

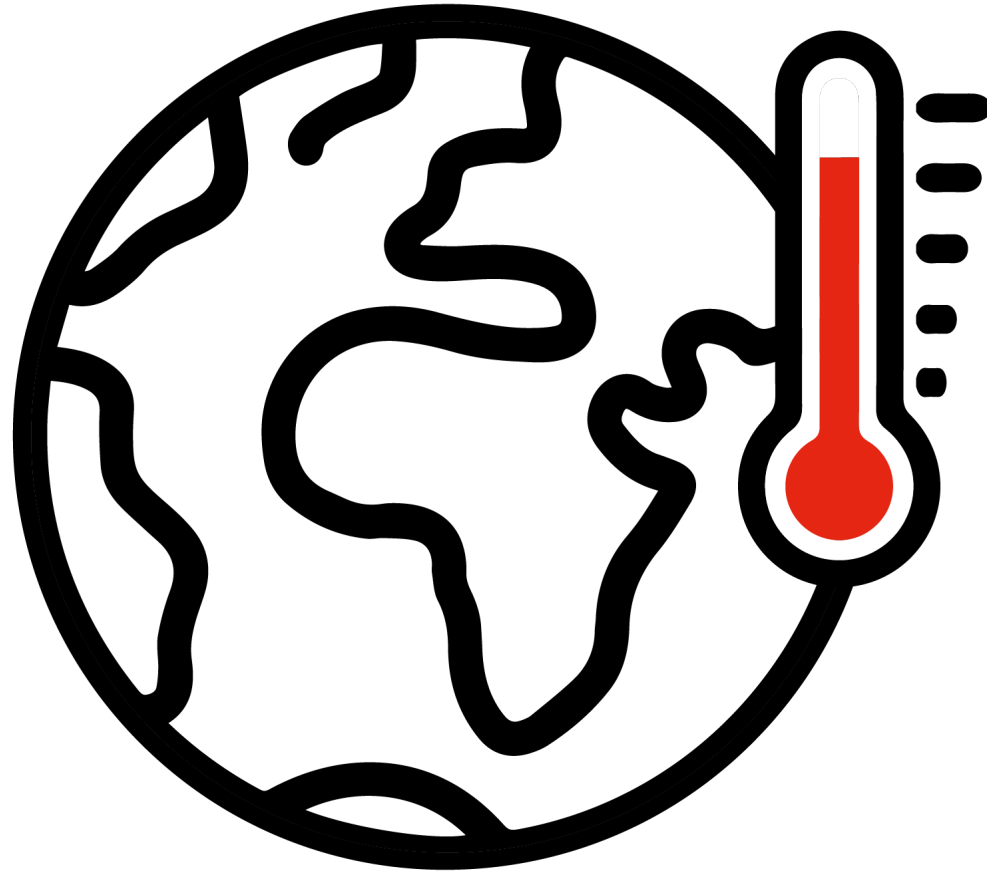
Facts and figures

Inspiration to start into 2024

Uwe Frers | CEO

The camping company of





**„Limit global warming to two degrees by 2100,
if possible to 1.5 degrees,
compared to pre-industrial age.“**

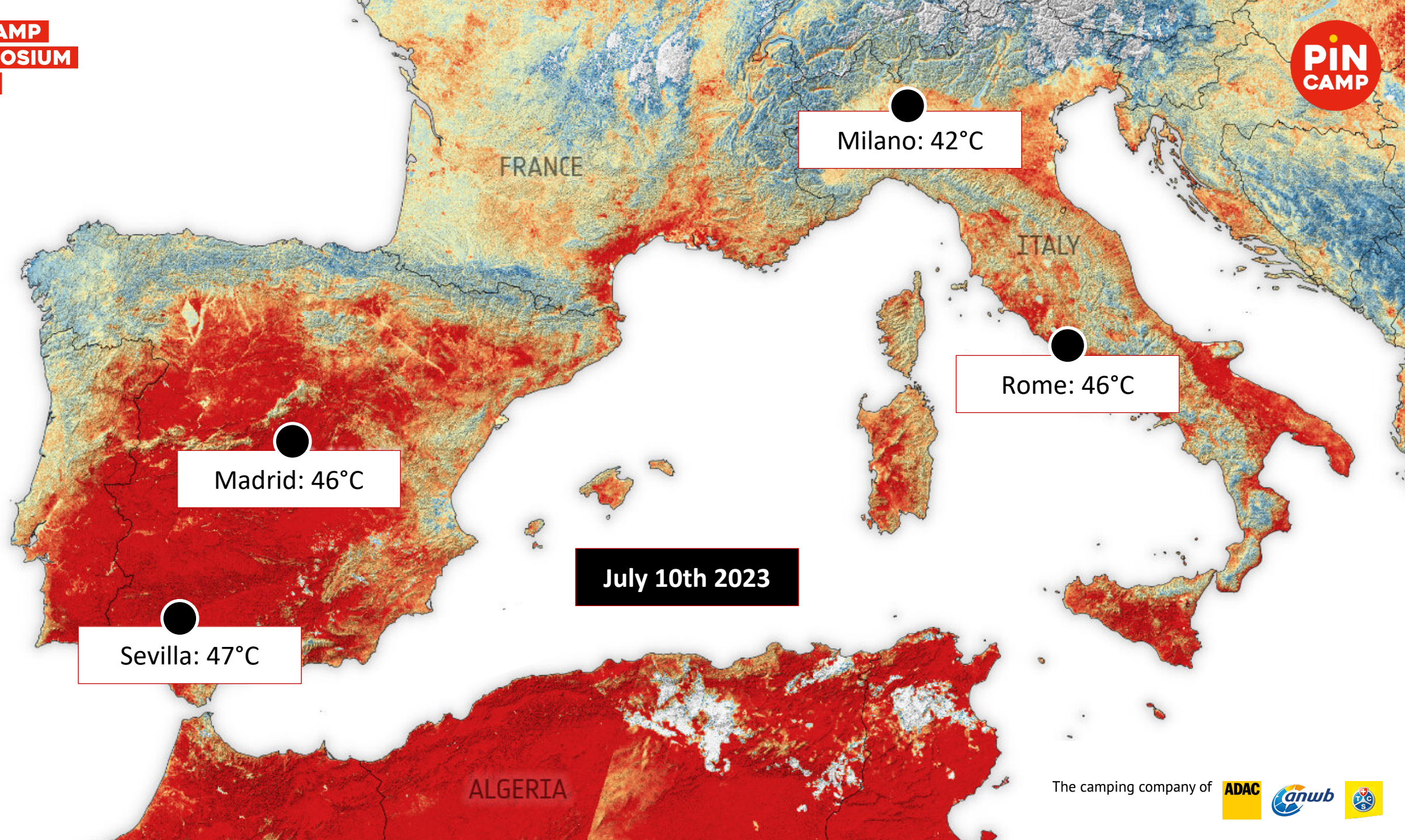
Paris Climate Agreement 2015

+1.48°

Temperature 2023 compared to pre-industrial | Hottest year ever

