

»» Come ottenere le stelle ADAC: Recensioni online e Classificazione ADAC



Bewerte uns auf PiNCAMP



4.4 Sterne | 78 Bewertungen

ADAC Klassifikation 2024



ADAC



Agenda

- **Importanza delle recensioni online**
- **Widget per le recensioni di PiNCAMP**
- **Risultati della Classificazione ADAC 2024**
- **Report della Classificazione ADAC**

1. Importanza delle recensioni online

Camper-Bewertungen Jetzt bewerten

★★★★ 100 Bewertungen

Was andere Camper sagen

★★★★ Über schrieb vor 22 Tagen
Sehr schöner Campingplatz
Super für Hundebesitzer
Aufenthalt: September 2023 Bewertung melden

4.2
SEHR GUT
610 Bewertungen

4.0 4.0

Robert S.
September 2023

Wirklich Nichtwirklich

Ruhe, Sicherheit, Geopferter Campsanbieter
nichts wichtiges anzuführen

Bewertung Union Lida
Ruhe war angenehm, es könnte mehr Angebot in den
Räumlichkeiten geben.
Das Aussehen der Bilder ist überleert.

Bewertungen ★ 3,3
Insgesamt 3

<input type="checkbox"/> 5 Sterne	<div style="width: 33%;"></div>	33 %
<input type="checkbox"/> 4 Sterne	<div style="width: 33%;"></div>	33 %
<input type="checkbox"/> 3 Sterne	<div style="width: 0%;"></div>	0 %
<input type="checkbox"/> 2 Sterne	<div style="width: 0%;"></div>	0 %
<input type="checkbox"/> 1 Stern	<div style="width: 34%;"></div>	34 %

Filtern Sortieren: Relevanteste zuerst

Aktualisiert am 27. Jan. 2023

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.

5
4
3
2
1

4,5
★★★★★
7.910 Berichte

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

Rezeption schreiben

In Rezensionen suchen

Alle Rezension... Relevanteste

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. Einzigestes ...
[Mehr](#)

- Portali vacanze / campeggi
- Portali solo per recensioni
- Motori di ricerca come Google Maps

Importanza delle recensioni online

Lo sapevate che ...



... è il settore più importante per le recensioni online? Prima ancora dei ristoranti/gastronomia e dei prodotti elettronici.



... tiene conto della quantità e della qualità delle valutazioni ricevute per stabilire la posizione di ricerca?

Importanza delle recensioni online

Lo sapevate che ...

90%

... degli utenti leggono le recensioni online e ne sono influenzati?

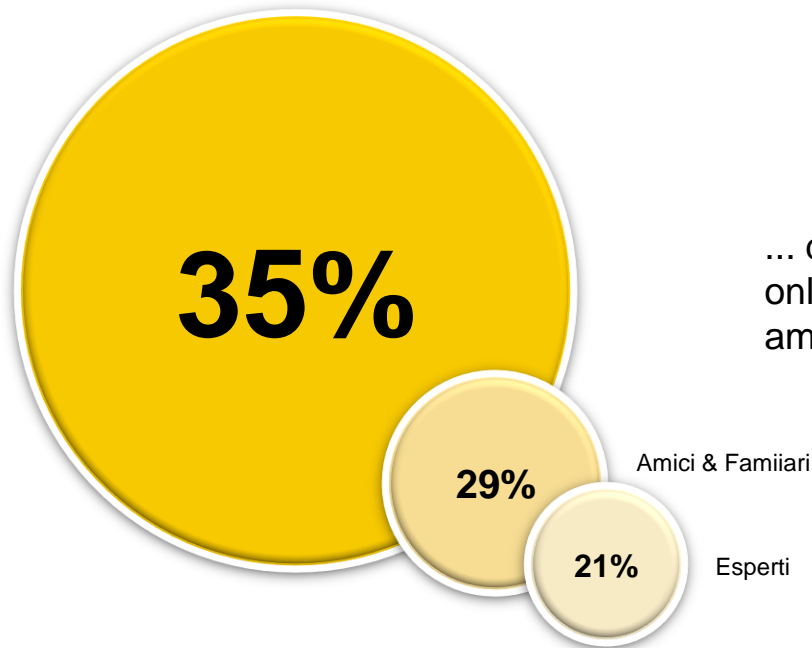
75%

... degli utenti considera le recensioni dei clienti importanti prima di effettuare un acquisto/una prenotazione?

