



Camping Example

Country Example	Location Example	Last inspection: 26/05/2023
-----------------	------------------	-----------------------------

Camping Example

ADAC Classification



4.5 Stars

ADAC TIPP

**TIPP
2024**

Result Sheet	Quality Report	Benchmark Report
--------------	----------------	------------------

Dear Campsite Partner,

We are pleased that you have decided to purchase the Campsite Benchmark Report. In this report we inform you about your current ADAC classification. We give you insight into your performance in the main and sub-categories as well as regarding individual attributes within the classification-related subject areas. The information is based on the last ADAC inspection at your campsite on 26/05/2023.



In addition to that, we show you how your ADAC classification score and - if we have knowledge about it - your price level compare to other campsites in your region. Furthermore, along with this Campsite Benchmark Report we offer you the possibility to book a consulting call with us. In this conversation we will look at your results individually and answer open questions.

Find out more about this possibility via the QR code below or via our website business.pincamp.com/reports



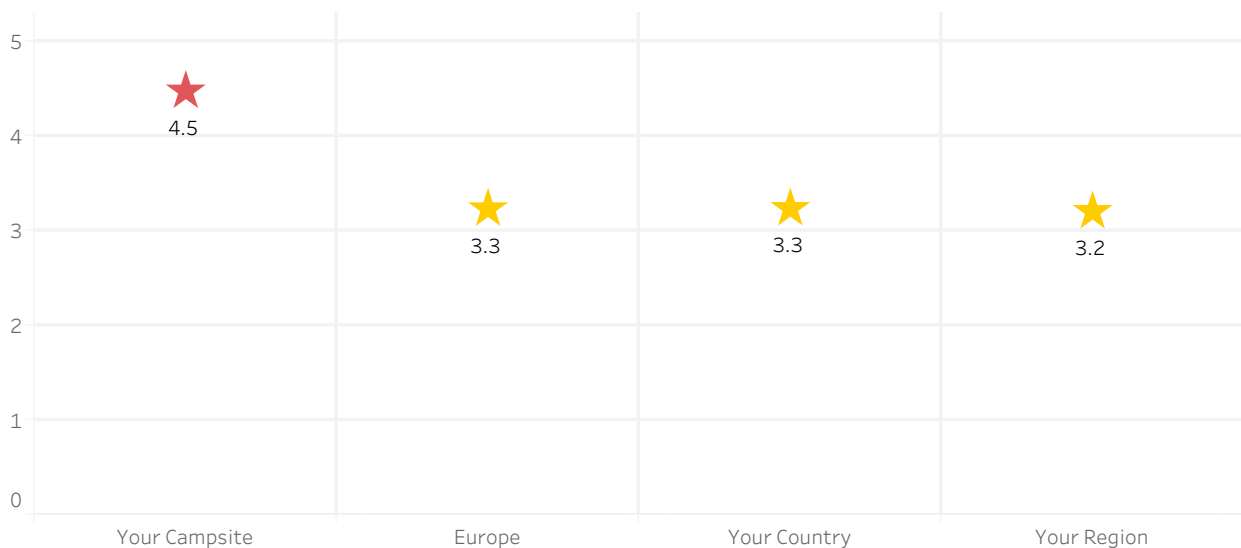


Your results in comparison | ADAC star rating

The ADAC classification reflects the offer level of campsites in Europe and enables a fair comparison across all countries and regions through the standardized application of the classification criteria. For more than 70 years, camping guests have relied on this proven value system.

In the following, we would like to help you to better classify your ADAC classification result. To do this, we look at various ADAC classification averages: specifically, these are about 5,800 campsites in Europe, 1158 campsites in Country Example and 207 campsites in Region Example.

Your star result in comparison



Interpretation

In a Europe-wide comparison, the average value of the ADAC classification is 3.3. You are classified with 4.5 ADAC stars and thus belong to the very well rated campsites in Europe. Additionally, we honor this with the ADAC Tip award. With this rating your campsite belongs to the top 25% of all campsites inspected by ADAC! Congratulations for this great achievement!

