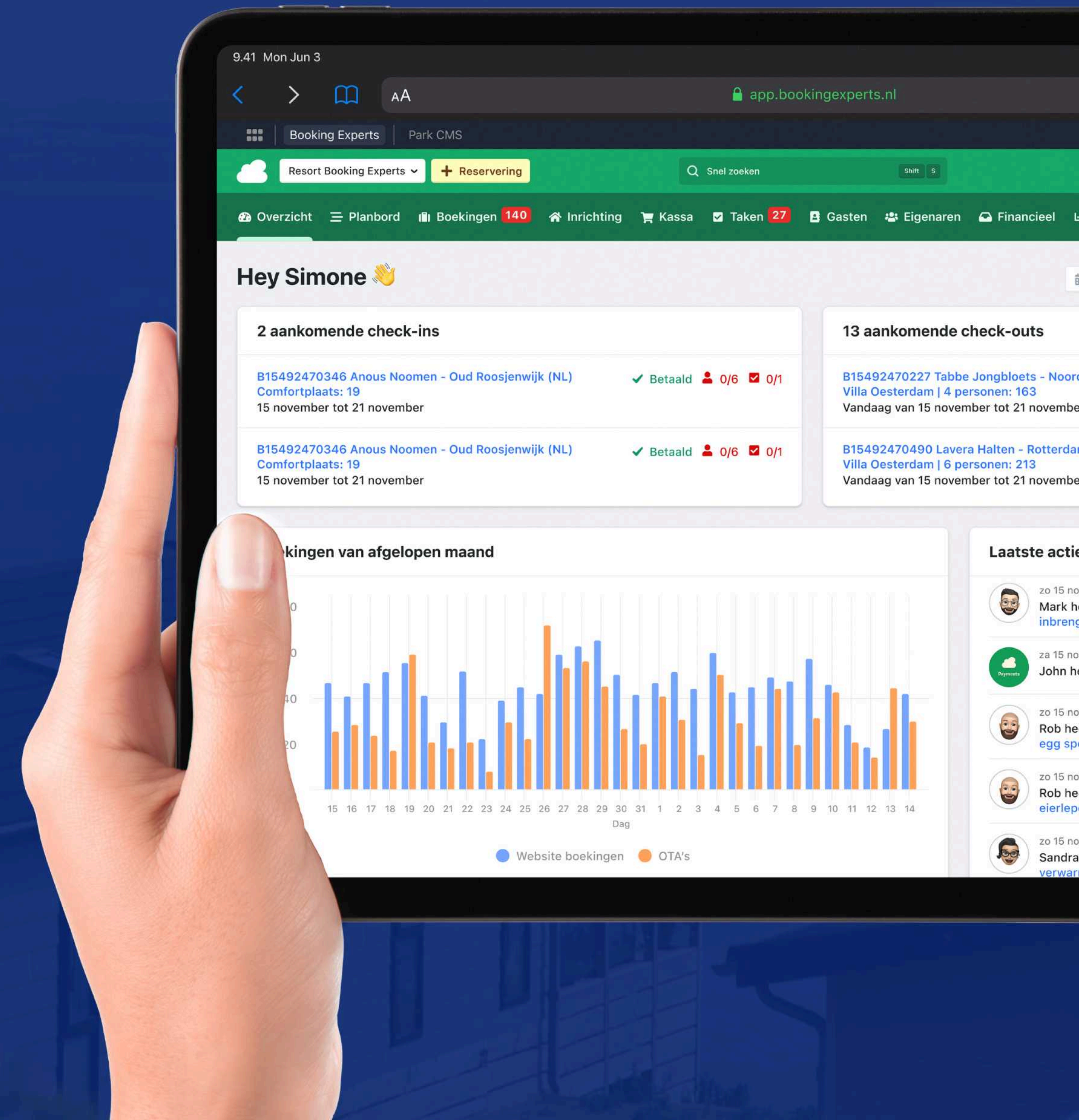


ParcVu

Powered by
Booking Experts

Atlantica
SALON PROFESSIONNEL DE
L'HÔTELLERIE DE PLEIN AIR





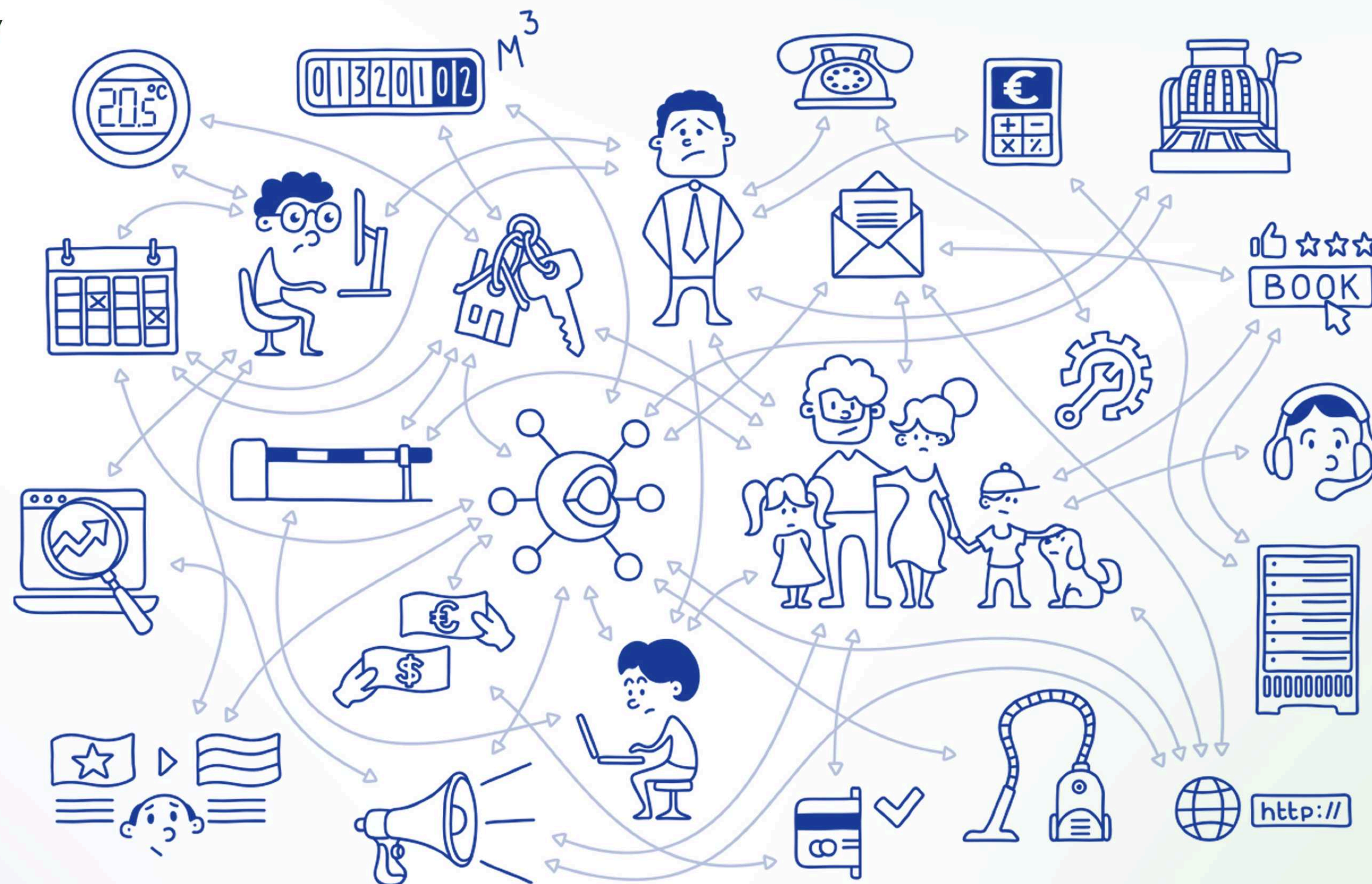
The Future of Holiday Parks

Creating Seamless Guest Experiences with Technology

– Challenges

Where many parks stand today

- ❗ **Fragmented systems**
- ❗ **Inefficiency**
- ❗ **Rising costs**
- ❗ **More demanding guests**