14%

... della propensione all'acquisto si sviluppa attraverso l'inserimento di annunci su Internet e recensioni di prodotti?

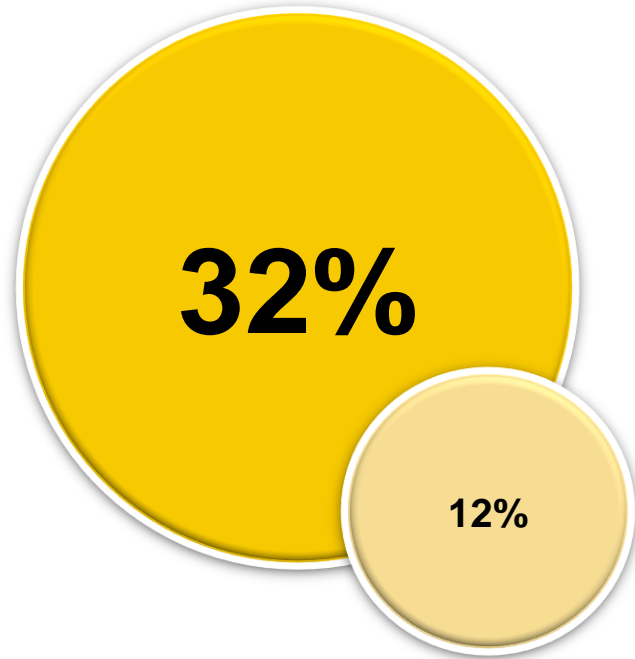
Lo sapevate che ...



... degli utenti si fidano di più delle recensioni online che delle raccomandazioni personali di amici o familiari ed Esperti?

Importanza delle recensioni online

Lo sapevate che ...



Che sorpresa!!!

... degli utenti scrive una recensione online per dimostrare la propria soddisfazione?

Scrivere una recensione online per dimostrare la propria insoddisfazione

Le recensioni online in sintesi:

1. Le recensioni degli utenti sono estremamente importanti per i turisti prima di effettuare una prenotazione.
2. Un numero elevato di recensioni (attuali) può influenzare la volontà di prenotare la vostra destinazione.
3. Le recensioni online possono influenzare positivamente il vostro posizionamento su Google.

Suggerimenti:

1. Mostrate le vostre recensioni da diverse fonti e i vostri punteggi sul vostro sito web!
2. Chiedete proattivamente ai vostri clienti di recensire il vostro campeggio su diverse piattaforme o tramite la gestione delle recensioni! (es. reception, sito web, e-mail)

2. Widget per le recensioni di PiNCAMP

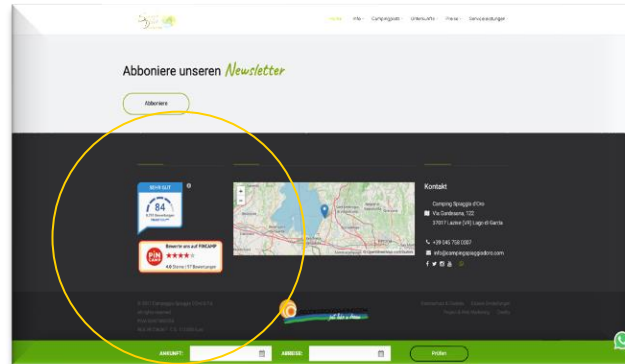
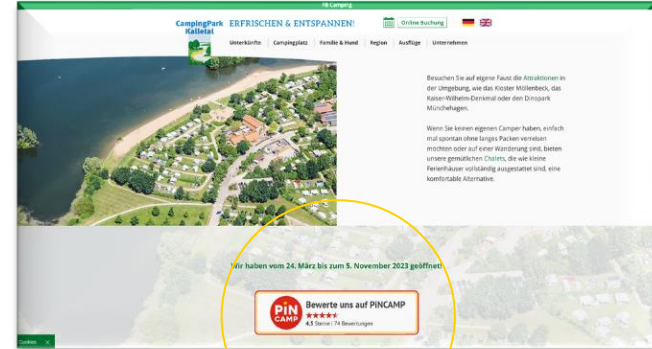
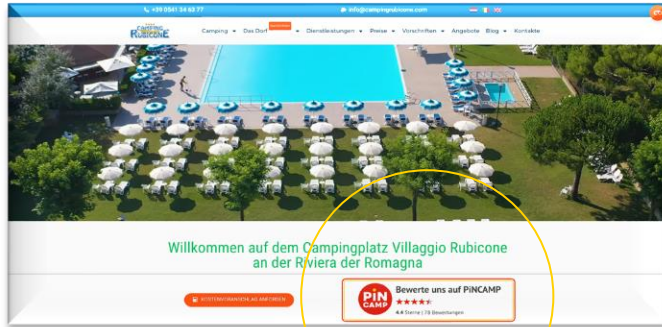
Di cosa stiamo parlando?



