

RAPPORT SEASON 2011

INTRODUCTION

VAYACAMPING develop their promotion campaigns in a context of close interaction between different advertising options, so they support each other to achieve maximum efficiency, and reaching a wide range of customers.

Just now, we are the only company in the sector that can offer a proposal as wide, covering advertising in different areas:

- The Internet site www.vayacamping.net, with over 3.792.000 visitors at the end of 2010.
- The free guide VAYACAMPING SELECTION 2011, distributed in the exhibitions, in 20 caravanning centers, mailed to 100 camping and caravanning clubs and up to 3000 copies sent directly to the users who have requested it through the form published in the website.
- Participation in the main camping and tourism exhibitions in Spain:
 - FITUR (Madrid)
 - Caravanning y Tiempo Libre (Alicante)
 - Saló Internacional del Turisme de Catalunya - SITC (Barcelona)
 - Expovacaciones (Bilbao)
- Advertising support from the website by publishing information, banners, low season offers, newsletters...
- Fidelity card VAYACAMPING CLUB, with over 7000 users.
- Social networks (Facebook, Twitter)

In response to these proposals, and in addition to numerous registered customers in the Internet site only, the participation in the 2011 campaign has been really important, including campsites, companies, associations, groups and chains from Spain, France, Portugal, Switzerland and Italy. (See detailed list in the following pages).

Permanent information about these activities, catalogues and prices can be found in the page www.vayacamping.net/en/advertising.asp

2011 FOREIGN PARTICIPATION

FRANCE - AQUITAINE

BERRUA
ITSAS MENDI
LOU P'TIT POUN
BLUE OCEAN
AZU'RIVAGE
LES CIGALES
LE VIEUX PORT
LE SAINT MARTIN
LE COL VERT
LES VIGNES
CLUB MARINA LANDES
EUROLAC
DOMAINE DE LA RIVE
LE SEN YAN
LOUS SEURROTS
BIMBO
MAYOTTE VACANCES
LES GRANDS PINS (33)
LA COTE D'ARGENT
LE ROYANNAIS
LE ROUMINGUE
PARC DU VAL DE L'EYRE
CLUB D'ARCACHON
LES GRANDS PINS (40)
SAINT EMILION
LE VERDOYER
AUVERGNE
LE PRE BAS
CHATEAU LA GRANGE FORT
BRETAGNE
LE RAGUENES PLAGE
LE VIEUX CHÊNE
CENTRE
LA CITADELLE
L'ARADA PARC
LES SAULES
LA MIGNARDIERE
ÎLE DE FRANCE
INTERNATIONAL DE JABLINES
LE PARC DE PARIS
PARC DE LA COLLINE
HUTTOPIA VERSAILLES

LANGUEDOC-ROUSSILLON

HUTTOPIA FONT ROMEU
LES CASTELLETTS
LA SIRÈNE
LES GALETS
LES PINS
LES TROPIQUES
LE CALIFORNIA
LE FLORIDE – L'EMBOUCHURE
LA DRAGONNIERE
L'EUROPE
LE CAPELAN
DOMAINE D'ARNAUTEILLE
MIDI-PYRENNÉES
LE MALAZEOU
L'ARIZE
LE PRE LOMBARD
LA BEXANELLE
LES 3 VALLEES
PYRENEVASION
PYRENEES
RIEUMONTAGNÉ
LA CASCADE DES NAISSES
LES 2 VALLÉES
LE CAUSSANEL
HAUTE NORMANDIE
DOMAINE DE MARCILLY
PAYS DE LA LOIRE
LE CHATEAU DU DEFFAY
POITOU-CHARENTES
SÉQUOIA PARC
LES CATALPAS
PACA
ESTEREL CARAVANING
RHÔNE-ALPES
LA CASCADE
L'ESCALE

CHAINS, ASSOCIATIONS, COMPANIES

AIROTEL
SITES ET PAYSAGES
LES CASTELS
YELLOW! VILLAGES
PARC SAINT JAMES
KAWAN VILLAGES
VILLAGE CENTER
CAMPING CHEQUE
HOLIDAY CHEQUE
GÎTOTEL
EURO-RELAIS

PORTUGAL

TURISCAMPO
ORBITUR

SWITZERLAND

LE BOTZA
ASS. VALAIS

ITALY

TORRE DEL PORTICCIOLO
CAMPER VALTESSE

THE INTERNET SITE

The Internet site www.vayacamping.net is present on the web since May 1999, it is one of the oldest and also the most visited today in Spain. Translated in seven languages, it contains a guide with all the campsites of Spain and a broad selection of the best establishments in France, Portugal, Italy and Switzerland; information on the companies and on the products of the camping sector, tourist information, discounts and offers and other interesting sections about camping and caravanning, for both campers and professionals.

