

» Reaching for the stars: Online ratings and ADAC classification



Bewerte uns auf PiNCAMP



4.4 Sterne | 78 Bewertungen

ADAC Klassifikation 2024



ADAC

About me



Laura Rifa
Sales & Account Manager
ADAC Camping / PiNCAMP

Agenda

1. Online reviews overview
2. PiNCAMP review widget
3. Results summary ADAC Classification 2024
4. ADAC Classification Reports

1. What are we talking about? USER REVIEWS!

Camper-Bewertungen Jetzt bewerten

Durchschnittliche Camper-Bewertung

★★★★★ 100 Bewertungen

Was andere Camper sagen

★★★★★ User schrieb vor 22 Tagen

Sehr schöner Campingplatz

Super für Hundebesitzer

Aufenthaltszeit: September 2023 Bewertung melden

4.2 SEHR GUT
620 Bewertungen

Union Lido Bewertungen

4.0 1

Robert S. November 2023

Vorteile → **Nachteile** →

Ruhe, Sauberkeit, Geöffnete Campsites
Campsite
Bewertung Union Lido
Ruhe war ungenügend, es könnte mehr Angebot in den Restaurants geben.
Das Ansehen der Bilder ist überaus.

Bewertungen ★ 3,3
Insgesamt 3

<input type="checkbox"/>	5 Sterne	33 %
<input type="checkbox"/>	4 Sterne	33 %
<input type="checkbox"/>	3 Sterne	0 %
<input type="checkbox"/>	2 Sterne	0 %
<input type="checkbox"/>	1 Stern	34 %

Filtern Sortieren: Relevanteste zuerst

Matthias Fehleisen
5 Bewertungen · DE

Aktualisiert am 27. Jan. 2023

Großer Campingplatz / Riesige Auswahl / Tolle Schwimmbäder

Wir waren bereits einige Male auf dem Campingplatz, in Mobilehomes verschiedener Anbieter (Topcamp und Gustocamp) sowie meine Schwiegermutter in Mobilehomes des Campingplatzes direkt im Dogcamp.

4,5 7.910 Berichte

Rezeensionen werden nicht überprüft. Google überprüft keine Rezensionen von anderen Reiseportals. Die Richtlinien für Rezensionen findest du auf der jeweiligen Website.

Rezension schreiben

In Rezensionen suchen

Alle Rezension... Relevanteste

Graziano Savino
32 Rezensionen · 15 Fotos

5/5 vor 2 Monaten bei Google

Toller Campingplatz mit Vielfalt.
Genug Einkaufsmöglichkeiten mit normalen bis leicht erhöhte Preise. Wir waren sehr zufrieden. Für Kinder ein Paradies an Beschäftigungsmöglichkeiten. Einzigstes ...

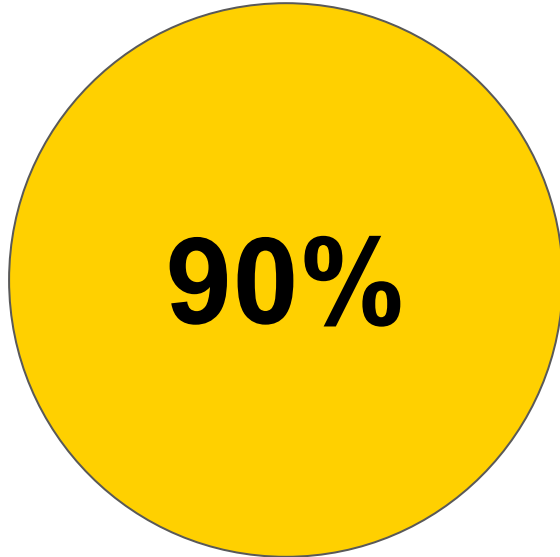
[Mehr](#)

- Holiday / Campingportals

- Review only portals

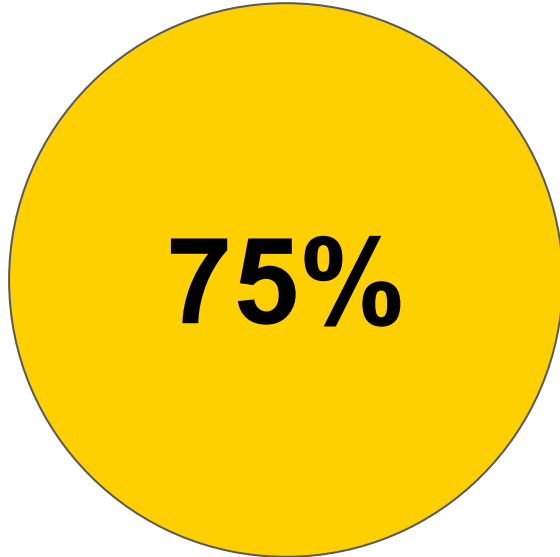
- Search Engines like google maps

Did you know that...



... of consumers read online reviews and are influenced by them?

Did you know that...



... of users consider customer reviews important before making a purchase / booking?

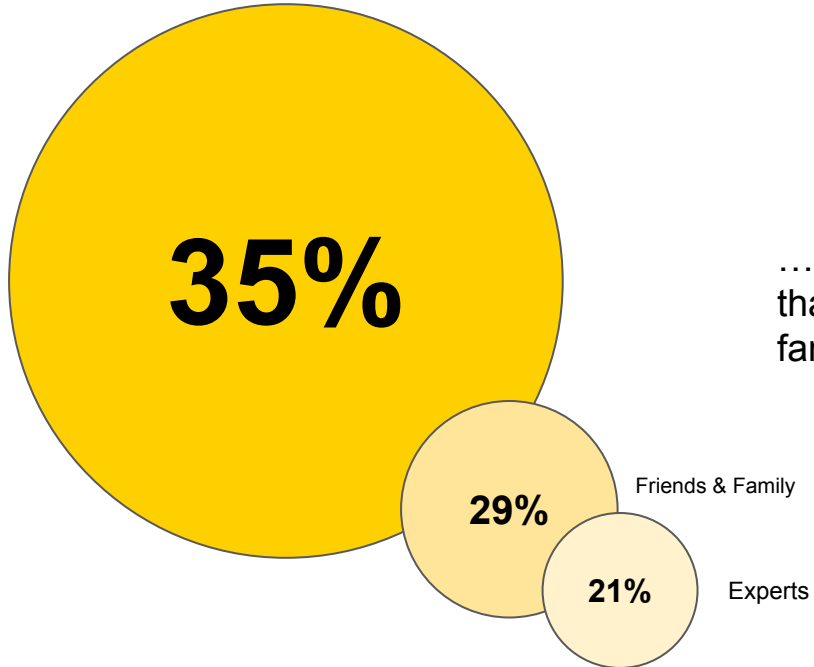
Did you know that...



