphere of the campsite, the price-quality ratio and the sanitary facilities are the most important aspects.

The least important aspect when making a choice for a charming campsite is the breakfast service.

Price-quality ratio and sanitary are the most important aspects when choosing a small campsite

Price-quality ratio and sanitary are the most important aspects when making a choice for a small campsite. After that, the size of the pitch and the hospitality are the most important aspects.

The least important aspects when choosing a small campsite are the breakfast service, swimming and playground.

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

