

# » Reaching for the stars: Avis clients et la classification ADAC



**Bewerte uns auf PiNCAMP**

★★★★★

4.4 Sterne | 78 Bewertungen

**ADAC Klassifikation 2024**

★★★★★



**ADAC**



# Agenda

- Quelques données sur les avis clients
- Le nouveau widget PiNCAMP
- Les résultats de la classification ADAC 2024
- Les rapports de classification ADAC

# 1. De quoi parlons-nous? Les différentes sources d'avis

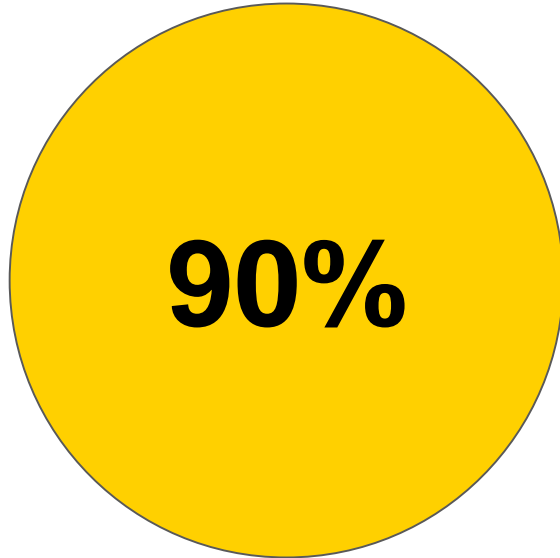


- Portails de réservations / Site internet du camping

- Sites dédiées aux avis

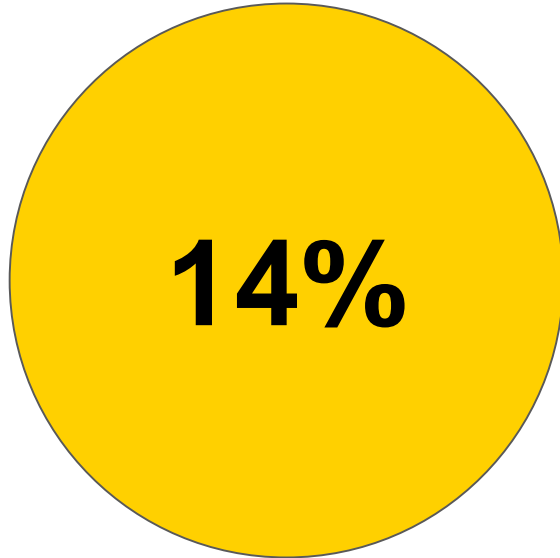
- Site de recherche (mix d'avis de plusieurs sources)

# Le Saviez-vous ?



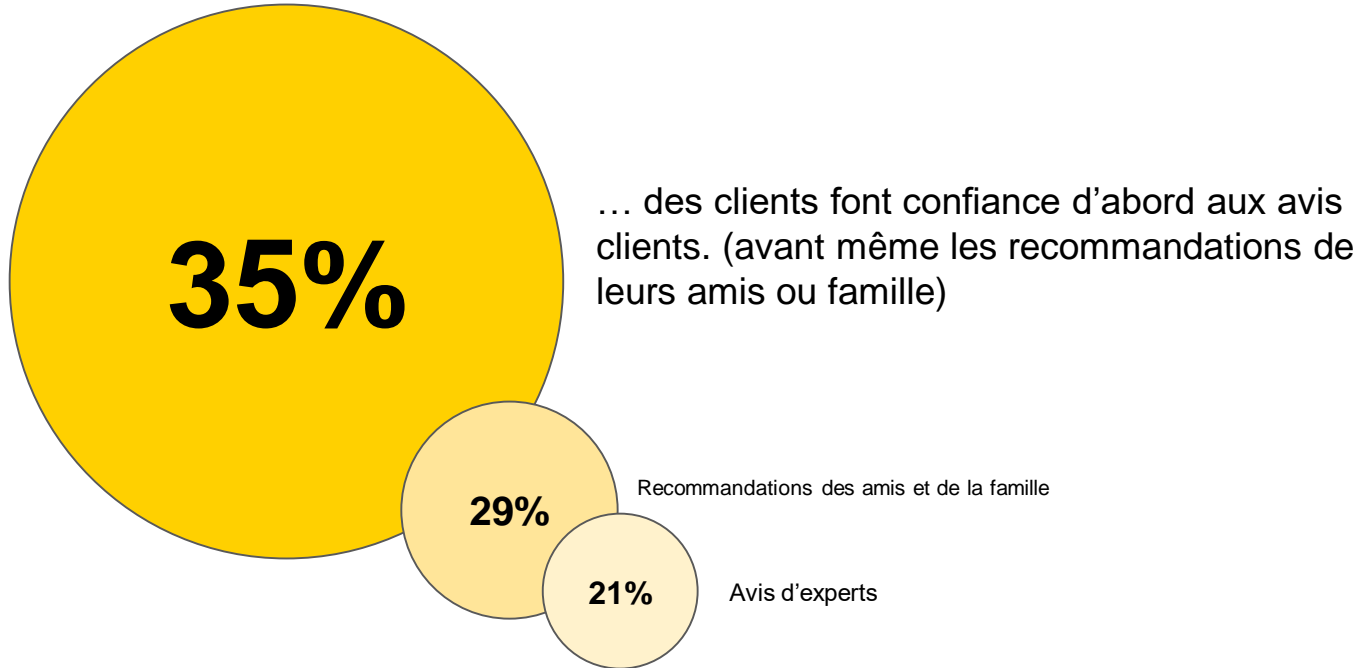
des consommateurs lisent les avis clients et ceux-ci influencent l'acte d'achat.