14%

... more willingness to buy is developed through the placement of internet seals and product reviews?

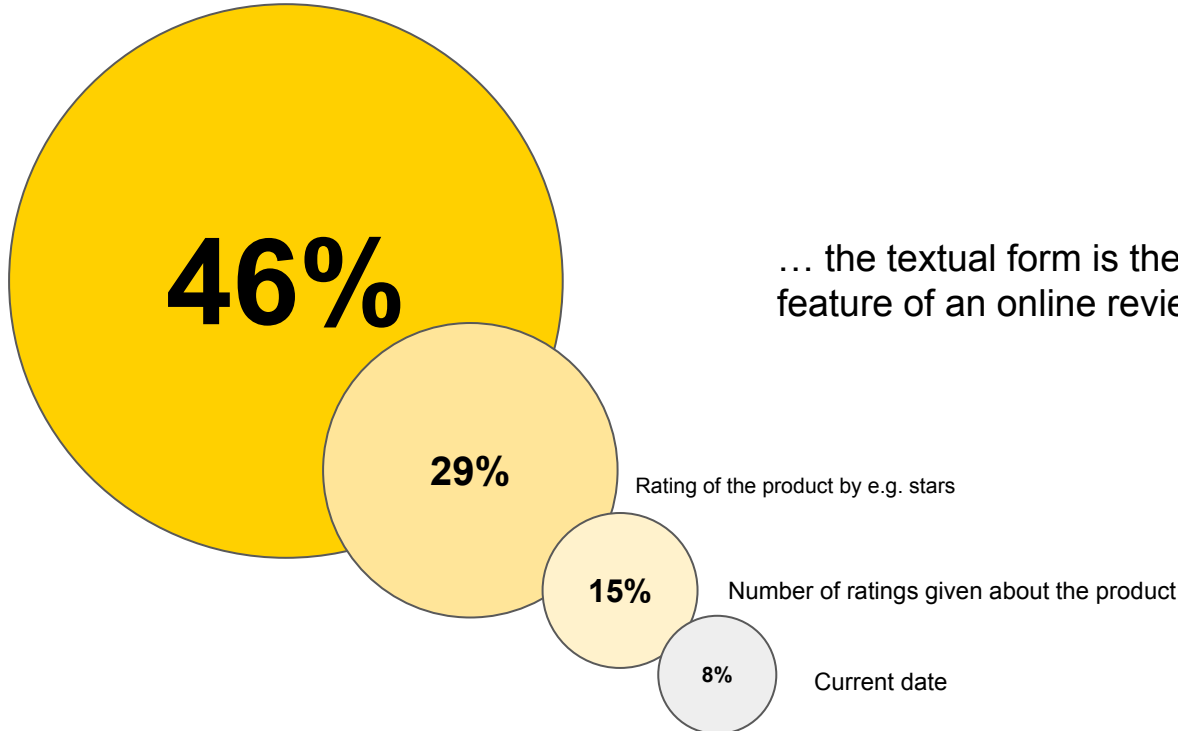
Did you know that...



... of the customers trust online reviews; more than personal recommendations by friends or family members?

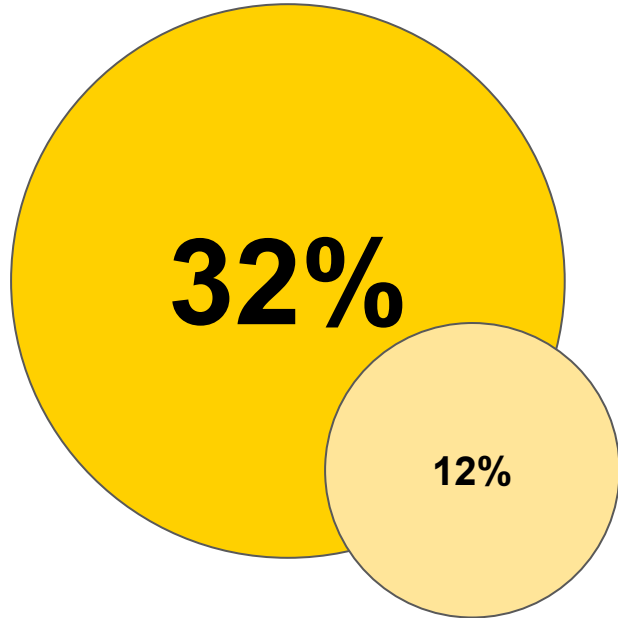
Source: Capterra Inc.

Did you know that...



Source: Capterra Inc.

Did you know that...



Surprise!

... write an online review to show their satisfaction?

write an online review to demonstrate their dissatisfaction?

Did you know that...



Google

... takes into account the quantity and quality of ratings to evaluate the search position?

Did you know that...



Tourism

... is the most important industry for online reviews? Even before restaurants / gastronomy and electronic products.

