



Campings in Girona  
**Costa Brava**  
**Pirineus**

# **PRESS DOSSIER**

**GIRONA CAMPSITES ASSOCIATION**

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## 1. The Girona Campsites Association in numbers

The Girona Campsites Association is the oldest of its kind in Spain. **It was created on 14 April 1977** with the aim of providing the highest quality of services and supporting its members. **It has 75 member establishments**, which represents more than 80% of the campsites in the province.

The associated establishments offer more than 120,000 accommodation places out of a total of 135,000 throughout the region, a figure that puts the sector in first place in terms of the regulated tourism offering. Girona is the only province in which campsites outnumber hotel beds, and it is the province with the most campsites in Spain, accounting for 16% of the total.

The first campsite in Spain was opened in Girona in 1955: the Costa Brava in Sant Antoni de Calonge, which is a member of the Association.



For more information click [here](#)

## 2. Economic impact of the sector in Girona

The campsites of Girona are a major factor for tourism; **they generate 8.5 million overnight stays a year, 70 per cent of which are foreign tourists**; and it is one of the sectors which creates the most summer employment, with some 6,500 workers.

The profile of the camper who visits the region of Girona is primarily a family from Central Europe, especially Germany and Holland, who greatly appreciates the opportunity to enjoy a holiday in the heart of nature, with a wide range of services and recreational and sporting activities designed for the whole family.

Annual revenues in accommodation stand at 149 million euros with 26 million euros in services. Moreover, it has an economic impact outside the establishments, amounting to more than 206 million euros. **The total economic impact of the camping sector in the province of Girona is over 381 million euros.**

### 3. Major investments to remain a leader

Girona's campsites are genuine holiday parks with high-quality services suited to the demands of today's market. They are very environmentally friendly with modern and sustainable management, where visitors can enjoy extraordinary experiences. This is why each season the camping sites make significant investments to improve their facilities, innovate and strengthen their offering with the aim of staying at the top of their game and continuing to make strides in environmental sustainability and inclusiveness, as well as providing visitors with excellent quality services.

The investments focus on **improving energy efficiency** by installing solar and photovoltaic panels and electric vehicle charging points, among others. They also invest in the **quality of the accommodation and adapting it to people with reduced mobility**; in improving the common areas (reception, catering, gardening, swimming pools...); in offering families ever more varied services and in creating spaces to make teleworking possible.



*New swimming pool facility at Eurocamping (Sant Antoni de Calonge)*

As for the Girona Campsites Association itself, it has made a **commitment to digital improvement**, with a new platform that shows the full range of its member campsites and a website designed specifically for mobiles, with the possibility of purchasing tickets for cultural events in the province of Girona.

## 4. Acknowledgements

Girona's campsites have received the most awards and **recognition in Europe and Spain** for their excellent service, value for money and environmental policies.

Year after year, the main international organisations in the sector, such as the German ADAC, the Dutch ANWB, the German DCC caravaners' club and the UK Alan Rogers guide recognise Girona's campsites, **awarding five stars to a quarter of its campsites**.



*Panoramic view of the Massís del Montgrí and Las Dunas campsite (Sant Pere Pescador)*

Moreover, in 2020, Girona's campsites received the **Government of Catalonia's Responsible Tourism award** for the numerous initiatives promoted by the sector in this area. This award highlights the role of the Girona Campsites Association "*as a driving force and catalyst for responsible tourism initiatives, as well as a facilitator of tools and opportunities so that member campsites can adopt responsible measures in their establishments*".

In addition, the Girona Campsites Association was recognised in 2015 with the prestigious **Alimara prize**, awarded by the CETT and the B-Travel Show, for the innovative nature of one of its promotion campaigns. And also in 2015, it received the **Xiquet Sabater G! Prize** awarded by the Girona Tourist Board in recognition of the "*work in promoting the territory of Girona and the positioning of the Costa Brava and the Pyrenees of Girona as a quality destination in the main markets of origin*".

## 5. Girona's campsites, models in responsible tourism

Girona's campsites are pioneers in adopting measures aimed at preserving the environment and in implementing processes to evaluate the quality of their services. Within the tourist sector as a whole, they hold the most ISO 14001 and EMAS environmental quality management certificates, the most important management instrument of its kind. **A campsite in Girona was the first tourist establishment in Europe to obtain EMAS certification.** Today there are **30 quality seals** among the associated campsites.

The vast majority of them apply energy efficiency, water saving and light pollution reduction measures. In addition, the new installations already incorporate home automation and geothermal energy. At the campsites of Girona, it is more and more common to see ecological chalets constructed with local materials.