# Le Saviez-vous ?



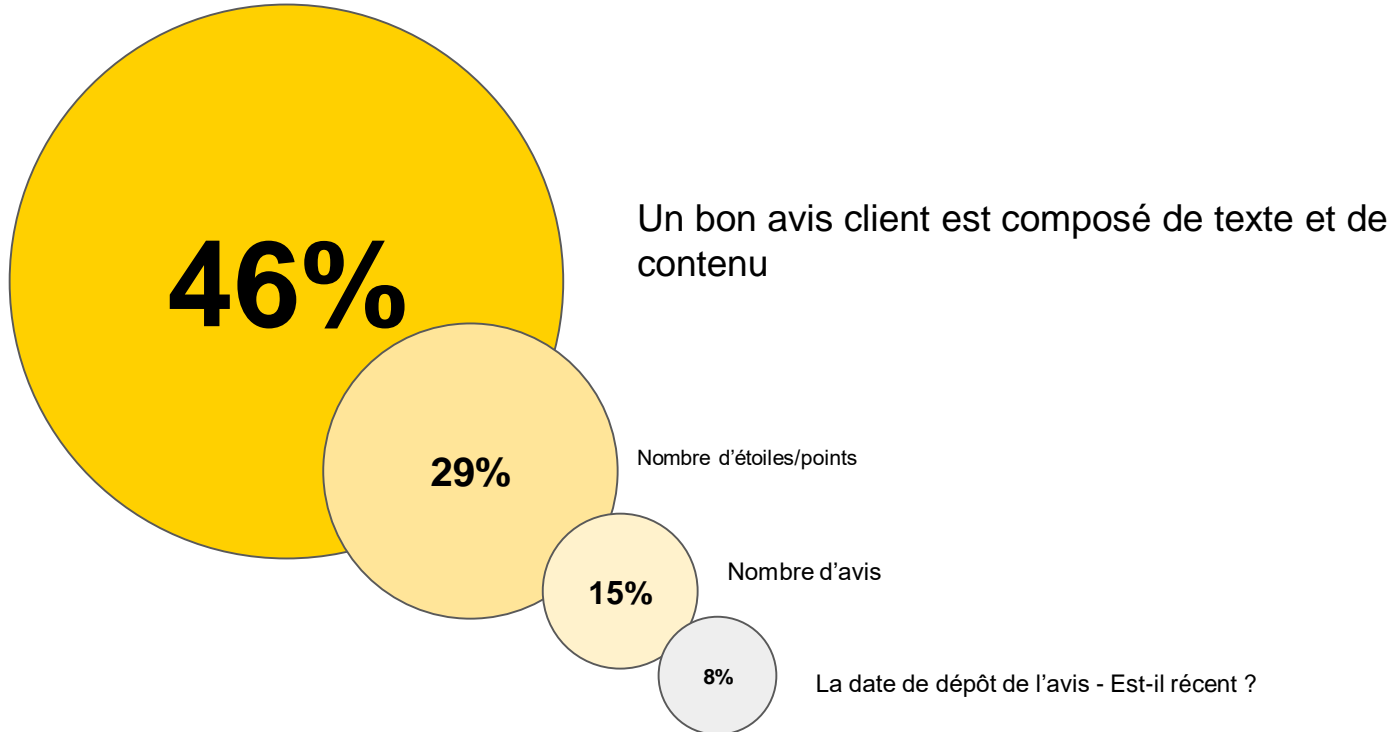
... plus de chance de passer à l'acte d'achat  
en présence d'avis clients.

