

“The role of the FICCC and how rallying develops tourism and caravanning in a host country”

Norman Taylor

Vice-President of the FICCC
and a member of The Camping and
Caravanning Club’s
International Committee





A little background...





The FICC and rallying

- FICC founded in 1933
- 13 clubs from 7 nations joined first rally
- Original statute states “at least 1 rally a year”
- Today 77 member clubs from 39 countries
- Going from strength to strength





So what do we do?

- Work with campsites on member benefits
- Work with international bodies
- Share solutions with clubs based on experience
- Raise awareness of the environment
- Highlight importance of cultural heritage





FICC rallies: A time for action

- Rallies provide chance to develop strategies
- Constructive international discussions
- Individual members develop own interests
- Participants must hold CCI card
- CCI card is respected by campsite owners





The benefits to host nation

- Media coverage and recommendations
- Unites nationalities from across the world
- An international stage to showcase a nation
- Positive economic benefits
- And campers will return...





Benefits to campers too

- Develop lasting friendships
- Create mutual understanding
- Nurture appreciation of other cultures
- Helps break down social barriers
- Campers always understand each other





How do rallies achieve this?

- Inclusive events
- Parade of Nations and international evenings
- National Street Parties – even ‘a wee dram’
- Excursions and social events
- Create excitement around future rallies
- Develop international camping strategies

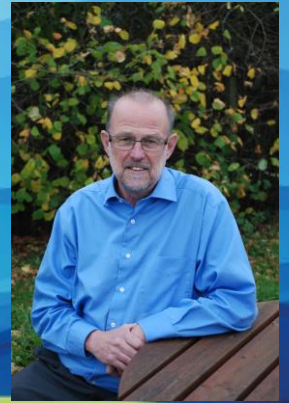




A spirit of co-operation

- FICC supports international partnerships
- Working with Japanese Auto-Touring Club one of many examples
- But we also look to the future
- Industry-wide event was highly successful





Thank you for listening

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