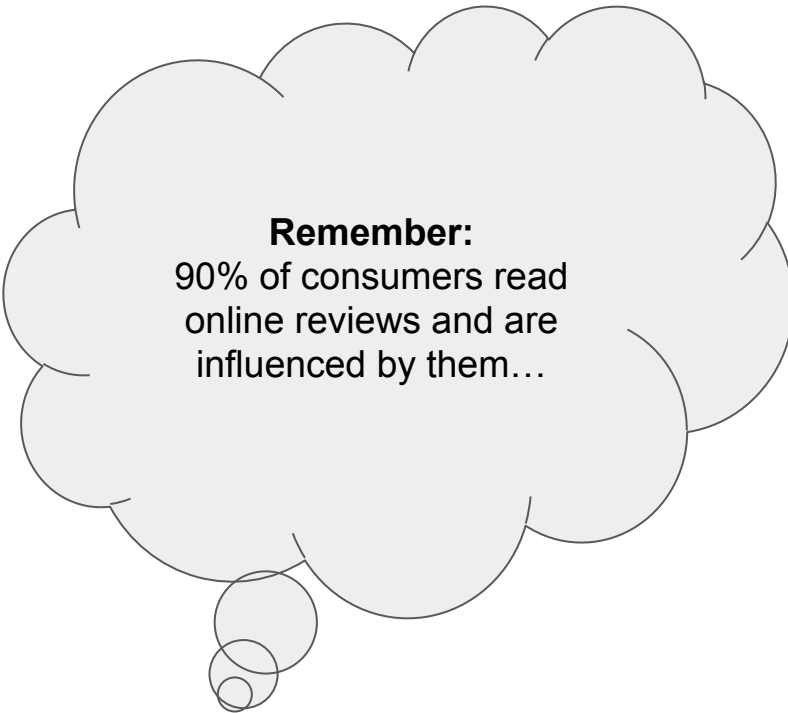
Online reviews at a glance:

1. User reviews are **HIGHLY** important for holiday makers before doing a booking.
2. A high amount of (current) reviews can influence the willingness of booking your destination.
3. Online reviews may influence your google ranking in a positive way

Recommendation:

1. Show your reviews from different sources and your scores on your website!
2. Proactively ask your (happy) clients to review your campsite on several platforms or via review management! (eg. reception, website, email)

A little calculation:



Remember:
90% of consumers read
online reviews and are
influenced by them...

6 Million unique users on
pincamp.de per year

=

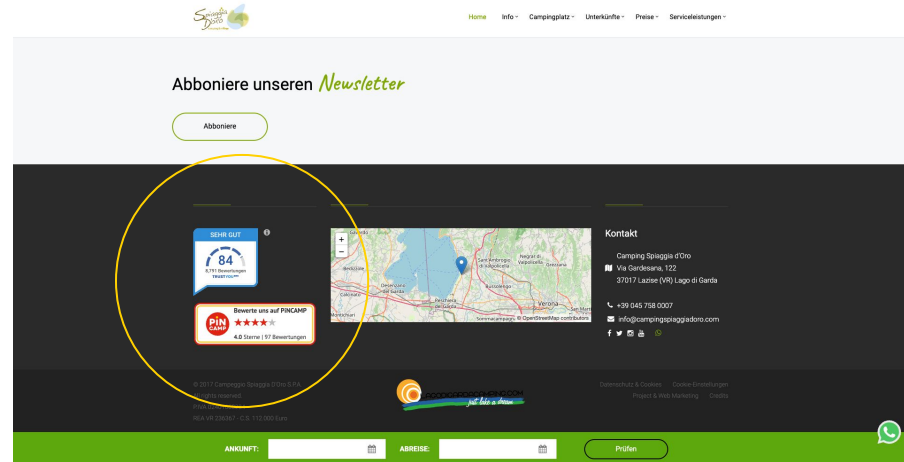
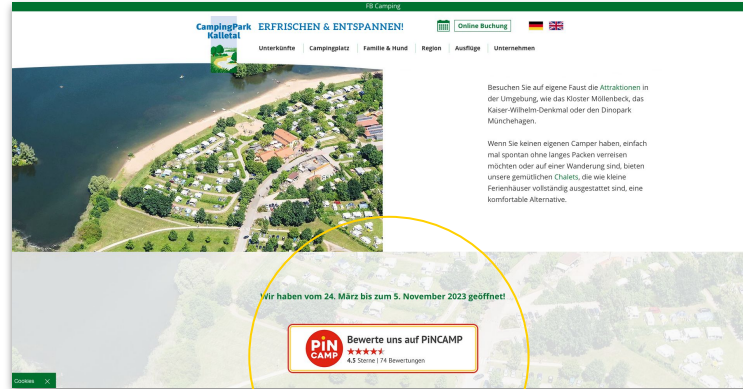
**5.400.000 campers read and
compare online reviews on
PiNCAMP!**

2. For you: The PiNCAMP review widget



- a little website script that always shows your current user rating on PiNCAMP and proactively asks your clients to review your campsite (linked to your campsite profile page on PiNCAMP.de)

Best practice:



The PiNCAMP review widget: How to?

- As soon as your campsite is listed on PiNCAMP you should have received an email with detailed information how to implement the script on your website already
- A detailed instruction can be found under: <https://www.adac-camping.de/download/>
- Write an email to b2b@adac-camping.de



News: PiNCAMP & IIQ Check

- PiNCAMP is now connected with IIQ Check.
- With the review management software from “IIQ Check” you can manage and summarize your reviews from several sources like PiNCAMP, camping.info, Zoover etc.

<https://www.iiq-check.de/>

The screenshot shows the website for Ferienparadies Natterer See. The main content area features a map of the resort area with various points of interest. A yellow circle highlights a table of review sources and their respective IIQ Check scores.

Kategorien	Kommentare	Portale	IIQ-Check Index
Gesamtdurchschnitt			89%
PiNCAMP	92%	booker.com	87%
CampingInfo	92%	Land-Angebote	78%
Google	90%	bookyCheck	84%
Zoover	90%		

Below the table, the IIQ-Check Index is displayed as a green circle with the number 4,6 and the text "bewertet von 1293 Gästen".

3. ADAC Classification 2024

ADAC Klassifikation 2024



ADAC

3. ADAC Classification 2024

Remember:

After online user reviews and recommendations from friends and family, **expert opinions** are the third most trusted source for information (21%) ...