Today's guest is different



Convenience



Personalisation



Connected



Sustainability



Work-locations

– Market Trends

Industry trends & developments



Digitalisation & automation



Market consolidation and professionalisation



Wellness & experience driven travel



Climate resilience & sustainability



Staff shortage and efficiency pressure



Bookings



Mar Apr May Jun Jul Aug



Channel

Overview of channels

BEST PERFORMING

GROWING



CMS



Booking.com



Expedia



Types

Results by type

	May last year	May this year	
Comfort site	50.99%	53.53%	5%
Group accommodation	39.82%	24.96%	-19%
Large bungalow	14.67%	11.28%	-3%
Lodges	10.21%	10.58%	3.6%
Wellness cottage	0.12%	0.24%	200%



It starts with
the first click

ma di wo do vr za zo

30 1 2 3 4 5 6

7 8 9 10 11 12 13

14 15 16 17 18 19 20

21 22 23 24 25 26 27

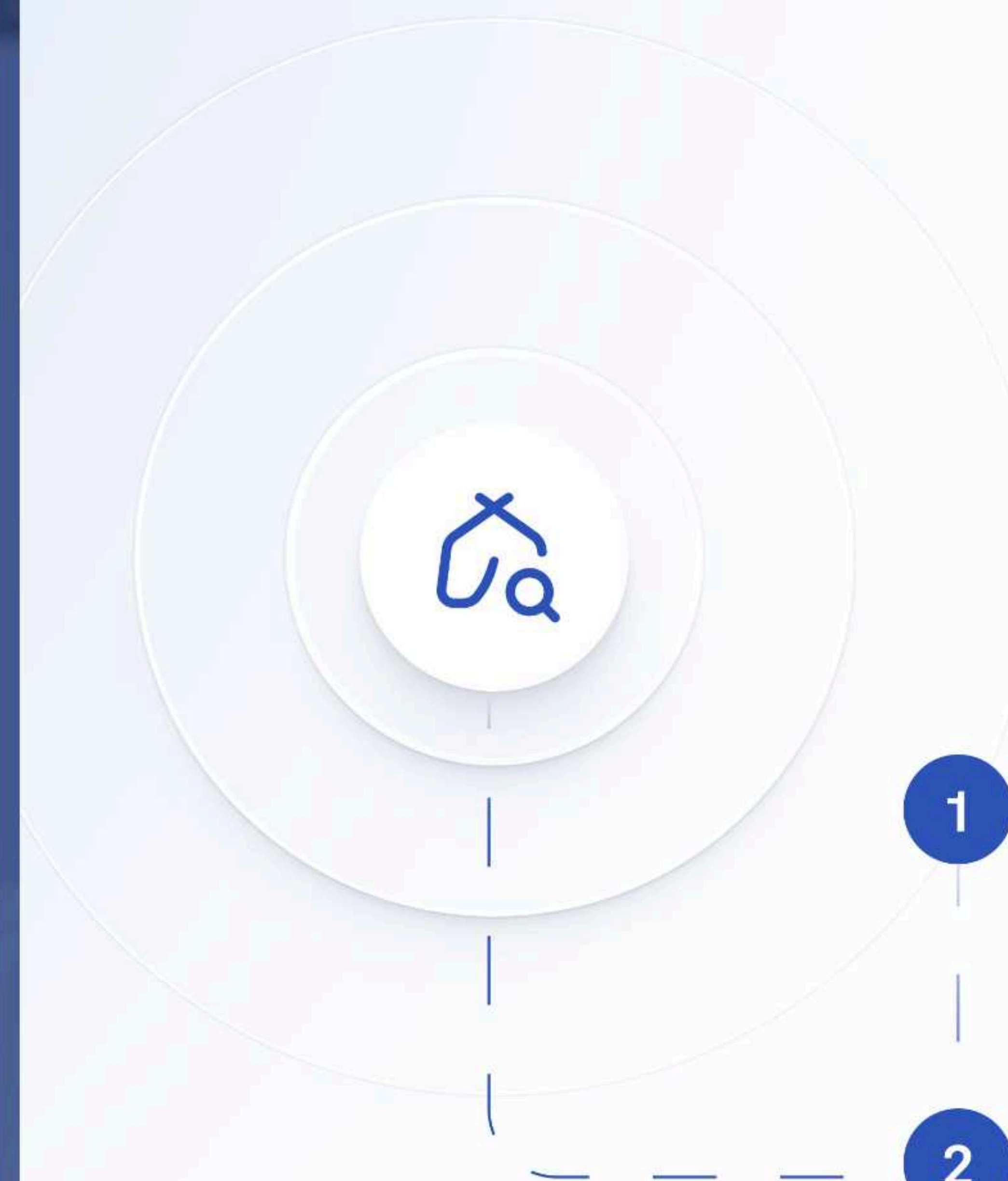
28 29 30 31 1 2 3





Pre-Arrival

The holiday begins at home



1 Digital welcome pack

2 Travel directions & Check-in times