Un semplice Tool per i vostri siti web che mostrerà sempre la valutazione attuale degli utenti su PiNCAMP e vi permetterà di chiedere proattivamente agli stessi clienti di recensire il vostro campeggio (collegato alla pagina del profilo del vostro campeggio su PiNCAMP.de)

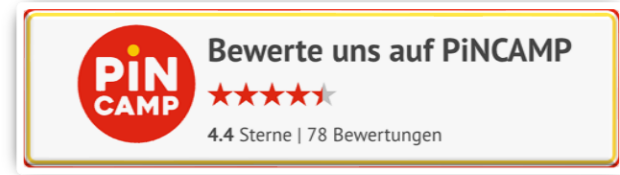
Widget per le recensioni di PiNCAMP

Alcuni esempi:



Come ottenere il Widget di PiNCAMP?

- Informazioni dettagliate su come scaricare e installare il Widget per il recensioni di PiNCAMP sono disponibili sul nostro sito ADAC Camping al seguente nel link:
<https://www.adac-camping.de/download/>
- Per maggiori informazioni scrivere direttamente al nostro Dipartimento Marketing alla seguente mail: b2b@adac-camping.de



3. Risultati della Classificazione ADAC 2024

ADAC Klassifikation 2024



ADAC

Ricordate:

dopo le recensioni degli utenti online e le raccomandazioni di amici e familiari, le opinioni degli Esperti sono la terza fonte di informazione più affidabile (21%) ...

ADAC Klassifikation 2024



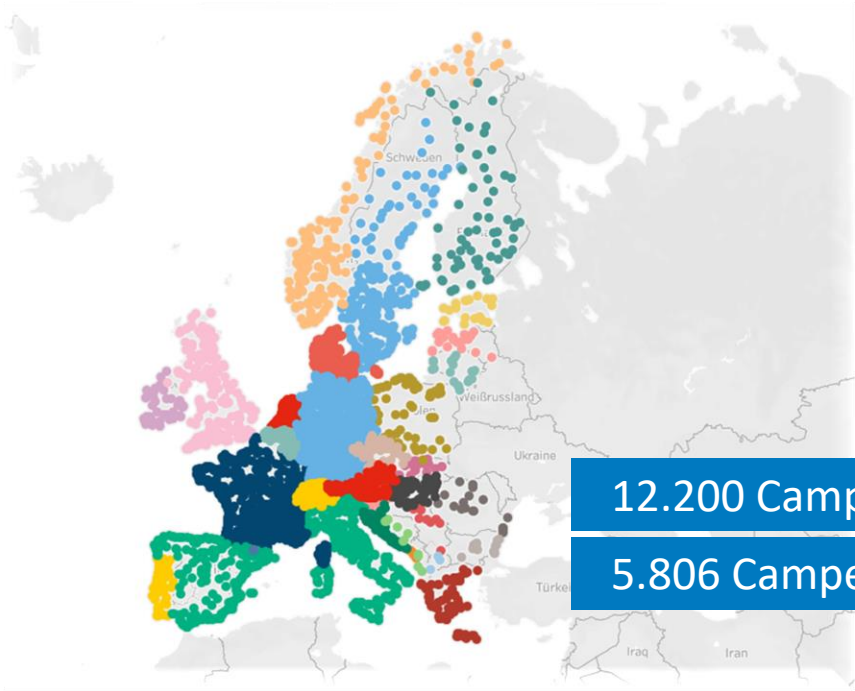
ADAC

Che cos'è la classificazione ADAC??

- La base per la classificazione ADAC di un campeggio è costituita dai risultati dei controlli annuali effettuati dai nostri ispettori (**Esperti**).
- Uniformità in tutta Europa.
- Ottenimento delle possibili 5★ nella valutazione ADAC del vostro campeggio.
- Riflette il livello delle strutture offerte dai campeggi.