47°

Sevilla July 10th 2023 | Hottest month ever in Europe



July 10th 2023

10.4%

ADAC classified campsites with eco-friendly label | +8% to 2023

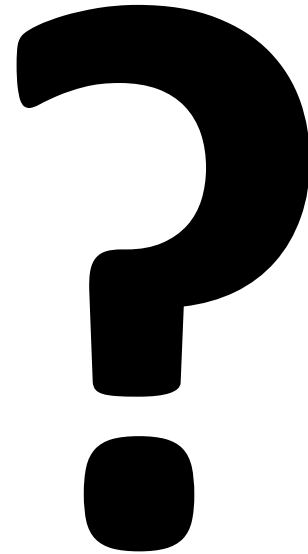


316 €

Price of 1 megawatt hour of Gas August 2022

67 €

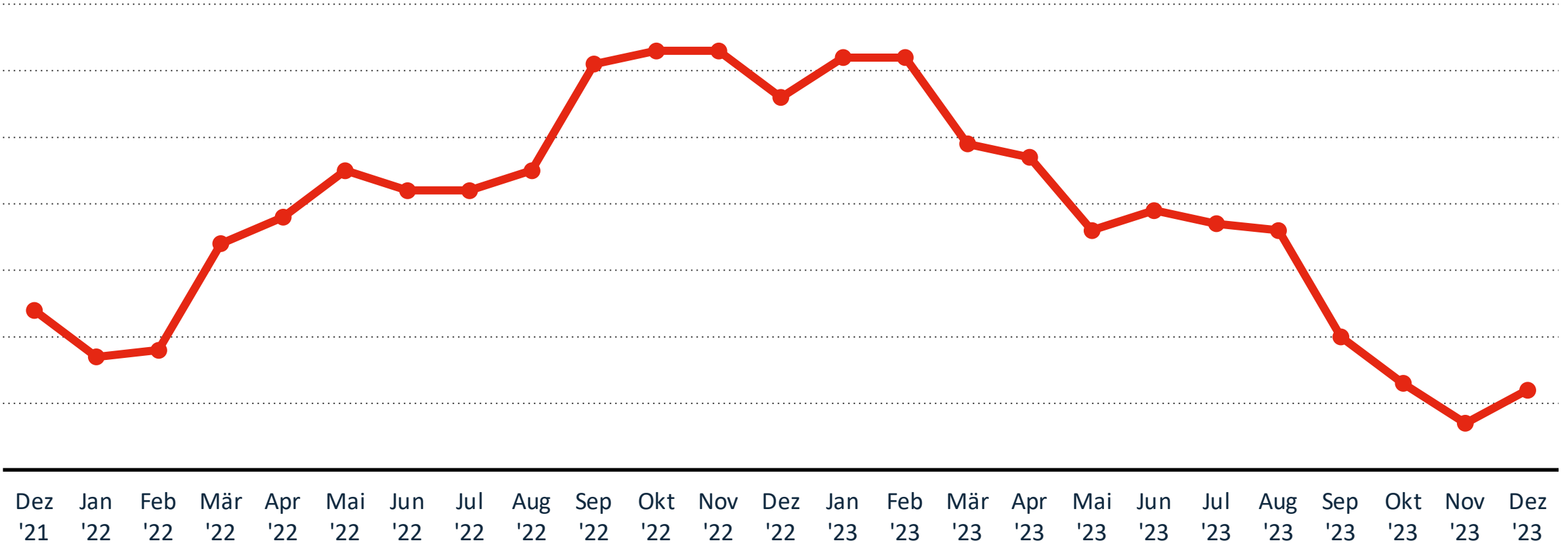
Price of 1 megawatt hour of Gas January 2023