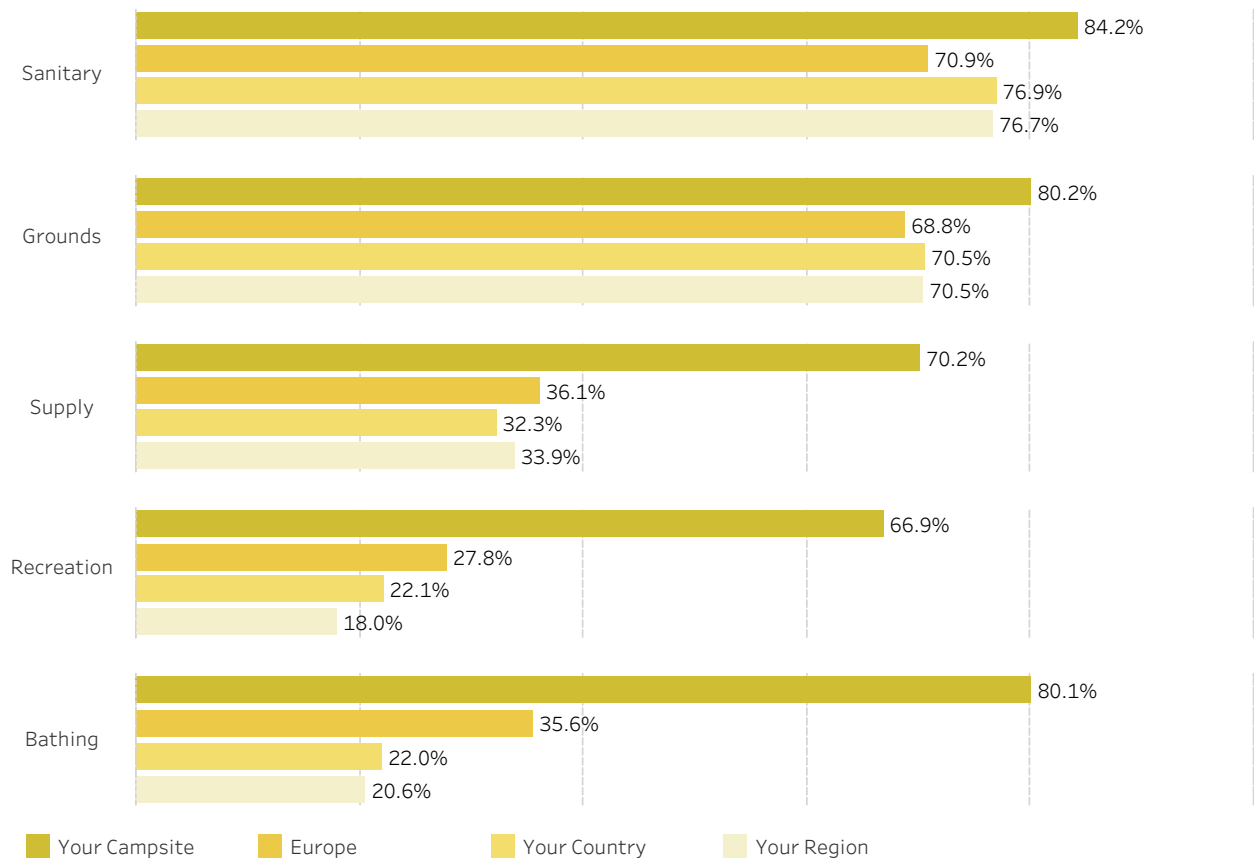
Good to know: The filters on 4 and 5 star campsites are among the most used filters on our camping portal www.pincamp.de. Furthermore, our users put value on well-kept campsite profiles with beautiful pictures, inspiring texts and up-to-date information. Do you have questions about optimizing your campsite profile? Please feel free to contact us at data@adac-camping.de or +49 30 4036 725 60.



Your results in comparison - ADAC classification main categories

In the following graph we display your results in the main categories of the ADAC classification in relation to the results of the classified campsites in Europe, Country Example and Region Example.

Main category results



Interpretation

Congratulations! You have achieved a truly extraordinary result. Your score in all five categories is above or same as the averages of all classified campsites in Europe, Country Example and Region Example.

