



BVCD
FEDERAL ASSOCIATION OF THE
CAMPING ECONOMY IN GERMANY (BVCD E.V.)

Imprint

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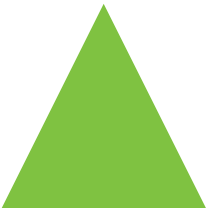
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Preface

Camping in Germany is an attractive, topical and highly individualised type of holiday, which, like no other, combines nature with modern comforts. German camping sites and motor home parks have been focusing for years on continually improving quality of supply, professionalism and target group orientation.

Never-the-less camping is much more than bonding with nature and adventure. It is one of the most significant segments of the German tourist industry.

We warmly invite you to get to know more about us and our efforts on the following pages.





The BVCD Introduces Itself

The Federal Association of the Camping Economy in Germany (BVCD e.V.) was founded on November 10th in 2000 as an umbrella organization and a lobby for businesses to promote attractive camping tourism in Germany. The headquarters of the registered association are located in Berlin.

The association is analogically aligned with Germany's federal structures. The BVCD is made up from 12 German camping associations. In total, the Federal Association represent approximately 1.200 associated camping businesses in Germany.

As a member of EFCO & HPA (European Federation of Campingsite Organisations & Holiday Park Associations), the BVCD e.V. represents the ordinary members and their enterprises at an European level.

The BVCD e.V. provides a large network of contacts and access to exchanges of ideas within the industry. Along with the camping site members, the BVCD has other sponsoring members from various business sectors ranging from large manufacturers to small service providers.

As a member of the German Tourism Association (Deutscher Tourismusverband (DTV)), ECOCAMPING e.V. and the German Caravan Trade Association (Deutscher Caravan Handelsverband e.V. (DCHV)) the BVCD e.V. also has other close partnerships.

The German camping industry generates in total an annual turnover of 11.55 billion Euros and it employs approximately 170,000 people in Germany. Thus, it only makes sense to continue to support and promote this industry. To be able to do this, the industry requires stable legal and economic framework conditions. To obtain these we have to make our voice heard.

Tasks and Goals

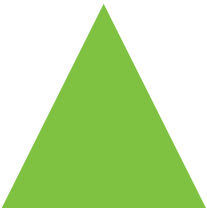
The BVCD represents the interests of all campsites and motor home parks in Germany when dealing with authorities, associations and other institutions. It applies itself to common technical, educational and economic affairs. Furthermore, it informs and advises its members on all matters in connection with camping.

THE AIM IS TO INTRODUCE CAMPING AS A HIGH-QUALITY FORM OF LEISURE AND HOLIDAY PLANNING FOR BOTH THE GERMAN AND EUROPEAN TOURIST INDUSTRY.

The following tasks have been defined for goal achievement:

LOBBYING AND EXCHANGE IN POLITICS

- // Formulation and implementation of sector interests
- // Analysis and impact assessment of legislative policy
- // Introduction of industry-specific positions in legislative procedures
- // Specialized and contextual work on various areas of the camping industry e.g. in publications and studies
- // Cooperation in specialist fields of the German Tourism Association (DTV) – “Camping & Caravanning” and “Transport”





QUALITY ASSURANCE AND PROMOTION

- // With internal association training and seminars
- // With support and establishment of quality systems and initiatives in the camping industry: BVCD/DTV Camping Site Classification, ServiceQuality Germany
- // Environmental orientation: Support from the camping association Ecocamping e.V. for the establishment of quality and environmental management of camping sites

PUBLIC RELATIONS WORK AND MARKETING

- // Targeted PR in the interests of member companies
- // Presentation of the German camping facilities at tourism and camping trade fairs, both nationally and internationally
- // Targeted marketing via print and online media, e.g. BVCD Camping Guide, BVCD Camping App
- // Patron for the North German and South German Campingday

TOGETHER WE HAVE ALREADY ACHIEVED A GREAT DEAL:

- // Introduction of federal wide BVCD/DTV camping site classification
- // Founding of the subsidiary BVCD Service GmbH
- // Publication of the highest-circulation camping guide in German language
- // In-house training for camping site owners for ServiceQuality Germany
- // Realization of a nationwide interplant comparison for campsites

Camping below starry skies

BVCD/DTV CAMPING SITE CLASSIFICATION

For over ten years the BVCD and the German Tourism Association (DTV) have offered a voluntary quality assessment of camping sites – the BVCD/DTV Camping Site Classification. The guidelines and valuation criteria were developed in 2000 by BVCD and DTV in collaboration with professional specialists and consumer associations. Since then, adaptations have been continually made to meet with changes in demand. A camping site that has decided to apply for this extensive check can be awarded with one to five stars. All aspects of the evaluated result will be reassessed every three years.