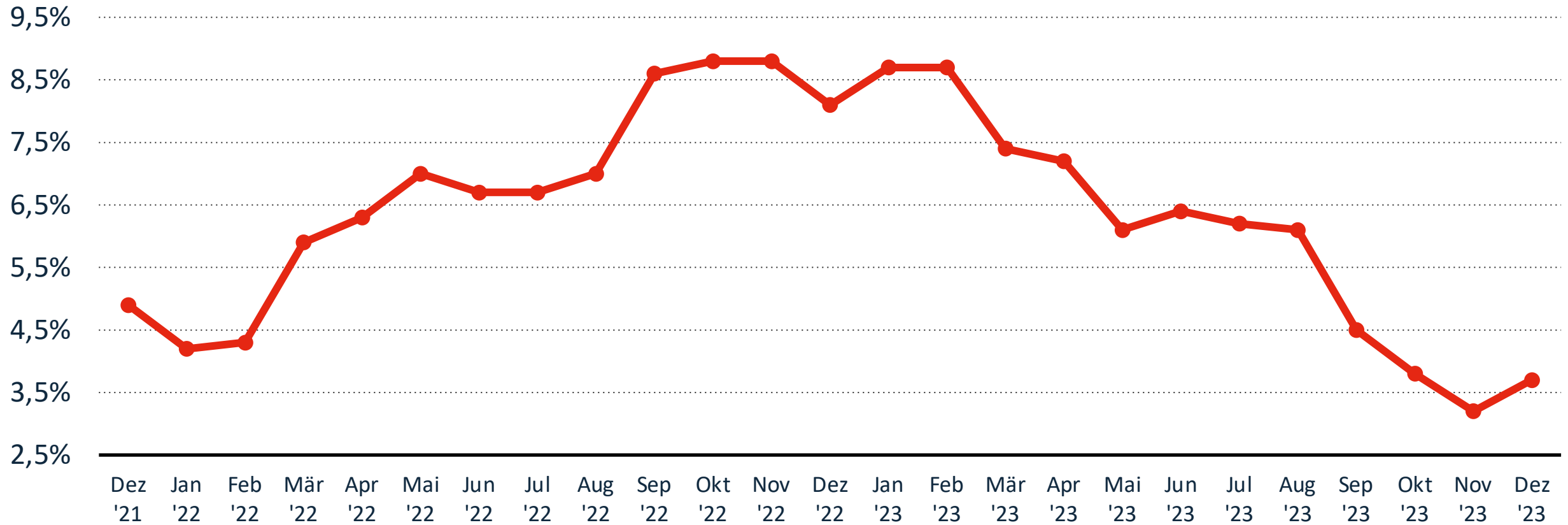


Price of 1 megawatt hour of Gas on Tuesday

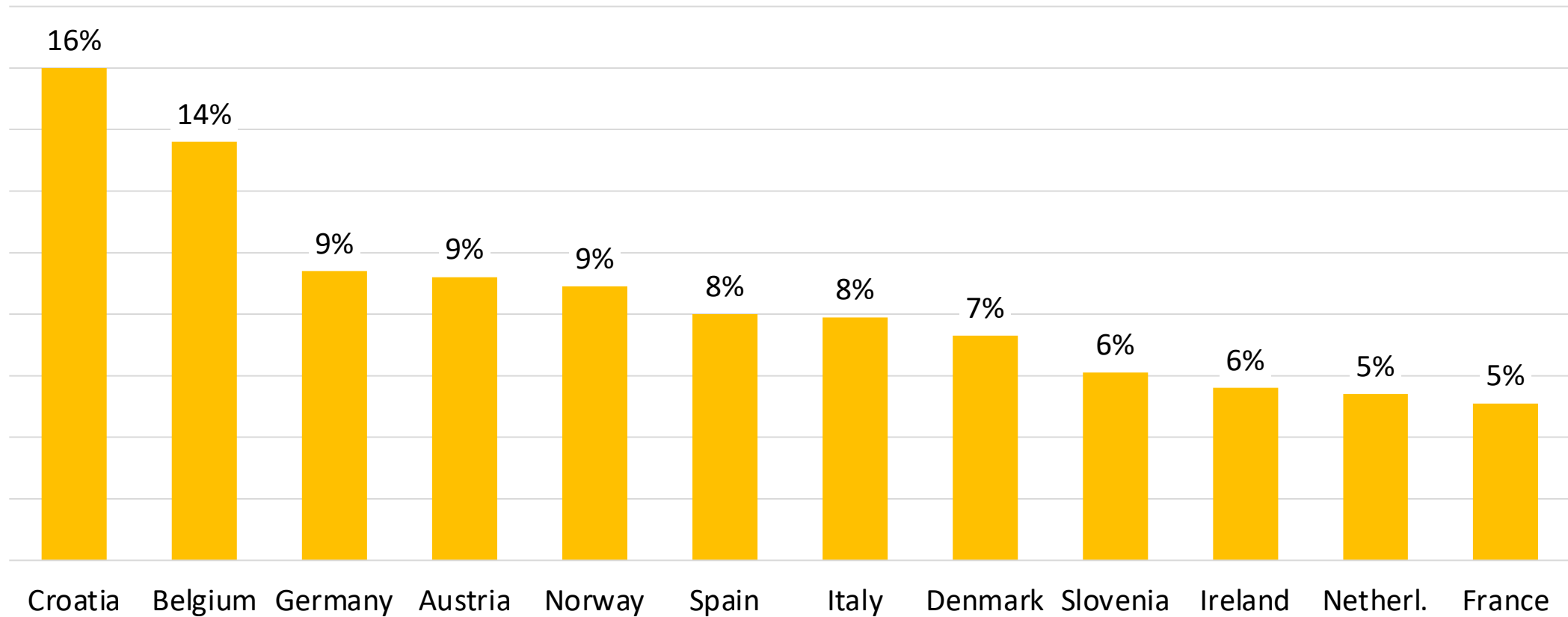
32 €

Price of 1 megawatt hour of Gas on Tuesday

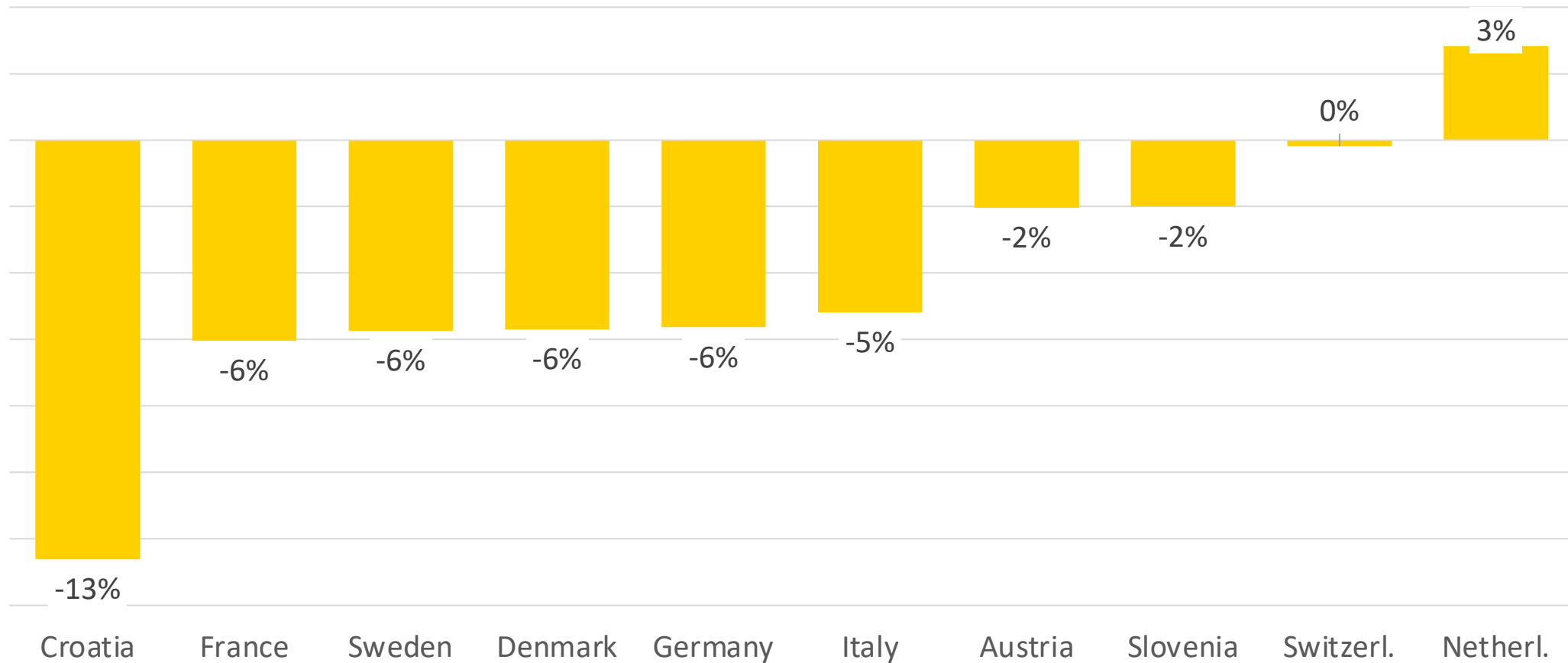




Inflation Germany | December 2023: 3,7%



ADAC average price | Change 2023 compared to 2022



Length of stay | Change 2023 compared to 2022

Frankfurter Allgemeine

Price hike in Croatia: Five Euros for a scoop of ice cream.

Preisanstieg in Kroatien: Fünf Euro für eine Kugel Eis.