Risultati della Classificazione ADAC 2024

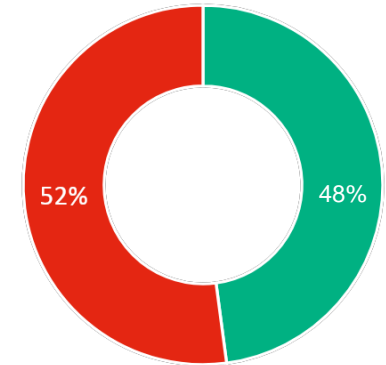
Panoramica della Classificazione ADAC in Europa



12.200 Campeggi su PiNCAMP

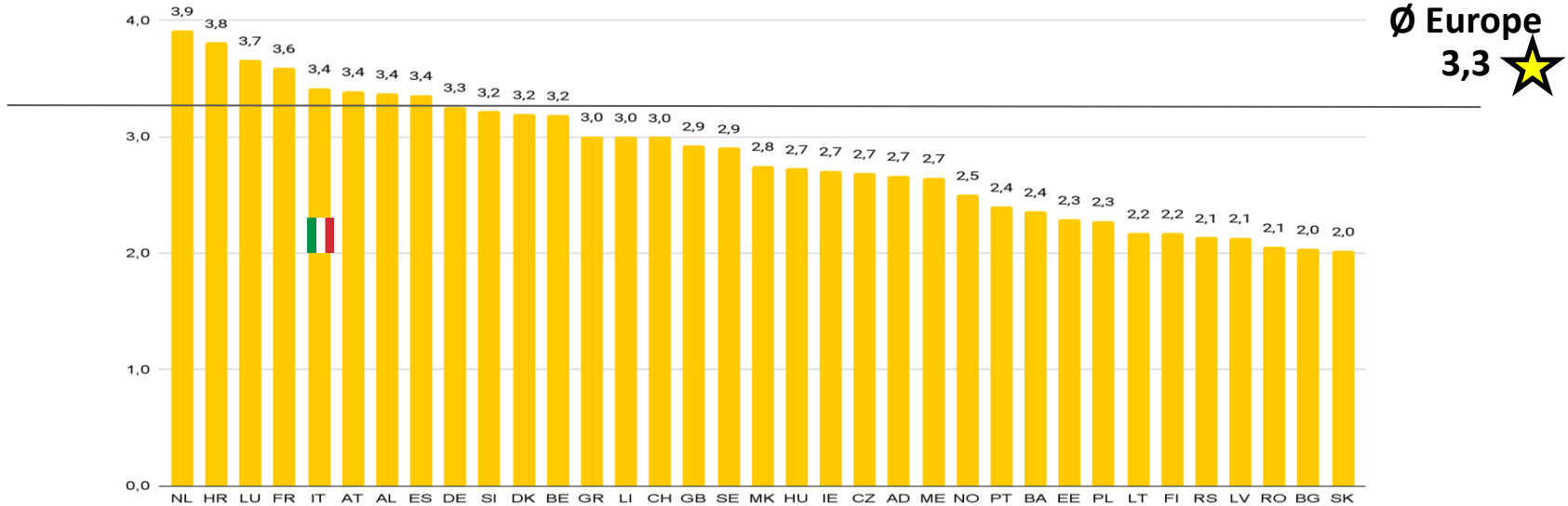
5.806 Campeggi Classificati ADAC

■ ADAC classification
■ w/o ADAC classification



Risultati della Classificazione ADAC 2024

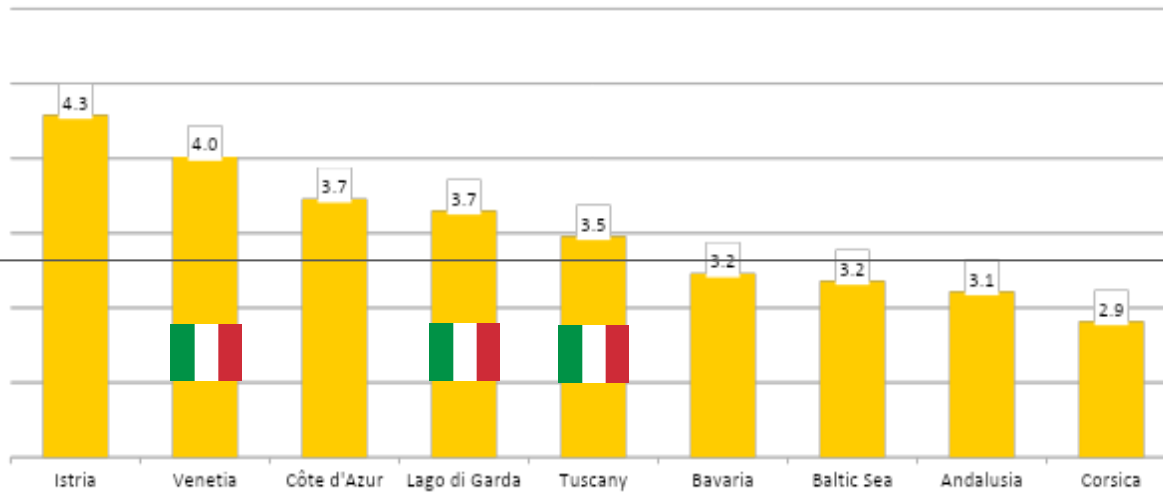
Classificazione ADAC 2024 in Europa per Paese