Furthermore, the shipment of the websites www.vayacamping.fr and www.vayacamping.nl contributes to collect new public at the source in France and Holland.

The website participates actively in support of the rest of actions for the promotion campaign, as follows:

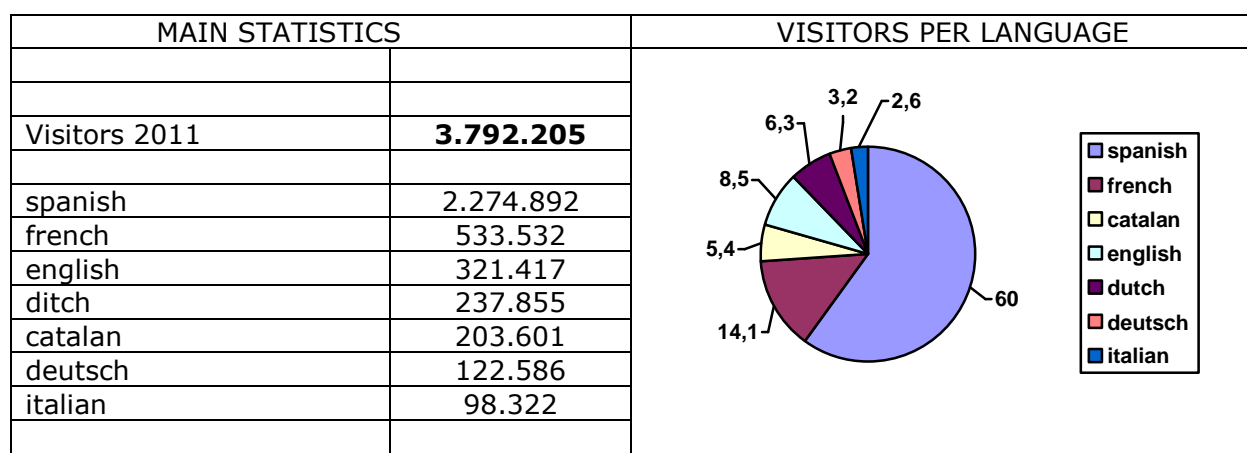
Insertion of mini-banners in the main page of the website to signal our participation in diverse exhibitions, and to encourage the users to visit our stand, publication of pages with information with exhibitions information, dates of celebration, location, situation of the stands, and links to websites of organizers. For some exhibitions, free invitations are sent by email to users who request it.

Offers and discounts in low season publicized in the section VAYACAMPING CLUB for the fidelity card holders.

E-mailings and direct newsletters to registered users, to campsites and other firms of the sector, with news, offers, and many communications about exhibitions, news and other activities.

Links to and from social networks.

Statistics of the Internet site



VAYACAMPING SELECTION GUIDE 2011

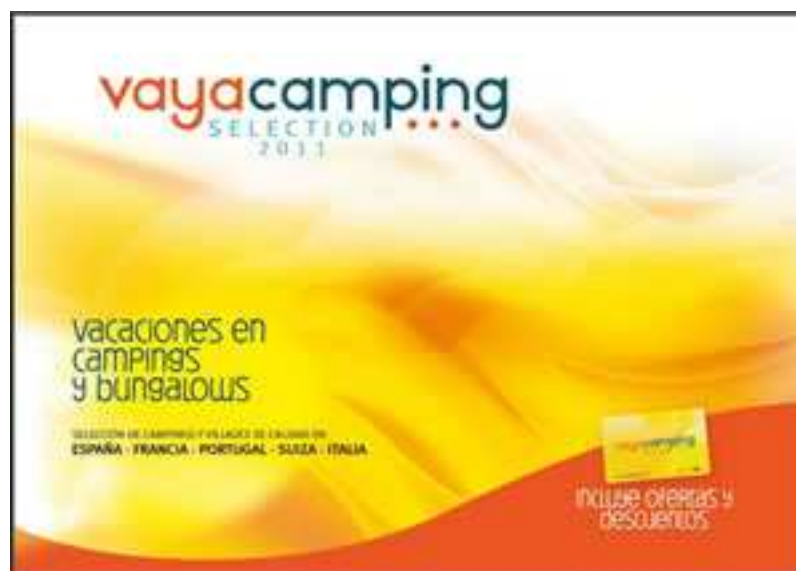
The VAYACAMPING SELECTION reaches this season the number of 158 advertisers, campsites, groups and companies together. The foreign participation is very high, so increasing the interest of the guide between the Spanish users.

