



The growth of outdoor
hospitality groups, simplified



Landal scales holiday parks across borders, and avoids booking gaps with Maxxton

Landal is the merged brand of Roompot and Landal GreenParks, now a leading European holiday operator running more than 200 locations in eight countries and welcoming six million guests a year. To support that scale and a continued push into new markets, Landal partnered with Maxxton to consolidate operations onto a cloud-based platform that handles multi-language, multi-currency, real-time inventory optimisation, and the API connectivity needed to keep every booking channel in sync.



A new European leader, born from a merger

Landal is the unified brand created by bringing Roompot and Landal GreenParks together, combining two of Europe's most established holiday park operators into a single business. The merger gave the group both the footprint and the operational base to compete on a fully European scale.



Driven by purpose: "We give everyone the freedom to find their happy place"

Landal's purpose is to give every guest the freedom to find their happy place, supported by four core values: "Feel at home", "Together as one", "Discover your nature", and "Focus on what matters". These values shape how the business runs internally and how it talks to guests, colleagues, and partners.



Eight countries, 260+ parks, six million guests a year

Landal operates more than 200 holiday locations across the Netherlands, Belgium, Germany, Austria, Switzerland, Denmark, Czech Republic, and the UK. Six million guests a year stay across 22,500+ accommodations, supported by 5,200 colleagues at destinations and offices.



A portfolio that spans beach houses, glamping, and luxury chalets

Landal's accommodation mix runs from beach houses and designer villas to glamping, lodges, and luxury chalets. That breadth lets the brand match a wide range of preferences and budgets, in every season, without a single product owning the experience.



Sustainability backed by Green Key certification

Sustainability is part of the brand promise, with every park Green Key certified. Combined with the company purpose, this gives Landal a clear position in a market where guests and partners increasingly look for credible environmental commitments.



Landal is the merged brand of Roompot and Landal GreenParks, leading Europe's holiday accommodation market with more than 200 locations across eight countries. With a portfolio that ranges from beach houses and designer villas to glamping, lodges, and luxury chalets, Landal welcomes six million guests a year and is driven by the purpose "We give everyone the freedom to find their happy place".

Sites

Netherlands, Belgium, Germany, Austria, Switzerland, Denmark, Czech Republic, United Kingdom, France (9 countries)

Size

260+ holiday destinations,
23,000+ accommodations

Maxxton Go-Live

September 2022

Annual guests

6 million +



A happy place, built for European scale

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.

A purpose-led culture and four core values

Landal's stated purpose is "We give everyone the freedom to find their happy place", and the company runs by four core values: "Feel at home", "Together as one", "Discover your nature", and "Focus on what matters". These shape both the guest experience and the way 5,200 colleagues across destinations and offices work together. Sustainability sits alongside that purpose, with Green Key certification across all parks reinforcing the brand's commitment to a better environment.

Why Landal chose Maxxton

When Landal added several UK parks to its franchise network, the limits of its previous software became clear: no multi-language or multi-currency support, an outdated user interface, and not enough room to scale centrally. After a full evaluation, the IT team picked Maxxton for its cloud-based architecture, multi-currency and multi-language capabilities, and its lead on innovation.

"After a thorough investigation with our IT team, we decided to take on Maxxton as our software partner because Maxxton was at least two years ahead of its time compared to other software systems."

— Axel Wiertz, **Information Architect, Landal**

Challenges of growing a European holiday group

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

Outdated UX and slow employee onboarding

The previous platform's user interface had aged, which slowed down employee onboarding and made it harder to bring new locations online quickly. As Landal grew, the operational cost of that drag became more visible.

- Steep learning curve for new staff
- Slower time-to-market for new locations
- Limited modern usability features

A fragmented, hard-to-scale technical setup

As acquisitions and new franchise locations stacked up, Landal needed a single, scalable backbone instead of stitched-together tools. The team wanted centralised data, configurable rules, and API connectivity that could keep up with both growth and third-party integrations.

- Difficult to maintain a single source of truth across parks
- Manual configuration for each new acquisition
- Limited API connectivity for third-party booking channels

Vacancy gaps in the booking calendar

Even with a strong booking flow, Landal was leaving inventory underused because of the way accommodations were assigned. Optimising the calendar once per night was not enough; the team wanted real-time reallocation that responded to every new booking, without disrupting the guest experience.

- Gaps in the booking calendar that suppressed total bookings
- Guests not always able to secure their preferred accommodation
- Manual reallocation work for operations teams

How Maxxton supports Landal



A cloud-based, multi-currency and multi-language platform

Maxxton's cloud-based platform gave Landal the multi-currency and multi-language capabilities it needed to run the UK franchise alongside its Continental European parks on a single system. The same architecture also gives Landal the scalability to keep adding parks without rebuilding its stack. As Axel Wiertz puts it: "After expanding the franchise network in the UK, we needed a new multi-language and multi-currency solution, and both requirements were available in Maxxton Software."



Centralised data management as a single source of truth

Maxxton centralises bookings, check-ins, inventory, and reservations into one environment, giving Landal one accurate, real-time view of every park. That has let the team rework workflows and refine business processes around clean data rather than reconciling between systems. "We use Maxxton because it enables us to keep all data in one place. It also allows us to control, manage, and continue growing. With Maxxton, I know there are always possibilities," says Axel Wiertz.



