

# Erwin Hymer Group and Campsy Will Collaborate to Accelerate Digitalization of Camping Industry

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## SUMMARY

*Bad Waldsee/Düsseldorf, 25/08/2016 –The Hymer Group, Europe’s leading manufacturer of caravans and mobile-homes, has announced a collaboration with online portal Campsy. The partnership aims to accelerate the shift from offline to online in the camping sector. As a main component of the partnership, Campsy will integrate a booking tool within Hymer’s recently launched customer portal Freeontour.*

## **E**rwin Hymer Group and Campsy Will Collaborate to Accelerate Digitalization of Camping Industry

Bad Waldsee/Düsseldorf, 25/08/2016 –The Hymer Group, Europe’s leading manufacturer of caravans and mobile-homes, has announced a collaboration with online portal Campsy. The partnership aims to accelerate the shift from offline to online in the camping sector. As a main component of the partnership, Campsy will integrate a booking tool within Hymer’s recently launched customer portal Freeontour. Freeontour is an online platform that provides highly useful tools to travelers, such as route planning functions (embedded into the optional future navigations systems of all vehicles by The Hymer Group), activity recommendations, travel reviews and a list of campsites with reviews and descriptions. So far no direct booking option has been integrated in the platform. With Campsy as partner, customers will be able to directly book their campsites for mobile homes and caravans through the platform.

[Campsy](#) was founded under the name of CampDay in April 2016 by Rocket Internet. Since its launch, the company has grown significantly. Earlier in August, CampDay merged with [Campingfinder.nl](#) in the Netherlands, and now operates under the new name of Campsy in both Germany and the Netherlands. Campsy currently lists more than 800 campsites.

CEO Philipp Hillenbrand says, “The Erwin Hymer Group represents some of the strongest and most respected brands in Europe in the camping industry and the group has unparalleled expertise in the mobile-home and caravan sector. It is just a logical step to provide both customer bases with effortless access to our respective core functionalities and also a great opportunity to learn from each other and to join forces to modernize the whole sector. This collaboration is a win-win situation for both sides: while Campsy can benefit from Hymer’s massive industry expertise, The Hymer Group benefits from our digital experience, UI, design and booking functionalities.”

Francis van de Waarsenburg, Managing Director Freeontour, adds: “The camping sector needs modernization through better digital solutions. Together we can create huge benefits, making the life of camping vacationers easier and supporting campsites to get more reach.”

Jan de Haas, member of the board at the Erwin Hymer Group, comments: “With Campsy as a Rocket Internet company, we are connecting our nearly 100-year old history to the young digital start-up scene. This collaboration is a step in the right direction for the camping industry, making the booking process for customers more convenient and transparent. Freeontour offers user reviews, campsite descriptions with all facilities and user reviews, plus thanks to Campsy an integrated booking tool.”

Integration of the functionalities between the sites has already begun. Europe-wide booking capability is expected to be completed by early 2017.

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### About Campsy

Campsy is an online booking platform for camping vacations, offering customers the choice to stay in caravans, mobile homes, tents or cabins. Now operating in Germany and The Netherlands, the platform lists hundreds of campsites, giving users the option of filtering by type, location or price, browsing photos and reviews, and easily booking their spot online. Whether you are looking for a place spontaneously to stay with your mobile home when already on the road, want to pre-book a quiet family friendly camping site at the sea in advance, would like to explore options for an adventure in the mountains, or be it just a place to stay during a hiking trip: Campsy has you covered. Welcome to freedom!

### About FREEONTOUR

FREEONTOUR is a service of all brands of the ERWIN HYMER GROUP and functions as both a membership card and a travel portal. With the FREEONTOUR portal you are prepared for every trip. Lovingly written travel stories provide ideas for your next travel destination and useful planning tools help when arriving and when hiking or biking on site.

Customer groups offer the opportunity to exchange recommendations and advice with peers. Photos and travel experiences can be recorded in the personal logbook. The large database with campsites and pitches supports you in selecting your next location so that you can sleep easy. The booking tool offers the possibility to book your next campsite directly.

The FREEONTOUR-APP ensures greater mobility and flexible use when on the road.

With the free FREEONTOUR membership card you receive attractive preferential prices at participating partners such as Total petrol stations, leisure parks, spas, campsites, dealers and online shops.

## About ERWIN HYMER GROUP

With a turnover of more than 1.6 billion Euros, ERWIN HYMER GROUP is Europe's largest manufacturer of motorhomes and caravans. The group sells more than 36,000 vehicles annually and employs a staff of some 5,000 in its associated companies.

The following motorhome and caravan brands are part of ERWIN HYMER GROUP: Bürstner, Carado, Dethleffs, Eriba, Etrusco, HYMER, Niesmann+Bischoff, Laika, LMC, Roadtrek and Sunlight, Europe's largest motor home rental company McRent and rent easy, the chassis specialist Goldschmitt, the accessory specialist Movera as well as the tent caravan manufacturer 3DOG camping.

### **Press contact:**

Marie-Luise Klose

Global Communications Manager

Rocket Internet SE

Johannisstraße 20 | 10117 Berlin | Germany

Mobile: +49 172 817 40 56

Email: [media@rocket-internet.com](mailto:media@rocket-internet.com)



### RELEVANT LINKS

 **Campsy**  
<https://www.campsy.de/>

 **Erwin Hymer Group**  
<http://www.erwinhymergroup.com/>

 **Free On Tour**  
<https://www.freeontour.com/>

### IMAGES

## ABOUT ROCKET INTERNET

### **Our Mission**

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across the following sectors: Food & Groceries, Fashion, General Merchandise, Home & Living and Travel. Rocket started in 2007 and has now more than 36,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit [www.rocket-internet.com](http://www.rocket-internet.com).

### **Our Focus**

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

### **Our Strategy**

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific and the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their

initial rapid launch and rollout processes.

## **Our Platform**

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.



Rocket Internetnewsroom