L'Italia si conferma nella top 5 in Europa per la qualità dei campeggi

Risultati della Classificazione ADAC 2024

Classificazione ADAC 2024 in Europa per Regione

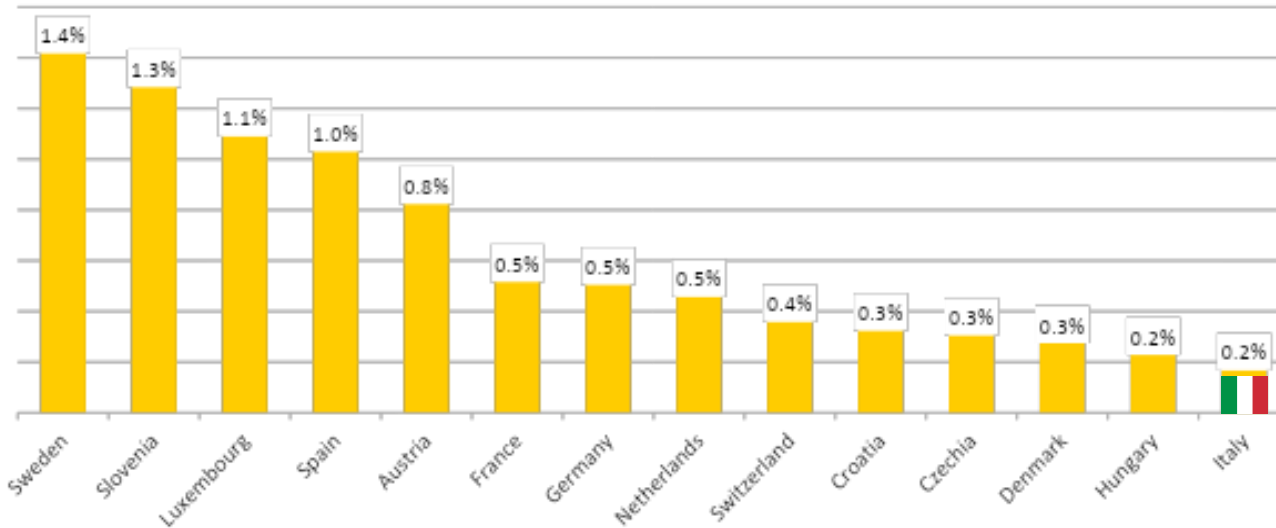


Ø Europe
3,3 ★

L'Italia consolida ben 3 Regioni nella top 5 in Europa per la qualità dei campeggi

