

Camping Sites

Introduction

Camping is a well-established popular activity in Ireland. A network of campsites exists throughout the 32 counties.

A camp site must provide some or all of the following onsite amenities: camp pitches, showers, toilets, campers kitchens and picnic areas. The range of amenities varies according to the type of site. To qualify for the minimum standard category, campsites should be easily accessible, and must have basic facilities such as: water, separate male and female toilet/washing facilities, wet weather shelter (a simple barn structure) and a camping area capable of providing a secure environment for visitors. Excellence Ireland carries out the registration, classification and quality control for Fáilte Ireland.

Classifications range from one to four stars. The higher the rating, the higher the quality of service. For example, a four star will require a better equipped camper's kitchen with wash-up facilities, worktops and suitable seating. It is often the off-site amenities that attract people to a camping site such as the opportunity to go walking or mountain climbing. Some of the best camping sites in Ireland are located in beautifully scenic areas. They serve as an excellent base for campers in which they can easily explore the surrounding area. Most approved camping sites are listed www.camping-ireland.ie.

Getting Started and Marketing

Demand for high-grade camp facilities have been on the increase over the past few years. Campers in Ireland are now looking for affordable leisure options that provide a sense of freedom, along with recreation options that go beyond traditional outdoor activities. Therefore in order to successfully run a camping site you need marketing expertise to address increasing demands. Joining a marketing group such as Camping Ireland is important for promotion and networking. Basic essentials are needed, such as business cards, brochures and a good web-site.

It is also important to link closely with the local Regional Tourism Authority as they market and promote your region. They are also your link to Fáilte Ireland and Tourism Ireland for trade promotions abroad.

Catering for both domestic and international market demands is essential. There are several target markets such as clubs, scouts, families, rambles and hikers, special interests, students, concert goers.

As with all tourism products only approved camping parks are promoted abroad. Excellence in Tourism Ltd. carries out the quality control, registration and classification functions of camp sites. They operate from

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This is one of a series of fact sheets on potential income generating activities.

All fact sheets are available in the Advisory Section of the Teagasc Website
www.teagasc.ie

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Teagasc Fact Sheets present a brief overview of a topic. Further detailed advice should always be sought from relevant sources.

Setting Up a Camp-Site

In order to become registered as a camp site the following are broad guidelines, more specific details can be got from Fáilte Ireland or Excellence Ireland.

- The minimum number of lettable pitches is 20.
- The density of the pitches can not be over 50 pitches per suitable Hectare.
- All pitches should be situated not less than 27.5 metres from any public road and should ensure the privacy of the person occupying a tent.
- Suitable reception facilities equipped with telephone should be provided
- It is essential that the camping park has disability access.
- Toilets, shower units and laundry rooms have to be provided in permanent buildings. They cannot be located within 10 meters of any pitch.
- An adequate supply of water (One water supply point for every eight pitches) must be available.
- A properly constructed waste disposal unit must be provided.

The presence of farm animals in an area will dictate the need for cattle grid. It is essential to keep animals off the park. At certain times of the year, it may be necessary to secure the park by means of a gate

Grant Aid

Your Local LEADER Company may provide assistance in setting up camping parks.

Potential Income

Price ranges from €8/night to €30/night. Individual prices of course reflect the attractiveness of the park.

***Potential income at full capacity**

Income based on 40 pitches on one Hectare	€
40 pitches @ €10/night with full occupancy = €400 × 365	14,600
Costs 20%	2,900
Income less costs per hectare	11,700

**Occupancy rates of 20% are common.*

This low percentage can be overcome by considering a Camping Barn

Contacts

Teagasc provide Training and Advice on Rural Tourism.

Links

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