



PRESS RELEASE

The relaunch of Austria's leading camping association demonstrates quality leadership with confident charm

Top Camping Austria – the name says it all

With renewed energy, twelve Austrian campsites that see themselves as “passionately committed to the WOW-factor for our guests,” will be combining their strengths in genuine camping quality and presenting themselves to the world of camping at the CMT 2026. Not only have they been working on the packaging, but also and most importantly on their self-image and proof of quality. Effective immediately, camping fans should be even more confident that Top Camping Austria stands for a guaranteed WOW experience.

Camping holiday as a total composition, guaranteed 12 times at top level

Founded 30 years ago as a marketing alliance, today the camping association is focused on shared quality standards. Each of the twelve campsites from five different provinces is unique and individual. At the same time, guests can trust in their joint quality standards, which shape each of the campsites' top quality. To achieve this, the twelve campsite entrepreneurs from Burgenland, Carinthia, Upper Austria, Salzburg and the Tyrol distilled ten shared qualities out of their own hospitality criteria and defined them further with concrete services and features: Highest levels of convenience and comfort, meticulously maintained grounds and hygiene, family-friendly facilities and activities, excellent services, culinary variety and, above all, personally committed hosts, who attend to their guests and ensure an authentic Austrian experience with regional flair.

Innovative quality development: Mutual challenge for excellence instead of external checks of standard services

The degree to which a camping site has achieved the quality demands set by the group is determined in biannual audits that, in contrast to typical external checks, capture “soft facts” regarding the host's attitude and quality of relationships. In the process, the sites measure themselves against one another in a positive, ambitioned manner and together consistently raise the quality level.

“The difference should be the orientation to a genuine WOW for their guests, aside from the standard services a quality-conscious camper takes for granted. Within the group, the focus is on mutual positive challenge and the incentive to achieve even higher levels of excellence for guests,” says **Bernd Mayländer, patron of the brand relaunch of Top Camping Austria.**

Targeted orientation in unlimited camping offers

The Top Camping Austria brand seeks to provide even more camping fans with a reliable choice for their dream campsite and is even more aware of focusing its orientation function. The new website, with its impressive brand expression, design and functionality, guides visitors seamlessly to their ideal campsite based on their holiday desires.



BRAND RELAUNCH EVENT: CMT 2026, 19 January, 16:00, Halle 10 Bühne, followed by a reception at the Stiegl-Alm

Under the patronage of Bernd Mayländer, former German auto racer and since 2000 main pilot of the Formula 1 safety car, the Top Camping entrepreneurs personally present themselves with the spirit of Europe's most charming Alpine country. After a dynamic GO LIVE of the brand launch and podium discussion, Top Camping Austria cordially invites members of the press and partners to the Stiegl-Alm.

FURTHER INFORMATION

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New web presented on January, 19th, 2026