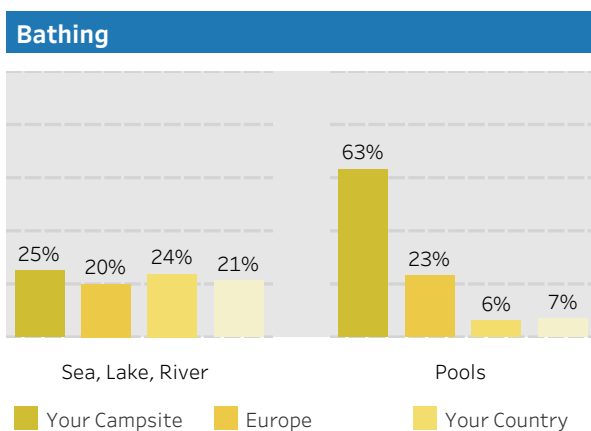
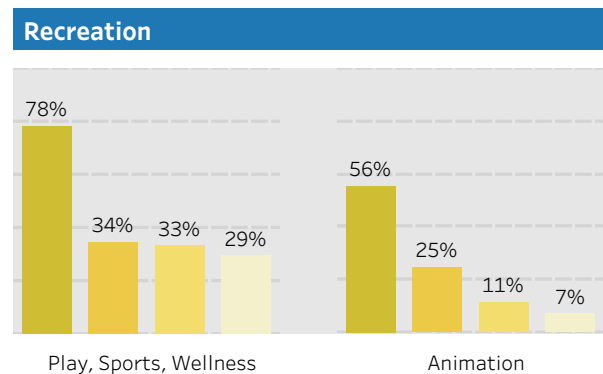
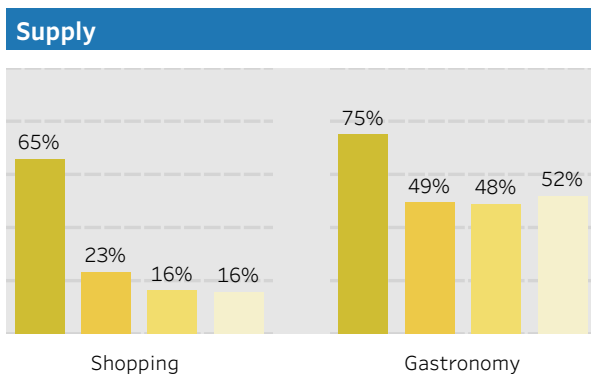
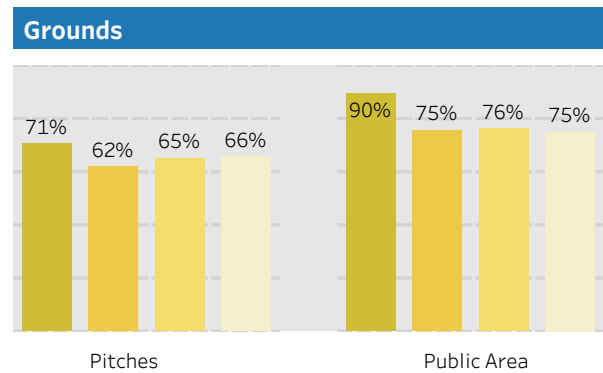
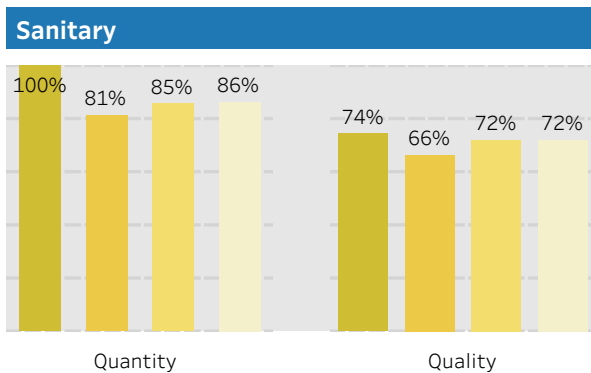
Please always keep in mind that these are basically average values. Since the ADAC classification allows a standardized application of all campsites in Europe. For example, a very deliberate orientation of your campsite towards a specific target group can result in you being below average in a category that is not relevant for this target group.



Comparison of your results - ADAC classification subcategories

In the following graph we show you the results in the respective sub-categories. Again, we have put these in relation to the results of the classified campsites in Europe, Country Example and Region Example.

Subcategory results



Summary

The rule is: The higher the bar, the better your result. The bars of the classified campsites in the regional comparison help you to classify your result even better: The greater the difference, the more clearly you stand out from the respective average.

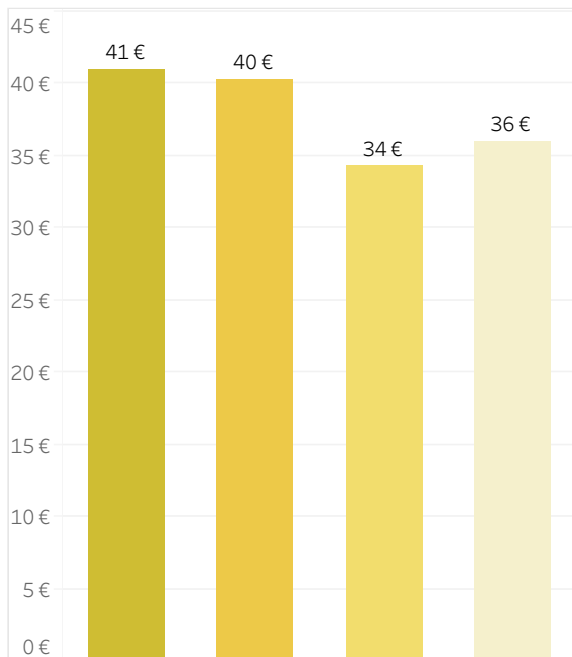
Comparison of prices



In the following charts, we give you a glimpse into the pricing of campsites in Europe, **Country Example** and **Region Example**. Here we basically consider the starting prices of the summer peak season for an overnight stay of two adults and a 10-year-old child.