The Girona area has the first campsite in Spain with **self-sufficient chalets: La Ballena Alegre**, in Sant Pere Pescador (each bungalow has a battery with ten solar panels that accumulate energy and transform it into electricity).



*Self-catering chalets at Camping Bungalow Resort & Spa La Ballena Alegre Costa Brava (Sant Pere Pescador)*

On the other hand, the **Begur campsite** in Girona was the first establishment of its kind in Europe to obtain the **Biosphere Responsible Tourism certification from UNESCO**. This recognition is testimony to the establishment's commitment to sustainability, certifying that it continuously works to reduce its negative impacts while maximising the positive impacts derived from its activity.



*Site area at Camping Begur (Begur)*

In addition, a Girona campsite, **Bassegoda Park** in Albanyà, was the first to be **recognised by the Starlight Foundation** and is the first international IDA dark sky park on the Iberian Peninsula. It has an astronomical observatory with state-of-the-art equipment, including the largest telescope in the area. Its facilities provide for a perfect spot for both the popularisation of astronomy for the uninitiated public and scientific research for professional astronomers.



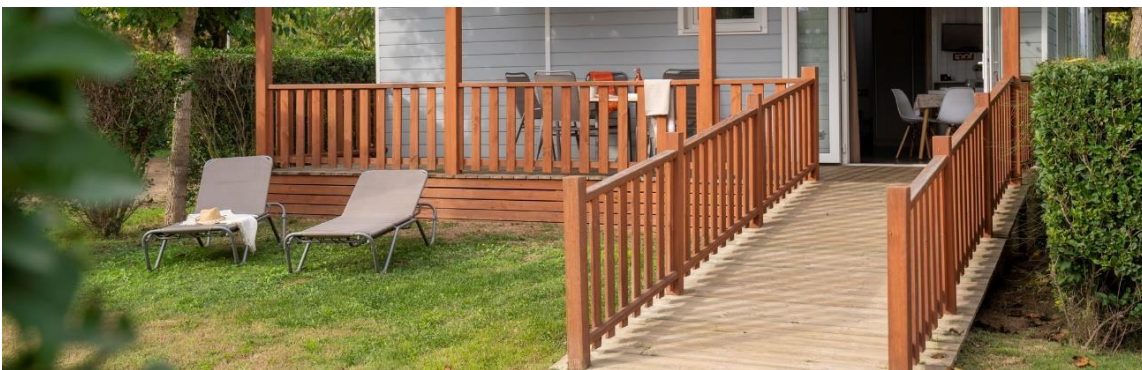
*Astronomical Observatory at Càmping Bassegoda Park (Albanyà)*

Some Girona campsites also offer recycling workshops to raise awareness among children.

## 6. Inclusive tourism in Girona's campsites

More and more campsites in the Girona area are adapting their facilities to cater for people with disabilities. Today there are four that have obtained the **wheelchair-friendly accessible tourism seal**, following the agreement that the Girona Campsites Association signed in 2020 with MIFAS to develop collaborative initiatives in this area with the aim of promoting this type of tourism. The aim is to extend this seal of approval among the partners.

Wheelchair Friendly campsites comply with all accessibility requirements, which have been previously validated by MIFAS users, eliminating any architectural barriers, as well as offering services designed to improve the stay of people with reduced mobility. Apart from the installation of amphibious chairs to enter the water and swimming pool hoists, which already existed in the Girona campsites, there are services such as swimming pools with access ramps and/or hydraulic lift chairs, access ramps to the accommodation and common areas, and inclusive entertainment activities, among many others. In addition, some of the establishments offer accessible activities to campers that take place in the region, as well as provide material such as bicycles for people with disabilities.




*Chalet adapted for reduced mobility at Càmping Amfora (Sant Pere Pescador)*

On a similar note, in 2017, a pilot test was carried out with the inclusive tourism company MyGuidoo to launch an **audio-guided application**, without the need for roaming or Wi-Fi, to allow the use of the Greenways by the visually impaired. Girona's participating campsites promote the use of apps at reception desks in order to receive

