



The growth of outdoor
hospitality groups, simplified



How EuroResorts scaled to leading camping operator with a holiday park management software

Partnering with Maxxton since 2023, EuroResorts built a tech-driven model that combines direct online booking, OTA distribution, and automation. The result is a scalable, service-focused business that competes on quality and value rather than price alone.



Premium, hand-picked resorts

EuroResorts selects only high-quality campsites across Europe, ensuring guests receive a consistent, above-average holiday experience at competitive prices.



Value over price-cutting

Rather than racing to the bottom on price, EuroResorts focuses on delivering superior service and quality, offering hotel resort facilities at villa prices, especially in the low season.



High repeat customer rate

A strong loyalty base drives their direct booking strategy, supported by personalised technology that recognises returning guests and makes rebooking seamless.



Diversified, balanced customer base

Post-pandemic, EuroResorts strategically expanded beyond UK and Irish markets through OTA partnerships, reducing dependency on any single market and filling gaps across different seasons.



Technology-powered, human-led service

EuroResorts uses automation, dynamic pricing and smart allocation tools while preserving a human touch, particularly during onboarding new resorts, to ensure quality never slips.



With hand-picked destinations across Europe, EuroResorts specialise in family-friendly resorts that combine comfort, adventure and culture. Located in Spain, Italy, and France, they chose accommodation that ensures guests feel at home wherever they travel.

Sites

Spain, France, Italy, Portugal

Size

12 resorts

Accommodation type

campsite, mobile homes

Key integrations

Booking.com

Maxxton Go-Live

February 2023



From gap year project to leading campsite group

Humble beginnings, long-term vision. EuroResorts traces its roots to CEO Rod Jones' gap year at university, when a few caravans on a campsite in the south of France became a small family business. Rather than chasing quick profits, the team reinvested every penny back into the company, growing organically without taking on debt. That patient, grounded approach has defined how EuroResorts operates to this day.

Quality and service as the north star. From the start, EuroResorts positioned itself around value and quality rather than competing on price alone. Rod Jones believes it's not just a pricing race to the bottom. Service is a genuine differentiator, one that keeps guests coming back year after year. This philosophy extends to how they choose and maintain relationships with campsite partners.

Rod himself describes this network as feeling like
“a bit of a Maxxton family.”

Partnership as a core value. EuroResorts sees its relationships, with campsites, technology partners and customers alike, as long-term commitments. Their decade-long partnership with Maxxton reflects a belief in building systems and alliances that evolve alongside the business. Rod himself describes this network as feeling like “a bit of a Maxxton family.”



Challenges of scaling a mobile home business across Europe

Scaling while maintaining quality

As EuroResorts grew from a handful of caravans to 14 resorts across four countries, maintaining consistent product and service quality became increasingly complex. Managing a large volume of mobile home accommodation across different markets, languages and booking habits required robust back-end systems. Without the right technology, growth risked diluting the very quality that sets them apart.

- Large accommodation inventory across multiple countries
- Diverse customer base with different booking habits and languages
- Need for consistent service quality at scale

Reducing market dependency

For years, EuroResorts relied heavily on UK and Irish customers, leaving them exposed to shifts in that single market. The pandemic accelerated the need to diversify, pushing them to explore new customer segments and geographies. Reaching French, German or Nordic markets without local language skills or call centre infrastructure was a significant operational challenge.

- Over-reliance on UK/Ireland market
- Limited internal resources to target new European markets
- Need to maintain direct booking strength while expanding OTA presence

Keeping technology future-proof.

In a fast-changing digital landscape, EuroResorts needed a system that wouldn't become obsolete within a few years. Switching platforms repeatedly would have been costly and disruptive for a business built on lean, reinvested growth. Finding a partner that evolves with technology, rather than requiring a full system replacement, was essential.

- Risk of costly system migrations every few years
- Rapidly evolving booking and distribution technology
- Need for automation without losing the personal service feel

How Maxxton's holiday park management software supports EuroResorts



A unified property management system for 14 resorts

EuroResorts has used Maxxton's core property management platform since 2013, providing a single system behind every booking. The platform handles the complexity of managing 14 resorts across four countries, from reservations and payments to automated guest communications. Rod valued that "Maxxton evolves as the technology evolves," removing the need to switch systems every few years and giving the business a stable foundation for long-term growth.



Web manager: a personalised campsite booking system

EuroResorts' direct booking website is powered by Maxxton's Web Manager, designed to serve their core UK and Irish audience. The site delivers fast, personalised information (including detailed emplacement data, FAQs tailored to British and Irish guests, and guaranteed spot selection) removing uncertainty from the booking process. In Rod's words, the goal is "a cutting-edge website where you can get the information really fast, and highly personalised."



Channel manager: OTA distribution

To diversify beyond their core market, EuroResorts used Maxxton's distribution tools to connect with OTAs after the pandemic. This allowed them to reach French, German and Nordic customers without needing in-house language skills or dedicated call centres, as OTA partners handle that customer service layer. The result is a well-balanced customer base that no longer depends 90% on any single market.

