



CAMPERReview

Quarterly on-line information

N. 9 JANUARY 2009

APC-ANFIA IS PRESENT AT MONDO NATURA 2008 WITH NEW INITIATIVES

The 15th edition of Mondo Natura, the International Motorhome, Caravan, Camping and Open-Air Tourism Show, was held in Rimini, from 13 to 21 September. This great fair devoted to open-air vacationing was sponsored by the Association of Motorcaravan Manufacturers (APC)-ANFIA, which confirmed its commitment at this difficult moment of crisis in the Italian and international markets. Traditional and unprecedented initiatives attest to the dynamic quality that APC-ANFIA has maintained over time and its passion for the sector of interest. Up-to-the-minute data on the Italian and European caravanning scenario, an exciting photographic casting conducted by Oliviero Toscani to portray the "Camper Faces" and a special focus on governmental issues: these were the elements characterising the participation of APC-ANFIA at Mondo Natura 2008.

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MORE AND MORE ENTRANTS FOR THE CONTEST "THE MUNICIPALITIES OF OPEN AIR TOURISM"

The initiative "The Municipalities of Open Air Tourism", now in its 8th edition, has once again confirmed its validity this year. Many Italian cities have announced their intention to contribute to the advancement of open air tourism by building up the hospitality structures for motorcaravans in their territory by submitting projects for stopping areas that conform to high standards of safety and quality. Over 50 municipalities have expressed their interest in entering the contest and a three-month extension, up to **31 March 2009**, has been granted to enable entrants to refine their projects for a multifunctional motorcaravan stopping area.

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GREETINGS FROM STEFANO CAMPANELLI, CHAIRMAN OF APC-ANFIA

Stefano Campanelli, the chairman of the Association of Motorcaravan Manufacturers wishes a happy New Year to all our friends, the motorcaravan owners and fans that follow our activities.

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APC-ANFIA AT THE 2008 EDITION OF THE COM-PA

This year again the Association of Motorcaravan Manufacturers was present at the COM-PA, the European Exhibition of Public Communication and Services to the Citizen and Businesses, that took place at the new trade fair facilities of Rho in October. The ideal showcase to illustrate its initiative "The Municipalities of Open Air Tourism" and to confirm its commitment to the development of high quality tourism by motorcaravan as a primary economic resource for the territory.

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APC-ANFIA PROPOSES AN ITINERARY ON THE SNOW-COVERED LANDSCAPE OF SICILY

The Association of Motorcaravan Manufacturers (APC)-ANFIA proposes an itinerary that from the snow-covered slopes of the Etna unfolds along the sides of Europe's biggest active volcano to reach fascinating ancient sites, where art and culture blend in perfect harmony. Siracusa, Noto, Ragusa are among the beautiful sites along the southernmost coast of Sicily that deserve to be visited and that you can tour at leisure by parking your motorcaravan at the organised area of Palazzolo Acreide - constructed with the contribution of APC-ANFIA -, which offers integrated local facilities.

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APC-ANFIA IS PRESENT AT MONDO NATURA 2008 WITH NEW INITIATIVES

Mondo Natura and APC-ANFIA have been collaborating for years, in a **partnership** inspired by a common desire to **encourage** the involvement of an ever greater number of people in outdoor and itinerant tourist activities, and to **put in place services and structures** designed to meet the needs of the caravanners of today and tomorrow.

A Show that has a strong appeal for plein-air enthusiasts and is of great interest to the operators in the trade, Mondo Natura was visited this year by over **114,000 people**, 5.2% fewer than in 2007, a decrease partly accounted for by the early inauguration of the school year, which indubitably penalised the second weekend of the event.

This slight fall in the number of visitors does not reflect a decline in people's interest in outdoor activities, and it should be seen instead as one of the early effects of the economic crisis, whose repercussions began to be felt during the summer, affecting Italian made products across the different commodity sectors.

To the same causes we should also attribute the contraction in the motorcaravan sector, which can be seen from the estimates made known by APC-ANFIA at the inaugural conference of Mondo Natura.