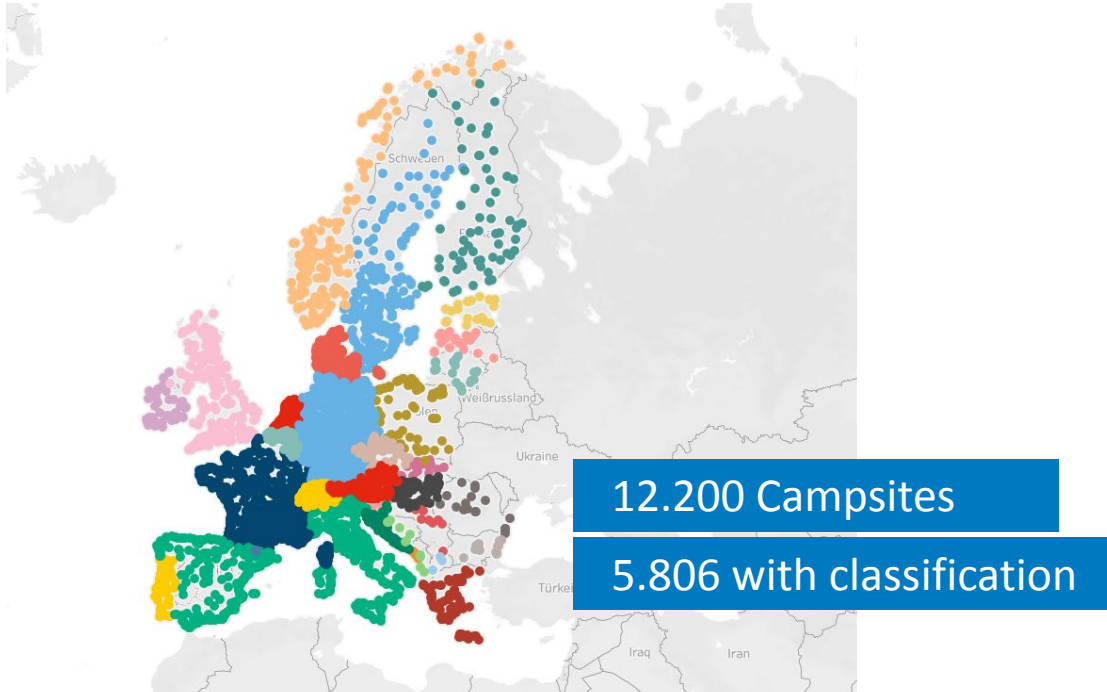


What is the ADAC classification?

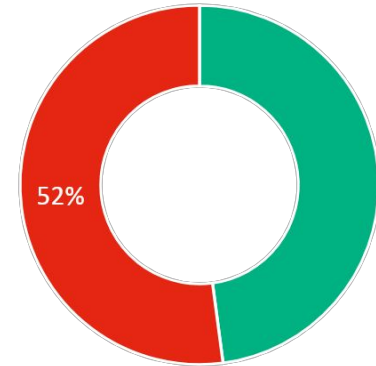
- The basis for the classification of a campsite is the results of annual inspections carried out by independent inspectors (**experts**)
- uniformed throughout Europe
- five possible stars
- reflects the level of facilities offered by campsites
- enables a fair comparison in the areas of sanitary, grounds, campsite stores, recreation and bathing

