

Application dossier for a seat on the FICM Board of Directors

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Motives

Wohnmobilland Switzerland knows the problems that motorhome tourism has to fight against. Switzerland lags far behind France and Germany, for example, in terms of infrastructure and acceptance of motorhome tourism. There are important problems that motorhome tourism has to solve, including not only the weight and speed issues, but also problems that are not yet in the focus of the general public. These include, for example, the many new vehicles without toilets, the lack of pitches and the sometimes irresponsible behaviour of motorhome owners themselves. These are just some of the many problems that need to be solved in the future. However, in order to be able to present proposals for solutions across Europe, we need a strong organisation that pulls together and is not at loggerheads over details.

We want an open, fair and solution-oriented dialogue in a progressive organisation. The goals of Wohnmobilland Switzerland in the FICM are

- Strengthen FICM
- Combat membership decline
- To work together
- Promote the professional image of FICM
- Developing solutions to the problems of motorhome tourism

In order to achieve our goals in the FICM, we believe that we have the greatest chance of success if we put forward a member of the Board of Wohnmobilland Switzerland as a candidate.

Candidate

Veronika Lévesque, organisational consultant

Languages: French / German / English / Spanish

Convinced European, born in the Netherlands, grew up in France and Germany, now lives and works in Switzerland. She is a year-round traveller in her motorhome and commutes regularly between Switzerland, France and Austria.

Veronika shares the ideas of Wohnmobilland Switzerland and has been involved with Wohnmobilland Switzerland in various roles since the beginning. She makes a valuable contribution to the development of Wohnmobilland Switzerland with her opinions and tips. The Board believes she is the absolutely perfect candidate to join the FICM Board.



Wohnmobilland Switzerland

Wohnmobilland Switzerland is an association according to Art. 60 ff, ZGB. It campaigns for more motorhome pitches and an improved infrastructure. It supports private individuals in the implementation of such projects and advises municipalities and local authorities on the realisation of parking spaces and waste disposal stations. At a national level, Wohnmobilland Schweiz campaigns for sensible legislation and against bans.

With its commitment, Wohnmobilland Schweiz would like to make a contribution to the orderly development of the camping boom. The aim is to persuade municipalities to provide motorhome travellers with attractive sites where they can stay overnight in an environmentally friendly and legal manner. This may involve lifting bans on overnight stays in car parks or creating new facilities with toilets and waste disposal stations.

Wohnmobilland Schweiz does not see its initiative as competition to existing campsites, but rather as a supplement to a region's tourist offer.

Guiding principles:

What we are working on

Switzerland should become an attractive tourist destination for motorhome holidays.

This is how we work

We support local authorities, public bodies and private individuals in the design and realisation of motorhome pitches and their infrastructure.

Why we work

Because our members support this vision, live mobile leisure and are interested in doing so in a nature and environmentally friendly way.

Founded	15.5.2020
Members	over 2000 (Swiss motorhome owners)
Pitch directory	over 400 official and public pitches in Switzerland Successful motorhome dinner project with 170 participating inns during the gastro lockdown