

Dear guests, dear friends,

This is our third and final newsletter, which concludes 2025.

This letter allows me to elaborate on three current topics:

- 1) 2026 bookings
- 2) Crowdfunding
- 3) Our New Year's wishes

As you already know, taking your reservations is always a delicate and difficult task for Emmanuelle. The size of our campsite means we can't accommodate everyone, especially during the highly sought-after period of the last week of July and the first two weeks of August. Your long-standing relationship with us (the number of stays you've had at Montrouant) is therefore very important. It's true that this doesn't give many new visitors, eager to discover our little paradise, a significant advantage, but it's the rule we set for ourselves 40 years ago to thank you for your loyalty.

For bare pitches, we manage, more or less, to accommodate your requests. Indeed, you often show understanding and leniency when Emmanuelle is unable to offer you the exact pitch or dates you desired. The same cannot be said for rental accommodations. Each season, their limited number deprives us of visits from two or three families, loyal to Montrouant, who unfortunately cannot change their dates of stay. This is always a painful experience for us. I encourage you once again to send Emmanuelle your wishes for your stay next summer as soon as possible, and rest assured that she will do her best to fulfill your request.

I would like to clarify for those who haven't read our previous newsletters that the deposit for a campsite pitch is increasing from €100 to €150, and that the cost of your stay in rental accommodation (lodges, tents, or apartments) must be paid before your arrival.

This change in our booking process is, of course, due to the end of our partnership with our tour operator, Rent-a-Tent, and I know I can count on your understanding and cooperation to help us through this transition.

I would like to reassure some of our camping friends who, after reading the newsletters, thought that the termination of our relationship with our tour operator had put us in serious financial difficulty and that it was unwise to communicate about it on our small website, as this could frighten and deter future customers.

First, I want to thank them for their involvement, their insightful comments, and their concerns, which directly stemmed from our friendly relationship.

But no, there has not been, there is not, and there will not be any "danger in the house," as we say in France. From a purely financial standpoint, we benefit from reclaiming the nine bare pitches that were allocated to the tour operator and offering them directly to our guests. This benefit becomes even greater when we equip some of these pitches with our own tents.

Only the transition is challenging. Moving from a regular monthly pre-season payment for over 22 years to a deposit payment on an ad hoc basis inevitably creates some tension and requires a period of adjustment. Given your commitment and the number of bookings recorded, we can, without undue optimism, consider that this transitional phase is nearing its end...

Regarding the idea of crowdfunding needed to acquire two new lodges, I also want to reassure our friends on this matter.

Emmanuelle and I are optimistic about this investment after reading your feedback. Of course, we remain cautious because, for the moment, we are only discussing intentions to participate. I remind you that this funding will not materialize until autumn 2026 because we want to take the time to discuss it with those of you for whom the project concerns. Several scenarios are emerging from your feedback, and we need to discuss them calmly so that our exchanges, ideas, and mutual reflections lead to the best possible solution for the greatest number of people.

I want to reassure our guests again, who, concerned about the potential loss of revenue resulting from the 7% discount for the continuity of our business, are urging us not to apply this reduction to their own contributions. I want to tell them that this only represents a 2.4% decrease in our annual revenue. If we add to this the lost revenue resulting from the fixed price for three years of advance bookings, without any inflationary impact whatsoever (such as increased campsite fees, potential electricity price hikes, etc.), we are approaching a 3% loss of revenue. Using a simple, straightforward accounting approach, and for advance bookings over three seasons, this brings us to a rate of 1% per year, which is obviously manageable, given the financial benefits provided by these two new lodges.

Furthermore, Emmanuelle and I cannot conceive of a one-way contribution.

Finally, I want to express our complete understanding to those of you who do not wish to contribute to this funding. Age, growing children, uncertainty about the future, a lack of personal connection, and the desire to explore other spaces are all legitimate reasons for not participating. But whatever your reasons for deciding, rest assured they will not change our feelings, and therefore our attitude, towards you.

In conclusion, please know that we are proceeding calmly and serenely with this crowdfunding campaign, which is certainly close to our hearts, but by no means vital to the continuity and stability of our small camping site.

During this holiday period and as the year draws to a close, Emmanuelle and I send our warmest thoughts to those among our guests who have passed away and to those whose illness prevents them from visiting and traveling. And in 42 years life... there are far too many...

We wish you and your loved ones all the very best for the new year. Take care of yourselves, because we want to see you radiant with health when we welcome you next summer!

Très amicalement,

Jean Mi