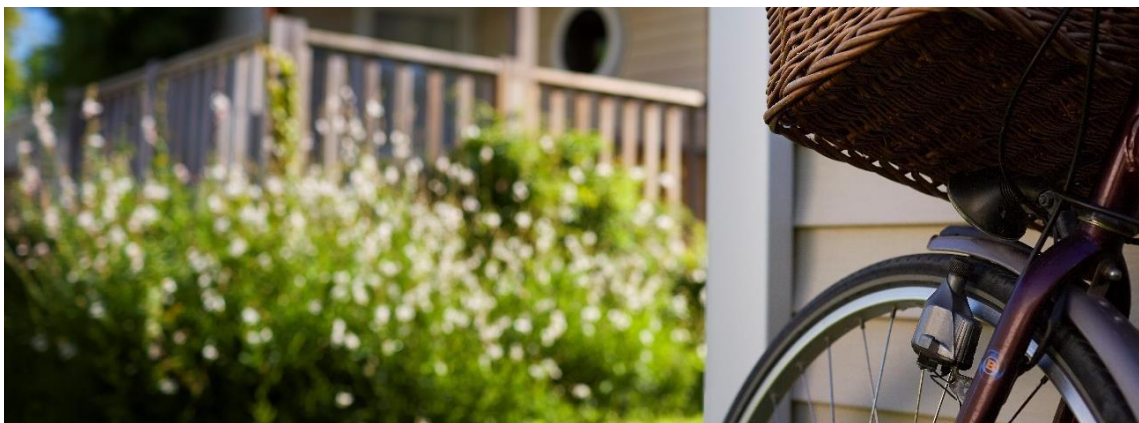


feedback from users and improve the product. The aim is to offer a range of outdoor activities for people with reduced visibility.

 For more information click [here](#)

## 7. Promoting cycle tourism

The Girona Campsites Association has been working since 2016 in collaboration with the Girona Greenways Consortium to **promote cycle tourism in the sector**. Both entities signed an agreement that seals the strong commitment to this type of tourism, a pastime that has more and more followers, especially among Europeans, and not only among young people and families, but also those over 50 years of age. It has been noted that Girona's campsites are the most sought-after accommodation among Dutch, Belgian and German cycle tourists.



*Salatà Càmping & Bungalows (Roses) Bed&Bike*

Currently around twenty establishments in Girona have received the **Bed & Bike badge**, an international form of recognition promoted by the Greenways Consortium as a guarantee for bicycle lovers that the establishment provides suitable services and is designed for them, such as having facilities for storing and cleaning bicycles and even a workshop for repairing them.

 For more information click [here](#)

## 8. Promotion of local products


Another of the commitments of the Girona campsites is the promotion of local products. Many serve Catalan cuisine and sell home-made and local products such as DO Empordà wines, oils from Garriguella or jams made in Castell d'Aro.

The Association signed a partnership **agreement with the D.O. Empordà Regulatory Council** to promote the consumption and knowledge of local wine. Thanks to this agreement, specific campaigns are being carried out so that customers can learn about the wines of the province through tastings in the establishment itself, guided tours of the wineries and specific points of sale for local wines in the camp shops.



*Bottle of Empordà Designation of Origin wine*

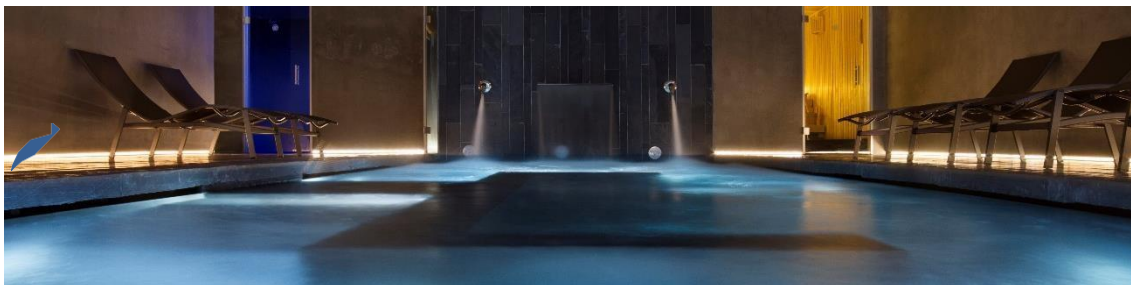
In addition, a seal has been promoted for businesses that offer a series of specific services in this area. Farm trips are organised in the wineries for campsite receptionists so that they can get to know the possibilities of the local wine tourism.

 For more information click [here](#)

## 9. Commitment to specialisation

The specialisation in a certain type of tourism so that visitors can enjoy an attractive, one-of-a-kind experience with great added value has long been in place at Girona's campsites. They were pioneers in the implementation of this innovative initiative, one that currently 80 per cent of the member campsites of the Association have joined. It was the first accommodation group to carry out a classification of this type, which is reflected on its website, where they are listed according to the product or service they offer: water sports, family activities, cultural, nature and active tourism, wine tourism, golf, cycle tourism, inclusive tourism, wellness, and 'glamping'. There are also campsites that have created specific services for campers travelling with their pets, such as dog showers and even pet-friendly menus.

In addition, there are campsites that have a Spa, with a thermal circuit, indoor pool facilities, sauna and a wide range of professional therapeutic massage services. Other establishments have decided to focus on sporting events, some of them with world-class competitions.