# Le saviez-vous ?



Source: Capterra Inc.

# Des avis efficaces ? Quels critères ?



Source: Capterra Inc.

# Le Saviez-vous ?



**Google**

... prend en considération la quantité et la qualité de vos avis dans votre position de recherche ? Les avis clients sont donc importants dans l'algorithme



# En résumé :

1. Les avis clients sont **EXTRÊMEMENT** importants pour les vacanciers avant de réserver un séjour.
2. Un nombre important d'avis clients va avoir un impact considérable sur les réservations de votre destination.
3. Les avis clients peuvent influencer de manière positive votre classement Google

# Notre recommandation:

1. Affichez vos scores et vos avis clients sur votre site internet (Augmenter votre taux de conversion)
2. Sollicitez vos clients à laisser un avis sur vos différentes plateformes (Questionnaires, QR Codes, Emails)

# Le nouveau Widget PiNCAMP



- Ce widget affiche votre score actuel et le nombre d'avis clients sur PiNCAMP et permet à vos clients de s'exprimer sur votre profil PiNCAMP. (Cliquable et redirige vers votre profil)



# Le Widget d'avis clients PiNCAMP: Comment cela fonctionne?

- Dès que votre camping est sur PiNCAMP, vous recevrez les instructions par email : C'est un simple code HTML à ajouter à votre site internet.
- Les détails sur : <https://www.adac-camping.de/download/>
- Ecrivez un email sur [b2b@adac-camping.de](mailto:b2b@adac-camping.de)



### 3. Classification ADAC 2024

**ADAC Klassifikation 2024**



**ADAC**

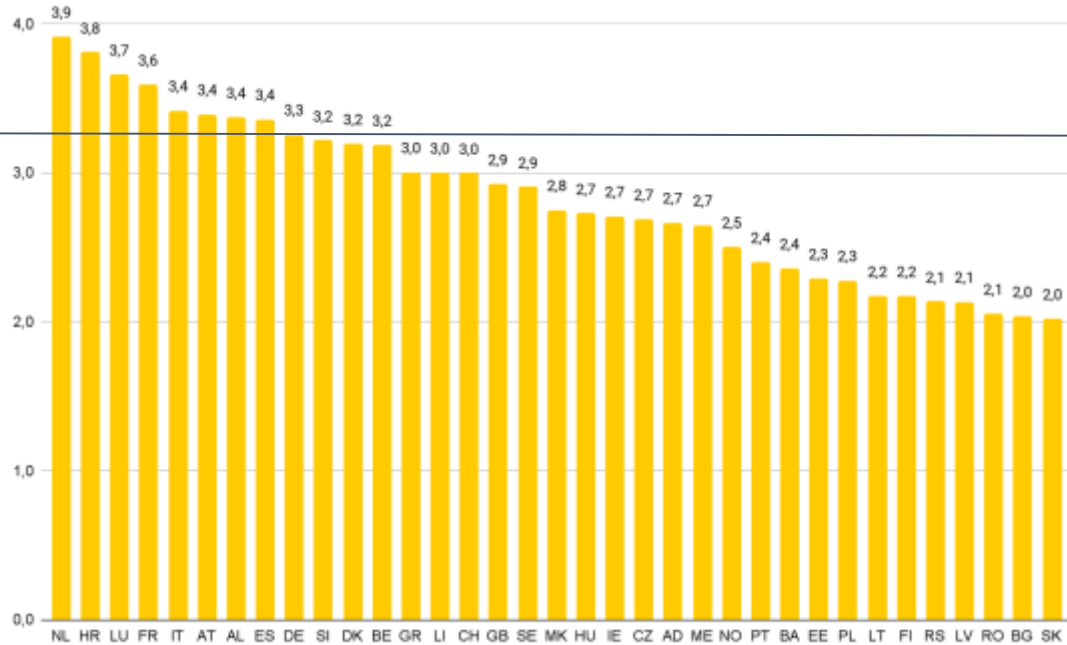
# 3. Classification ADAC 2024



## Pour rappel : Qu'est-ce que la classification?

- Le classement du camping est le résultat des inspections réalisées par des inspecteurs experts.
- Inspections réalisées à travers l'Europe
- Maximum 5 Etoiles
- montre le niveau d'équipements et services des campings
- permet une comparaison équitable dans les domaines de votre camping : Sanitaires, Approvisionnement, Loisirs, baignades etc...

