

NEWS

What the campsite already knows about its guests

A venue operator responds to a colleague who is still hesitant.

18 August 2026, Tobias Engl



Dear Thomas,

You asked me at the trade show in Düsseldorf how we handle the screens, and I never got back to you because I didn't have time between two cups of coffee. So here it is, at my leisure.

You know the drama at the front desk just as well as I do. When does the bread truck pull up? Where's the nearest pharmacy? Which parking spot was ours again? The same five questions, a hundred times a day, answered politely - and yet, at 4:30, there's still a line all the way to the gate.

We've installed a screen at the gate and one at each of the two restroom buildings. When guests arrive, they scan a code during check-in, and from then on, the system shows them everything they need to know: their campsite on the map, directions to it, their departure date, and breakfast times. In German, or in Dutch if the RV has a Dutch license plate. People don't ask questions anymore. They just look and go.

And now for the point that convinced me. You know what the internet connection is like out here. Some days, the signal is barely strong enough for a card payment. But the system we use, ScreenWay, keeps running anyway. It processes payments on a small device right here at our location. Even if the cell tower goes down, the screens stay on. For a place surrounded by nature, that's exactly what matters.

Is it worth it? For us, yes. And the best part isn't the technology it's the calm that has settled in at the front desk ever since. My wife now has time in the mornings for a conversation that lasts longer than just giving out information. If you'd like, stop by in May, and I'll show you what I mean in ten minutes at the open space.

Warm regards

Henning from the campground on the dike