

Eurocamp secures primetime deal with ITV's new Gino D'Acampo show

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European holiday parks specialist, Eurocamp, has secured a primetime entertainment deal with ITV to sponsor Gino D'Acampo's brand new show, Gino's Italy: Like Mamma Used to Make.

Due to launch on 4th September, the six-week-long series will air every Sunday evening at 7.30pm.

The show will take viewers on a tour of Italy, from Bologna to Florence, right through to Gino's motherland of Naples, where the celebrity chef will learn about new local dishes from families and their matriarchs whilst sharing some of his tastiest family recipes.

The sponsorship is part of Eurocamp's latest drive to challenge consumer perceptions and raise awareness amongst a wider holiday market. The brand will

use the deal to showcase some of Eurocamp's best Italian parcs in a stream of co-branded idents which will play during the show.

Ross Matthews, chief sales and marketing officer at Eurocamp said: *"This ITV sponsorship deal is part of a significant investment for Eurocamp in its drive to raise awareness of the brand amongst a wider holiday market.*

"Gino D'Acampo is a well loved TV personality and with his love for food and travel, and light hearted humour, we think he aligns perfectly with Eurocamp.

"Viewers will watch the new show and see Gino travel across Italy trying all sorts of local foods and may get inspired to visit. With Eurocamp's 29 parcs across the country, they can book their own Italian trip and try these local recipes themselves."

Jason Spencer, Business Development Director at ITV, said: *We are thrilled to welcome Eurocamp back to ITV with the sponsorship of Gino's Italy: Like Mama Used to Make. Gino is a very familiar face on ITV and this series will really bring both brands together. We are very much looking forward to working closely with Eurocamp to activate the partnership to support their growth."*

Founded nearly 50 years ago, Eurocamp offers a choice of self catering holiday homes and lodges on over 145 premium quality holiday parcs across 10 European countries. There are 29 Eurocamp parcs in Italy, covering Lake Garda and the Venetian Riviera down to Tuscany, Lazio and Campania. With experiences for all tastes, holidaymakers can choose between smaller authentic parcs for simply enjoying outdoor life and local area, through to larger holiday villages and resorts packed full of activities and entertainment to keep the whole family occupied.

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