# Les résultats par pays

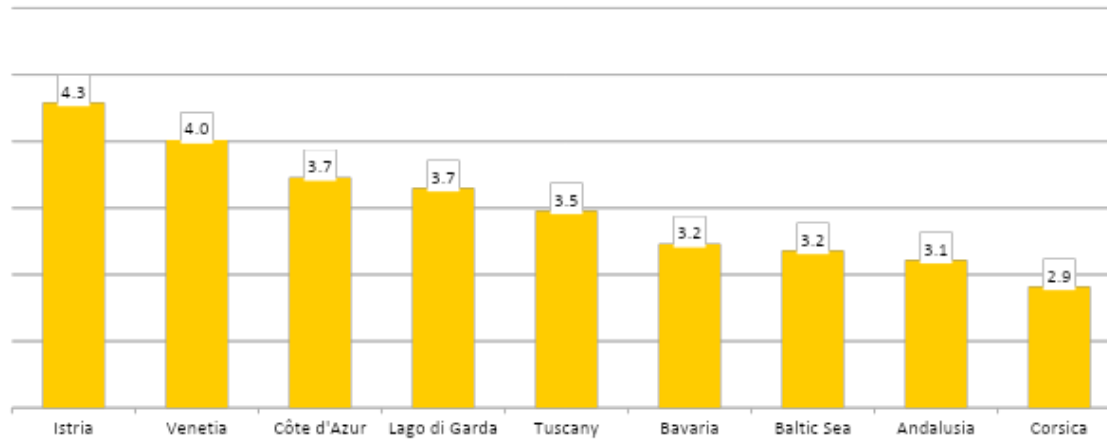


Ø Europe  
3,3

1er Pays-Bas / Croatie 2e ... France 4e position

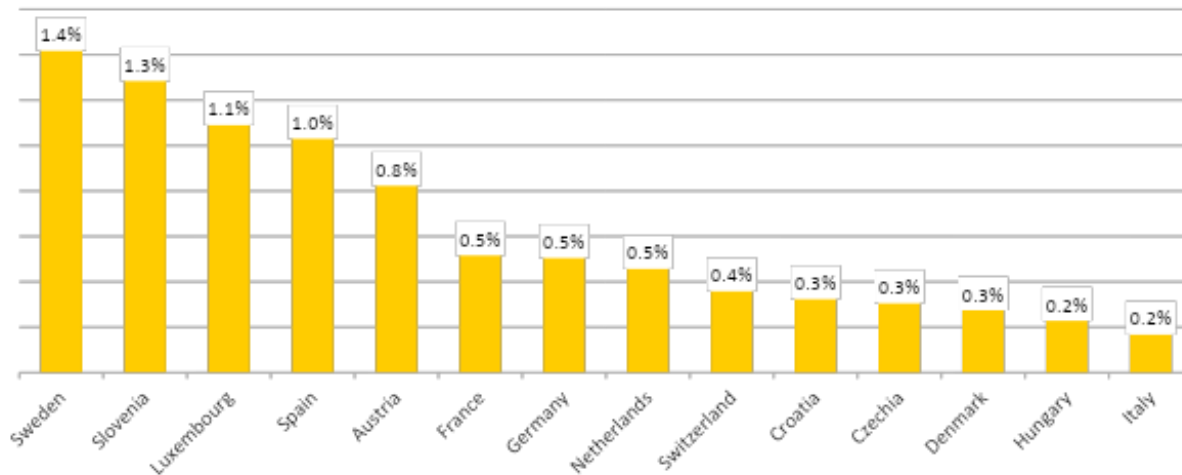


# Qualité: ADAC stars 2024 - par région



**Istria, Venetia and Côte d'Azur sur