

CLIENT CASE STUDY

# Croatian Camping Association



Croatian  
Camping  
Association

- Croatian Camping Association
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## Result

*All the relevant website performance metrics such as web sessions, page views and average site visit time are trending upward after launching the new website. "We're happy with how the site works in terms of responsive design and general speed. It's a fast-performing and user-friendly website", said Adriano Palman, CCA Director.*



### CLIENT PROFILE

## Croatian Camping Association

Croatian Camping Association (CCA) is the most influential national association of people and businesses that offer camping services in Croatia. It gathers more than 90% of Croatia's campsites of different types and categories. CCA presents their offering, promotes quality and value-adding, shares best practices and drives a rich conferencing and research activity throughout the year.

### CLIENT CHALLENGE

## Objective

A website with advanced functionality is essential in fulfilling its mission: to protect and promote the Croatian camping industry, a vital sector of the country's economy.

Given that it presents such an extensive portfolio of camping offerings from across the country, the association wanted to develop a high-quality and responsive website that will provide campers, travellers and field professionals with reliable information about camping in Croatia.

### CLIENT NEEDS

## Approach

CCA needed a dynamic catalogue of over 700 campsites in 6 language varieties and a way to manage it flexibly and straightforwardly. Also, the new website had to incorporate a powerful search engine, a booking system and geolocation. Being a client of Infosit since 2010, CCA turned to us to provide everything from the project scope definition to programming and getting the website up and running. Project requirements were fine-tuned further down the line, with the final backlog containing around 300 items.

## SOLUTION

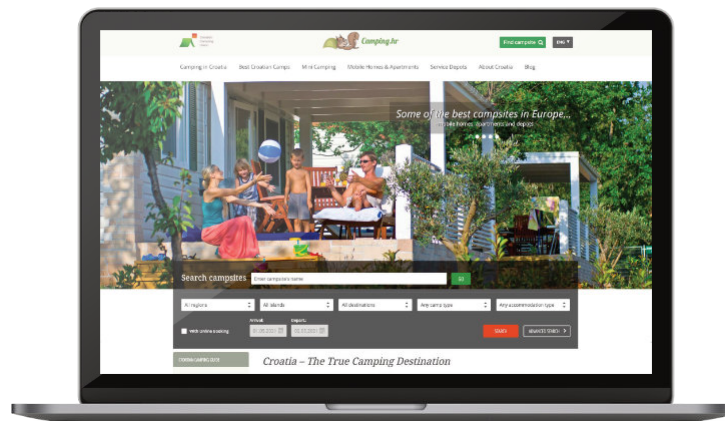
### Destination management Framework

In proposing the solution, Infosit employed in-depth knowledge and experience based on serving leading hospitality companies and organizations.

The central part of the solution we suggested was Destination Management Framework, a set of tools enabling hospitality organizations to manage multiple destinations, resorts and individual locations on their websites while having them connected with their core systems. Infosit's advanced content management system, one of the first version of EDIT CMS, is an essential part of the setup we implemented for CCA.

It supports the new website's multilanguage and multimedia requirements and the orchestration of data on 700+ campsites located across the country. Multiple widgets were introduced to automate tasks that were previously conducted manually. Over the course of the project, Infosit handled all the web development. A search engine was implemented, along with Google Maps service integration. Technical SEO and consulting were also delivered.

The timeline and progression were monitored closely, with CCA quick to provide feedback and guidance along the way. The ability to organize project communication without putting the extra load on CCA was seen as an important part of the solution that Infosit delivered.



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*Professionalism is their most vital attribute. Since we don't have in-house software development, we need to work with a reliable partner. Infosit delivered on their promises and was also competitively priced.*

**Adriano Palman**  
Director, CCA

### Technologies



### Integrations

PHOBS

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