For 2008 we should expect an appreciable slowdown in the motorcaravan market, with an estimated 20% decrease vs. the previous year. In any event, the positive trends recorded in this market over the last ten years, with an average growth rate of over 9%, and the prospects outlined by the surveys conducted by ACNielsen on behalf of APC-ANFIA, may be viewed as a solid base from which to look to the future with confidence.

According to the investigations conducted by ACNielsen, in fact, the **caravanning sector has great potential for growth**, fuelled primarily by a widespread awareness of the **advantages** afforded by open air vacationing, including appreciable **economic savings** compared to traditional travel modes. At a time of economic crisis, this aspect constitutes a **real strong point**, that comes to flank the practical advantages of being able to select the destination, the route and the timing of one's journey in full freedom.

These features, typically associated with vacationing by motorcaravan, turn it into a form of tourism that is able to win over a growing number of people who will gradually come to regard it as a "veritable life style".

During the inaugural conference of Mondo Natura 2008, the **profile of the caravanner of tomorrow**, as described by ACNielsen's surveys, was also presented. It is characterised by a number of new traits: it can be seen at a glance that the average age, now between 25 and 34, is lower than in the past, and furthermore, open air tourists are curious, open to cultural diversity, have a do-it-yourself mindset and are fond of the new technologies. By travelling by motorcaravan, they are interested in rediscovering their origins, and becoming acquainted with the unique local features of the places they visit.

In addition to providing an opportunity for exchanging ideas and exploring economic and market-related issues, Mondo Natura 2008 offered APC-ANFIA a stage to illustrate the different activities performed to promote open air tourism: traditional ones, such as the "The Municipalities of Open Air Tourism", and a new unusual initiative: "**Camper faces**".

Conceived to capture in a novel, enthralling and immediate manner the salient traits of today's motorcaravan owners, the initiative was unveiled during the Rimini event. At the APC-ANFIA stand, aboard a motorcaravan, the crew of **Oliviero Toscani**, in collaboration with Bottega Creativa La Sterpaia, engaged in a veritable photographic casting session and took shots depicting the most significant faces of

caravanning. The portraits obtained have been collected in a photographic archive which will be used to promote itinerant tourism in a creative manner, in a website, at itinerant shows, in publications on this theme.

At Mondo Natura 2008, this initiative - which, in actual fact, is part of a broader project defined by Oliviero Toscani as an "*investigation into human nature*" and a "*photographic-morphological survey of the Italian people*", focused on the category of motorcaravan owners, in an attempt to capture their real nature.

In an interview done by Vincenzo Borgomeo for La Repubblica of 15 September 2008, the renowned photographer outlined the profile of the motorcaravan owner as follows: "*they belong to a special social category; generally cheerful and eager to have fun, they want to feel free and are not too inclined to stay at hotels. Intelligent faces, people who want to be with their family. An interesting species*".

Another interesting development that emerged at the 15th edition of the Mondo Natura fair in Rimini is the interest expressed by the **Under Secretary for Transport, Mario Mantovani** for the motorcaravan sector.

The incessant activity of liaison with the institutions carried out by APC-ANFIA, in order to encourage the government to take action and promote the sector through carefully thought-out economic actions and ad hoc regulations, has indubitably had a bearing on the commitment undertaken by Mantovani to urge the **government** to allocate specific funds to the caravanning sector for the construction of motorcaravan stopping areas and parking zones.



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APC-ANFIA AT THE COM-PA 2008

To illustrate the **initiatives** promoted by the Association of Motorcaravan Manufacturers (APC)-ANFIA, and, in particular, the initiative "The Municipalities of Open Air Tourism" was the primary aim of (APC)-ANFIA's presence at the 15th edition of COM-PA – European Exhibition of Public Communication and Services to the Citizen and Businesses, that took place in Milan from 21 to 23 October 2008. At the very centre of the connection between the event and APC-ANFIA is the relationship established by the latter with municipal governments throughout Italy. Over the last eight years, with its initiative "The Municipalities of Open Air Tourism", APC-ANFIA has made available to the Municipalities concerned significant funds earmarked for the construction of dedicated parking and stopping areas for motorcaravans.

