



The growth of outdoor
hospitality groups, simplified



RCN Holiday Parks gains precision and transparency through an all-in-one solution

RCN Holiday Parks has been welcoming guests since 1952 and now runs 18 sites across the Netherlands, France, and Germany. To support that scale and the operational demands of working across three jurisdictions, RCN partnered with Maxxton to consolidate operations onto a single cloud-based platform covering dynamic pricing, CRM, automation, and French NF525 compliance.



A 70-year heritage in hospitality

Founded in 1952 by the Dutch Reformed Church, RCN has been welcoming guests for more than seven decades. That long history sits behind a guest satisfaction score of 8.5 and a brand recognised across the Benelux and France.



Profits reinvested into social projects

RCN reinvests all profits into social projects, using its commercial success to fund holidays and recreation for others. The model gives every booking a wider purpose, and it shapes how the business thinks about growth and partnerships.



18 unique parks across three countries

RCN runs nine parks in the Netherlands, eight in France, and one in Germany. Each site has its own character and a distinctive setting in nature, so the portfolio combines operational scale with strong local identity.



A nature-first approach to design and operations

Sustainability runs through the way RCN designs, runs, and renovates its parks. Decisions are weighed against their impact on the environment, in line with the brand's "Good for each other" promise.



Activities and facilities rooted in local culture

Every park offers facilities and organised activities for young and old, often inspired by the character and culture of the surroundings. That mix of breadth and local flavour is a core part of the RCN guest experience.



RCN Holiday Parks runs 18 holiday parks across the Netherlands, France, and Germany, each set in a distinctive countryside location with its own character. With more than 70 years in hospitality and a guest satisfaction score of 8.5, RCN offers a wide variety of pitches and rental accommodations, plus facilities and organised activities for all ages, often inspired by the local culture and surroundings.

Sites

Netherlands (9 parks), France (8 parks), Germany (1 park)

Size

18 holiday parks, founded 1952

Maxxton Go-Live

September 2022

Accommodation type

1,600 trailer-chalets, cabins, and bungalows, plus 6,800 pitches

Key integrations:

Booking.com, Vacances Campings

An experience good for you, good for each other

One brand from two European operators

Landal was formed from the merger of Roompot and Landal GreenParks, bringing two long-established holiday park operators under a single name. The combined business now leads the European holiday accommodation market and has the operational base to keep expanding through both organic growth and acquisitions.

Founded in 1952 by the Dutch Reformed Church

RCN Holiday Parks started in 1952 as an initiative of the Dutch Reformed Church (Nederlandse Hervormde Kerk) to provide affordable recreation for the lower middle and skilled working classes. The first site, the Grote Bos recreation centre on the Hydepark estate in Doorn (now RCN het Grote Bos), set the template: a modern park in nature, open to all families regardless of faith. New parks soon followed across the Netherlands, and in 1999 RCN opened its first camping site in France, the start of its international expansion.

Profits that go back into social projects

RCN's guiding principle has stayed remarkably consistent over seven decades: a holiday should be good for the guest, good for the people around them, and good for the natural environment. All profits are reinvested into social projects, so every booking helps fund holidays and recreation for others, and sustainability sits alongside that purpose in the way RCN designs, runs, and renovates its parks. The brand's tagline, "Good for you, good for each other", captures that approach in one line.

Why RCN chose Maxxton

With 18 parks across three countries and a guest satisfaction score of 8.5 to protect, RCN needed an operational backbone that matched the consistency of its brand promise. The decision to consolidate onto Maxxton came from that need: one cloud-based platform able to handle French legislation, multi-country operations, dynamic pricing, and CRM, while still letting each park keep its own character.

"During the implementation, there was complete transparency and clarity around the clock."

— **B.S., Manager ICT, RCN Holiday Parks**

Challenges of operating across three countries

Operating across languages and currencies

Once Landal extended its franchise network into the UK, the previous system's lack of multi-language and multi-currency support became a hard ceiling. International expansion was difficult to support operationally and risked slowing time-to-market for new parks.