THE COMPANIES THAT ADVERTISE WITH THESE OFFICIAL STARS PROVIDE QUALITY ASSURANCE IN THREE VALUATION CATEGORIES:

/ Reception and service // Sanitary facilities /// Pitches

SIGNIFICANCE OF THE STARS

HOMELY ★ Simple and appropriate fittings or rather overall impression.

APPROPRIATE ★★ Appropriate and with good fittings or rather overall impression, with average comfort. Facilities of good quality.

COMFORTABLE ★★★ Overall facilities or rather overall impression with a good standard of comfort. Facilities of better quality.

FIRST-CLASS ★★★★ First-class overall facilities or rather overall impression, with superior comfort. Facilities of superior and meticulous quality.

EXCLUSIVE ★★★★★ Exclusive overall facilities or rather overall impression with highly quality/first-class comfort. Generous facilities and an outstanding quality.





Services

BVCD e.V. offers extensive services for all members
(regional association of the camping economy or campsites) as:

- // Information about important issues: e.g. federal registration law or public viewing during the UEFA EURO
- // Free download of labour contracts of pattern
- // Free first consulting of a lawyer
- // "camping-academy": for the camping industry specialized offers e.g. trainings for special conditions

The EFCO & HPA

The EFCO & HPA (European Federation of campingsite organisation and Holiday Park Association) is the lobby for all campsites in Europe, in so far as its national associations are organized within the EFCO & HPA. 21 countries in Europe are currently members, of these 19 are EU member states and three are non-EU countries. In total, the EFCO & HPA represents over 20,000 holiday parks within Europe.

All individual members that are organized within a national organization (e.g. BVCD) automatically become a member of the European umbrella organization.

Approximately 23 % of all overnight stays in Europe take place on member camping sites belonging to the EFCO & HPA.

One national association could not solely represent interests on a European level. As a result, it was necessary for all national associations to join force to make more of an impact in Brussels when it comes to effective lobbying.

WITH A STRONG VOICE
FOR THE EUROPEAN
CAMPING INDUSTRY.

BVCD EFCO-DELEGATE



Gert Petzold





Executive Committee

State: February 2015

PRESIDENT



Dr. Gunter Riechey

VICE PRESIDENT



Günter Ziegler

VICE PRESIDENT



Reinhard Schniz

Members

State: January 2016

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WE ARE MEMBER IN:

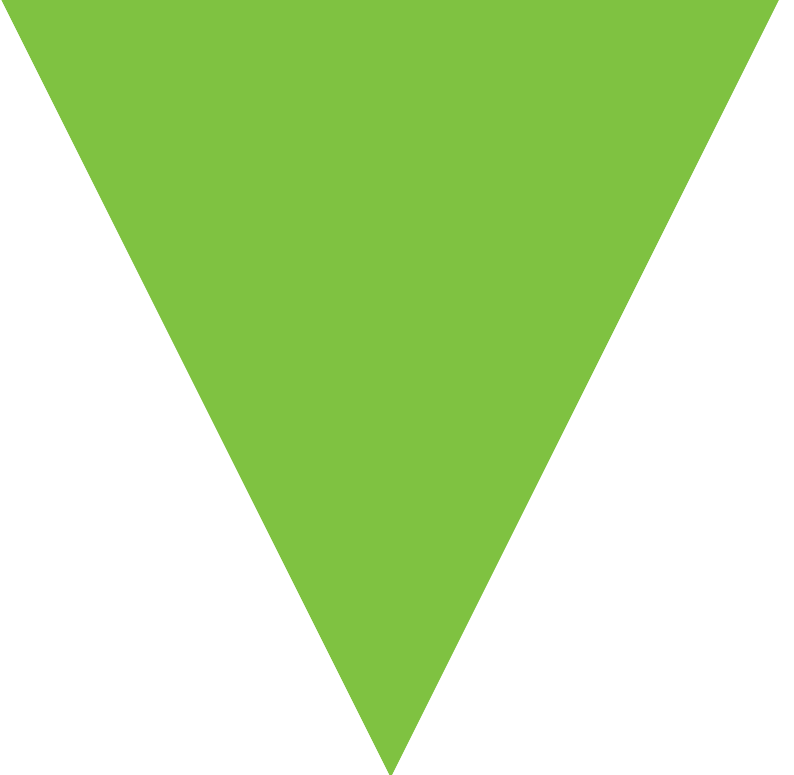


OUR SUSTAINING MEMBERS ARE:



OUR BUSINESS PARTNERS ARE:





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