

## Case Study: Concierge Camping

*Powered by Metpow since 2025*

**Customer:** Concierge Camping

**Location:** West Sussex, United Kingdom

**Number of Pitches:** 44

**Owner:** Guy Hodgkin

### The Challenge: Rising Energy Use and Pricing Pressure

Concierge Camping is an award-winning, luxury campsite renowned for its five-star guest experience. But behind the scenes, owner Guy was facing a tough decision.

"We were at a bit of a crisis point," says Guy. "Electricity usage was all over the place. Some guests were using very little. Others were running air conditioning all day while out walking or leaving heaters on under awnings. It was making things unfair – and pushing us towards raising prices again."

As energy costs soared, Guy began to question the sustainability of offering inclusive electricity. The site's energy bills were unpredictable and hard to manage, and the team lacked the tools to monitor or address excessive use.

### The Solution: Fair, Transparent, and Easy to Use

Guy discovered Metpow and saw a better way.

"When I came across the Metpow system, it became obvious that we could do this in a way that was fair for everybody," he says. "Now we give everyone a daily electricity allowance. Guests who are sensible and responsible are not penalised, and those using more than their share pay for it. It is simple, and it works."

Guests now use the Metpow app to scan a QR code at their pitch, add their stay details, and manage their usage throughout their visit. According to Guy, adoption has been smooth.

"I was initially sceptical about how customers would react, but 95 percent of them have welcomed it. It is a really simple app – just download it, scan the code, and you are ready to go. They get it. They understand we are doing this so we don't have to raise prices."

### The Impact: Significant Savings, Better Behaviours, and Happy Guests

The results speak for themselves:

- **One third cut from electricity bills**
- **Guests are more energy-aware and efficient**
- **No need to raise pitch prices to cover costs**
- **A fairer system that rewards responsible use**

“Although customers are not paying a huge amount more,” Guy notes, “what’s changed is that everyone has become more efficient. We have saved about a third on our electricity bill since installing Metpow. That means we can keep investing in the business, rather than just covering energy costs.”

Even higher demand units, such as holiday homes with 60 Amp connections, are now managed seamlessly through Metpow – giving Concierge Camping the scalability and control they need.

## **Words from the Owner**

“Metpow has been brilliant. It has given us a system that is fair, simple, and effective. Our guests have embraced it because they don’t want the prices to go up – and now we don’t need to raise them just to cover the electricity. We have saved around a third on our bill, and the whole experience has made us more efficient as a business. If you run a campsite, or have statics or holiday homes, I would strongly recommend it. It has worked for us and I genuinely believe it could work for a lot of others too.”