Risultati della Classificazione ADAC 2024

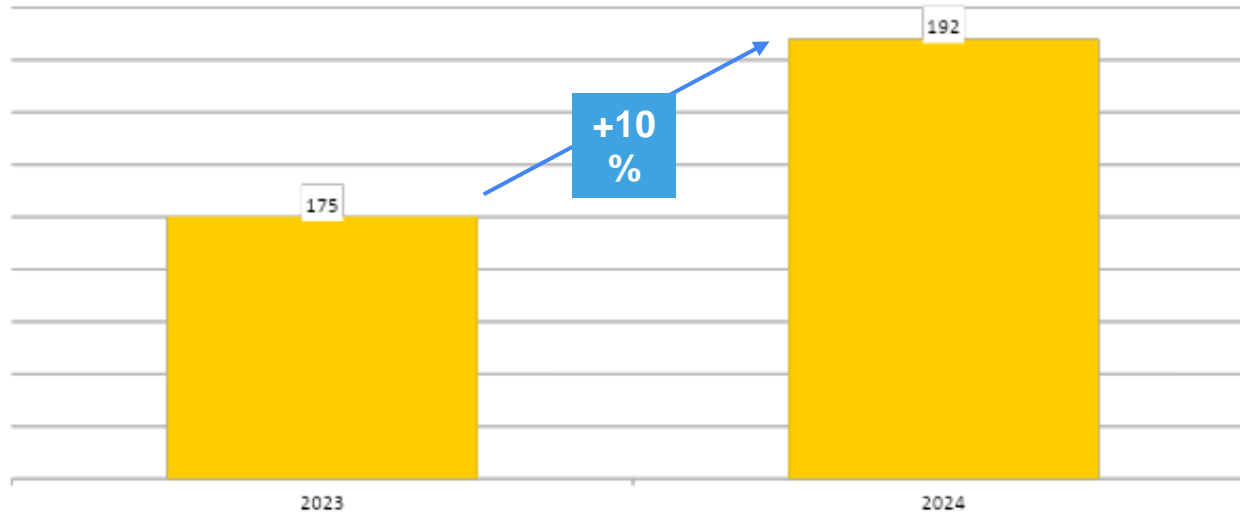
Crescita della qualità: Variazione stelle ADAC 2023 > 2024



Notevole crescita della qualità dei campeggi nel Nord Europa mentre l'Italia si posiziona fuori dal top 10 del ranking

