

Passman Group Acquires UK Connectivity Specialist Camping Connect to Strengthen European Hospitality Solutions

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Passman Group, a European leader in connected solutions for hospitality, healthcare, and retail, today announced the acquisition of Camping Connect, a UK-based provider of high-performance WiFi and digital solutions for holiday parks. Founded in 2011 by Ben Griffiths and Rhodri John, Camping Connect has grown from a weekend venture to a 25-strong team serving over 550 holiday parks across the UK.

The acquisition will see Camping Connect, which started with a modest £750 investment, integrate into Passman Group's extensive network of over 13,000 clients and 250 staff, further solidifying Passman's position in the European market with a combined turnover exceeding €63 million.

Ben Griffiths, co-founder of Camping Connect, commented on the acquisition: "This journey, born from a simple idea and a shared passion for technology, has reached an exciting new chapter. Becoming part of Passman Group allows us to bring even greater innovation to our valued customers while staying true to our Welsh heritage and commitment to the UK leisure market."

Rhodri John, co-founder, added: "This strategic acquisition provides a significant opportunity to expand our focus beyond the leisure sector into the broader hospitality market, including hotels and larger holiday parks. This will strengthen our mission to deliver world-class digital experiences across the UK."

The integration will immediately benefit Camping Connect's clientele through access to Passman Group's advanced research and development capabilities, future-proofed digital infrastructure, and an expanded

portfolio of connected technologies designed to meet evolving guest expectations.

Patrick Layani, CEO of Passman Group, stated: “Camping Connect exemplifies local innovation with national impact. We were deeply impressed by Ben and Rhodri’s vision, core values, and entrepreneurial drive. Together, we will accelerate the deployment of smart, sustainable, and guest-centric technology solutions across the UK and beyond.”

Looking ahead, Camping Connect will leverage Passman Group’s resources to launch new technology solutions aimed at helping UK holiday parks achieve cost savings, enhance guest satisfaction, and thrive in an increasingly digital and eco-conscious environment. These innovations include interactive TV and Chromecast for enhanced guest entertainment, and Passenergy, an energy-saving technology with the potential to reduce parks’ carbon emissions by up to 30%.

Camping Connect has affirmed its ongoing commitment to Wales, stating that it will continue to operate from its Swansea headquarters. The company plans to create new skilled jobs in areas such as engineering and sales, further invest in local supply chains and partnerships, and support digital skills development within the region.