3 Upsell offers

4 Personalised recommendations (AI-driven)

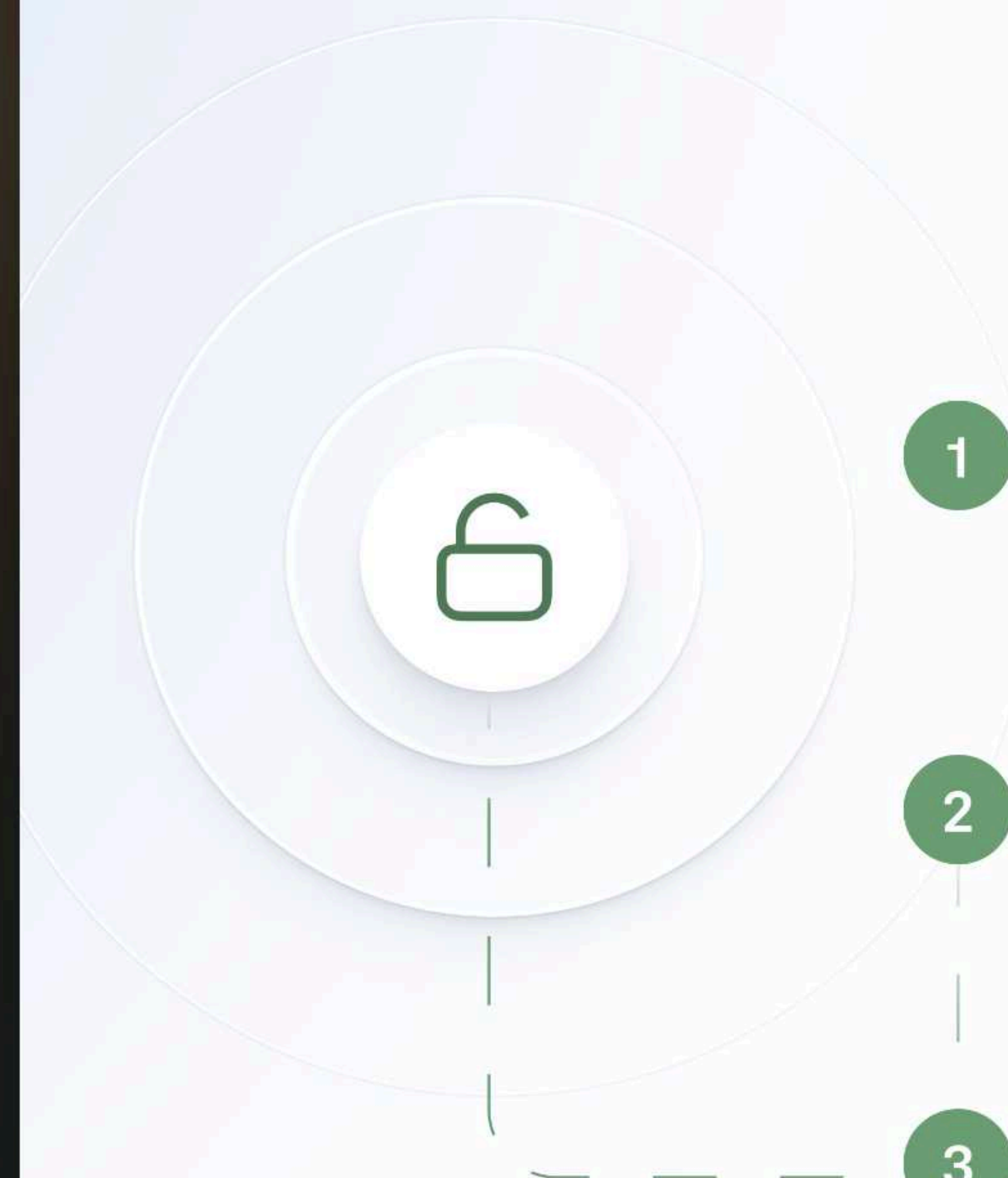
5 Automated reminders & Notifications



WELCOME

During Stay

The park as a digital assistant



1



Self check-in & Keyless entry

2



Park App with maps

3



Food & activity booking

4



Realtime service request

5



Cashless & Contactless payments

6

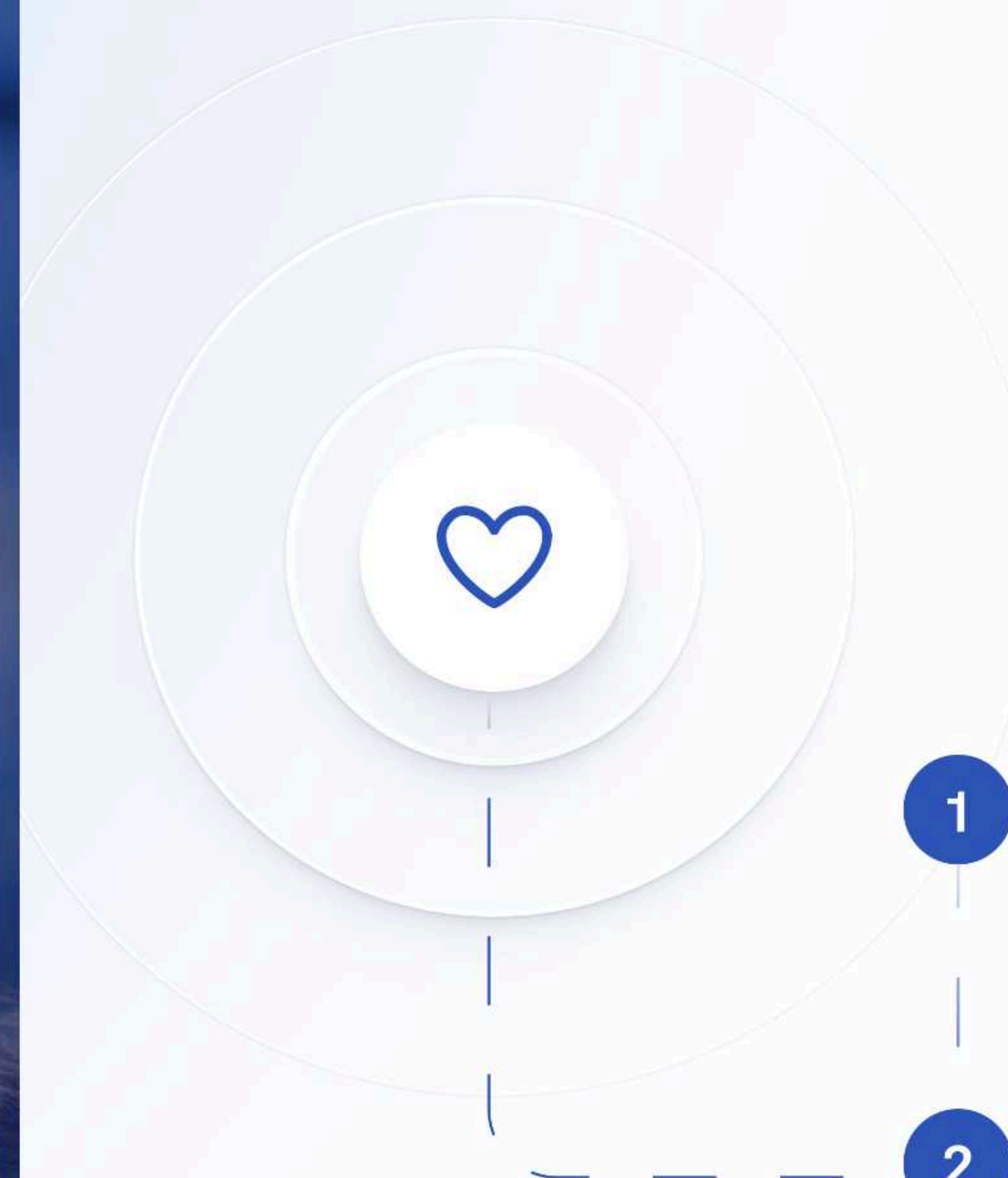


AI-driven Personalisation



Connectivity & Entertainment

Connectivity is as essential as water



1

