

## PiNCAMP presents the nominations for the ADAC Camping Awards 2024

**Berlin**, November 28, 2023 - PiNCAMP, the ADAC camping portal, announces the nominees for the ADAC Camping Awards 2024. The campsites planned for the ADAC Camping Awards come from Germany, France, Italy, Spain, Croatia, Austria, the Netherlands and Great Britain. An international commission of 44 camping experts selected the nominees from hundreds of suggestions from the camping industry. The nominated places compete in the areas of sustainability and environmental awareness, innovation and progress, demographic change and accessibility as well as the ADAC Camping Booking Award. Uwe Frers, Managing Director of ADAC Camping GmbH, explains the importance of this award: "With the ADAC Camping Awards we honor the trendsetters in the camping industry. The awards are to the camping industry what the Oscars are to the movie industry." The winners of Europe's most prestigious camping award will be announced at the PiNCAMP Camping Gala on January 12, 2024 in Stuttgart.

### The nominees in the category "Sustainability and Environmental Awareness"

Fornella Camping & Wellness Family Resort (Italy)

<https://www.pincamp.de/campingplaetze/camping-fornella>

ADAC classification: 5 stars, user rating: fabulous (4.5)

With the pilot project "Fornella one Earth 2030", Fornella Camping & Wellness Family Resort, located on Lake Garda, has taken a courageous and ambitious step in environmentally conscious camping. The basis of the project is a cluster of 7 sustainably designed mobile homes with the aim of creating new standards for sustainable hospitality. This is done in accordance with the criteria of the "Ecocamping" certification. The project offers a new, inclusive and sustainable outdoor holiday experience that combines the values of environmental responsibility, well-being and attention to guests' well-being.

Camping Beauregard Plage (France)

<https://www.pincamp.de/campingplaetze/camping-beauregard-plage>

ADAC classification: 3 stars, user rating: Very good (4.1)

The very natural camping complex, located in the dunes near Cape D'Agde, offers, according to its own statement, "a stay in which nature, quality of life and comfort for campers are harmoniously combined". Consequently, the operators of the course rely on natural planting that is adapted to the Mediterranean climate, with low water consumption and natural plant protection. Composting plants, consistent waste separation, an energy-saving lighting system and the use of solar thermal energy and photovoltaics also play a major role in the sustainable management of the site.

Camping The Quiet Site (Great Britain)

<https://www.pincamp.de/campingplaetze/camping-the-quiet-site>

ADAC classification: 2.5 stars, user rating: none

The site in the north-west of England (Cumbria) is located in a scenic area not far from Lake Ullswater. The consistent sustainable management of the site and the involvement of guests in various sustainability initiatives characterize this camping facility. The committed operators of The Quiet Site have adopted five principles for sustainability: 1. Avoidance of fossil fuels and energy self-sufficiency 2. Zero waste in operations and buildings 3. Maximization of biodiversity. 4. Develop a culture of sustainability among employees and create a model of good practices. 5. Influencing the way guests arrive and move around the site.

## The nominees in the category “Innovation and Progress”

Camping Le Sérignan Plage Nature (France)

<https://www.pincamp.de/campingplaetze/camping-serignan-plage-nature>

ADAC classification: 4 stars, user rating: Very good (4.3)

Camping Le Sérignan Plage Nature is committed to combining camping, leisure and relaxed work in one place. Whether for digital nomads or entire teams, guests will find a perfect place for their professional activities in the workation area of the facility. The technical equipment is top-notch, high-speed internet is a given and comfortable workplaces in a relaxed atmosphere make the combination of camping leisure and work a real pleasure.

Caravan park Sexten (Italy)

<https://www.pincamp.de/campingplaetze/caravanpark-sekten>

ADAC classification: 5 stars, user rating: excellent (4.3)

At the Sexten caravan park in South Tyrol, it is the sum and diversity of innovations and sustainability initiatives that make this place a quality leader in the Alpine region and Europe. A 600 square meter pitch with its own bathhouse and butler service, an underground natural stone indoor pool with a beauty and wellness center, a sanitary building in a former farmhouse, several luxury tree houses and a 13 m high indoor climbing wall are just a small excerpt of the innovative work of the Happacher family .

Camping & Resort Sanguli Salou (Spain)

<https://www.pincamp.de/campingplaetze/camping-resort-sanguli-salou>

ADAC classification: 5 stars, user rating: fabulous (4.3)

On the Costa Dorada, in the heart of Salou and just a stone's throw away from the kilometer-long sandy beaches, the Camping & Resort Sangulí Salou promises first-class holidays in Spain. The extensive resort not only offers its guests spacious pitches and great leisure facilities, but also relies on sustainable, resource-saving management of the site. It is the interplay of many innovative approaches that make this site so fascinating. In addition to the opulent swimming areas, the amphitheater, the dog club and the modern fitness facility, the on-site medical office is probably unique in the camping world.

