

Thinking differently in times of crisis

Tips for campsites and holiday parks




LuxeTenten

DARE TO EXPAND YOUR BOUNDARIES

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The travel industry has been hit hard by the corona crisis. There is a lot of uncertainty in our industry at the moment. This white paper offers tools to deal with the crisis. But above all, it is intended to remain positive and to focus on the period after this crisis, so we, together, will emerge from this stronger and still accomplish a beautiful holiday season.

When can I start my season?

The big question in our industry is: “Can I or can’t I open this season?” Strict measures are in place in most countries to jointly combat the corona crisis. These measures have repercussions for campsites and holiday parks in regard to when they are able to open for business.

Create a proper cost-benefit analysis for your campsite or holiday park before opening for the season. In doing so, please take the following matters into account:

- What is the effect of opening or not opening on my budget in both the short and long term?
- Can I extend the camping season until the end of October?
- How can I prepare my campsite or holiday park [for reopening](#) and what are the pros and cons?
- How can I [communicate](#) my decisions to my guests in the best possible way?
- What are my [opportunities](#) to invest and prepare my campsite or holiday park for the future?

How do I prepare for a delayed opening in the best way possible?

You almost certainly have time to prepare for a delayed opening. Think about this:

Drawing up and publishing a care protocol

Clearly convey what the policy would be if a CoVid infection was detected at the campsite or holiday park. Communication of your policy will help to reassure guests. Check what care facilities are available in the area and collaborate with local GPs and hospitals. Compile this information into a care protocol document and publish it on your website.

Preparing hygiene measures

Keep in mind, there will be significantly more time needed to spend on hygiene and prepare properly for this to happen. Invest in disinfectants and use a disinfection machine to clean your glamping accommodation units. Also, think of cleaning and disinfecting cutlery and kitchen utensils. Make sure all staff are fully trained with your new hygiene programme and that they are able to confidently convey this information to guests.

Accommodation maintenance

Extensive maintenance of your accommodation is difficult during the season. Now would be a good time to undertake this work before you reopen. For example, read [our tips](#) to extend the life of your glamping tents.

Renovations and renewals

Think about investing in additional accommodation units, better (private) sanitary facilities, solar panels or other facilities, as a huge increase in the demand for quality camping holidays is expected. By expanding now, you're prepared and you can still make this season a success.

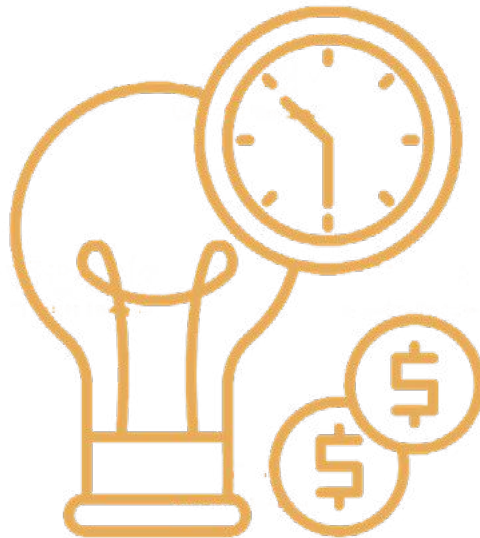
Invest in your website and community

Add relevant content on a regular basis and invest time in renewing your website. The same goes for your social media channels. Put time into building a community and expanding it.

Why you should invest now?

You now have the time and space to think about investing in your campsite or holiday park. Maybe you've been thinking about expanding facilities or you'd like to add glamping accommodation units. This is the time. Your facility is empty now, there is plenty of time to do maintenance and make sure your location is at its best by the time you reopen.

Be one step ahead of your competitors with innovative solutions and investments. Set up a proper web shop with an online booking system, expand your online community or build additional accommodation with private sanitary facilities. If you have the infrastructure this can be arranged quickly. Otherwise, make a plan already for season 2021 and inquire what the possibilities are. What's more, you can make a higher return on your investment if, as expected, demand increases sharply in the near future.



Communication tips

1. Be honest and sincere

Everyone has to deal with the consequences of the corona crisis and it also has an impact on the personal lives of your guests. Above all, do not ignore the facts and communicate openly and honestly about the situation. If you don't have a solution yet, be honest about it. No one can predict what the situation will be like in a couple of months, neither can you. Your openness and sincerity will gain sympathy from your guests and ensure a better relationship.



2. Answer frequently asked questions



Keep your guests up to date about the situation at your campsite or holiday park and try to answer all questions in the best possible way. Since the period is uncertain for everyone, you can expect a lot of questions from guests. It is smart to set up a FAQ page, especially for questions about the corona crisis, such as what the [Caravanclub](#) has done. This way, your guests will be redirected to this page and your customer service or reception staff will not be overloaded due to answering common questions.

