



Caravanning and camping in Finland

SF-Caravan Caravan Smiley BestPark

Finnish Federation of Camping, Caravanning and Motorcaravanning - history and facts



- 1950's – first caravans to Finland from Sweden, Germany and Britain
- 1964 - the club was founded by six families
- 2019 - 62 247 members or member families
 - 79 local associations
 - 54 SF-Caravan club camping sites



Caravan Smiley and ClubCampings



Start 2014 after 81. F.I.C.C Rally in Pori, Finland.

Quality of campings is the ground of good camping experience.

All SF-Caravan campsites on the Clubcampings.fi website have received a “Caravan Smiley” quality mark. The mark is based on a quality system developed and maintained by SF-Caravan ry, which aims to enhance the quality, safety and management of Finnish Caravan campsites.

All good!

The “Caravan Smiley” mark means that the campsite provides all basic services. The mark also implies that



- the staff and visitors are requested to follow provided safety regulations
- all buildings and technical equipment at the campsite are properly maintained
- the campsite has adequate first aid equipment
- signs and the notice board are up to date
- the campsite has a customer feedback system.





BestPark

Best way to stay!

BestPark - Best park on the way

www.bestpark.fi/en



Where did our story begin?

The more discussions we had, the more common ground there seemed to be in the wishes of the growing caravanner community. We saw things in the same way: The best places for mobile tourism should be easy and convenient to reach. Our decision was fuelled by our desire to see domestic tourism grow, and new tourism income generated in smaller places.

We had to find a way to make this possible for municipalities and cities, based on minimal space and without town planning. The best local service entrepreneurs would be needed to create a positive cycle. We understood that becoming a BestPark host should be possible without initial investments, through a leasing model that enables smart business operations.

Let's have fun creating new economic vitality!

Lasse Sorvari



Matti Korhikoski



A great park for caravan

- A caravan park is a licensed and safe, short-term stay-over place for motorhomes and caravans.
- Caravan parks do not compete with campsites, as they are intended for stop-overs of one or a few days and have a smaller service range than campsites.
- A caravan park is easy to build and move. Because no town planning is required, they can be placed in central city locations that are currently without such services.
- A network of caravan parks increases opportunities for year-round use of motorhomes and caravans.
- Modern touring parks have a range of levels and operational approaches. BestPark offers a standard, safe, easy and comfortable way to stay over in a camper van or caravan.



We have 3 modern parks for year 2020

Norwegian Sea



25.11.2020

Timo Tarvainen - BestPark Oy

Nizhny



The absolute best service for caravan enthusiasts

- BestPark brings much-awaited licensed and safe caravan parks to prime locations.
- The cosy, clear and easy-to-use parks are also attractive to new enthusiasts.
- Our convenient location and additional services are available for booking and use, via an online service
- Guests can stay at a BestPark caravan park all year round.
- The parks are designed to meet the wishes of our guests. In a survey of more than 500 respondents, we reviewed the needs of enthusiasts. In all, 88.6% of respondents were very interested in using the caravan park service. In the follow-up survey, you can influence the locations of the parks and suggest potential BestPark host companies.
- In addition to Finland, there are plans to found parks abroad, too. In the first phase of internationalisation, parks will be opened along the Via Baltica, a popular route to Central Europe.

Proven revenue producing

Sources:

- Camping in Finland 2019 - revenue and employment impact
- Best Caravan customers' survey 2019



Interested in Caravan parking in Finland

89%



Visitors' average daily spend

€237/vehicle



Plans to go camping next year

97%



Willing to pay for renting a bicycle or electric scooter

48%



Recommends camping

84%



Revenue and employment impact on the camping site locality - ECONOMIC IMPACT

€215 m



Major traveller spending

€45 m

Accommodation

€39 m

Food and beverages

€37 m

Fuels

€29 m

Restaurants and cafes

€19 m

Consumer products



Would stay overnight at Caravan park (per year)

1-5
times

19%

5-10
times

42%

Over 10
times

39%



BestPark Mobile online service

- Reservations and payment online
- Doors and gates opened through an online service
- Additional services sold online
- Navigation to the destination
- Marketing of nearby services
- Language versions in Finnish, English, Swedish and German
- 2021 more languages. Russian, Estonian and Norwegian
- Live video of the area
- All parks on the map





BestPark

Good night good ride!

Kiitos!

Thank You for Your attention!

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