

The best
place for your
camping in
2019

Together we'll make
more Dutch people
enjoy camping

Book now!

Together we'll make more Dutch people enjoy camping

You and the ANWB have the same goal: give Dutch campers a great holiday experience. You work hard all year round to make sure everything is taken care of. We don't sit around doing nothing either. Our enthusiastic team will guide as many Dutch holidaymakers to your campsite as possible.

We make millions of Dutch people enthusiastic about camping with our special marketing campaigns. From a special, not-to-be-missed, early-bird campaign to special offers for Camping Key Europe card holders. We furthermore inspire people with our magazines, retail shops and online shops. We are the perfect place for your prospective guests to find camping accessories at a members' discount, find and book your campsite, and prepare with our guides, maps, insurances and travel documents. And on their way to your campsite, Roadside Assistance will be at their service.

You have the great campsite and we have an enthusiastic team, millions of members, a cast-iron network, and the perfect resources. Together we'll make more Dutch people enjoy camping!

Jaap van der Linden
Director of ANWB Kamperen



anwb.nl/kamperen

The destination

Do you like to take swift action? Or rather take your time? There are always means, media and methods that suit you, your message and your target group. We'll show you how to get your message across properly.



Know where to start

It doesn't matter whose attention you'd like to draw. No matter what your message is. Or which steps you'd like your target group to take. You have a goal in mind and together we'll set the camper's course.



What ANWB members do.

684,000

ANWB families with young children go camping in the summer each year



1.4 mln

ANWB members go camping every year

1 mln

ANWB members visit a bungalow park annually

21% spend the night in a rented tent/caravan

48% have their own caravan or folding trailer

26% have their own tent

45% spend between €1,000 and €3,000 on the holiday

27% buy travel insurance

37% of the campers will regularly go walking or cycling

Favourite camping destinations

- 1 Netherlands
- 2 France
- 3 Germany

45% of the campers find luxury and comfort important

8,0 is the average rating of a camping holiday

7,9 is the rating for services during camping holidays

ANWB members

What ANWB members do.

Anwbcamping.nl

5 mln visitors in 2017
26% rise in booking numbers (2016-2017)

Camping holidays 2017

5,2 mln camping holidays
37,5 mln overnight stays
5,3 billion euro entire travel sum

52% get on holiday by car

75% bring a smartphone on their holiday
43% bring a tablet on their holiday

78% book a holiday online

73% pay online with iDEAL

About the visitors of anwbcamping.nl

36% don't know wich **country** to go
45% don't know wich **city/area** to go
87% don't know wich **campsite** to go

Top 5 apps/functions

- 1 chat/whatsapp
- 2 camera
- 3 weather
- 4 news
- 5 e-mail

ANWB members

We know all about your target group. And how to reach it.

The ANWB knows Dutch campers through and through. We know how, where and when they travel. How and when they search and book campsites. And how they like to spend their time on campsites. But more importantly, we know how to introduce your campsite at the right time. Online, on mobile devices, at events, in magazines, etc.



Traditional campers These campers know well in advance where they want to go, and search the internet for specific information. They often travel to campsites without having made any prior arrangements because they travel by caravan or motor home. They prefer sporty and active holidays, preferably in the countryside.



Family campers Their motto is: when the kids are having a great time, so do we. They use review sites in their search for the perfect campsite. 25% of this group hire camping units whereas the rest travel with their own units - usually caravans. They want to be on the safe side so don't travel without having made any prior arrangements.



Adventurous campers They often pack their tents and are active holidaymakers: they travel round, visit cities and museums, and like to cycle and walk a lot. They take several trips a year when it suits them, and therefore don't just go camping. It's all about the things to be seen and done in the surrounding area. They usually search and book their holiday destinations online.

Mix the right channels

This is where we meet campers.



Print



Online/Social



Newsletters



Video



ANWB Shops



Events

Your target group, our target group

CAMPING KEY EUROPE

1 million cardholders
3000+ participating campsites



CAMPSITE BOOKINGS

5 million annual visitors to booking portal
www.anwbcamping.nl
9.500+ campsites findable via www.anwbcamping.nl
No. 1 www.anwbcamping.nl is chosen as no. 1 website in travelsector



ELECTIONS

Annual
elections for **Campsite** of the Year
elections for **Towing Car** of the Year
elections for **Caravan and Motorhome** of the Year



CAMPING TRIPS

Over **45 jaar** years of experience as guides
Every year **34** countries are visited



MEDIA

7.2 million visitors to our Camping portals
1.6 million readers via our magazines and guides
20,500 followers via our social channels



ANWB SHOPS

12,5 million people visit an ANWB store each year
11 million ANWB web shop visitors

The top 3 reasons for going to an ANWB shop

- 1 Good quality products
- 2 Member benefits
- 3 ANWB only seller



MEMBER BENEFITS

1,2 million annual visitors to Members' Benefits portal
4 x per year Members' Benefits week
23.000 downloads ANWB Members' Benefits app



ANWB TRAVEL INSURANCE

No. 1 Consumers say that the ANWB is the best online provider of travel insurance





ANWB Go Camping

Pages filled with holiday inspiration

For families with children

Children think that camping is the best way to spend a holiday. Being able to play outdoors all day. For parents, camping means freedom and getting away from daily concerns and responsibilities. You don't have to do anything, but there's lots to do wherever you are. And if children enjoy themselves, so do their parents!