Participating at an event entirely devoted to the public sector and the services offered by it was a logical choice for an Association such as APC-ANFIA that has always worked unsparingly – through initiatives, partnerships and specific communication programmes – for the promotion of open air tourism by encouraging the **public administrations** to play an active role in the advancement of the caravanning sector and the enhancement of the territory.

Collaborative efforts by APC-ANFIA and local and national public bodies in fact may be seen as a fundamental tool, which has been able to fine-tune structures, services and regulations designed to make the plein-air tourist system more homogeneous and better attuned to the requirements of the target group, without undermining, and even underscoring, the variety of typical local features that characterises Italian territory and actually constitutes its very essence.

APC-ANFIA's commitment and activities are perfectly in keeping with the nature of the COM-PA, as pointed out by Pierre Zémor, Chairman of FEAC, the European Federation of Public Communication Associations, during the closing conference of the event: *"A show of public communication, where administrations and companies can illustrate with pride their advanced communication projects, is a truly significant, non casual event. I find it extraordinary that such an event was born in Italy, a country whose history has been characterised by the interaction of so many different – regional and local – identities and their progressive integration, which has not always been easy. COM-PA 2008 proves that public communication can vie with and engage in a fruitful exchange with business communication, geared to progress and mutual growth"*. (Source: www.compa.it).



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MORE AND MORE ENTRANTS FOR THE CONTEST "THE MUNICIPALITIES OF OPEN AIR TOURISM"

Over **50 Italian municipalities** have already expressed a strong interest in the initiative "The Municipalities of Open Air Tourism" promoted as in previous years by the Association of Motorcaravan Manufacturers (APC)-ANFIA in collaboration with ANCI (National Association of Italian Municipalities), Res Tipica, and the Association of Wine Cities, with the sponsorship of FEE, the Foundation for Environmental Education, to set up motorcaravan stopping areas all over Italy through the direct involvement of the local administrations.

The data regarding participation in the last edition of the contest reveal great interest on the part of city administrators nationwide, so much so that APC-ANFIA has decided to postpone the application deadline from 31 December 2008 to 31 March 2009.

In **Northern Italy** the response was greatest in Trentino, with 2 entrants from the province of Trento, and Lombardy, with 3 municipalities in the province of Brescia and 2 in the provinces of Bergamo and Pavia.

As for the regions of **Central Italy**, the new open air hospitality trend has aroused considerable interest in Emilia Romagna, with 8 municipalities between the provinces of Bologna, Forlì -Cesena, Ravenna, Reggio Emilia and Piacenza; Tuscany responded with 9 municipalities located in 6 different provinces (Florence, Siena, Pisa, Grosseto, Livorno and Lucca). The Marche and Abruzzo regions also manifested new interest in caravanning, with 4 municipalities in the province of Pesaro-Urbino and another 4 in the provinces of Chieti and L' Aquila.

In the **South**, open air initiatives have attracted the attention of 3 Sicilian municipalities (provinces of Messina, Trapani, Siracusa), and participants from the region of Calabria include 3 municipalities from the province of Reggio Calabria, 2 from the province of Cosenza and 1 from the Catanzaro area.

10,000 Euro is the contribution made available to each of the 5 municipalities that submit the winning projects for a multifunctional motorcaravan hospitality area conforming to high standards of safety, quality and efficiency.

Open until **31 March 2009**, the call for entrants includes a new section this year. In addition to the four pre-existing categories, North, Centre, South, Islands and Wine Cities, a new section has been introduced, **Spa Cities**, for people who, while they love the dynamism and freedom associated with caravanning, do not want to do without the comfort of a luxury vacation.

All the projects submitted will be evaluated by a jury based on a number of parameters, which are deemed indispensable to award the title of "camper friendly" municipality: a link between the stopping area and the city centre, the availability of a full range of services (e.g., a picnic area, barbecue, playground, restrooms), the presence of green areas, attention to the urban layout and the environment, integration with the service network of the city (guided tours, hospitality services, etc.).