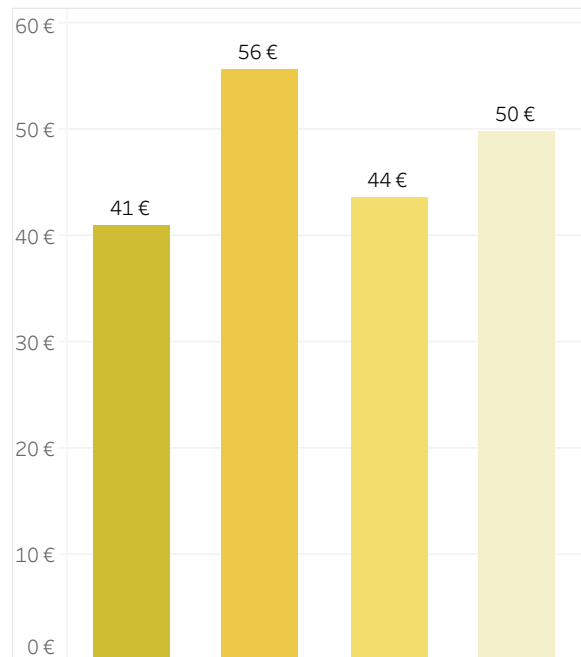
Please note that we can only show your campsite's prices if you have already submitted them to us for 2024 via the online questionnaire (<https://adac-campingdata.com/>).

Geographical comparison



■ Your Campsite ■ Europe

Comparison within the star category



■ Your Country ■ Your Region

Summary

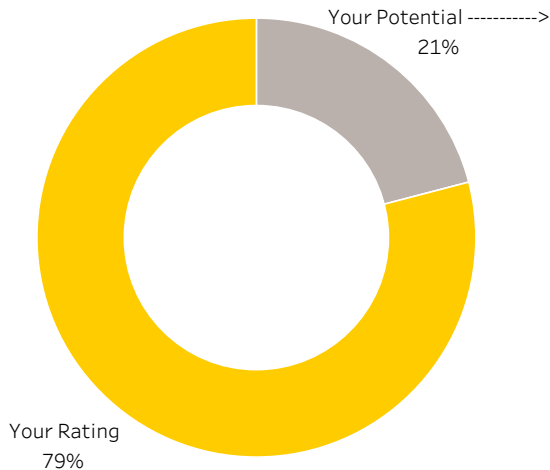
The price level at campsites in Europe is essentially very different. In 2023, the cheapest camping vacations in terms of overnight prices were spent in Sweden and Germany. The most expensive camping countries were Switzerland, Italy and Croatia. Of course, there are big differences within the countries depending on the location and facilities as well as offers of the individual campsites. The second chart gives you insight into the pricing of the 4.5 star sites with a geographical reference.



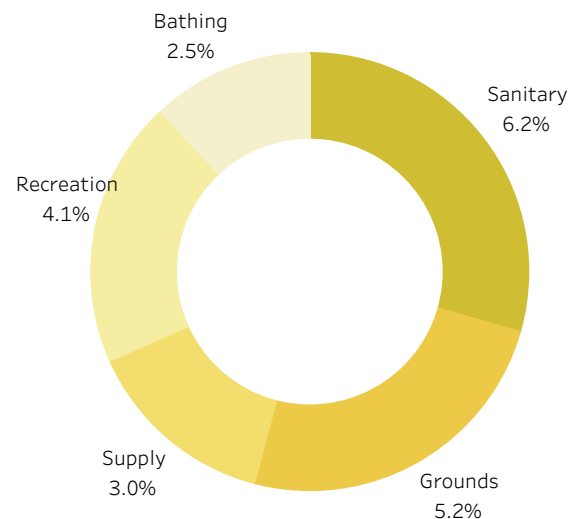
Your Potential

The following illustration should help you to recognize in which areas the greatest potential for your campsite is located and investments can be targeted in order to consciously work towards an improvement of your ADAC star ranking. Both your real potential per category and the weighting of the respective category within the ADAC classification are already taken into account (for weighting see also page 2).

Your potential of total score



Composition of your potential



Conclusion

Congrats! You have read and worked through all the data, charts and comparisons and hopefully it was worth it for you. We have put a lot of effort into showing and explaining the specific offers and scores of your campsite, the rules of the ADAC classification and the results of campsites across Europe and campsites with comparable stars and standards. If you have any questions about your report or how to improve your individual performance to achieve a higher ADAC star rating, please do not hesitate to contact us directly: partner@adac-camping.de. We are happy to help, we are there for you.