## The nominees in the category “Demographic Change and Accessibility”

Campingplatz Haumühle (Germany)

<https://www.pincamp.de/campingplaetze/campingplatz-haumuehle>

ADAC classification: 3 stars, user rating: Very good (4.1)

The dog's best friend is man and that's why human owners are allowed to enter what is probably the most dog-friendly campsite in Germany, the Haumühle campsite in Rhineland-Palatinate. Their target group are dogs and their two-legged pack members. Dogs don't cost anything extra, people do. There is no limit to the number of four-legged friends traveling with you. A sophisticated, colored loop system shows which dog is looking for contact and which one prefers not to. Camping Haumühle: Simply wow!

Camping De Wildhoeve (Netherlands)

<https://www.pincamp.de/campingplaetze/camping-de-wildhoeve>

ADAC classification: 5 stars, user rating: excellent (4.6)

Camping de Wildhoeve is located near Apeldoorn and is considered to be a very family-friendly place with excellent childcare. Families with children with limited mobility (wheelchairs) will also find child-friendly, barrier-free facilities here, such as special wheelchair-accessible playgrounds, sanitary facilities, restaurants, and even the on-site swimming pool has times reserved for young and older

people with mobility limitations. Another plus: The staff at Camping de Wildhoeve are available to help and advise all guests, especially people with disabilities. Camping is fun for everyone.

Camping Salatà (Spain)

<https://www.pincamp.de/campingplaetze/camping-salata>

ADAC classification: 4.0 stars, user rating: Very good (4.3)

Camping Salatà is located in the town of Roses on the Costa Brava and offers older campers very comprehensive nursing and medical care during their stay. The site is particularly visited in the winter months by older campers who spend the cold season in the north under the warming rays of the southern sun without having to forego the necessary nursing and medical support.

### **The nominees in the category “ADAC Camping Booking”**

Holiday Park Beerze Bulten (Netherlands)

<https://www.pincamp.de/campingplaetze/camping-ferienpark-beerze-bulten>

ADAC classification: 5 stars, user rating: excellent (4.6)

The Beerze Bulten holiday park, based in the Overijssel region, has had great success in offering online booking of its inventory - from the normal pitch to the trendy Wickelhouse. All of this all year round and for early bookers at fixed, affordable prices. The booking and cancellation conditions are customer-friendly and booking is made very easy for the guest. The place is particularly popular with PiNCAMP users for the very successful implementation of online booking.

Camping Seeblick Toni (Austria)

<https://www.pincamp.de/campingplaetze/camping-seeblick-toni>

ADAC classification: 5 stars, user rating: good (3.9)

Camping Seeblick Toni from beautiful Tyrol has always been a driver of modern communication with camping guests. The numerous online marketing activities - including in the social media area - bring Seeblick Toni new booking records and many satisfied new and old guests every year. It's no wonder that Seeblick Toni uses online booking as a tool for acquiring new customers and retaining existing customers. With success: At PiNCAMP, Seeblick Toni is in first place in bookings of all Austrian campsites.

Camping Čikat (Croatia)

<https://www.pincamp.de/campingplaetze/camping-cikat>

ADAC classification: 5 stars, user rating: Very good (4.3)

Camping Čikat belongs to the Jadranka Group and is located on the sun-kissed island of Lošinj. The campsite is one of the best and most advanced camping facilities in Croatia. As one of the first campsites in Croatia, the option to reserve and book a pitch or motorhome online was implemented here. The guest explores, chooses and books their desired accommodation online. He is accompanied digitally from booking to arrival. A prime example of successful digital transformation in the camping industry.

The award ceremony of the ADAC Camping Awards 2024 will again take place as a live event as part of the PiNCAMP (ADAC) Camping Gala in Stuttgart on January 12, 2024.

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### **Service**

Press area: <https://presse.pincamp.de>

Figures and facts: [PiNCAMP statistics service](#)

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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 everyone Content from the ADAC and a total of more than 12,000 campsites in 38 countries across Europe as well as more than 60,000 personal, first-hand camper reviews. Over 6 million campers trust in PiNCAMP. PiNCAMP is the leading camping booking portal and combines Expertise, inspiration and simplicity. With annual campsite inspections and objective The camper receives reviews from local experts as part of the ADAC classification secure basis for booking your next vacation. The Berlin company is managed by tourism and startup expert Uwe Frers.