ADAC classifications

Europe

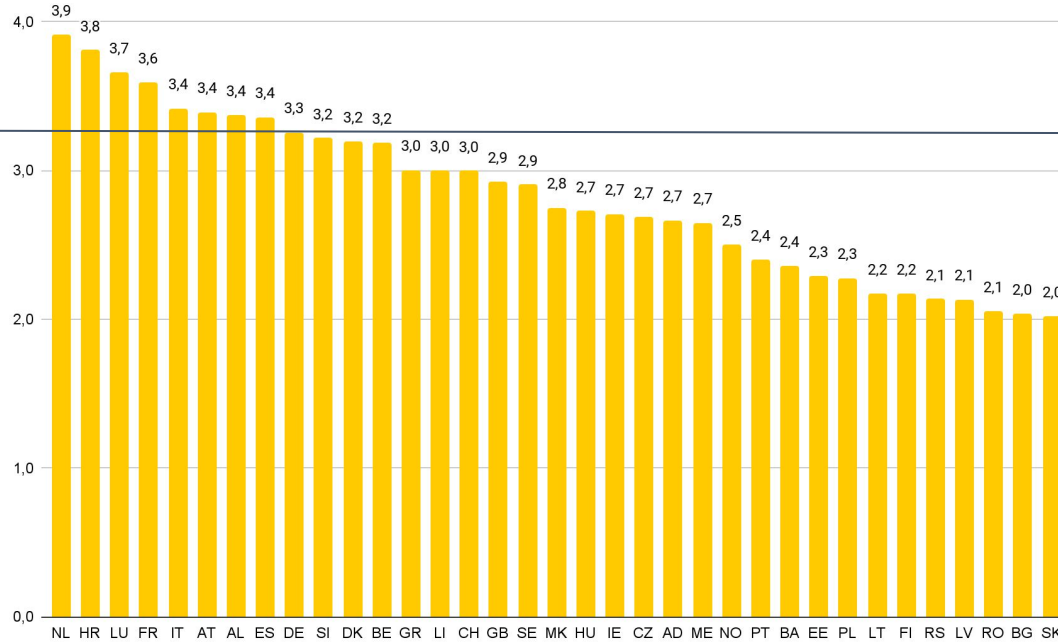


■ ADAC classification
■ w/o ADAC classification



European classification results

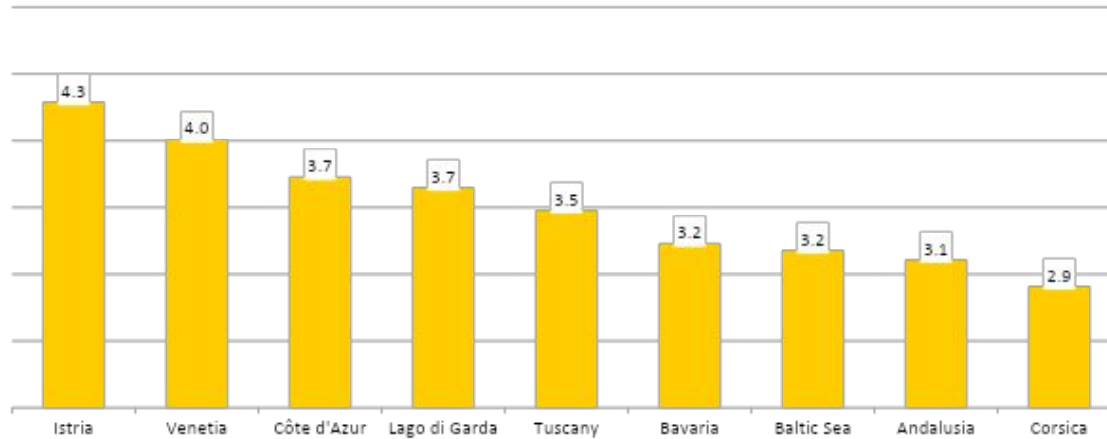
Ø per country



Ø Europe
3,3

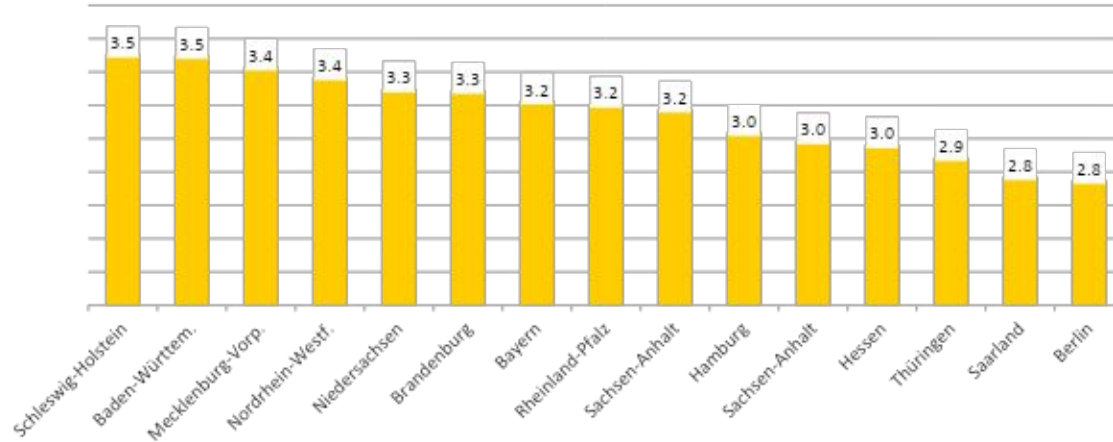
The Netherlands is leading in Quality, Croatia second

Quality: ADAC stars 2024 - per Region



Quality: Highest Quality in Istria, Venetia and Côte d'Azur.