Campsites information includes a photo of a good size to attract the attention of the reader, a short text with the main characteristics and indicative prices for Standard plots and accommodations, contact details: phone, e-mail, website for more information.

There is also included a list with the VAYACAMPING CLUB offers.

Of the 20.000 copies printed, 12.000 are distributed in the tour exhibitions where VAYACAMPING participates, 3.000 in twenty caravaning centers, 100 are sent to the camping and caravaning clubs, 3000 to the users that have requested it, and the rest to campsites, companies and for the marketing actions of VAYACAMPING.

Currently, almost all the establishments contained in the guide are of a very high standard, or at least the best in its area, so we have found in the conversations with users in the exhibitions, that it is widely used as a guide reference to select good and reliable holiday places.



EXHIBITIONS IN SPAIN 2011

 <p>FITUR Madrid, 19/0-23/01</p>	 <p>CARAVANING Y TIEMPO LIBRE Alicante, 04/03-06/03, and 11/03-13/03</p>						
<table border="1"> <tr> <td>Visitantes:</td> <td>2010: 87.074</td> <td>2011: 89.599</td> </tr> </table>	Visitantes:	2010: 87.074	2011: 89.599	<table border="1"> <tr> <td>Visitantes:</td> <td>2011 : 11.454</td> <td></td> </tr> </table>	Visitantes:	2011 : 11.454	
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<p>One of the main tourism exhibitions in Europe, first three days are reserved for professionals. However, the weekend attracts a large audience, with many campers, coming from quite far away to visit this fair.</p>	<p>Participating for the first time in this fair, which takes place in two weekends, with many local public and numerous foreign campers in long stays, looking for general information and also for stops in their way from their countries of origin.</p>						

 <p>SALON INTERNACIONAL DEL TURISMO Barcelona, 7/04 – 10/04</p>	 <p>EXPOVACACIONES Bilbao, 05/05-08/05</p>						
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<p>This year this exhibition has not covered our expectations. The visitors flux remains constant according to data from organisers, but there is clearly a change in the type of public, much less interested in camping.</p>	<p>Bilbao exhibition keeps its rhythm with few variations in the last years. There is a large number of public interested in camping, there are lots of questions, and it is very receptive to advice.</p>						

(Visitor numbers are provided in press releases by the different organizers)

FIDELITY CARD « VAYACAMPING CLUB »

The VAYACAMPING CLUB card is a promotional tool that allows its holders to obtain different offers, discounts or free gifts offered by many campsites, caravanning centres and other establishments.

For the campsites and companies it is an ideal way to reach directly a large number of users communicate their offers. The pursuit of lower prices is increasing, probable due to the economical crisis that has reduced the available budgets.

VAYACAMPING promotes and distributes the card it for free, by several ways:

- In the exhibitions in Spain.
- Sent by post to the users, under request (up to 3000 units).
- Special section in the website www.vayacamping.net
- Through the printed guide VAYACAMPING SELECTION
- Newsletters to the users



In mid-2011 already has over 7000 registered users, with campsites from Spain, France, Portugal and Switzerland.

CONCLUSIONS

From an internal perspective, the situation has not improved since the last year, the economic situation is still complicated. However, there are some facts that point to a certain stabilisation. Campsite may suffer a slight descent in the amount of Spanish campers, that probable will be compensated by an amount in the foreign public, and a good Easter week allows to be optimistic.

In general, the campsites are the ones that have less suffered among the tourist sector.

To the outside, the number of campers decided to go abroad is increasing. Certainly the most benefited countries are France and Portugal, but in the exhibitions there are lots of request for other European countries.

Unless the SITC in Barcelona, the exhibitions remain with little variation. An important point is the significant presence of young visitors, which does not occur in other important European fairs.

It is important to note that in Spain the Easter week, bridges and the first week in September are good opportunities to place offers.

VAYACAMPING international

Although the majority of visitors to the website are in fact Spanish people, near a third come from other European countries, so VAYACAMPING is a tool not to be neglected to communicate all over Europe.