Risultati della Classificazione ADAC 2024

Riconoscimenti ADAC Superplatz (5★) 2024

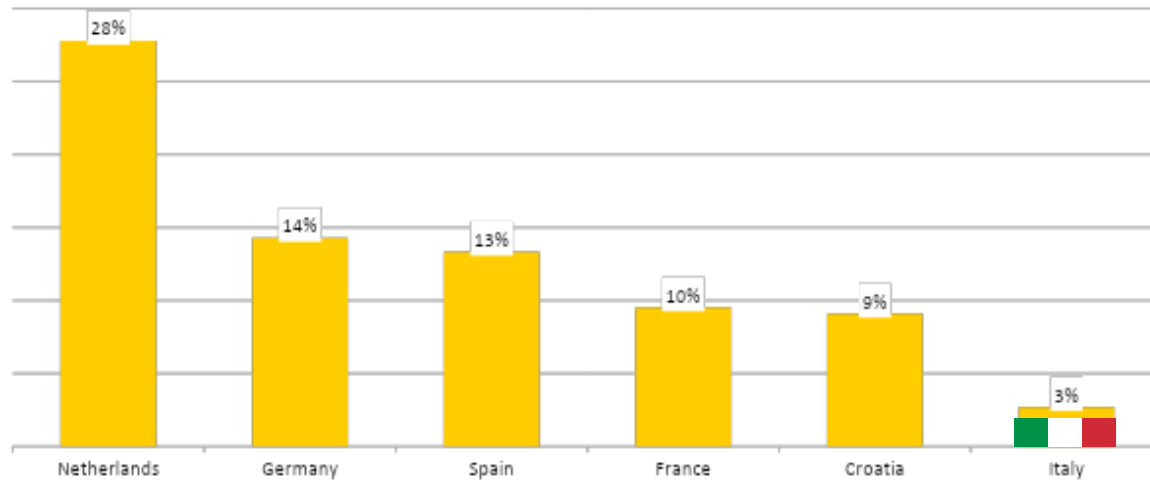


Crescita della qualità confermata da 17 nuovi campeggi premiati Superplatz

Risultati della Classificazione ADAC 2024

ADAC

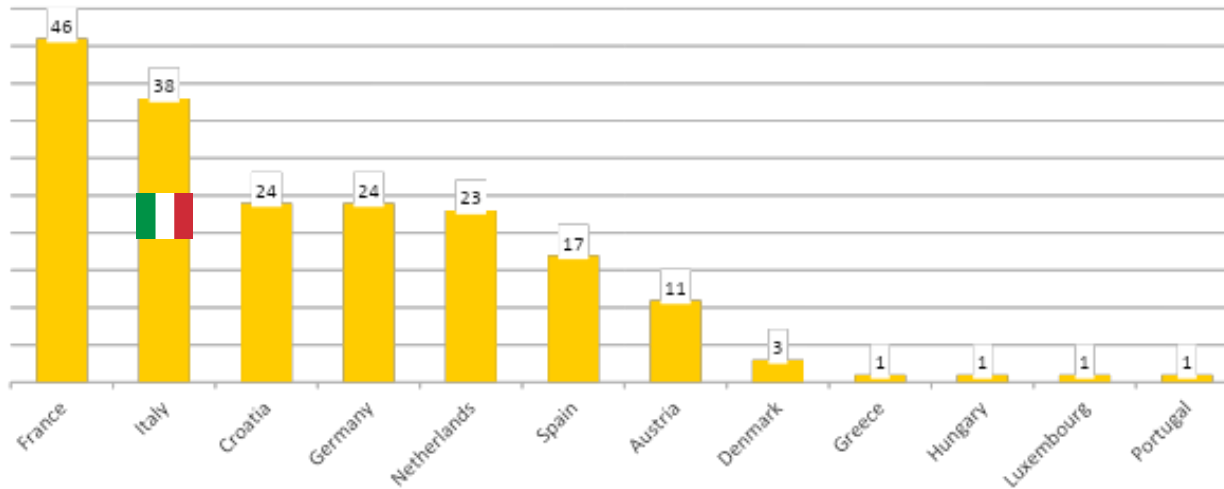
Crescita della qualità: Variazione ADAC Superplatz (5★) 2024



I Paesi Bassi registrano la più alta crescita di campeggi ADAC Superplatz mentre l'Italia si posiziona fuori dalla top 5 del ranking

Risultati della Classificazione ADAC 2024

Panoramica del n° totale di campeggi ADAC Superplatz (5★)



L'Italia mantiene il 2° posto in Europa per n° totale di campeggi ADAC Superplatz

4. Report della Classificazione ADAC



Report della Classificazione ADAC

ADAC

Le 5 categorie della Classificazione ADAC



NOVITA` : Report della Classificazione ADAC

Disponibile per tutti i campeggi ispezionati dal 2021

I vantaggi dei nuovi report della classificazione:

- » Ricevere una panoramica trasparente e dettagliata dei risultati dei criteri di classificazione ADAC
- » Migliorare il vostro campeggio e attirare un numero ancora maggiore di campeggiatori tedeschi nella scelta del loro campeggio.
- » Riconoscere immediatamente cosa migliorare per ottenere una migliore classificazione ADAC.
- » Confrontare il vostro campeggio con i migliori d'Europa.



Report della Classificazione ADAC

1. Campsite Result Sheet

ADAC Classification Reports
Campsite Result Sheet

CP9380

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.



PIN CAMP

ADAC Camping GmbH | Page 1

ADAC Classification Reports
Campsite Result Sheet

ADAC

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
Quantity	Pitches	Shopping	Play, Sports, Wellness	Beach
Quality	Public area	Gastronomy	Animation	Pools

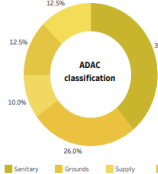
The ADAC classification includes both qualitative and quantitative criteria. Thus, not only the scope, but also the qualitative assessment of the offer at your campsite is crucial for your ADAC star ranking. The subcategories usually pay 50% each on the main category. An exception is the category 'Bathing'. 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...

ADAC classification

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%

PIN CAMP

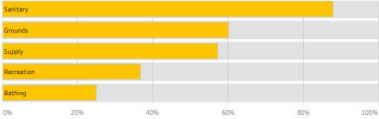
ADAC Camping GmbH | Page 2

ADAC Classification Reports
Campsite Result Sheet

ADAC

Your results

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



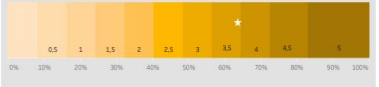
Sanitary
Grounds
Supply
Recreation
Bathing

0% 20% 40% 60% 80% 100%

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.



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

PIN CAMP

ADAC Camping GmbH | Page 3

Report della Classificazione ADAC

2. 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%
Quantity:	Pitches:
Quality:	Public Square Areas:
Supply 57.2%	Recreation 36.8%
Shopping:	Activities:
Restrooms:	Artificial:
Bathing 25.0%	Interpretation
Nature:	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.
Artificial:	

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

Sanitary (98%)	Grounds (98%)	Supply (97%)	Recreation (78%)	Bathing (78%)
----------------	---------------	--------------	------------------	---------------

In total 98.0% **Quantity** 97.0% **Quality** 78.0%

With 98% 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 condition are assessed in terms of quality.