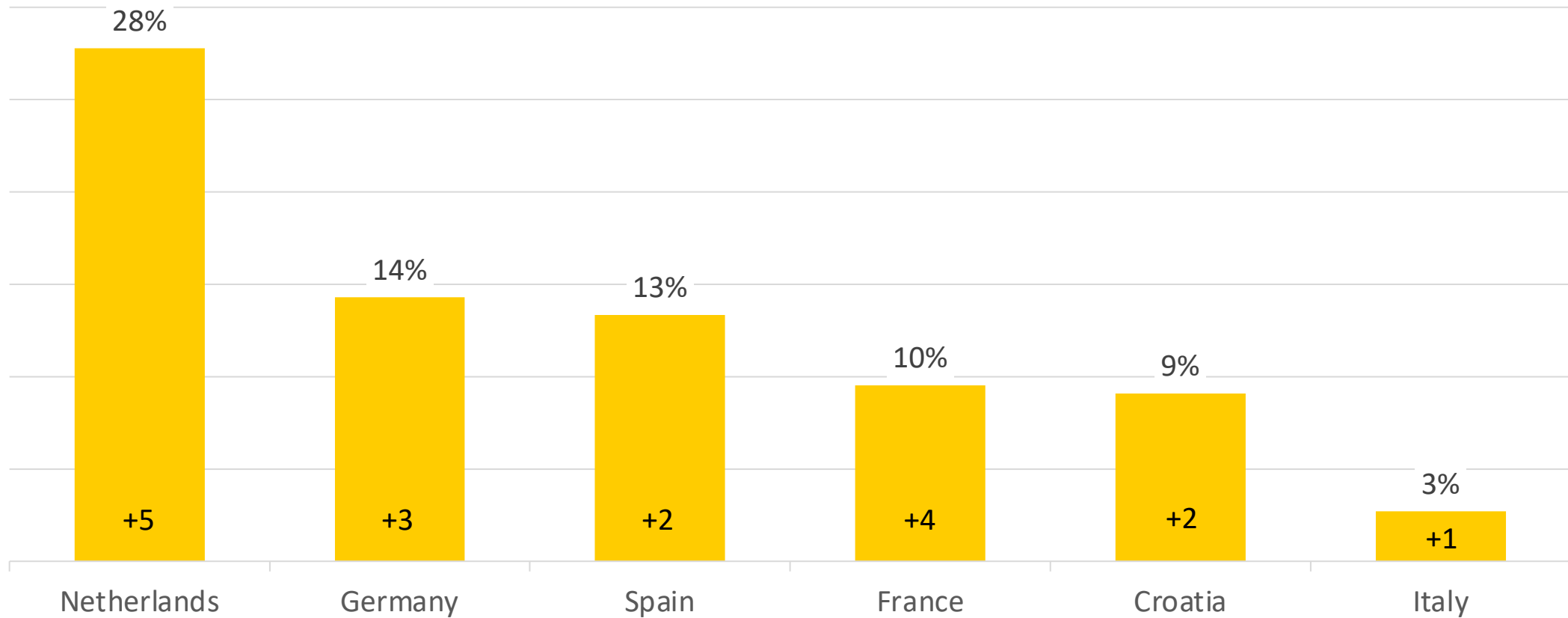


Exorbitant prices in a popular holiday destination - Croatia is ripping us off!

