Maxxton

The growth of outdoor hospitality groups, simplified



SANDAYA

Sandaya runs 70+ campsites in four countries on Maxxton

To support its growth, Sandaya moved its call centre, online bookings and all its campsites to a single Maxxton platform that accommodates each country's rules.

SANDAYA

Founded in 2010, Sandaya is a French premium outdoor hospitality group offering stays at four- and five-star campsites across Europe, including France, Spain and Italy.

Countries
France, Spain, Italy, Belgium (4 countries)

Size
70+ campsites, around 25,000 pitches

Live on Maxxton
November 2025 (central sales)
April 2026 (campsites)

A group developed by its founders since 2010

Founded by tourism executives François Georges and Xavier Guilbert, the group was built around premium outdoor holidays.

Four- and five-star campsites in prime destinations

From seaside resorts to busy tourist hotspots, Sandaya campsites offer modern leisure facilities. Since 2026, the portfolio has also included a 49-room hotel on the Île de Ré.

Four countries, 70+ campsites, around 25,000 pitches

Guests come from across Europe, with overnight stays by German and Spanish guests having risen sharply since 2025.

Growth through acquisitions

With acquisitions continuing at a steady pace, new sites need to be integrated into the software efficiently.

A sustainable approach backed by Green Key

57 Sandaya campsites hold the Green Key ecolabel. Sustainability guides how the group develops its sites and presents itself to guests.

The challenges of running a campsite group across four countries

A system built for single campsites

Sandaya's previous system was designed for individual campsites. As the group grew, that design held back expansion. Without connections to other systems, central teams spent time transferring data manually instead of running the business.

- No consolidated view across the group
- Manual imports and exports between systems
- Every new site added work rather than economies of scale

One group, four regulatory frameworks

Each country has its own invoicing, VAT and reporting rules. Managing operations in Spain, Italy, Belgium and France through workarounds was not an option for a group continuing to expand internationally.

- Real-time VAT reporting (SII) in Spain
- Electronic invoicing (SDI) and fiscal receipts in Italy
- Police registration and statistical reporting in each country

Onboarding new and acquired sites quickly

After each acquisition, Sandaya wants to move the site to its systems and start selling through the group's channels as quickly as possible.

- Each acquired site comes with its own setup and accommodation
- One central website for all campsites
- Synchronised distribution to tour operators and partners

Thousands of access rights to manage, campsite by campsite

With 2,700 employees, many of them seasonal, Sandaya handled every new account, role change and departure manually, campsite by campsite. The process was slow, repeated every season, and hard to secure: access remained active after employees left, and reception shared passwords.

- 2,700 user accounts on Maxxton, largely renewed every season
- Access granted and revoked manually at each site
- No link between Sandaya's IT directory and user rights in the PMS

Years of guest history and loyalty

Sandaya has a large, loyal guest base and its own loyalty programme. More than a million guest profiles, along with their booking histories and loyalty transactions, had to be migrated without disrupting guest relationships.

- More than a million guest profiles and their history
- A loyalty programme that had to keep running
- Sandaya's website and booking engine had to remain connected

How Maxxton supports Sandaya

Local compliance built into the standard platform

As Sandaya expanded, Maxxton incorporated each country's rules into the product: French invoice formats and electronic invoicing via Sovos; ID document registration, police reporting and real-time VAT reporting (SII) in Spain; SDI electronic invoicing, Fiskaly fiscal receipts and ISTAT statistical reporting in Italy; and PEPPOL invoicing in Belgium. Italian and Spanish were added as system languages. Because all of this is part of the platform, new Sandaya sites in these countries use the same configuration, as do other Maxxton operators.

"It was essential for the Sandaya group to run on a system that is compliant in every country where we operate. Maxxton now meets all of our legal obligations."

— **Jean-Marc Hoarau,** Director of Sales, Marketing and Information Systems, Sandaya



One platform, from central sales to the campsite

Sandaya uses Maxxton to manage bookings from its call centre and campsites, front desk activities, finance, owner management, Guest Help Desk with its loyalty programme, notifications, content, distribution and operations. Campsite teams use the Operations app on site. Sandaya's own website connects through the Maxxton API, allowing the group to retain control of its brand experience while every channel sells from the same inventory.

Access managed through Sandaya's directory, without manual entry

All Sandaya employees log in to Maxxton using single sign-on through the group's directory (SAML 2.0, compatible with Microsoft Entra ID and Google Workspace). Maxxton and Sandaya defined user templates together. When an employee is added to Sandaya's IT system with their attributes (for example, role: receptionist; campsite: Aloha), they automatically receive the appropriate Maxxton profile at first login, including roles, campsite, distribution channel and till. Role changes and departures recorded in Sandaya's directory are automatically reflected in Maxxton in the same way.