- No multi-language support for guest-facing and internal flows
- No multi-currency support for the UK franchise
- Friction in onboarding parks outside the Netherlands
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Compliance with French NF525 certification

French fiscal law requires NF525 certification for point-of-sale systems handling cash transactions, and the rules keep evolving. RCN's previous system struggled to keep up, which added administrative load and compliance risk for every French park.

- Keeping software aligned with changing French legislation
- Compliance risk across all eight French sites
- Manual work to maintain certification

Fragmented systems and limited automation

RCN was running operations across multiple tools that did not fully connect. The team needed an all-in-one solution covering CRM, dynamic pricing, and process automation so staff could stop juggling systems and focus on guests.

- No single source of truth for pricing, CRM, and operations
- Manual handovers between systems
- Limited automation in repetitive workflows

User adoption after 20 years on the same system

After two decades on the same software, RCN's teams were understandably wary of change. A steep learning curve, established habits, and uncertainty about a new platform meant change management was as important as the software itself.

- Long-standing habits built around the previous system
- Anxiety around the learning curve
- Need for consistent guidance across all locations

How Maxxton supports RCN



All-in-one cloud-based platform

RCN moved from disconnected tools to Maxxton's cloud-based platform, which brings reservations, CRM, pricing, and automation into a single environment. Teams across all 18 parks now share real-time data without juggling multiple systems, which removes friction at every operational handover. The platform is built to scale, so adding a new park does not mean adding new tooling.



Built-in NF525 certification

Maxxton's NF525 certification is implemented across every RCN park in France, keeping all cash and POS transactions aligned with French fiscal law. Certification updates are handled inside the platform, so RCN no longer manages compliance manually park by park. That removes both the administrative load and the risk that drove RCN to look for a new system in the first place.



Dynamic pricing with demand forecasting

The platform's dynamic pricing engine automatically adjusts rates based on demand forecasting. RCN can respond to seasonality, market shifts, and local demand across all parks without repricing each site by hand. The result is more competitive pricing with far less manual intervention from the revenue team.



Customer Care solution, co-created with RCN

Maxxton and RCN built a Customer Care solution together that gives staff a 360° view of every guest. The tool streamlines the handling of guest questions, anticipates their needs, and cuts down on manual tasks for service teams. “The Maxxton and RCN team are made up of an amazing group of people and of course, it was a challenge at first to switch to a whole new system. However, both teams can work together and achieve the set goals,” says B.S., Manager ICT, RCN Holiday Parks.



Mobile household app and activity planner

After go-live, RCN and Maxxton kept co-developing tools to support park operations, including a mobile household app and an activity planner. Both came directly out of RCN’s day-to-day needs and have since been added to Maxxton’s wider platform, so other operators benefit from solutions shaped by RCN’s experience on the ground.

Results: a single platform across three countries

Key takeaways

- Successful go-live and full data migration with no loss of historical records
- NF525 certification active at all eight RCN parks in France
- 18 parks running on one cloud-based platform with multi-language and dynamic pricing

Successful go-live and data migration

The transition to Maxxton included a careful data migration that preserved RCN's historical records and avoided unnecessary downtime. "We tried to avoid any data loss and we still have access to our historical data. So, overall we are proud of successfully achieving our set goals," says B.S., Manager ICT, RCN Holiday Parks.

NF525 certification across every French park

NF525 certification is now implemented across all eight RCN parks in France. The compliance burden the previous system could not keep up with is now handled within the platform, freeing the team from manual oversight.

360° guest view through Customer Care

The Customer Care solution gives RCN staff a complete view of every guest, so they can anticipate needs and resolve inquiries faster. Response times improved and manual tasks dropped.



Multi-language operations across three countries

With Maxxton's multi-language functionality, RCN runs locations in the Netherlands, France, and Germany on a single platform. That simplifies day-to-day management for both headquarters and local park teams, and removes the overhead of running country-specific systems in parallel.

A scalable foundation for future growth

The platform supports RCN's future growth and simplifies the integration of new properties. As RCN adds parks or expands services, the system scales without new tooling, which protects the investment already made and keeps onboarding fast.





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