



crews

Where you belong

TRAINING

Outdoor Hospitality

LEARNING OBJECTIVES

- Understand the specific features of the outdoor hospitality (HPA) sector
- Structure an offer aligned with customer expectations and market trends
- Implement a marketing and sales strategy suited to the positioning of the establishment
- Improve operational management and customer experience in the HPA environment

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Managers, operations directors, employees or future project leaders in outdoor hospitality (campsites, holiday villages, residential leisure parks)

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,400 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com



DETAILED PROGRAMME

- Overview of the HPA sector
 - Key figures and market trends
 - Types of establishments and customer segments
 - Regulatory framework and environmental challenges
- Positioning and service offering
 - Define a clear and distinctive value proposition
 - Layout, accommodations, equipment, additional services
 - Upmarket development and new expectations (glamping, eco-responsibility, digitalisation)
- Outdoor customer experience
 - Reception, customer journey and loyalty
 - Activities, safety, local services
 - Customer feedback management and experience enhancement
- Communication and distribution
 - Online visibility, social media, targeted campaigns
 - Platform referencing (OTAs, specialised directories)
 - Pricing strategy and inventory management
- Operations and management
 - Management tools (PMS, channel manager, CRM)
 - Team organisation and seasonality
 - Performance tracking: occupancy, revenue per pitch, satisfaction
- Strategic workshop
 - Audit of a real or fictitious establishment
 - Recommendations on marketing, management and customer experience
 - Group sharing and improvement areas

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to manage an outdoor hospitality establishment with a structured and strategic approach, integrating new market, communication and customer satisfaction challenges.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

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- By email: contact@crews-education.com

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