

Yelloh! Village focuses on artificial intelligence during its post-season seminar

Yelloh! Village held its post-season seminar on 18 and 19 September at the Yelloh! Village Océan Breton (Lesconil, Finistère), in the presence of a large number of representatives of the chain's campsites: more than 85% of the campsites were represented and were able to take part in the various sessions and workshops that punctuated these 2 days.



This strategic and friendly meeting was an opportunity to take stock of the 2024 season, to present the campsites joining the chain for the 2025 season, to discuss the brand's latest innovations and to discuss future goals with franchisees. Particular emphasis was placed on the growing importance of artificial intelligence in the tourism sector and on the solutions developed by Yelloh! Village to exploit its potential.

"Artificial intelligence is a powerful tool that allows us to improve the digital customer experience and offer more personalized services. It also has an impact on the productivity of reception teams, freeing up administrative time to devote even more time to the customer," said Etienne Page, Director of Yelloh! Village. "Our goal is to use it to provide our guests with an even more enjoyable and memorable stay."

AI for the customer experience

Yelloh! Village is already using AI to optimize its sales and consulting services to franchisees, according to 3 types of use:

- **Generic AI:** by relying on existing solutions that optimise the creation of generic content (texts, image descriptions), Yelloh! Village improves the referencing and visibility of campsites on the various digital platforms.
- **Specialised AI:** Yelloh! Village also uses business solutions which, based on company-specific data, will facilitate internal management processes or support decision-making through complementary projections (examples of uses: sales prediction, customer satisfaction monitoring, etc.).
- **Yelloh! Village:** in conjunction with its technological partners, the channel is currently considering the opportunity to develop its own AI engine, ultimately allowing an innovative approach to its Customer Relations. Among the topics under consideration: a product recommendation engine for reservation agents to guide customers by phone.

Yelloh! Village is convinced that artificial intelligence is a key element in its future development, and that of its franchisees. The brand continues to invest in innovative technologies to stay at the forefront of the industry and provide its customers with the best possible experiences.

Record expansion for the 2025 season

In parallel with its commitment to technological innovation, the chain has reconfirmed the integration of 12 new campsites for the 2025 season, a record number in the brand's history.

Yelloh! Village also announces a satisfactory 2024 season, with turnover already exceeding €300 million (and more than €200 million generated by Yelloh! Village).

A format acclaimed by franchisees

Traditionally, the September seminar also gives franchisees the opportunity to exchange with peers at the end of the season, and to share their experience on the issues of the moment.

For this 2024 edition, the participants particularly appreciated the speech of Nicolas Dayot, President of the FNHPA, the visit of the 4 Yelloh! Village located in Finistère (L'Océan Breton, La Plage, L'Atlantique and Les Mouettes), as well as the various workshops designed based on the needs expressed beforehand by the owners (investments, wintering, social media animation, etc.). With a novelty this year: the conduct of a workshop dedicated to Spanish campsite owners, responding to the specific challenges of this market.

The next seminar will take place from 28 to 30 January at the Yelloh! Village Turiscampo (Lagos, Portugal).

By the way

Yelloh! Village is the European brand that has always conceived of camping as a truly premium experience and aims to make its holidaymakers experience ever more intense and personalised happiness.

The brand's campsites each have an unique identity and beauty, infused by the soul of the Yelloh family-owners. This uniqueness of each village, this culture of differentiation, embodied by the owners, is its strength and its raison d'être.

For more than two decades, the brand has been bringing together the most beautiful open-air hotels, with ever more comfort, authenticity, animation, and water parks in France, Spain, or Portugal. The quality and diversity of the offer and the commitment of the teams to customer happiness are the driving forces behind the "Artisans of Happiness" that are the owners of Yelloh! Village.

Contacts

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