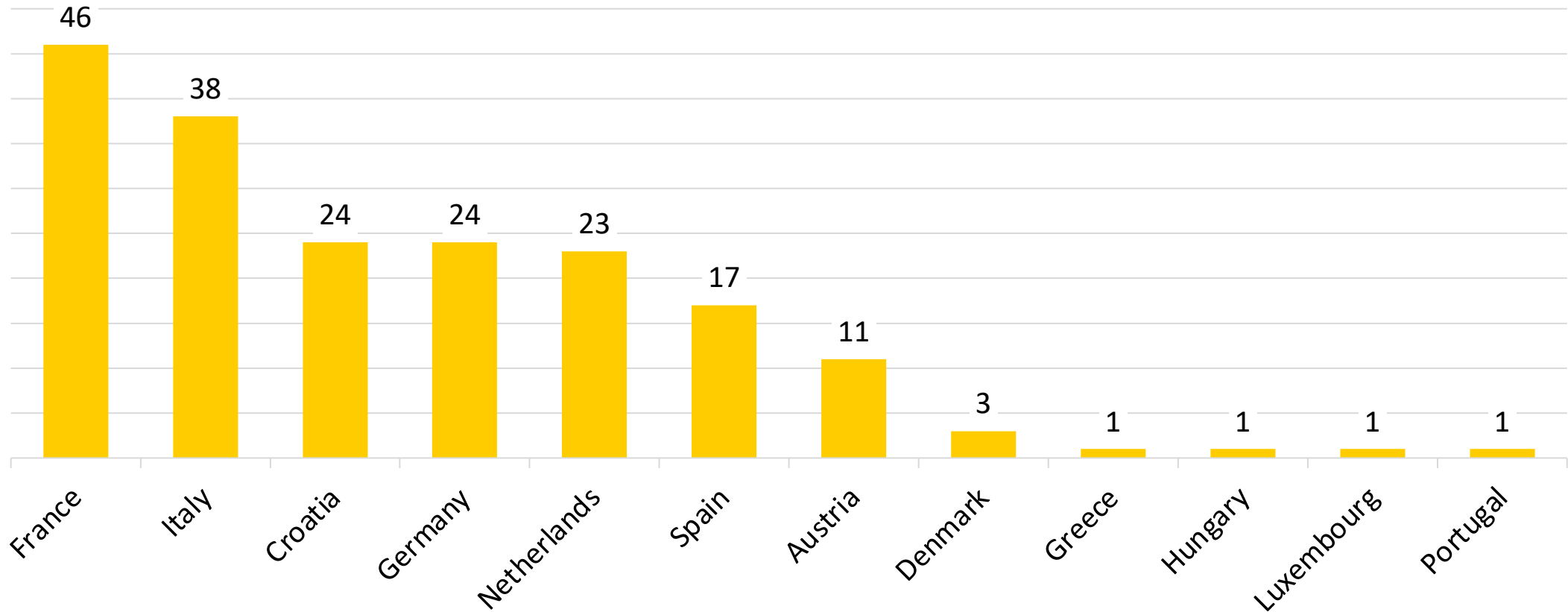
Wucher-Preise im beliebten Urlaubsland - Kroatien zockt uns ab!