 **Reliable Wi-Fi**

2

 **Streaming & smart TVs**

3

 **Digital park entertainment**

4

 **Support new audiences**



After Departure

The relationship doesn't end at check-out



1



Express check-out & automated payment

2



Feedback survey

3



Loyalty offer

4



Retargeting, Ai-driven recommendations

5



Guest re-activation

What this means for you



Efficiency

Streamlined processes,
less admin, smarter
staffing



Insights

Real-time data, guest
behaviour, demand
forecasting



Revenue

More direct bookings,
upselling, repeat purchases,
re-activation



Safety & Trust

Secure payments, data
privacy, safe guest
environment

The risks of standing still



OTA dependency

Higher commissions,
less control over
guest data



Operational strain

More manual work,
staff shortages,
rising costs



Guest dissatisfaction

Slow check-ins, poor
Wi-Fi, outdated experience,
bad reviews

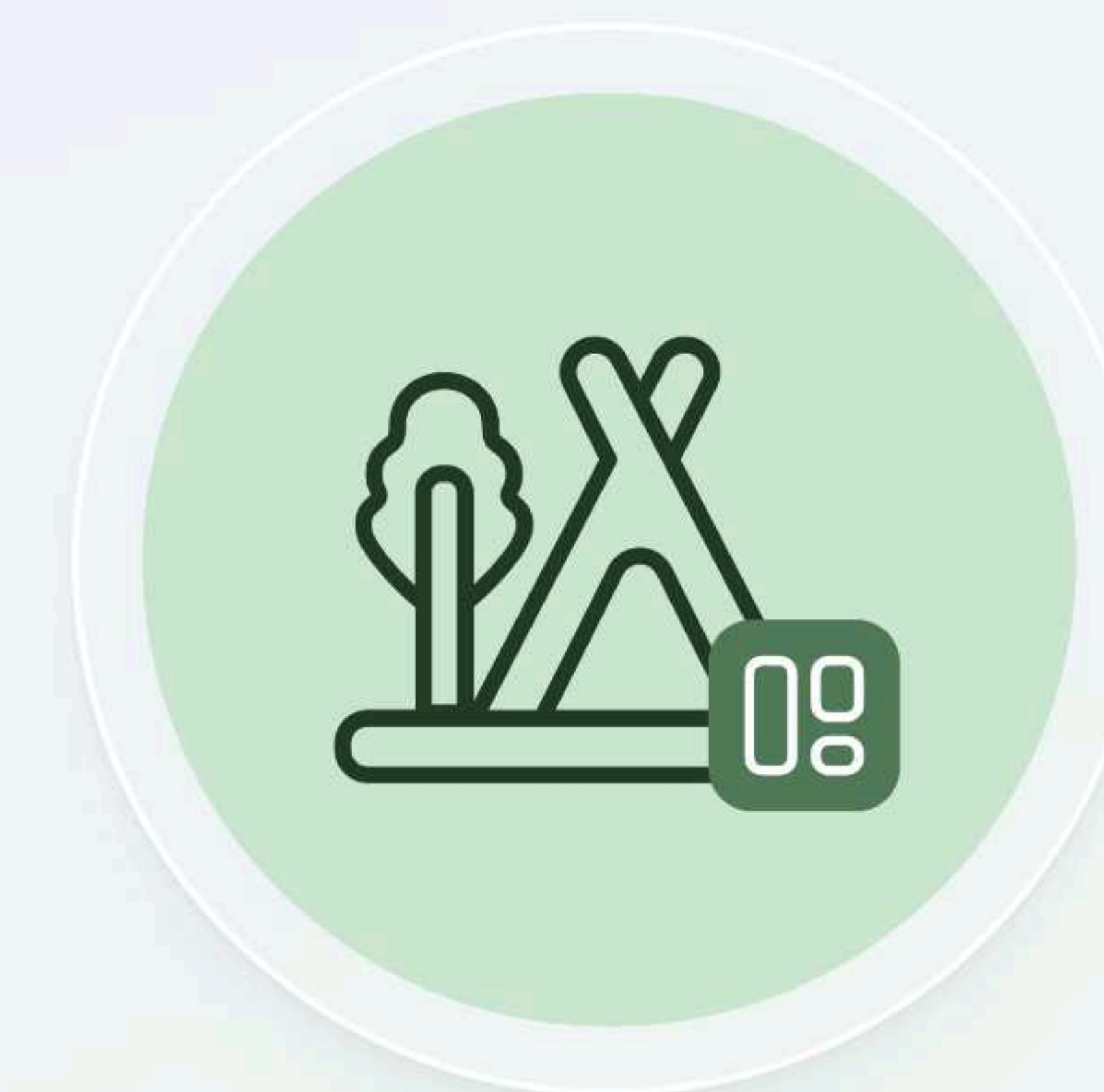
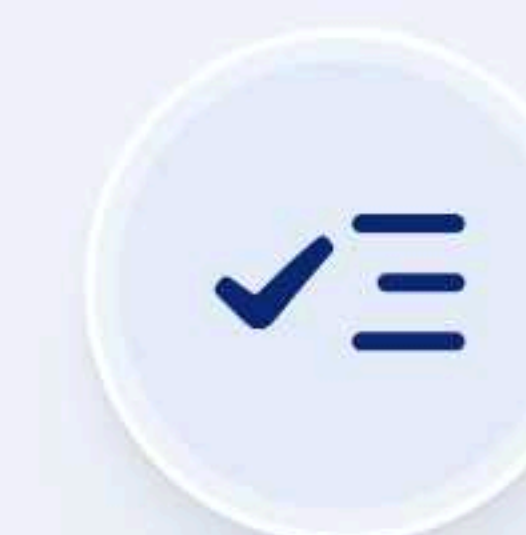
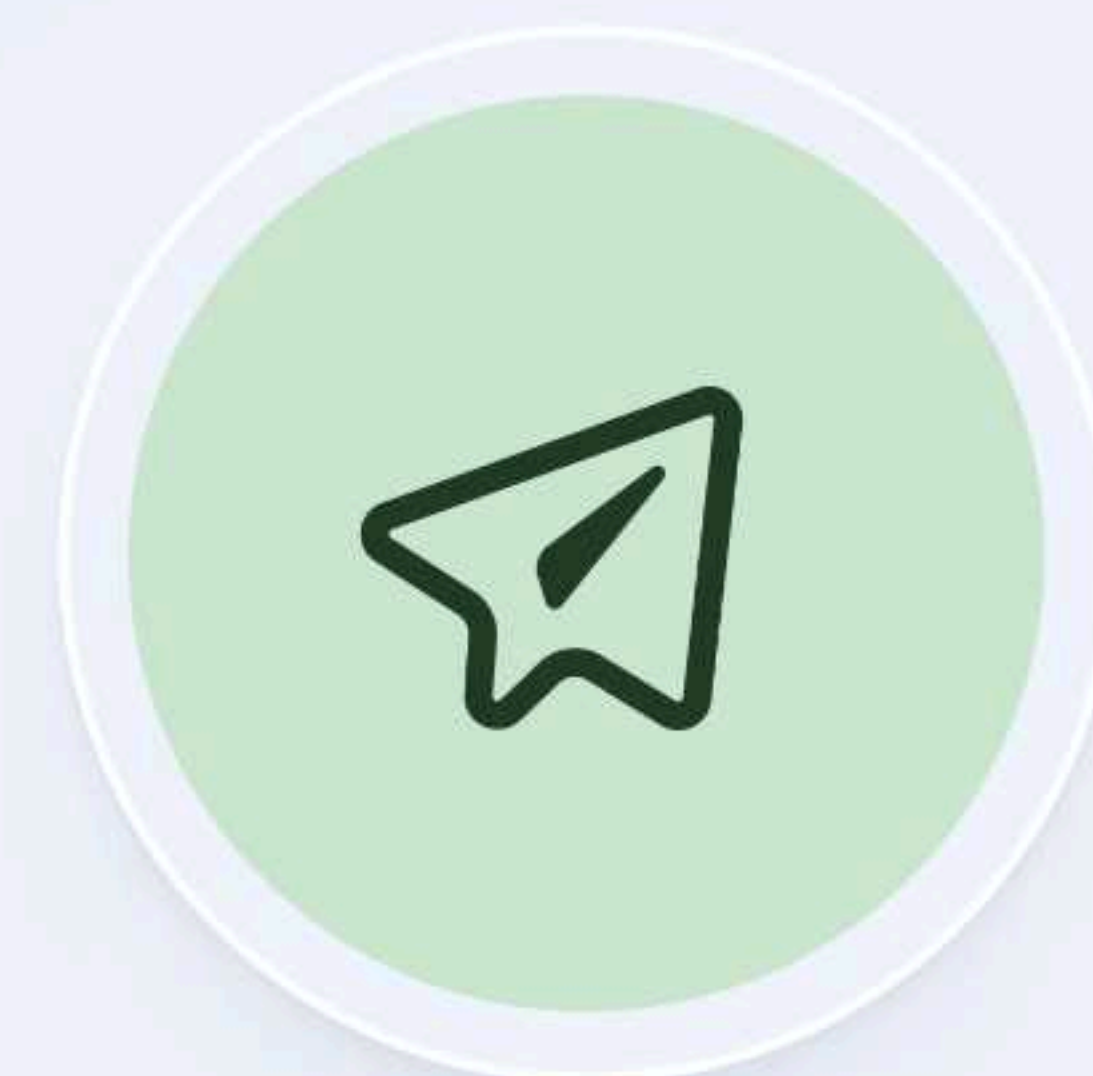
