



Press Release

Camping Lodge AG selected to operate Camping de Vidy, Lausanne

Frankfurt am Main, 29.8.2025 — Camping Lodge AG, based in Zug and a wholly owned subsidiary of lodgyslife AG (WKN: A2LQ71, ISIN: DE000A2LQ710), has been selected by the City of Lausanne to operate Camping de Vidy in Lausanne, Switzerland. The operating agreement takes effect on 1 January 2026. With this mandate, the lodgyslife Group will expand its portfolio to a total of eleven campsites in Switzerland and Germany, further strengthening its position as one of the leading campsite operators in the DACH region.

The announcement was made in a press release issued by the City of Lausanne on 29.8.2025. Following a comprehensive selection process, the City of Lausanne — together with a commission of internal and external experts — evaluated potential partners. The decision was based on compliance with a demanding set of requirements as well as a compelling concept for the campsite's future development.

Camping Lodge AG's concept combines a comprehensive sustainability strategy with an attractive tourism offering. Plans include spacious pitches from 80 to 224 sq m, high-quality accommodation, varied leisure and quiet zones, and a park-like setting serving both vanlife enthusiasts and tent campers. The lakefront location, embedded in a natural and recreational landscape with water sports, cultural attractions and easy urban access, creates additional growth potential. Camping de Vidy is one of Switzerland's leading city campsites and benefits from the destination's rising appeal: in 2024, Lausanne recorded a 4.4% increase in overnight stays versus 2023, driven primarily by an 11.9% rise in international visitors.

"The concept presented by Camping Lodge AG perfectly aligns with our goal of transforming the campsite into a unique place — with affordable, environmentally friendly offerings for tourists as well as for Lausanne residents, who will also benefit from the infrastructure and future events," said Natacha Litzistorf, City Councillor for Housing, Environment and Architecture.

"We are delighted that the City of Lausanne has selected us to operate Camping de Vidy. The outstanding lakefront setting and proximity to the trendy city of Lausanne provide an ideal foundation for a unique project that combines urban camping experiences with nature-focused stays," said Jan Vyskocil, co-founder and co-owner of Camping Lodge AG.

A dedicated operating company will be established for the management of Camping de Vidy. “This will ensure that a significant share of value creation remains within the city,” Vyskocil added.

About lodgyslife AG:

lodgyslife AG acquires campsites in the DACH region — typically through succession planning, reorganizations, repositionings or tenant changes — and develops them in close cooperation with sellers and municipalities, consistently implementing innovative, future-oriented concepts. The focus is on sustainability, ecology, digitalization, quality and service.

The Group, established five years ago, includes Swiss-based Camping Lodge AG with six campsites and Germany’s AZUR Freizeit GmbH with five campsites — all in prime locations. The company’s shares are listed on the Hamburg Stock Exchange and Tradegate Exchange (WKN: A2LQ71, ISIN: DE000A2LQ710). Further information: www.lodgyslife.com

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