le podium**

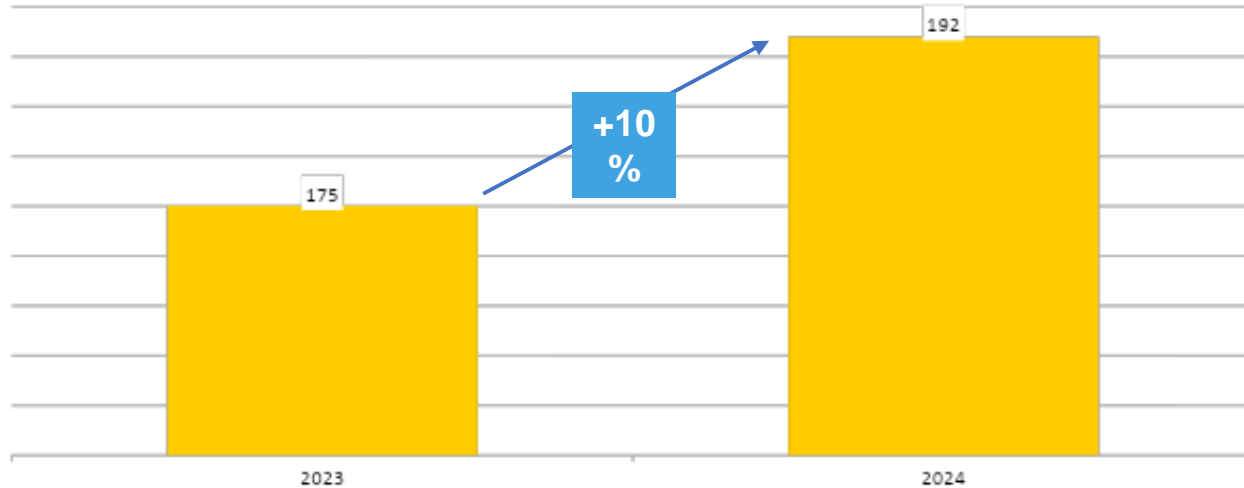
# Amélioration de la qualité: ADAC stars 2023 > 2024



France est en 6e position



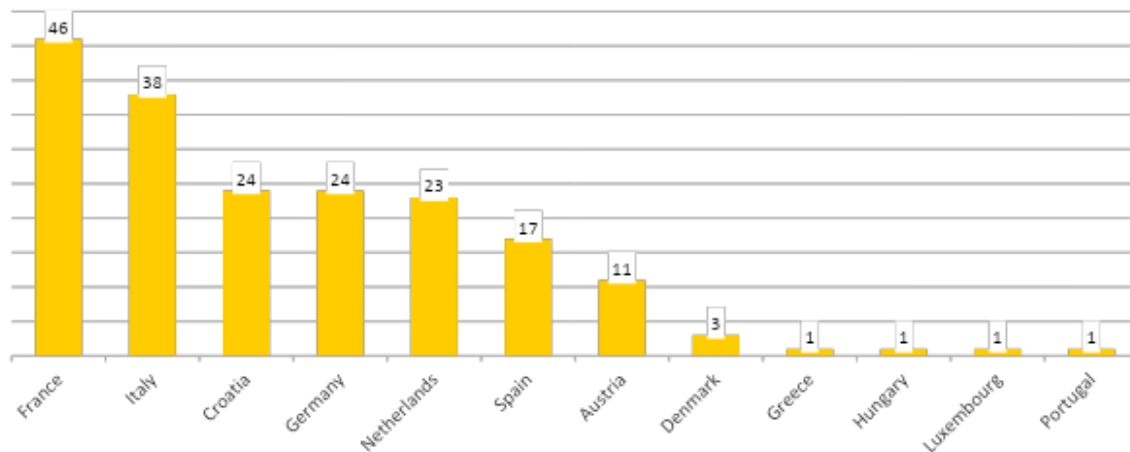
# Nombre de „ADAC Superplatz“



Qualité plus importante : +17 Superplatz.