3. Invest in your relationships

Invest in your relationships, especially during this period. For example, work together with campsites or holiday parks in the neighbourhood and check what possibilities the municipality has to offer. Together, look for solutions that can help tourism in the region. Together you're much stronger. This enables you to divide problems and share solutions with each other. Also, check your connections with local and national media and think about how you can generate publicity for your destination or region.



4. Keep your website up to date



Perhaps one of the most important tips is to keep your website up to date and provide a corona update on a daily basis. Think about an update that reflects the current situation at your destination, add which facilities are open and the measures that your business is taking. Create a link from your homepage to this page, to ensure the update is easy to find for your website visitors. Check [this update](#) for an example from De Krim Texel and [this corona protocol for campsites and holiday parks](#).

5. Increase your online reach

Now that everyone is at home, this is the time to invest in your online reach. Keep your guests up-to-date using your social media channels but also think about improving your website. You'll benefit from this when your location reopens. Right now, you have the time and space to come up with an online strategy, so take advantage of this opportunity. Expand your reach and strengthen your community. See, for example, the Facebook page of [La Vallée Verte](#).



6. Think differently: Focus on what you can do



Yes, the situation is awful and maybe you can't open yet but there's no reason for apathy. Focusing on what you can do and looking ahead is an excellent way to deal with this crisis. How about organising online quizzes, setting up virtual tours for your destination or investing in social distancing solutions? Let your creativity run wild and who knows what ideas you will come up with? Check the online entertainment of [Camping De Lakens](#), [Glamping Resort Weekend](#) and [Duinrell amusement park](#) for example.

Looking three months ahead

After rain comes sunshine and when that happens, we all want to be there. It is therefore important to look ahead and anticipate the post-crisis period, but what does this period look like and what do you have to take into account?

People prefer campsites and holiday parks to hotels

More people go on holiday closer to home, preferring a campsite or holiday park to a hotel and, above all, opting for a car holiday. This is because campsites and holiday parks are close to nature and you have a lot of space around you. Be aware of this and communicate the benefits of staying at a campsite or holiday park to your guests.

Prepare for a social distancing society

The coming season will look different than you're used to. Instead of waiting, it is better to invest in solutions now that can still apply in the period after the corona crisis.

So imagine what a social distancing society will look like at your campsite or holiday park and get prepared.



Reception

- Online check-in and check-out
- Set up your website allowing guests to reserve facilities and book local COVID-19 proof activities

Responsible socialising

- Online welcome chat
- Having a drink at a distance
- Contact with guests on remote, e.g. by phone or chat





Hospitality Industry

- Delivery of meals to accommodation
- Breakfast service
- Social distancing arrangement in restaurant/bar

Facilities

- Online booking
- Ordering groceries online
- Set up communal areas with social distancing control (e.g. at playgrounds, sports areas, bbq areas)



Animation/entertainment



- Social distancing animation programmes (e.g. online aerobics lessons and mini disco)
- Online entertainment (e.g. online quizzes)
- Delivery of craft and sports kits to accommodation units

The real possibility for swimming pools to remain closed

There is a chance that swimming pools will remain closed this season, as it is difficult to guarantee the social distancing rules are maintained in a pool. Therefore, create a list outlining the alternative cooling options available at your destination and in the immediate vicinity and use this in communication with your guests. Think of a large lake, the sea or a river, where it is easier to keep your distance. Keep in mind, however, that strict rules may also apply to natural recreation areas and keep your guests well informed accordingly.

Get your staff ready

Once the season starts, we all have to switch from zero to a hundred at once. This means that you have to make sure you have enough staff on hand when the time comes. Train your staff now, so that they can switch quickly later. A good collaboration with an employment agency or putting your own response team in place is an advantage. For example, think of the extra cleaning services required for accommodation units and sanitary facilities.

Be prepared for a last-minute period

Make sure you're prepared when people start booking en masse. The need for a holiday after such a long time at home will be great and the expectation is that a lot of last-minute bookings will be made. Ensure that your website can handle a larger number of visitors in the future. Also make sure that you are fully reachable at reception, on the phone and through the website.

Importance of accommodation units and camping sites with sanitary facilities

Do you already have accommodation units and camping sites with private sanitary facilities? Then you've got an advantage. Communicate clearly to your guests that camping sites with private sanitary facilities are available and that you have accommodation units with sanitary facilities. This increases the chance of guests coming to your holiday destination.

Seize the opportunity to rearrange your camping sites because the availability of accommodation with its own sanitary facilities will help to reassure guests that health and safety protocols have been maintained. These plans will allow you to place a shower unit at the camping site for guests with a motorhome and create extra sites with private sanitary facilities for tent campers. There are options to temporarily rent such units, keeping the cost of your investment low. Consider building extra accommodation units with private sanitary facilities. [Here](#) you will find an overview of our options for placing glamping tents.