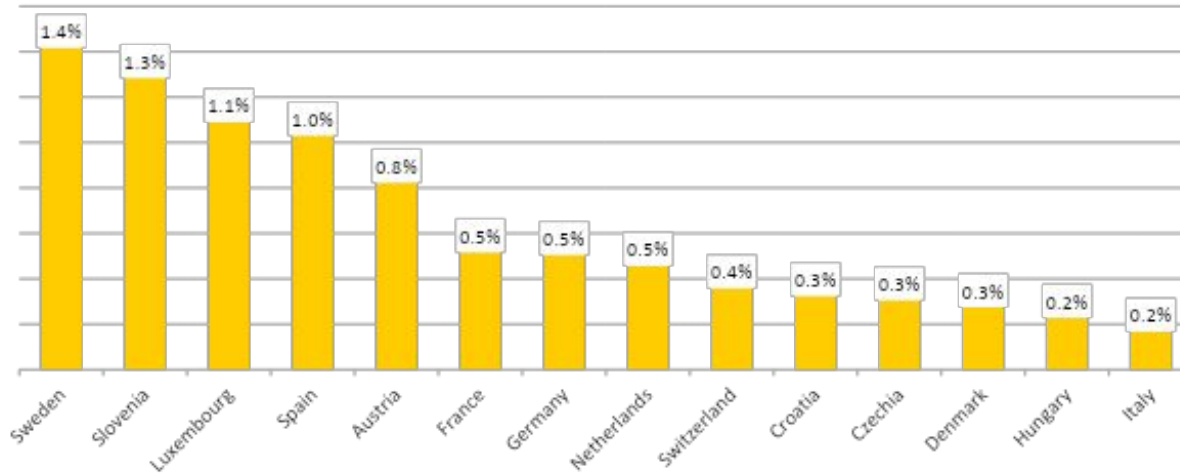
Quality: ADAC stars 2024



Germany: Highest Quality in Schleswig Holstein & Baden-Württemberg

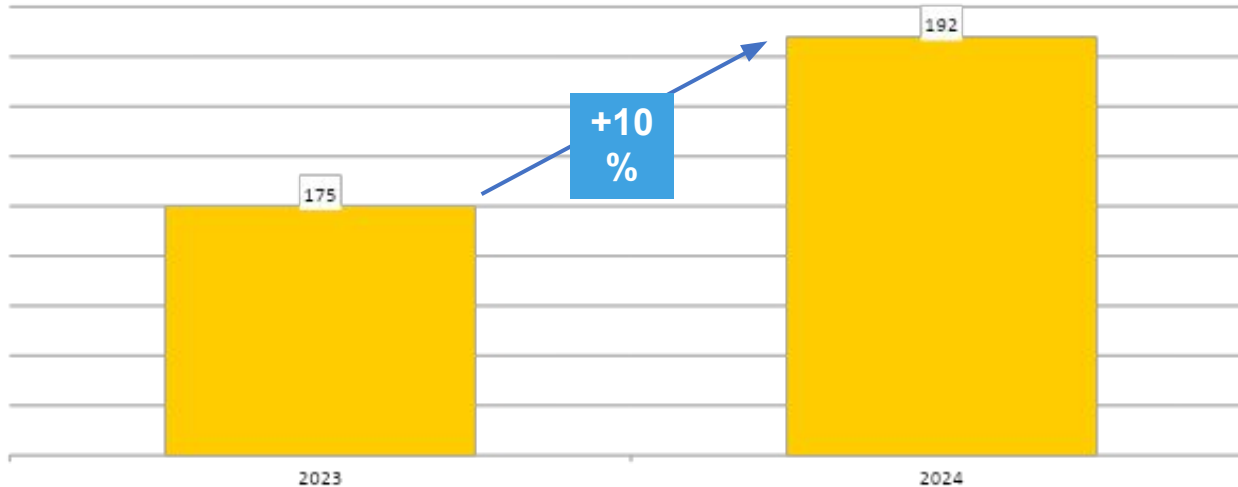


Quality growth: Change ADAC stars 2023 > 2024



Sweden is improving, followed by Slovenia

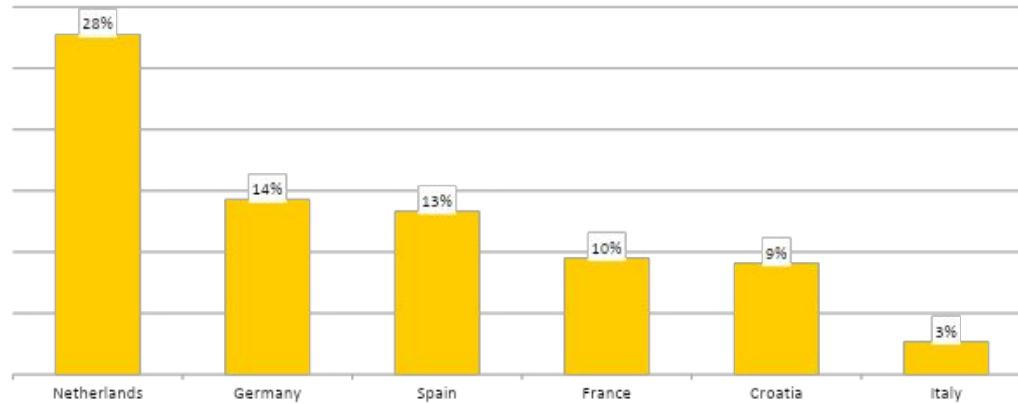
Number of „ADAC Superplatz“



More quality: 17 more 5-star campsites.



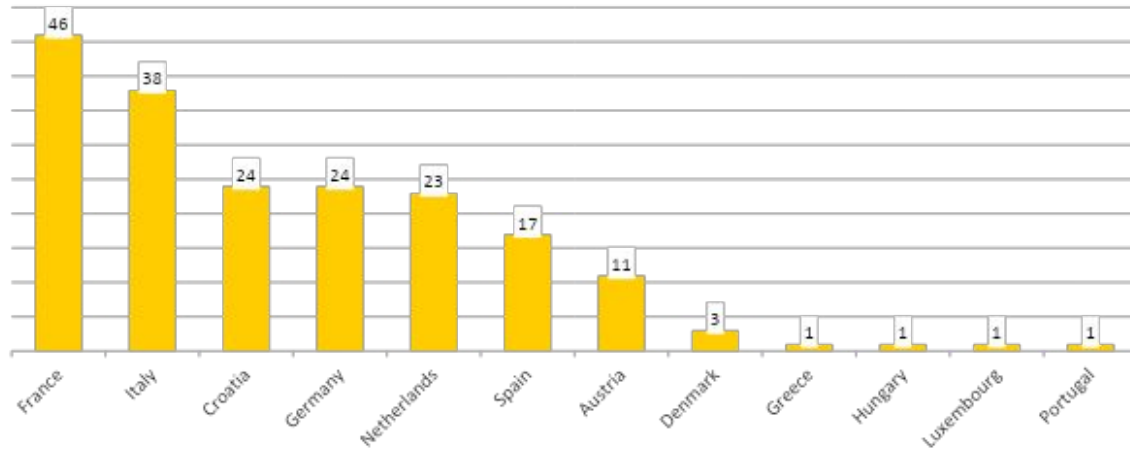
Quality growth: ADAC Superplatz (5 stars)



Netherlands has the highest relative growth in ADAC Superplätze



Quality: ADAC Superplatz (5 stars)



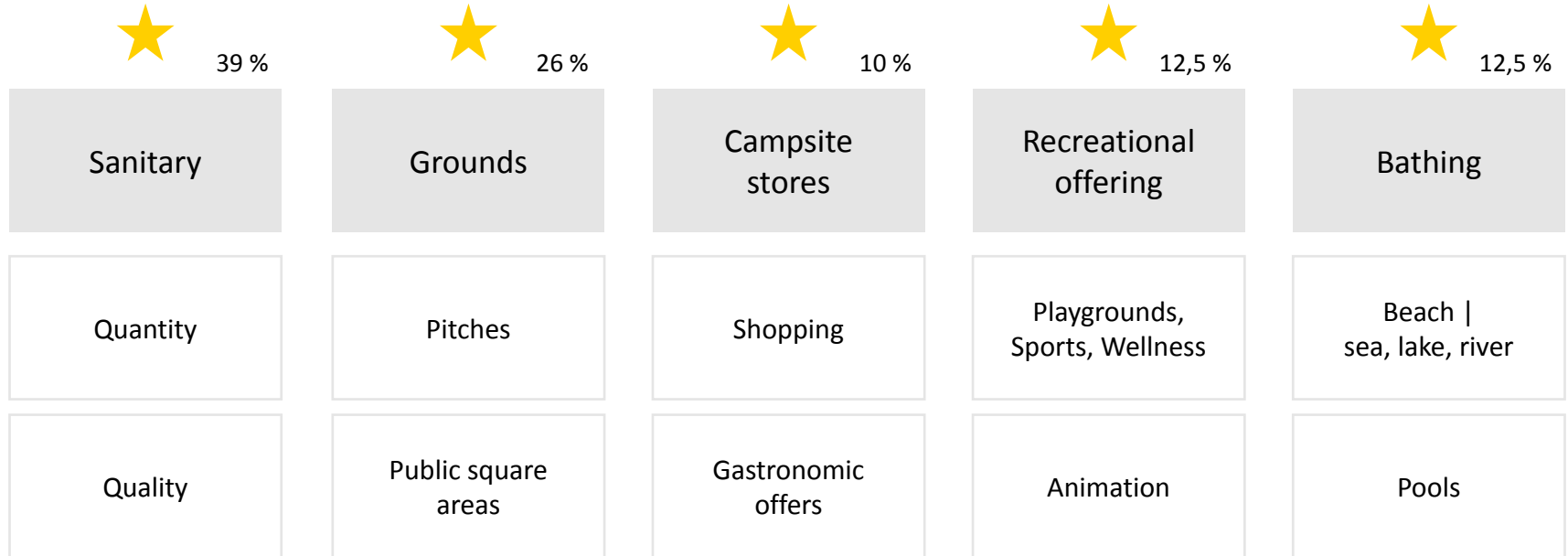
In total numbers, France keeps the top position





What about my campsite?