*Spa at the Camping Bungalow Resort & Spa La Ballena Alegre Costa Brava (Sant Pere Pescador)*



For more information click [here](#)

## 10. Girocamping PRO

The Girona Campsites Association promoted **Girocamping PRO**, the Professional Tourism and Camping Congress, with the aim of providing tools to innovate and climb positions in the tourism sector. The event, which has been held since 2018, offers top-level presentations and debates on topics of interest to the sector, as well as a networking space. Girocamping PRO has established itself as the benchmark congress for tourism in the province of Girona and for the camping sector in Catalonia.



*Celebration of the annual Girocamping PRO congress*

During Girocamping Pro, the **Jaume Genover i Roig Award** ceremony is held, in honour of the man who presided over the Association for 22 years. The award, which was launched in 2014, recognises the people whose hard work has contributed to the positioning of the sector.

In 2013, the sector's benchmark trade fair, **Girocamping**, was launched, which was held until 2018; at the same time the **Camping Experience** was devised, the first experience pack devoted to the world of camping.



For more information click [here](#).

## 11. Camp&Go

In response to the increase in the number of people choosing to travel by motorhome, the Girona Campsites Association has launched **Camp&Go**, an initiative aimed at this type of tourist that includes a reduced rate for these itinerant campers, who often do not spend their whole holiday in the same place.

It is worth noting that a study by the University of Girona confirmed some of the perceptions on the part of Girona campsites regarding this type of tourism finding that 80% of overnight stays by tourists travelling in motorhomes or adapted vans take place on campsites. It is a form of travel that is growing in popularity and, according to the study, half of the holidaymakers opting for this mode have a higher-than-average purchasing power.



For more information click [here](#)



*Site for the Camp & Go rate at Camping Pirineus (Guils de Cerdanya)*

## 12. Empowering sector training

The Girona Campsites Association is taking part in the creation of the **first European Master's degree in sustainable campsite management**. The project reaffirms the leadership of Girona's campsites in the sustainability of the sector. The University of Girona and the University of Applied Sciences in Breda (The Netherlands) are also involved, with The Leading Camping & Caravanning Parks of Europe and the Croatian National Union of Campsites as partners. The programme, which combines work placements in campsites, is designed to provide students with a wealth of professional

experience and immediate value in the job market. The idea is for students to participate in the management of sector structures and develop leadership skills. Through this training programme, which will be in line with the Bologna agreement, participants will develop the skills necessary to lead multicultural and multilingual teams.

 For more information click [here](#)

In addition, the Girona Campsites Association has been partnering since the 2018-2019 academic year with the Illa de Rodes secondary school in Roses, which offers the **first dual cycle of advanced vocational training aimed at working as a social and sports tourism animator**. It was a long-standing demand that the organisation had made to the Department of Education of the Government of Catalonia in order to have sufficient specific and qualified staff in this field.



*Degree courses at the University of Girona*

The Girona Campsites Association has been a pioneer in introducing the subject of campsites in **university degree courses in Catalonia**, and since 2013 has promoted **the subject of Campsite Management**, which is taught at the Faculty of Tourism of the University of Girona and at the CETT, a centre affiliated with the University of Barcelona.

### 13. Corporate social responsibility in Girona's campsites

Girona's campsites are not just establishments that manage tourists' holidays. Some individual campsites have long been involved in charity initiatives, but the Association has decided to join forces to promote a powerful and innovative joint project to support children with disease and their families and further research in this issue. With this objective in mind, the **Girona Campsites Foundation** was created and since 2018 it has

been working to channel this initiative and involve the camping industry in raising awareness of this issue in Catalonia.

With the creation of its Foundation, the Girona campsites seek to stand alongside children and their families with financial support for research projects and the treatment of childhood diseases which are carried out throughout Catalonia. It also aims to offer them campsite stays with holiday project for all.



Apart from this, with the aim that the establishments and their visitors continue to get involved in different social causes that benefit the general public, the Association launched **Camping Solidari**, a pioneering charity campaign in the sector coordinated by the company GAP Servicios Turísticos.

The initiative, which has been under way since 2019, has the support of the Blood and Tissue Bank to help increase blood donations during the summer and also the Candela Bracelets Association to raise funds for research against childhood cancer at the San Juan de Dios Hospital in Barcelona.



*Mulla't per l'Esclerosis Múltiple in Càmping Valldaro (Platja d'Aro)*

In addition, Girona's campsites collaborate in the *Mulla't per l'Esclerosis Múltiple* (Take the plunge for Multiple Sclerosis) days by selling merchandising of the foundation and organising the traditional group splash in their swimming pools.