The success of the competition and the **progressive increase in the number of entrants** were also due to very simple participation modalities. Entrants can sign up and submit their projects via the Internet. All they have to do is visit website

www.associazioneproduttoricamper.it, download the call for entrants and the applicable regional regulations, compile the documents and send them in by mail to IN ADV srl, via Legnano 26 - 10128 Turin, Italy, by 31 March 2009 (compliance with the deadline will be attested by the postmark).

Many **motorcaravan stopping areas** have already been created in Italy thanks to the overall contribution of **450,000 Euro** made available by the Association of Motorcaravan Manufacturers through the contest "The Municipalities of Open Air Tourism". Since 2001 the initiative has collected **450 projects from all over Italy**, has rewarded 48 municipalities and has witnessed the construction of stopping areas in 16 regions.

The enthusiastic participation on the part of the municipalities in the competition organised by APC-ANFIA is prompted by a strong desire to strengthen the local economy through hospitality structures of an innovative sort compared to the plethora of fixed accommodation proposals.

From the results of surveys conducted by APC-ANFIA to determine the preferences of itinerant tourists we find in fact that they are interested in discovering the unique features of a place, local wine and food specialties, handcrafted products.

89% of open air tourists normally go shopping in the territory during their excursions by motorcaravan in Italy with an annual expenditure of ca **775 million Euro**.



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APC-ANFIA PROPOSES AN ITINERARY ON THE SNOW-COVERED LANDSCAPE OF SICILY

For a winter holiday vacation characterised by peace of mine, art and nature, the Association of Motorcaravan Manufacturers (APC)-ANFIA proposes a highly suggestive itinerary to the discovery of a **little-known, snow-covered Sicily**.

Converting Sicily into an attractive winter destination is a feasible proposition. Especially by motorcaravan, an alternative means of transport that makes it possible to discover unusual routes and visit uncontaminated corners of our beautiful country without having to make reservations in advance and without renouncing the comfort of hotel accommodations.

Reaching Sicily by motorcaravan may take some extra time, but it is a rewarding choice, if you consider the beauty of the island landscapes that you can discover as you travel by motorcaravan.

The itinerary on the snow-covered slopes of the **Etna** unfolds along the sides of Europe's biggest active volcano and reaches fascinating ancient sites, where **art and culture** blend in a perfect harmony.

Siracusa, Palazzolo Acreide, Noto, Scicli, Modica, Ragusa offer countless destinations to history fans, with ancient and baroque monuments, mated to local handicraft treasures, such as the celebrated ceramics of Caltagirone.

People seeking a full immersion in nature can go hiking along the snow-covered slopes of the volcano where woods and stunning vistas of the sea constitute a virtually infinite succession of thrilling perspectives.

Bronte pistachios, excellent DOC wines, sweet specialties, like honey, pistachio and hazelnut pastry, cassata ice-cream and the unforgettable cannoli, delight the most consummate gourmets and constitute an opportunity not to be missed to get to know the territory by tasting the finest **recipes** of Sicilian cuisine and tradition.



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A WISH FOR HAPPINESS FROM STEFANO CAMPANELLI AND MAURO GUGLIELMINI, APC-ANFIA CHAIRMAN AND DEPUTY CHAIRMAN

To travellers and open air enthusiasts,

we wish to thank you for having followed our activities in the course of the year, with interest and emotion, hoping you will continue to be by our side in 2009.

The course we are following will not be easy, in view of the crisis that has hit the Italian and the international markets, whose effects make themselves felt in the caravanning sector too.

Let us then take a look at our "compass", to remind ourselves of the cardinal points that must guide us: the efforts we all devote to the promotion of our sector, the growing number of camperstyle fans and their desire to travel in a different way toward unexplored destinations and new life horizons.

Let us rely on our capacity to react and to identify modalities of action closer in keeping with reality, and, last but not least, let us turn our attention to the growing interest on the part of the institutions in initiatives geared to the promotion of itinerant tourism.

It is in this perspective that, animated by our common spirit of collaboration and our firm intention to enhance the potential that open-air tourism offers to the consumers, the operators in the trade and the territory, we find the drive to carry on our work and seek, day after day, better answers to our user needs, new goals to be attained, values to keep believing in.

And this is the wish we express for you and this new year!