Dynamic pricing & smart allocation

On larger campsites, EuroResorts leverages Maxxton's dynamic pricing and smart guest allocation features to manage a high volume of accommodation efficiently. These tools bring significant operational efficiencies, ensuring the right guests are placed in the right units at optimised price points. On smaller or newer sites, the team applies more manual oversight, blending machine learning with human judgement during the onboarding phase.

Notification manager: automated guest communications at scale

Maxxton's automation handles timely guest communications throughout the booking journey, from balance reminders to pre-arrival information. Rod highlighted these as "very important for the customer to get at the right time, very important for the business as well from cash flow." This automation enables EuroResorts to maintain high service standards at scale without a proportionally large customer service team.



Results: a diversified, growing mobile home business

Key takeaways

- A diversified, balanced customer base across multiple European markets
- A high rate of repeat bookings driven by personalised, tech-enabled loyalty
- Scalable operations across 14 resorts without sacrificing service quality

Sustainable, debt-free growth

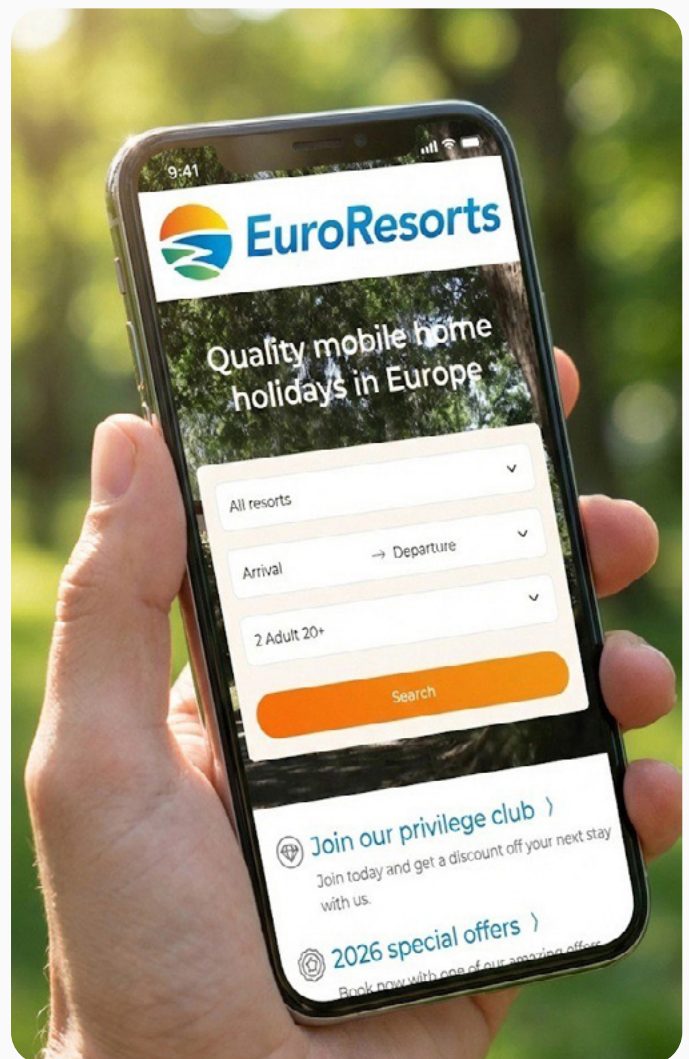
Over 27 years, EuroResorts grew from a few caravans to 14 resorts across four countries entirely through reinvested profits. The combination of organic growth and the right technology partner allowed them to scale without taking on financial risk. Today, they operate a lean, resilient business that continues to expand on its own terms.

A truly diversified European customer base

After leaning heavily on UK and Irish guests for years, EuroResorts now serves a genuinely international audience. By strategically using OTAs to reach French, German and Nordic markets, they reduced dependency on any single segment and created a more balanced, resilient revenue stream. Rod noted that “it’s not that we’re 90% relying on the UK and Ireland” anymore.

Strong direct booking performance

Despite growing OTA use, EuroResorts’ direct channel remains strong and competitive, powered by a fast, personalised website. Repeat guests benefit from easy account login, recognised status and targeted offers, all delivered automatically through the platform. This keeps customer acquisition costs low while deepening loyalty.



Operational efficiency across 14 resorts

With dynamic pricing and smart allocation running across larger resorts, EuroResorts manages a high volume of accommodation far more efficiently than manual processes would allow. Automated communications keep guests informed at every stage, reducing inbound queries and improving cash flow through timely balance reminders. The technology effectively multiplies the team's capacity without adding headcount.

A partnership built for the long term

The relationship with Maxxton goes beyond software, it connects EuroResorts to a wider network of operators who share best practices. Partners like De Krim have offered direct guidance on operational approaches, giving EuroResorts access to peer learning they couldn't get elsewhere. Rod sees this ecosystem as a genuine strategic advantage and a key part of how EuroResorts will continue to grow.



About Rod Jones, Founder & CEO



Rod Jones CEO, Euroresorts

Rod Jones is the founder and CEO of EuroResorts, having grown the business over 27 years from a gap year family project into one of the UK's leading mobile home tour operators. Known for his reinvestment-first, debt-free approach, he leads with a long-term mindset, competing on service quality rather than price, and choosing partners that evolve alongside the business. Under his leadership, EuroResorts has expanded to 14 resorts across four countries while retaining the close-knit culture of its family origins.



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