



## ADAC Camping Awards 2021: These are the winners

- Well deserved: Former BVCD-Präsident und camping visionary Anton Harms in ADAC Camping Hall of Fame
- Divers: ADAC Camping Award winners come from Portugal, France, Austria and Croatia
- Virtual reality: Announcement of ADAC Camping Awards via live stream

**Berlin, 19.01. 2021** - The winners of this year's ADAC Camping Awards have been announced. At the ADAC Camping Gala, which was held virtually for the first time, the winners of Europe's most important camping award were announced on Tuesday evening. Uwe Frers, Managing Director of ADAC Camping GmbH: "The ADAC Camping Awards are something like the accolade of the camping industry for the award-winning camping companies." An international commission of 40 camping experts had chosen the winners from hundreds of suggestions from the camping industry. The ADAC Camping Awards 2021 were presented in four thematic categories and an industry personality was also inducted into the Hall of Fame. "The award categories represent four important metatrends, we are looking for the trendsetters of the industry," explains Uwe Frers. The award winners compete in the areas of sustainability and environmental awareness, innovation and progress, demographic change and accessibility as well as online marketing and digitalisation.

**Winner of the category "Sustainability and Environmental Awareness": Camping le Paradis, France**  
Laudator Henning Scholtz, Head of Environmental Labelling at RAL gGmbH and responsible for the EU ECOLABEL, sees a strong need among people for nature-oriented and sustainable travel. "People want a different, sustainable and environmentally friendly form of tourism," says Scholtz. Camping plays an important role in this. In his laudation for Camping le Paradis, Scholtz emphasised the site's ecologically oriented management and exemplary water management: "In addition to the careful and economical use of natural resources the entire campsite team is continuously trained to act in an environmentally conscious manner and is committed to meeting these environmental and quality standards every day." More information on Camping Le Paradis from Saint-Léon-sur-Vézère, at PiNCAMP, the online portal of the ADAC:

<https://www.pincamp.de/campingplaetze/camping-le-paradis-saint-leon-sur-vezere>

Other nominees in the category "Sustainability and Environmental Awareness" were Camping Wirthshof from Germany and Camping de Wildhoeve from the Netherlands.

**Winner of the category "Innovation and Progress": Ferienparadies Natterer See, Austria**  
Great joy in the tranquil town of Natters, not far from the Tyrolean capital Innsbruck. Ferienparadies Natterer See from Natters, Austria, convinced the jury with its innovative accommodation concepts.

In his laudatory speech the renowned trend researcher and futurologist Dr. Eike Wenzel justified the decision in favour of Ferienparadies Natterer See with the words: "At this very special location, we have succeeded in combining innovative architecture and a creative utilisation concept with an impressive panorama. In my own words I would describe it as a coherent work of art." Further information: <https://www.pincamp.de/campingplaetze/ferienparadies-natterer-see>

Other campsites nominated for the category "Innovation and Progress" were Camping Huttopia de Roos from the Netherlands and Marina di Venezia Camping from Italy.

#### **Winner Category "Demographic Change and Accessibility": Parque Cerdeira, Portugal**

Laudator Roberto Vitali, founder and CEO of the organisation Village for All, is a recognised expert on demographic change and accessibility in tourism. With his organisation Vitali advises tourism companies and in particular the camping industry on how to "sustainably generate more profits by opening up your offer to all target groups". In his speech for Parque Cerdeira Vitali praised the Portuguese people's natural approach to the camping-for-all concept: "At Parque Cerdeira, all areas and activities on and off the campsite are made accessible to visitors and guests of all ages, with or without disabilities. This is exemplary." For more information visit:

<https://www.pincamp.de/campingplaetze/parque-de-campismo-de-cerdeira>

Other nominations in the category "Demographic change and accessibility" went to Eurocamping Zedano, Germany and 50plus Campingpark Fischen, Austria

#### **Winner of the category "Online Marketing and Digitalisation": Aminess Maravea Camping Resort, Croatia**

Laudator Oliver Grützner, Head of Tourism & Leisure at Touring Club Switzerland, emphasised the enormous importance of digitalisation and online bookability in opening up new distribution channels and addressing new target groups. In his laudatory speech Grützner praised the use of social media in the online marketing mix of the Aminess Maravea Camping Resort. He particularly highlighted the many user-friendly digital features, such as the online reservation of restaurant places or the online booking of fitness courses and excursions. Grützner: "This is real added value for camping guests." The multilingual online booking system for pitches and rental accommodation convinced the jury as well. Further details:

<https://www.pincamp.de/campingplaetze/aminess-maravea-camping-resort>

Runners-up in the category "Online Marketing and Digitalisation": Camping- und Ferienpark Wulfener Hals, Germany and Alannia Resort Els Prats, Spain

#### **Inducted into "Hall of Fame": Anton Harms**

The highlight of the gala evening was the presentation of the Hall of Fame award to long-time BVCD President and camping visionary Anton Harms. Last year's award winner, the Dutch-Italian camping entrepreneur Loek van de Loo, emphasised in his laudation the unifying personality and far-sightedness of the long-time managing director of Alfsee Ferien- und Erlebnispark: "After all, he is a man who has decisively influenced and accompanied the development of camping in his home country and in Europe. A man who was and is always interested in developing the market together with others - including competitors." Van de Loo paid special tribute to Harms' commitment in politics as well as his services during his long and beneficial term as president of the BVCD (Federal Association of the Camping Industry in Germany).

The presentation of the ADAC Camping Awards 2022 is again planned as a live event during the ADAC Camping Gala at the CMT in Stuttgart in January 2022.

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### **Service**

PiNCAMP magazine article on the ADAC Camping AWARDS 2021

<https://www.pincamp.de/magazin/messen-news/camping-news/adac-camping-gala-campingplaetze-ausgezeichnet>

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### **About PiNCAMP**

PiNCAMP ([www.pincamp.de](http://www.pincamp.de)) is the digital camping platform of ADAC SE. The portal lists more than 2,100 online bookable campsites in Germany and Europe - plus all ADAC content with more than 10,000 campsites, 8,000 travel destinations throughout Europe as well as 30,000 user reviews. PiNCAMP combines this information into an inspiring service and content offer consisting of news, travel reports, interviews, vehicle tips and direct booking options, vehicle tips and direct booking options. In addition, ADAC experts check the quality of the campsites as part of annual, objective inspections. The platform is financed, among other things, through B2B services for operators; consumers use PiNCAMP free of charge. The Berlin-based company is managed by tourism and start-up expert Uwe Frers.