Poor PR for Croatia in 2023 – Risk of consequences for 2024





Growth of ADAC Superplatz per country 2024 compared to 2023



ADAC Superplatz 2024 per country



108%

Growth of bookings on PiNCAMP 2023 compared to 2022

97%

Growth of bookings on PiNCAMP 2024 week 1 compared to 2023

- 1. Clean sanitary facilities (81%)**
- 2. Online availability and booking option (75%)**
- 3. WiFi available everywhere on the site (72%)**

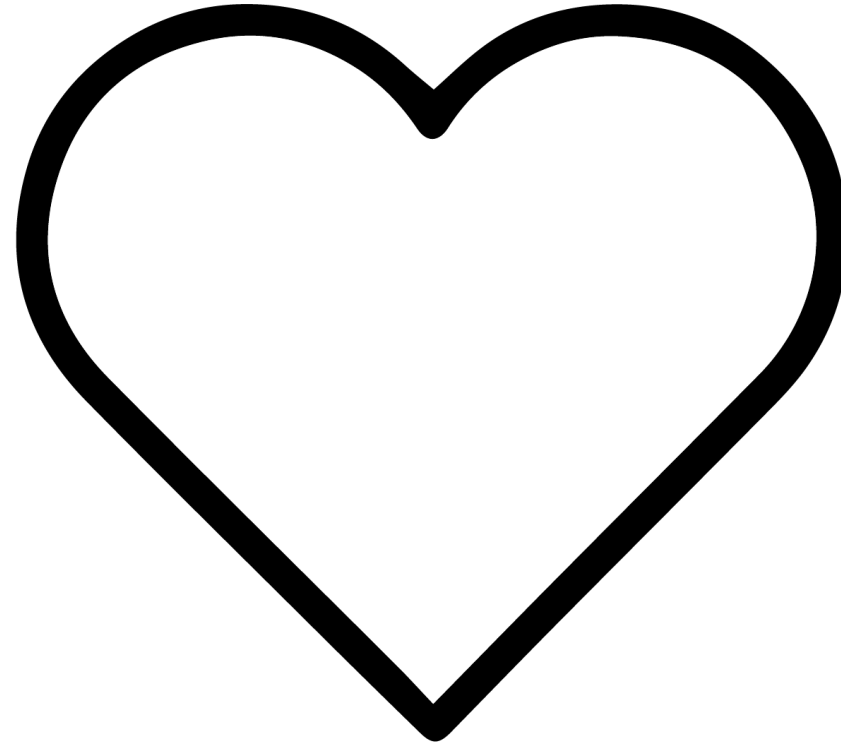
Top 3 most important features for campers on campsites

We need significantly faster improvements in the area of sustainability.

We need to be more and more careful when raising prices again.

Campers want to find campsites online and book immediately.

Summary



Thank you very much for your interest!

Used sources:

<https://www.tagesspiegel.de/wissen/fast-15-grad-warmer-als-vorindustrielles-mittel-eu-experten-sehen-2023-als-warmstes-jahr-seit-100000-jahren-11021902.html>

<https://www.spiegel.de/wissenschaft/natur/klimawandel-2023-ist-das-waermste-jahr-seit-beginn-der-aufzeichnungen-a-c83d8aae-eee4-4788-8191-b71b74a3dbc1>

<https://www.forschung-und-lehre.de/zeitfragen/juli-2023-war-heissester-je-gemessener-monat-5823>

<https://phys.org/news/2023-07-europe-braces-sweltering-july.html>

https://www.bundesnetzagentur.de/DE/Gasversorgung/aktuelle_gasversorgung/_svg/Gaspreise/Gaspreise.html

ADAC Classification

Study: Camping as a trend – Expectations and experiences of German campers, Nico Stengel & Christian Mayer, Kempten University of Applied Sciences