# Qualité : ADAC Superplatz (5 stars)



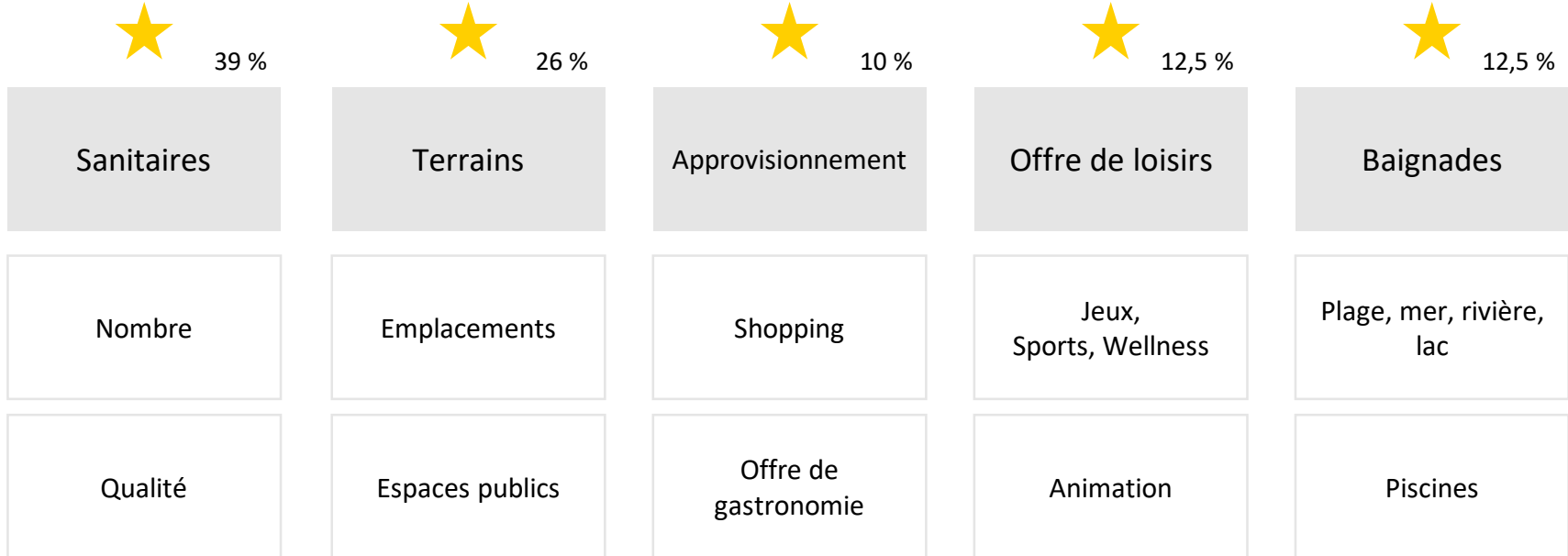
**Au total : France a le plus de SuperPlatz en Europe**



# Nouveauté : Les rapports de classification



# Rappel : Les catégories de la classification ADAC



# Nouveauté : Les rapports de classification

Disponible pour les campings inspectés depuis 2021

- + Obtenez un aperçu détaillé des résultats de vos critères de classification
- + Voyez immédiatement **ce qui doit être amélioré** pour obtenir une meilleure classification
- + Valorisez votre camping et **attirez encore plus de campeurs allemands**.
- + **Benchmarking de votre camping** au niveau régional et international
- + Obtenez un regard extérieur sur vos efforts : **Conseil personnalisé** possible



# Gratuit : Campsite Result Sheet



**ADAC Classification Reports**  
**Campsite Result Sheet**

[Redacted]

[Redacted]

[Redacted] Last inspection: 10/06/2021

**ADAC Classification**

★★★★☆  
3.5 Stars

**Report Sheet** | Quality Report | Benchmark Report

Dear Campsite Partner,  
Your campsite has been inspected and classified by ADAC. In 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 class.

Find out more about these advanced reportings via the QR code below or via our website: [www.adac.de/leistungen](https://www.adac.de/leistungen)



**PIN CAMP**

**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 & drink, Recreational offers, Batching opportunities). Each main category is divided into two sub-categories.

Sanitary 28%	Grounds 26%	Supply 10%	Recreation 12,5%	Bathing 12,5%
Quantity	Pitches	Shopping	Flea, Sports, Wellness	Beach
Quality	Public area	Gastronomy	Animals	Pools

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

**Weighting**

Each category carries a certain weighting for the ADAC classification. The two categories "Sanitary" and "Grounds" already account for 50% of all possible points.

The 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.

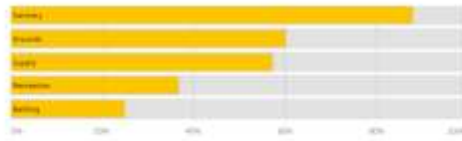


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**ADAC Classification Reports**  
**Campsite Result Sheet**

**Your results**

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



**Interpretation**

Results that are 90% or above are outstanding in terms of ADAC classification, there is virtually no potential for improvement in these cases. Results from 80% to 89% are classified as "very good", results from 60% are classified as "good", in the categories where you achieve a lot of 50% or less with your campsite, you still have clear potential. Again, the categories "Sanitary" and "Bathing" together always account for 55% of the ADAC classification and thus have the greatest influence.