Opportunities to extend your season

The season will start later than usual. As a result, you will miss out on some income as the owner of a campsite or holiday park. Fortunately, there are plenty of opportunities to extend your season. Take a look at the possibilities to increase the occupancy in September and October and extend your season into the winter period. For example, in our glamping accommodation units, it is possible to install pellet stoves. An example of a glamping destination that has already invested in winter glamping is Buitenplaats Beekhuizen in the Netherlands. You will find more information about this investment and its effect on the occupancy rate in [this blog](#).

2021 and beyond, after the corona crisis

Within the leisure market, a number of things will change permanently, so be prepared for this, but you will also benefit in the future from any investments you make now. Equip each accommodation unit with its own sanitary facilities, provide more greenery and space around your property and let your guests continue to benefit from all kinds of online services that you may be able to offer now.

Accommodation units with their own sanitary facilities remain interesting

Your financial scope for investment may be limited at the moment but there are plenty of initiatives that you don't have to pay too much for. Think about renting or leasing accommodation units and sanitary facilities, or investing in accommodation units with a short payback period (average 2 year) compared to a mobile home (average 4 years). For example, a glamping tent has a shorter payback period compared to a mobile home.

Campsites and holiday parks also interesting for couples

There are great opportunities for couples to stay in campsites and holiday parks because of the space and proximity to nature. Keep in mind that group stays will be less popular for the time being. In terms of investment, it is, therefore, better to focus on offering more luxuriously furnished two- or four-person accommodation units. Create a hotel feel by providing high quality customer services, such as a breakfast service, made up beds and a welcome package on arrival. In addition, you can easily increase your occupancy in the early and late season.

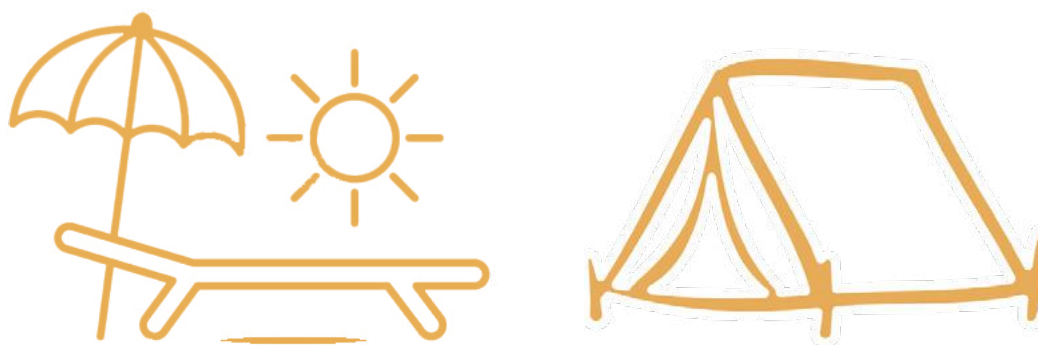
Reorganise booking process and planning

Corona vouchers can be handed in no later than one year after they have been issued. However, this means that guests will be able to hand in these vouchers in 2021 as well. Create an option in your booking system where guests can easily submit the voucher and take into account the number of guests who still have a voucher when accepting reservations. Inform your guests, in a timely manner, about the periods that are still available and the date on which they have to hand in their voucher.

Due to the corona crisis, guests are likely to book later next year as well, because they want to make sure their holiday is confirmed. Nevertheless, as a holiday park or camping site you want to have an overview of the number of guests you can expect in a certain period of time. Therefore, come up with an alternative to the deposit, where guests can book without obligation or cancel free of charge until shortly before their booking starts.

Stronger together out of the crisis

We hope that we will come out of this crisis stronger together and that our white paper helps you on your way to oversee the crisis and anticipate change. Even in these special times, we at LuxeTents are there for you. We are happy to connect campsites and holiday parks so that they can explore solutions together. After all, we share the same goal: To offer guests the ultimate experience and build beautiful and warm memories. Working as a team, we can ensure that as many guests as possible enjoy a well-deserved holiday this season.



Who are we?

An unforgettable holiday. That is the experience we create with our unique tent lodges for guests at campsites and holiday parks.

We build unforgettable experiences. We work with campsites, holiday parks and tour operators, as a partner in product innovation. Based on our knowledge, skills, and experience, we design a stay at their site.

The first travellers discovered the “safari” on the African savannah a century ago. They took the convenience they were used to at home with them in their fully-equipped safari tents. We laid the foundation for glamping over ten years ago based on that idea. With our accommodation choices, we offer the adventurous feeling of a tent with the comfort of a hotel.

Together with campsites, holiday parks and tour operators, we have set the new standard in “luxury” camping worldwide. That creates expectations for the future, which we aim to live up to. Therefore, we keep pushing the boundaries as the pioneer in glamping innovation, continuously striving for stunning design, robust quality, luxury, and style. As such, our range is expanding but always with our recognisable signature.

Even in these times of crisis, we are here for you. Let us have a successful 2020 holiday season together and look positively towards the future!

Would you like to discuss possibilities with industry colleagues or test ideas? Feel free to contact us at the phone number or email below.



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