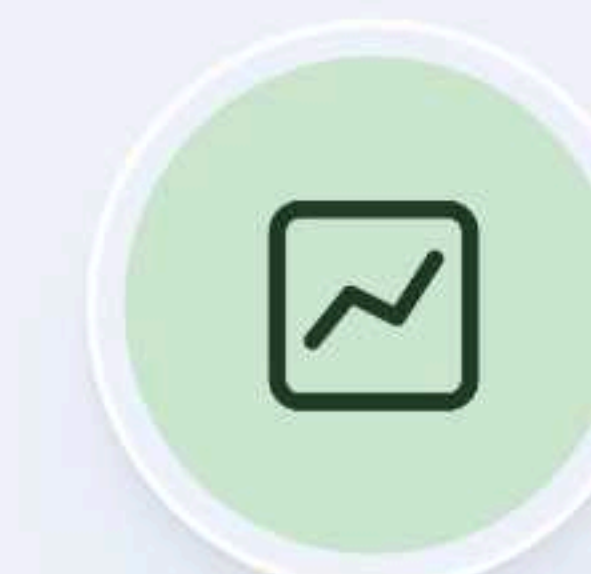


Missed opportunities

No upsell, no repeat
bookings, weak
loyalty



Preparing for the future of holiday parks





Shaping the Future of Holiday Parks Together



The opportunities and risks are universal – but our choices today shape tomorrow's success.



Technology drives happier guests, smoother operations, and a stronger business.



Across France, the Netherlands, and the UK, shared trends are emerging. Acting now turns insight into advantage.