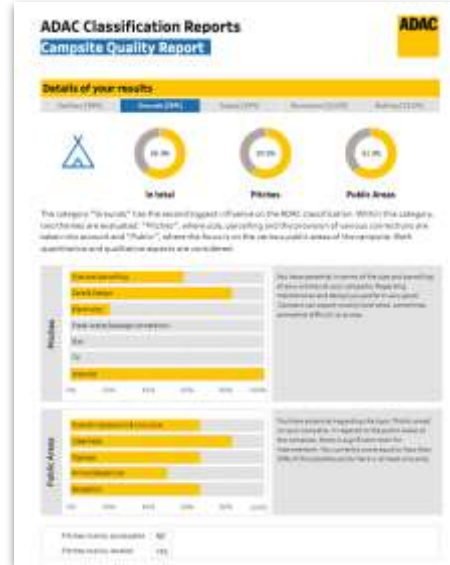
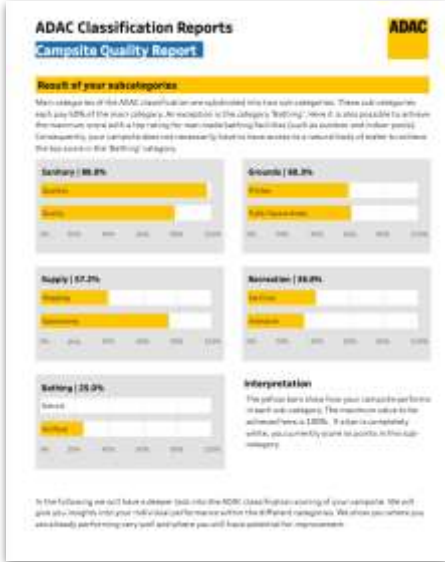


**PIN CAMP**





# Campsite Quality Report



# Campsite Benchmark



**ADAC Classification Reports**  
**Campsite Benchmark Report**

**Your results in comparison | ADAC star rating**

The ADAC star rating 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 75 years, camping guests have relied on this proven rating 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 examples specifically. There are almost 8,000 campsites in Europe, 878 campsites in Spain and 231 campsites in the region Catalonia.

**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 choice of your camping spot! It gives you a clear picture of the quality of the campsite and its facilities, including beds, water and electricity. Do you have questions about upcoming your camping site? Please feel free to contact us at [info@adac-camping.de](mailto:info@adac-camping.de) or +49 30 4346 123 63.

**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 Catalonia.

**Main category results**

Category	Your Rating	Spain	Europe
Services	4.0	4.0	4.0
Prices	3.4	3.4	3.4
Access	3.0	3.0	3.0
Demarcation	3.0	3.0	3.0
Sanitary	3.0	3.0	3.0

**Interpretation**

Spain generally only has a few outstanding results. Your results in almost all categories are above the average value of the classified campsites in Europe, Spain and the region Catalonia. You will be pleased to see in more categories. Please find more information about this in the following pages and online at <https://www.adac-camping.de/de/klarung-klarung-klarung-klarung>.

Please always keep in mind that these are only average values. Since the ADAC classification uses 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 better 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 Catalonia. Here we basically compare the starting prices of the summer peak season for an overnight stay of two adults and a 30-year-old child.

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

**Geographical comparison**

**Comparison within the star category**

**Summary**

The price level of campsites in Europe is essentially very different. In DEU, the cheapest camping locations in terms of overnight prices were Spain, Sweden and Austria. The most expensive camping locations were the UK, 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 3.0 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 subcategories. Again, we look just these in relation to the results of the classified campsites in Europe, Spain and Catalonia.

**Subcategory results**

**Summary**

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



## *Comment obtenir votre rapport de classification ?*

- Des informations détaillées sur les prix et la façon de commander votre rapport de classification ADAC sont disponibles sur notre site ADAC Camping au lien suivant : <https://www.adac-camping.de/reports>
- Pour de plus amples informations, veuillez écrire directement à notre équipe Sales à l'adresse électronique suivante : [partner@adac-camping.de](mailto:partner@adac-camping.de)



# Votre contact chez PiNCAMP



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**THANK YOU!**  
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