Categories of ADAC classification



NEW: Classification Reports

Available for all campsites inspected since 2021

- + Get a detailed overview of the results of your classification criteria
- + See immediately what to improve to get a better classification
- + Upgrade your campsite and win even more German campers.
- + Benchmarking your campsite at regional and international level
- + Get an external view of your efforts: Personal consultation possible



FREE: Campsite Result Sheet

ADAC

ADAC Classification Reports

Campsite Result Sheet

Last inspection: 02/08/2021

ADAC Classification

★★★★☆
3.5 Stars

Result Sheet


Quality Report


Benchmark Report

Dear Campsite Partner,

Your campsite has been inspected and classified by ADAC. With our classification report 'Campsite Result Sheet' you receive free of charge the basic information about your current ADAC classification. In addition to this "Campsite Result Sheet" we offer you the possibility to purchase more detailed reports. In these, we not only show you more details about your ADAC classification, but also put your result in relation to other campsites in your region and in your current ADAC star cluster.

Find out more about these advanced reportings via the QR code below or via our website adac-camping.de/reports.





ADAC Camping GmbH | Page 1

ADAC Classification Reports

Campsite Result Sheet

Categories & subcategories

Below you will find an overview about the five main categories the ADAC classification consists of: Sanitary facilities, Ground information, Food supply, Recreational offers, Bathing opportunities. Each main category is divided into two sub-categories.

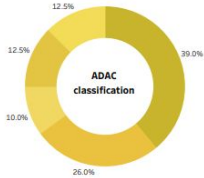
Sanitary	Grounds	Supply	Recreation	Bathing
39%	26%	10%	12.5%	12.5%
Quantity	Pitches	Shopping	Play, Sports, Wellness	Beach
Quality	Public area	Gastronomy	Animation	Pools

The ADAC classification includes both qualitative and quantitative criteria. Thus, not only the scope, but also the qualitative assessment of the offer at your campsite is crucial for your ADAC star ranking. The subcategories usually pay 50% each on the main category. An exception is the category 'Bathing'. Here it is also possible to achieve the maximum score with a top rating for man-made bathing facilities (such as outdoor and indoor pools). Consequently, your campsite does not necessarily have to have access to a nat...>>


Weighting

Each category contributes a certain weighting to the ADAC classification. The two categories 'sanitary' and 'grounds' already account for 65% of all possible points.

This different weighting ensures that the ADAC classification is fair for each campsite, regardless of the basic character of the site, its location and the associated natural conditions.



Sanitary 39%
Grounds 26%
Supply 10%
Recreation 12.5%
Bathing 12.5%



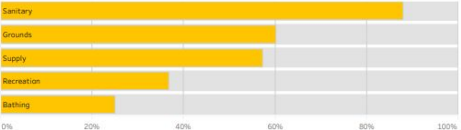
ADAC Camping GmbH | Page 2

ADAC Classification Reports

Campsite Result Sheet

Your results

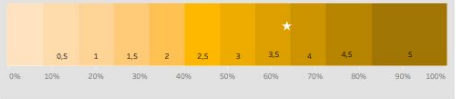
The ADAC classification of 3.5 Stars for your campsite is based on the individual results of the five main categories shown in the figure below.




Interpretation

Results that are 95% or above are outstanding. In terms of ADAC classification, there is virtually no potential for improvement in these cases. Results from 90% to 95% are classified as 'very good', results from 80% are classified as 'good'. In the categories where you achieve a result of 50% or less with your campsite, you still have clear potential. Again, the categories 'sanitary' and 'site/terrain' together already account for 65% of the ADAC classification and thus have the greatest influence.

Your campsite currently achieves a value of total score of 63%. This results in 3.5 Stars. You can use the illustration below to orient yourself as to where you are within your ADAC star cluster and how far you are from the next higher, but also the next lower star category.





ADAC Camping GmbH | Page 3

NEW: Campsite Result Sheet



<https://www.adac-camping.de/reports>

Campsite Result Sheet

(CRS)

GRATIS

Ihr Klassifikationsergebnis

Ergebnisse der Hauptkategorien

Orientierung innerhalb der aktuellen
Klassifikationsstufe

Campsite Result Sheet

(CRS)

Free

Your classification result.

Results of the main categories

Orientation within the current classification level

Campsite Result Sheet

(CRS)

Gratuito

Il vostro risultato della classificazione.

Risultati delle principali categorie

Orientamento all'interno dell'attuale livello di
classificazione

Campsite Result Sheet

(CRS)

Gratuit

Votre résultat de la classification.

Résultats des catégories principales

Orientation au sein du niveau de classification actuel



NEW: Campsite Quality Report

ADAC Classification Reports

Campsite Quality Report

Result of your subcategories

Main categories of the ADAC classification are subdivided into two sub-categories. These sub-categories each pay 50% of the main category. An exception is the category 'Bathing'. Here it is also possible to achieve the maximum score with a top rating for man-made bathing facilities (such as outdoor and indoor pools). Consequently, your campsite does not necessarily have to have access to a natural body of water to achieve the top score in the 'Bathing' category.

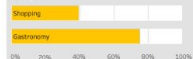
Sanitary | 88.0%



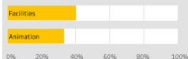
Grounds | 60.3%



Supply | 57.2%



Recreation | 36.8%



Bathing | 25.0%



Interpretation

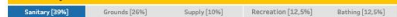
The yellow bars show how your campsite performs in each sub-category. The maximum value to be achieved here is 100%. If a bar is completely white, you currently score no points in this sub-category.

In the following we will have a deeper look into the ADAC classification scoring of your campsite. We will give you insights into your individual performance within the different categories. We show you where you are already performing very well and where you still have potential for improvement.

ADAC Classification Reports

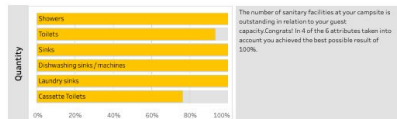
Campsite Quality Report

Details of your results

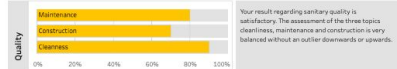


With 39% the category "Sanitary" has the biggest impact on the ADAC classification. In the calculation, all sanitary buildings on your campsite are taken into account, but in some cases they are weighted differently due to the varying relevance for tourist guests. When assessing sanitation, a distinction is made between quantitative and qualitative characteristics.

