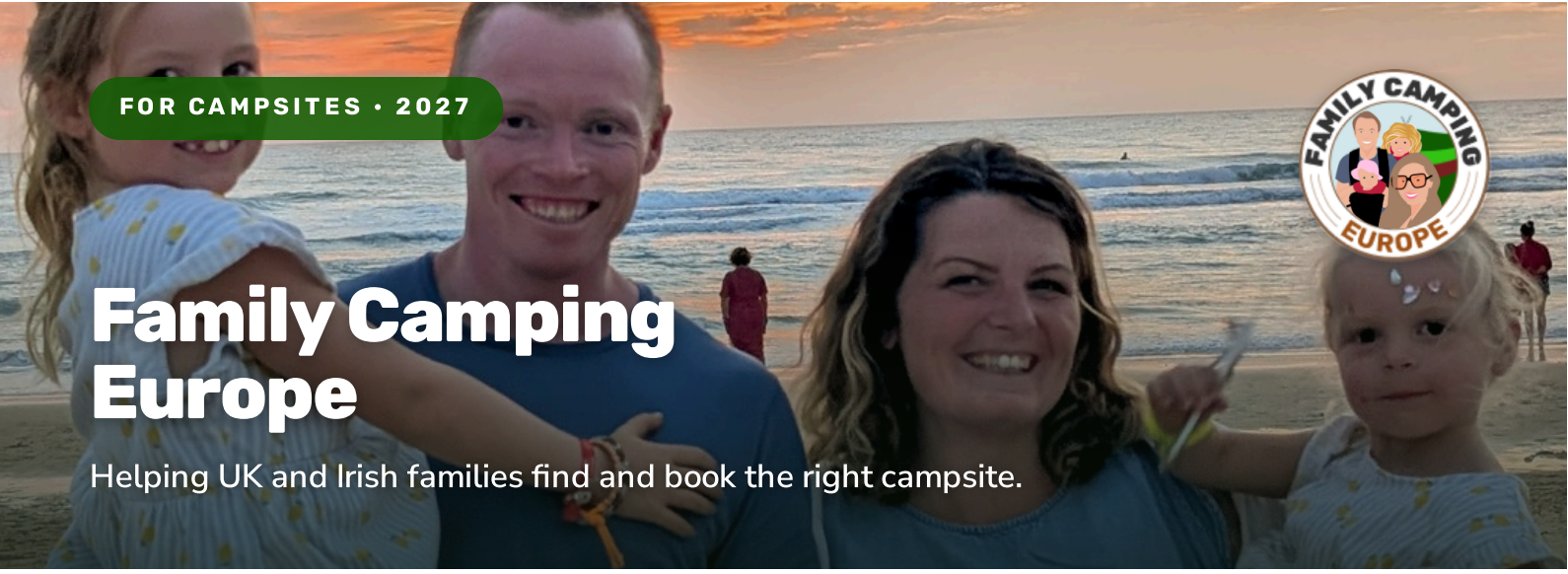


FOR CAMPSITES · 2027

Family Camping Europe

Helping UK and Irish families find and book the right campsite.

Hi, I'm Bree 👋

I'm British and live in France. I worked seasons on campsites in France, Spain and Italy (I met my husband Mike on one), so I know the industry from the inside and what British and Irish families look for. I founded Family Camping Europe in 2019, and now we camp all over Europe with our two girls.

Families come to us to decide where to spend their next holiday: honest first-hand reviews, practical guides, videos and a campsite quiz that matches each family to the campsites that suit them. I'd love more smaller, family-run campsites in front of them.

- **56** first-hand campsite and accommodation reviews
- **50+** family stays, from big holiday parks to small independent campsites
- **7 years** of original photos, video and family camping advice
- Featured in **The Sun**: best French campsites with water parks

Our community

5.5K	4.4K	3.6K	2.1K	2.0K
Facebook group members	TikTok followers	Instagram followers	Facebook page followers	YouTube subscribers

17,500+ combined followers and group members across platforms (not unique people). November 2026.

85% women, 81% aged 35 to 54, 71% in the UK and 17% in Ireland. Instagram audience, October 2026.

Our families book

€348,000
of holidays booked through our links (£290K)
SINCE JAN 2025

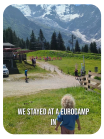
257
bookings, after cancellations
SINCE JAN 2025

€1,350
average booking (£1,130)
SINCE JAN 2025

4,032
visitors referred to campsite and holiday websites
JULY 2026

Eurocamp bookings reported by Rakuten Advertising and Awin, after cancellations. Euros at November 2026 rates. Booking value isn't our revenue.

Reach beyond our followers



303,100
views, Les Îles TikTok



205,900
views, Domaine des Ormes TikTok

500K+
YouTube lifetime views

77,000
visits from Google, Nov 2025 to Oct 2026

Selected results, not average performance.

Ways we can work together

Built for independent campsites: start free, and only add what's worth it to you.

Free listing · optional photo €10/year

Join our campsite quiz

Families answer a few questions (children's ages, when they're going, pool or beach, quiet or lively) and get their best matches.

- You show up whenever you're a good match
- Your details and a link to your own website
- Add your own photo to your card for €10 a year

Nobody pays to rank higher. Matches are always based on what fits each family. About 10 minutes to sign up.

From €95 a season

Featured campsite listings

A labelled "featured campsite" spot in the guide that matches you, so families researching your area see you.

- Region and "best campsites for..." guides
- Your photo, a short description and your booking link
- Clicks to your website reported each month

One guide, March to October. Clearly labelled as featured, kept separate from our own recommendations.

From €195 + hosted stay

A family stay at your campsite

We come and stay as a family of four for at least 4 nights in the school holidays: spring, the Ascension long weekend, early July, August or October. Plenty of time to really get to know your campsite and share it honestly.

Interested in a visit outside the school holidays? Ask us for a quote.

What's included

- A full first-hand review on our website, linking to you
- Instagram stories while we're there
- One Reel or TikTok about your campsite
- A post in our Facebook group (5,500 members)
- Your campsite in our quiz, with your photo

Add-ons

Photo pack: 20 edited photos for your own website and socials, from €100

YouTube review or vlog: from €150

Extra Reel or TikTok: from €75

Prices are starting points, agreed before we book. A hosted stay means accommodation (a pitch or a holiday home) for our family of four. We pay our own travel. Bigger campaigns, campsite groups and tourist boards: ask for our full media kit. Reviews are honest and never guaranteed positive: we tell families what we really think. All paid and hosted content is clearly disclosed. No guaranteed bookings, views or rankings.



Example: La Grande Métairie, Carnac

Hosted stay

10 nights, July 2026

Website	8,000	20,000	Stories
Full first-hand campsite review	YouTube views when reported	Facebook group post views	on Instagram during the stay

Let's get your campsite in front of families planning their next holiday.

Start with the free quiz listing, or reply and we'll put together something that fits your budget.

Join the quiz for free

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Breanne Lovatt, founder