



The camping brand of



## PiNCAMP Gala: These are the winners of the ADAC Camping Awards 2024

- Well deserved: Marco Knöpfle from ECOCAMPING in the Hall of Fame
- International: Winners come from Italy, the Netherlands and Croatia
- Overview: All winners and nominees of the ADAC Camping Awards



Caption: The winners of the ADAC Camping Awards 2024: From left: Sergio Redaelli (Crippaconcept), Dejan Jakovljevic (Jadranka Group, Camping Čikat), Marco Knöpfle (ECOCAMPING), Sigmar Cavazza (Fornella Camping & Wellness Family Resort), Karin und René Zweers (Camping de Wildhoeve), Andy und Riccarda Happacher (Caravanpark Sexten), Uwe Frers (CEO PiNCAMP)| Photo: PiNCAMP

**Stuttgart, 12.01.2024** - The winners of this year's ADAC Camping Awards have been announced. The winners of Europe's most important camping award were announced at the PiNCAMP Gala in Stuttgart on Friday evening. Uwe Frers, Managing Director of PiNCAMP (<https://www.pincamp.de>), emphasized the importance of the ADAC Camping Awards for the camping industry: "This award is as important for the camping industry as the Oscars are for the film industry. With the ADAC Camping Awards, we honor the trendsetters of the European camping industry." The winners were chosen from hundreds of nominations from the camping industry and an international commission of 44 camping experts in four thematic categories: Sustainability and Environmental Awareness, Innovation and Progress, Demographic Change and Accessibility and ADAC Camping Booking. In addition, Marco Knöpfle, the founder of the ECOCAMPING camping network and a true personality from the European camping industry was inducted into the Hall of Fame.

#### **Well deserved: Marco Knöpfle in the Hall of Fame**

The highlight of the award ceremony was Marco Knöpfle's induction into the Hall of Fame. In his laudatory speech, Uwe Frers honored Knöpfle's lifetime achievements and his services to the development of sustainable and ecological camping tourism: "Marco Knöpfle set standards with the founding of the ECOCAMPING network initiative. Today, his association has over 200 campsites throughout Europe as members. His initiative promotes environmental protection and nature conservation, safety and quality in the European camping industry."

#### **Overview: All winners and nominees of the ADAC Camping Awards 2024**

Previously, this year's winners of the ADAC Camping Awards were announced. The announcement of the winners of the ADAC Camping Awards 2024 was presented by CrippaConcept. CrippaConcept is the largest manufacturer of mobile homes and lodge tents in Italy and is an official partner of the PiNCAMP Camping Gala.

#### **Winner in the "Sustainability and Environmental Awareness" category: [Fornella Camping & Wellness Family Resort](#) (Italy)**

With the "Fornella one Earth 2030" pilot project, Fornella Camping on Lake Garda has taken a bold and ambitious step towards environmentally conscious camping. The project is based on a cluster of seven sustainably designed mobile homes. The project offers a new, inclusive and sustainable outdoor holiday experience: a combination of environmental responsibility and attention to the well-being of camping guests.

Other nominees in the "Sustainability and Environmental Awareness" category: [Camping Beauregard Plage](#) (France) und [Camping The Quiet Site](#) (UK)

#### **Winner of the "Innovation and Progress" category: [Caravanpark Sexten](#) (Italy)**

At Caravanpark Sexten in South Tyrol, it is the sum and variety of innovations and sustainability initiatives that make this flagship site the quality leader in camping in the Alpine region and in Europe. A 600 square meter pitch with its own bathhouse and butler service, an underground natural stone indoor pool with beauty and wellness center, several luxurious tree houses and a 13 m high indoor climbing wall are just a small selection of the innovative work of the Happacher family. Other nominees in the "Innovation and Progress" category: [Camping Le Sérignan Plage Nature](#) (France) and [Camping & Resort Sanguli Resort](#) (Spain).

**Winner in the "Demographic change and accessibility" category:** [Camping de Wildhoeve](#) (Netherlands)

Camping de Wildhoeve is located near Apeldoorn and is recognised as a very family-friendly site with excellent childcare facilities. Families with children with limited mobility, e.g. with wheelchairs, will also find child-friendly, barrier-free facilities here, such as special wheelchair-accessible playgrounds, sanitary facilities and restaurants. Even the site's swimming pool has reserved times for young and older people with limited mobility. Furthermore Camping de Wildhoeve is very active in bringing people to work who are less employable. Other nominees in the category "Demographic Change and Accessibility" are: [Campingplatz Haumühle](#) (Germany) and [Camping Salatà](#) (Spain).

**Winner of the "ADAC Camping Booking" category:** [Camping Čikat](#) (Croatia)

Camping Čikat is part of the Jadranka Group and is located on the sun-drenched island of Lošinj. Čikat is a prime example of a successful digital transformation in the camping industry. It was one of the first campsites in Croatia to introduce the option of reserving and booking a pitch or motorhome online. The guest explores, selects and books the desired pitch or accommodation online. Well done, Čikat! Other nominees in the category "ADAC Camping Booking": [Camping Seeblick Toni](#) (Austria) and [Holiday Park Beerze Bulten](#) (Netherlands)

The presentation of the ADAC Camping Awards 2025 is again planned as a live event at the PiNCAMP Gala on the occasion of the CMT in Stuttgart in January 2025.

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