Quantity	Quality
Shower:	Sanitary:
Toilet:	Sanitary:
Washbasin:	Sanitary:
Washing machine:	Sanitary:
Laundry area:	Sanitary:
Change room:	Sanitary:

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

ADAC Classification Reports
Campsite Quality Report

Details of your results

Sanitary (98%)	Grounds (60%)	Supply (57%)	Recreation (36.8%)	Bathing (25.0%)
----------------	---------------	--------------	--------------------	-----------------

In total 60.3% **Pitches** 55.5% **Public Areas** 63.0%

The category "Grounds" has the second biggest influence on the ADAC classification. Within this category, two themes are evaluated: "Pitches", where site, parcelling and the provision of various connections 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.

Pitches

Site and parcelling:	Car & Design:
Electricity:	Fresh water/sewage connections:
Gas:	TV:
Internet:	

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.

Public Areas

Overall impression & structure:	Cleanliness:
Signage:	Artificial/landscape:
Vegetation:	

You have potential regarding the topic "Public areas" at 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% for the possible points here in at least one area.

Pitches mainly accessible: NO
Pitches mainly levelled: YES

ADAC Classification Reports
Campsite Quality Report

Details of your results

Sanitary (98%)	Grounds (60%)	Supply (57%)	Recreation (36.8%)	Bathing (25.0%)
----------------	---------------	--------------	--------------------	-----------------

In total 25.0% **Sea | Lake | River** 0.0% **Pools** 25.0%

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. When assessing natural bathing options, the ADAC classification takes size of beaches and sunbathing 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.

Sea | Lake | River

Care & Quality:	Size:
-----------------	-------

Your campsite is not located directly on a natural water or does not provide direct access to 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".

Pools

Construction indoor:	Cleanliness:
Maintenance:	Water quality:

Your offer outdoor swimming facilities to 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.

Report della Classificazione ADAC

3. Campsite Benchmark Report

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 of Catalonia.

Your star result in comparison

Category	Star Rating
Your Campsite	3.5
Europe	3.3
Your Country	3.4
Your Region	3.7

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 dat@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 Catalonia.

Main category results

Category	Your Campsite	Europe	Your Country	Your Region
Sanitary	68.0%	40.3%	40.0%	44.9%
Grounds	60.3%	39.4%	40.5%	45.3%
Supply	57.2%	20.8%	34.6%	40.5%
Recreation	36.0%	15.2%	18.4%	27.4%
Bathing	36.2%	19.2%	30.0%	36.2%

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 of Catalonia. 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 Catalonia. 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

Region	Your Campsite	Europe	Your Country	Your Region
Your Campsite	93 €	42 €	52 €	40 €
Europe	42 €	84 €	40 €	40 €
Your Country	52 €	40 €	84 €	40 €
Your Region	40 €	40 €	40 €	84 €

Comparison within the star category

Star Category	Your Campsite	Europe	Your Country	Your Region
Your Campsite	93 €	42 €	52 €	40 €
Europe	42 €	84 €	40 €	40 €
Your Country	52 €	40 €	84 €	40 €
Your Region	40 €	40 €	40 €	84 €

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 Catalonia.

Subcategory results

Subcategory	Your Campsite	Europe	Your Country	Your Region
Sanitary	97%	48%	47%	53%
Grounds	60%	36%	37%	41%
Pitches	61%	36%	37%	41%
Public Area	61%	36%	37%	41%
Supply	39%	14%	27%	34%
Recreation	36%	15%	18%	27%
Bathing	36%	19%	30%	36%
Play, Sports, Wellness	40%	19%	19%	20%
Annexation	36%	22%	22%	36%
Sea, Lake, River	9%	9%	12%	13%
Pools	25%	13%	25%	29%

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.

Report della Classificazione ADAC

Come ottenere il vostro Report della Classificazione ADAC?

- Informazioni dettagliate sui prezzi e sulle modalità per ordinare il vostro Report della Classificazione ADAC sono disponibili sul nostro sito ADAC Camping al seguente nel link: <https://www.adac-camping.de/reports>
- Per maggiori informazioni scrivere direttamente al nostro Dipartimento Sales alla seguente mail: partner@adac-camping.de





Matteo Petrucci

Sales & Account Manager Italia & Croazia

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Grazie per la vostra attenzione!

Matteo Petrucci | Sales & Account Manager, ADAC Camping

PiNCAMPUS - Berlino, 26 Ottobre 2023