- 2,700 users created and updated automatically
- No Maxxton passwords to manage: authentication stays within Sandaya's IT environment
- Recording a departure in the directory automatically revokes access to Maxxton

"Connected directly to our HR management system, SSO makes creating and revoking access a smooth, automated part of onboarding."

— **Jean-Marc Hoarau,** Director of Sales, Marketing and Information Systems, Sandaya

Expert teams on hand

The rollout happened in two phases: central sales in November 2025, then the campsites in April 2026. For the campsite opening, Maxxton provided eight weeks of hypercare, with specialists on site at Sandaya's head office, daily joint meetings and a dedicated team that included the CTO and product owners for finance, commercial functions and operations.

Support continues today: Maxxton's experts help Sandaya with its day-to-day use of the platform, its projects and its growth.

"Maxxton met the demands of a migration on this scale, mobilising its technical teams remotely and its operational teams on site to support all of our head office and campsite teams."

— **Steven Maurouard,** E-Commerce & Business Systems Manager, Sandaya

Features built with Sandaya, now standard

Several features developed to meet Sandaya's needs have improved the product for every Maxxton operator: the loyalty programme, accommodation type groups, block contract invoicing, the ability to assign one housekeeping task to two staff members, guest search in the Operations app and a tool for auditing the configuration of more than 600 distribution channels. Roadmap workshops have been held since 2023, and Sandaya is one of the first operators to test Max, Maxxton's AI agent for teams.

"Maxxton listens to the market and to new technologies, with an approach that is thoughtful, collaborative and built for the long term. That is what a group like ours needs."

— **Steven Maurouard,** E-Commerce & Business Systems Manager, Sandaya

One platform behind Sandaya's growth

Key takeaways

- 70+ campsites in four countries on a single cloud platform, from the call centre to reception
- A new site integrated across Sandaya's systems in two weeks, with the Maxxton setup completed in 24 hours
- Local compliance for four countries built into the standard product and also used by other Maxxton operators
- 2,700 users provisioned automatically through SSO, saving close to 900 hours a year on access management

A rollout in two phases across four countries

Central sales through Sandaya's website and call centre moved to Maxxton in November 2025. In early April 2026, 56 campsites opened on the new platform, with the rest following by the end of May. In September 2026, Sandaya opened sales for the 2027 season on Maxxton.

Guest history preserved

The migration carried over Sandaya's entire guest relationship, processing and preserving several million records, including guest profiles, booking histories and loyalty transactions.

2,700
users provisioned through SSO

~900 hours
saved on access management per year

> "Integrating a new site is now much easier and better controlled by our teams, thanks to a fully centralised configuration shared by all of our sites. An integration can be done in 2 weeks across our ecosystem, 24 hours for the Maxxton part."
>
> — **Steven Maurouard,** E-Commerce & Business Systems Manager, Sandaya

Centralised data across four countries

Booking, guest, inventory and financial data are held in one place across every country and channel. Central teams no longer move data between systems by hand, and every channel sells from the same inventory.

> "Where we used to have several tools, our campsites, our call centres, our finance teams and our website now all work on a single platform. Our guests benefit directly, with a smoother experience from booking to stay. With Maxxton, we have built a relationship of trust: everyone puts issues on the table early, and we decide on priorities together."
>
> — **Jean-Marc Hoarau,** Director of Sales, Marketing and Information Systems, Sandaya

Ready for the next acquisition

With one platform and one data model, every new campsite connects to the group's central sales, distribution and guest database using the same configuration. This is a real advantage for a growth model built on acquisitions.

Compliance that grows with the group

With the rules of France, Spain, Italy and Belgium built into the platform, Sandaya operates across all four countries without country-specific workarounds. This removes a major barrier to cross-border growth.



About the contributors



Jean-Marc Hoarau,

Director of Sales, Marketing and Information Systems, Sandaya

A specialist in digital transformation and commercial strategy in tourism, Jean-Marc Hoarau holds a degree in information systems. He developed his expertise at leading hospitality and leisure organisations, notably as Chief Information Officer at Vacances Bleues, where he led the modernisation of its technology infrastructure and the digitalisation of the guest experience.

He joined Sandaya, an outdoor hospitality group, in April 2024 to lead the Maxxton project. In February 2026, he was appointed Director of Sales, Marketing and IT and joined the executive committee. He oversees guest acquisition, commercial performance and the group's technology.



Steven Maurouard,

E-Commerce & Business Systems Manager, Sandaya

Steven Maurouard has 15 years of experience in outdoor hospitality, combining practical knowledge of the sector with expertise in information systems.

He joined Sandaya in 2012, when the group had just four campsites, and has played an active role in its rapid technological growth. He also worked at a PMS software provider from 2016 to 2018.

An expert in the sector's software challenges, he is closely involved in the Maxxton platform, driving the roadmap, feature prioritisation and overall strategy.

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