The quantitative assessment reflects whether there are adequate sanitary facilities in relation to the accommodation units. Basically, the more units there are, the higher the requirement for the quantitative equipment. Cleanliness, maintenance and construction are assessed in terms of quality.



The number of sanitary facilities at your campsite is outstanding in relation to your guest capacity (average). 14 of the 44 sub-items taken into account you achieved the best possible result of 100%.

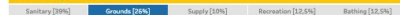


Your result regarding sanitary quality is satisfactory. The assessment of the three topics cleanliness, maintenance and construction is very balanced without an outlier downwards or upwards.

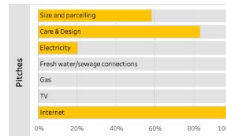
ADAC Classification Reports

Campsite Quality Report

Details of your results



The category "Grounds" has the second biggest influence on the ADAC classification. Within this category, two themes are evaluated: "Pitches", where size, parcelling and the provision of various concrete areas are taken into account and "Public", where the focus is on the various public areas of the campsite. Both quantitative and qualitative aspects are considered.



You have potential in terms of the size and parcelling of your pitches at your campsite. Regarding maintenance and design you perform very good. Campers can expect mostly level sites, sometimes somewhat difficult to access.



You have potential regarding the topic "Public Areas" on your campsite. In regards to the public areas at the campsite, there is significant room for improvement. You currently score equal or less than 50% of the possible points here or at least one area.

Pitches mainly accessible: NO
Pitches mainly leveled: YES

ADAC Classification Reports

Campsite Quality Report

Details of your results



In the category "bathing", points can be scored for access to natural water such as the sea, lake and river, as well as for existing outdoor pools, indoor pools and paddling areas, as well as their equipment with, for example, umbrellas and showers, and the cleanliness and maintenance of recreational areas into account. In the case of outdoor and indoor pools, cleanliness, maintenance, design of the pools and the size of all areas in which swimming and splashing are possible, also count.



Your campsite is not located directly on a natural water or does not provide direct access to a natural water. Therefore, you cannot earn points in the sub-category "Sea / Lake / River". But with an outstanding offer of artificial swimming facilities / pools, you can still achieve the maximum score in the main category "Bathing".



You offer outdoor swimming facilities for your guests at your campsite. The design of your pool area is satisfactory. The size of the bathing area still offers potential in relation to your number of guests.

We are currently considering adjustments in the "Bathing" category. These considerations concern, for example, the weighting of special qualitative features of indoor and outdoor pools and the greater consideration of natural bathing ponds as a sustainable form within the artificial bathing offerings. Stay tuned.

NEW: Campsite Quality Report



<https://www.adac-camping.de/reports>

Campsite Quality Report

(CQR)

€ 299

Alle Inhalte des Campsite Result Sheets (CRS)

+ Ergebnisse der Unterkategorien

+ Ergebnisse der einzelnen Kriterien

Jetzt bestellen

Campsite Quality Report

(CQR)

€ 299

All contents of the Campsite Result Sheet (CRS)

+ Results of the subcategories

+ Results of the individual criteria

Order now

Campsite Quality Report

(CQR)

€ 299

Tutti i contenuti della Campsite Result Sheet (CRS)

+ Risultati delle sottocategorie

+ Risultati dei singoli criteri

Ordina ora

Campsite Quality Report

(CQR)

€ 299

Tout le contenu de la Campsite Result Sheets (CRS)

+ Résultats des sous-catégories

+ Résultats des différents critères

Commander maintenant

NEW: Campsite Benchmark



ADAC Classification Reports Campsite Benchmark Report



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, 678 campsites in Spain and 230 campsites in the region Katalonien.

Your star result in comparison



Interpretation

In a Europe-wide comparison, the average value of the ADAC classification is 3.3.

Good to know: The ADAC classification is an important criterion for the users of our camping portal www.pincamp.de when deciding on your next camping stay. Furthermore, our users attach great importance to 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.

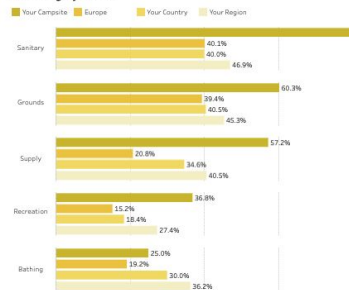
ADAC Classification Reports Campsite Benchmark Report



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, Spain and Katalonien.

Main category results



Interpretation

Congratulations, you have achieved an outstanding result! Your results in almost all categories are above the average values of the classified campsites in Europe, Spain and the region Katalonien. You still have potential in one or more categories. You can find more information about this on the following pages and online at <https://www.adac-camping.de/adac-classification-criteria/?lang=en>.

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.

ADAC Classification Reports Campsite Benchmark Report

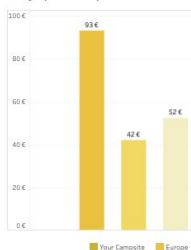


Comparison of prices

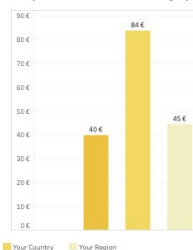
In the following charts, we give you a glimpse into the pricing of campsites in Europe, Spain and Katalonien. Here we basically consider the starting prices of the summer peak season for an overnight stay of two adults and a 10-year-old child.

Please note that we can only show your campsite's prices if you have already submitted them to us for

Geographical comparison



Comparison within the star category



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 3.5 star sites with a geographical reference.

ADAC Classification Reports Campsite Benchmark Report



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, Spain and Katalonien.

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.



NEW: Campsite Benchmark Report



<https://www.adac-camping.de/reports>

Campsite Benchmark Report
(CBR)

BESTE OPTION

€ 899

Alle Inhalte des Campsite Quality Reports (CQR)

- + Gewichtung der einzelnen Kriterien
- + Marktvergleich aller Kriterien auf Europa-, Landes- und Regionalebene
- + Preisanalyse auf Landes- und Regionalebene
- + Empfehlungen für Ihren Campingplatz

Jetzt bestellen

Campsite Benchmark Report
(CBR)

BESTE OPTION

€ 899

All contents of the Campsite Quality Report (CQR)

- + Weighting of the individual criteria
- + Market comparison of all criteria at European, country and regional level.
- + Price analysis at country and regional level
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