

Vacansoleil back with renewed offer at de Vakantiebeurs 2025

Westerhoven, January 7, 2025 - During these cold, dark days, we all long for a sunny vacation in a beautiful location. If you are looking for a camping vacation full of adventure and relaxation in the middle of European nature, Vacansoleil is the place to be. With 55 years of experience as a vacation expert and a renewed offer of over 1,000 campsites throughout Europe, Vacansoleil is firmly back on the map after the recent relaunch. Bookings for the upcoming summer season are open and for the first time since the takeover, Vacansoleil will be exhibiting at the Vakantiebeurs, where travelers can get plenty of inspiration for their next vacation.

The new Vacansoleil

Dutch Vacansoleil has been acquired by the Pierre & Vacances - Center Parcs Group, market leader in Europe in the field of vacations close to home, since 2023. As a member of the Pierre et Vacances-Center Parcs group, Vacansoleil is the largest provider of camping vacations in Europe, with offerings in 17 countries throughout Europe. Since the acquisition, the company has been working hard to rebuild Vacansoleil step by step. This is largely done from the new office in Westerhoven, where former Vacansoleil employees also work. There is a renewed offer of more than 1,000 campsites, enriched with eco-labeled locations. In addition, a new, improved website has been launched, available in 13 languages. Vacansoleil also offers new services such as free cancellation up to one day before departure with Flexi+ and cashback discount. Here, with every booking, 10% of the total amount is credited back to the traveler's Vacansoleil account, who can use this as free travel credit on a subsequent booking. Director Nicolas Beaurain of **maeva** said, "Over the past twelve months, we have revitalized Vacansoleil. Vacansoleil has more than 50 years of experience in the European camping market; it is tremendously gratifying that we have been able to retain the brand. With the expanded offer, new services like Flexi+ and cashback discounts, Vacansoleil is back - and better than ever - as a member of the Pierre et Vacances-Center Parcs group. We are hugely looking forward to giving holidaymakers across Europe a fantastic vacation."

Vakantiebeurs

From January 9 to 12, Vacansoleil will be present at the Vakantiebeurs at the Jaarbeurs in Utrecht. At stand 07.A050, visitors can get to know Vacansoleil's renewed offer, with wonderful campsites in top destinations such as Croatia, France, Italy and Spain. From popular top campsites with aqua parks to quiet campsites in unique natural locations, all over Europe. With the special vacation fair discount code, visitors can book their vacation with a 10% discount.

About Vacansoleil

The story of Vacansoleil goes back to the summer of '69, when the Backers family from Eindhoven decided to rent out 22 caravans at a campsite on the Côte d'Azur. In the '70s and '80s the family business grew steadily, but in the '90s it took a giant leap forward. Vacansoleil has become the European market leader and every year 500,000 vacationers enjoy their stay at

more than 500 campsites in Europe. After the corona years, which have had a major impact on the travel industry, a challenging period is beginning. In 2023, Vacansoleil is hit by bankruptcy. The French Pierre et Vacances-Center Parcs group decides to take over the Vacansoleil brand name. From Paris and a new Dutch branch at the Center Parcs service center, the brand is relaunched. Thus, Vacansoleil continues what it has stood for for 55 years: giving you the best time of the year

About Pierre & Vacances Center Parcs Group

Founded in 1967, the Pierre & Vacances-Center Parcs Group is the European leader in renewed tourism close to home. Today, with its 4 recognized and complementary brands, Pierre & Vacances, Center Parcs, maeva and Adagio, the Group operates a tourism network of more than 49,000 apartments, houses and villas located at 340 sites in Europe. In 2023/2024, the Group welcomed nearly 8 million customers and generated €1,913 million in revenues.