

CAMPING D'AVENCHES

From Legacy Software to Efficiency: Avenches Camping's PMS Upgrade



SNAPSHOT

Need

- Faster bookings and requests management
- Modernize the campsite
- Save time and effort for staff
- Gain deeper insights into visitors

Solution

- Transition to a modern PMS for campsites

Benefits

- Needs Identification
- Best PMS Selection
- Customer Data Analysis

"Ne pas oublier que, malgré la digitalisation, l'être humain à parfois aussi simplement besoin de communiquer de vive voix."

Pascal Dedelley
Campsite Owner

BACKGROUND & CHALLENGES

Camping d'Avenches, situated on the shores of Lake Morat, is a popular campsite managed by Avenches Tourisme. The existing management and booking software, "Plein Air," has become outdated. Developed in 1983, it no longer meets the current needs of the reception and management teams. Additionally, the lack of direct integration with online bookings forces staff to handle reservations manually via emails and phone calls, leading to inefficiencies and occasional errors.

Furthermore, the manager want to gain deeper insights into visitor demographics and preferences to offer tailored services.

SOLUTION

To address these issues, Camping d'Avenches will transition to a modern Property Management System (PMS). Numerous PMS providers specialize in campsite management, offering comprehensive features, including:

- **Online Booking:** Streamlined reservation process for guests.
- **Customer, Booking, and Schedule Management:** Efficient handling of reservations and schedules.
- **Ancillary Services Management:** Tracking additional services (e.g., laundry, rentals, guided tours).
- **Financial and Accounting Management:** Accurate financial tracking.
- **Internal and External Communication:** Improved communication channels.
- **Marketing and CRM:** Targeted marketing campaigns and customer relationship management.
- **Statistics and Analytics:** Data-driven insights for decision-making.
- **Technical Campsite Management:** Maintenance and infrastructure oversight

RESULTS

• Needs Identification, PMS Selection, Data Analysis

The campsite identified its needs and those of the visitors, in order to run an evaluation and benchmark of PMS providers. The best PMS has been chosen to respond to the requirements set by the campsite.

• Implementation and Training, Future Projects

Staff will receive training on the new PMS to ensure a smooth transition and future projects with Morat Tourisme and Avenches Tourisme will bring the project to the next level.