Configurable business rules for fast park onboarding

Maxxton's configurable business rules let Landal bring newly acquired parks, accommodation types, and units into the platform quickly. That matters for a group whose growth model includes acquisitions: the speed of configuration directly affects the time and cost of integrating each new property. "At Landal, we are always looking for ways to automate our processes. One of the advantages of working with Maxxton Software is the quick and easy configuration of newly acquired parks."



API connectivity for booking channels and partners

Maxxton's API connectivity feeds price and availability data into Landal's website and third-party interfaces in real time, keeping every booking channel aligned with the same inventory. That has made it easier for Landal to expand online distribution and integrate new partners without bespoke development for each one. "The API connectivity has been significant in obtaining price and availability data for our website and third-party interfaces."



The Reallocation Engine, co-developed with Landal

Maxxton built the Reallocation Engine (RE) together with Landal to close vacancy gaps in the booking calendar in real time. The RE automatically identifies available accommodations and intelligently rearranges existing bookings to fit new ones, while still honouring guest preferences. Availability refreshes at least every 15 minutes, and reallocation only triggers after a guest confirms, so the booking flow stays clean. The planning chart updates itself, removing manual adjustments for operations teams.

"Since integrating the RE, our booking process has become far more efficient. The system's ability to update availability in real time and dynamically reallocate units has reduced our administrative workload and improved customer satisfaction by offering guests more options."

— Eefje Dekkers, **Roompot and Landal GreenParks**

	Night 1	Night 2	Night 3
Unit 1			
Unit 2			
Unit 3			
New Enquiry			

	Night 1	Night 2	Night 3
Unit 1			
Unit 2			
Unit 3			
New Enquiry			

	Night 1	Night 2	Night 3
Unit 1			
Unit 2	New Booking		
Unit 3			

Results: a single platform powering European growth

Key takeaways

- Reallocation Engine has lifted total bookings by +3.0% to +4.6% and revenue per booking by +2.2% to +4.3% across users
- Bookings with paid preferences up +7.3% to +13.6%, a clear signal of higher guest satisfaction
- One cloud-based, multi-language, multi-currency platform now supporting 200+ parks across eight countries

Reallocation Engine lifts bookings and revenue

Across hundreds of thousands of bookings, the Reallocation Engine has delivered between +3.0% and +4.6% more total bookings, and between +2.2% and +4.3% additional revenue per booking. Many of those incremental bookings only became possible because the engine reorganised existing reservations to free up units that would otherwise have sat idle.

Higher guest satisfaction through preferred accommodation

Bookings with paid preferences have risen, showing that guests are now far more likely to secure the accommodation they actually want:

- Increase in total bookings: +3.0% to +4.6%
- Additional revenue per booking: +2.2% to +4.3%
- New bookings with paid preferences: +7.3% to +13.6%

“Before implementing the RE, guests often couldn’t book their preferred accommodation and would either settle for a second-best option or abandon the booking process altogether. RE now ensures that happens.”

— Eefje Dekkers, **Roompot and Landal GreenParks**

Centralised data and content management

A single source of truth across all parks means accurate, up-to-date information everywhere, and content updates that no longer have to be replicated park by park. That simplifies day-to-day operations as Landal continues to expand and keeps inventory and pricing in sync across channels.

Scalability and fast configuration of new parks

Configurable business rules and a cloud-based architecture let Landal onboard newly acquired parks in a fraction of the time the previous system would have required. That reduces both time and cost on every integration, protecting the economics of the group's growth strategy.

Multi-currency and multi-language support for European expansion

With multi-currency and multi-language built in, Landal can run UK, Dutch, German, Austrian, Belgian, Swiss, Danish, and Czech operations on one platform without country-specific workarounds. That removes one of the most common ceilings on cross-border hospitality growth.

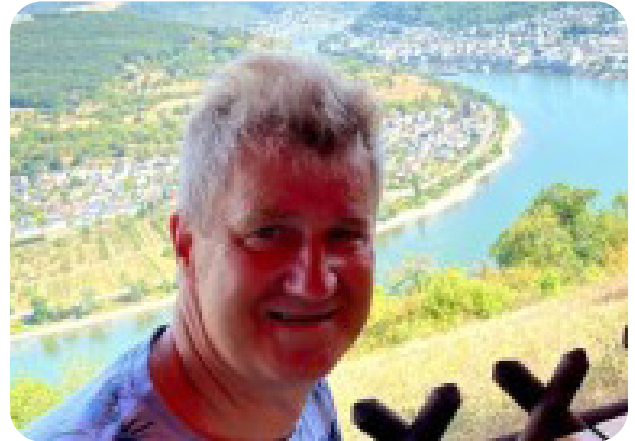


About the contributors



Eefje Dekkers,
Business Analyst, Landal

Eefje Dekkers is an analytical and communicative professional with extensive experience in project coordination and process optimisation across the leisure and digital sectors. She is known for connecting teams and translating complex issues into practical solutions and concrete actions, and is driven by collaboration and tangible results. Her work on the Reallocation Engine with Maxxton sits squarely at that intersection of operational detail and digital change, where business needs have to be turned into something a platform can actually do.



Axel Wiertz,
Information Architect, Landal

Axel Wiertz is an experienced Digital Enterprise Architect with a track record spanning leisure, travel and tourism, banking, telecom, healthcare, and public sector work for both local and central government. His expertise covers business alignment, IT management, architecture design, data management, and Agile development, which gives him a wide-angle view of how technology choices shape operations and growth. He holds an MSc in Information Technology from Delft Technical University. At Landal, he leads the architectural decisions behind the move to a cloud-based, scalable platform.



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