From accommodation to region

Whether campers drive to a campsite with their own camping gear, such as a tent, folding trailer or caravan, or they rent a fully equipped lodge, this magazine will help them find popular and surprising regions and accompanying campsites. Go Camping inspires its readers and helps them look for and book campsites as easily as possible via anwbcamping.nl

anwb.nl/kamperen



Camping is fun. And so is reading GoCamping. This festively designed magazine contains all sorts of inspiration for a special holiday. The point of departure for families who love camping. Popular items are **colourful stories**, **information about countries** and the subject of active **family holidays**. Let the holidays begin!



Distribution via the Kampioen and ANWB shops



Average coverage
550.000 readers



Distributed circulation
150.000 copies



Readers
51% male / 49% female



Years of ANWB membership
> 10 Years of ANWB membership (63%)

“

Esther

Our family has to go on holiday in the high season. So holidays have to be special! We like to set up our mobile home at a more luxury campsite. In Go camping we find inspiring places to camp.

”



ANWB Kampeerreizen Magazine

ANWB Camping Trips Magazine

Grow with our very loyal target group

For the empty-nesters

People over-50s and older travel more and more often. This growing target group is a fan of the Camping Trips of the ANWB, the Dutch market leader in organized camping trips. Meet a very loyal reading and camping audience.

Diverse offers

For more than 45 years, the Camping Trips magazine has been filled with inspiring travel stories, interviews and the most attractive trips in Europe and beyond. From Maastricht to Tasmania and from the North Cape to Morocco. A magazine where your message will certainly be seen by this loyal and active target group. Unique aspects include the certified technical guides and the high quality of the trips.



 **Average coverage**
150.000 readers

 **Distributed circulation**
75.000 copies

 **Readers**
52% male / 48% female

 **Ages**
>55 years

 **Years of ANWB membership**
> 20 Years (70%)



“

Piet & Ria
We like the certainty of supervision, but still plenty of freedom to do things yourself. The advantage of a travel programme is, for example, an excursion that you might not do by yourself. Like by bus to the busy centre of Krakau or Rome.

”

- Classical camping trips
- Classical bicycle camping trips
- Camping tours
- Camping trips
- Fly-drive camping trips
- Short camping specials

ANWB Campinggids 2019
ANWB Campsite Guide 2019

The most widely used campsite guide of Netherlands and Flanders

A handy collection of the better campsites in Europe

for all campers

The ANWB has a long history as a publisher of campsite guides. We've been doing this for 85 years. Draw your campsite to the attention of campers who still regard the ANWB as their point of departure when it comes to finding a campsite.

Designated campsites

The ANWB Campsite Guide contains up-to-date information on as many as 4,300 campsites. All of these campsites have been thoroughly inspected by ANWB campsite inspectors. Because these inspections are independent, campers get a good idea of what a campsite really offers. The campsites in this guide have been awarded at least 3 stars, which makes them ANWB Designated campsites.



EXTRA!



Country map with all CKE-discount

Members of the ANWB Camping Card CKE receive the guide for free with their subscription. Do you give discount to CKE-members? Then your campsite (3 stars or more) will get extra attention in the discount block in the guide. All campsites with a CKE discount no matter how many stars they have are shown on a special country map. This is enclosed separately with the guide.

Discount possibilities

If you offer campers CKE discounts, your campsite will be given extra attention in a special discount block extra uitgelicht!



Average coverage
685.000 readers



Distributed circulation
300.000 copies



Readers
63% male / 37% female



Ages
Most of them 46-65 years



Years of ANWB membership
> 10 years (74%)



“ Jon & Yvette
We preferably go camping without making prior arrangements and therefore always have the campsite guide close by during our holiday. That way we have all the distinguished campsites in one handy guide. ”

Big possibilities for small campsites

for all campers

The peace, atmosphere and space of small campsites: that is increasingly attractive to Dutch campers. So it's important to let those fans know about you. Give you campsite large-scale attention in the ANWB Guide to Small Campsites.

Campsites with their own character

Each small campsite has its own particular character and they have a small or larger range of (luxurious) facilities. What they all have in common is their small-scale character and not more than 60 pitches. This guide contains about 2300 campsites that meet this criterion. Are you a small-scale campsite? This is your chance! With the diverse possibilities that we offer, one thing is certain: you will attract campers to your campsite.



Discount possibilities

If you offer campers CKE discounts, your campsite will get extra attention in a special discount block!



“ Miranda & Stephan
For us, camping is the feeling of complete freedom. We find that in nature, at a small campsite. And to find the perfect small campsite, we always use the guide. You can find the perfect campsite in just one glance. ”

CAN'T
MISS IT

Online package

Dutch campers increasingly search and book online. While at home but also as they travel. So also book the online package. At a special rate for Small Campsites!

 **Average coverage**
48.000 readers

 **Distributed circulation**
8.000 copies

 **Readers**
63% male / 37% female

 **Ages**
Most of them 46-65 years

 **Years of ANWB membership**
> 10 years (74%)

Kampeer- en Caravankampioen

Stand out in the largest camping magazine

For the empty-nesters

Each month many campers look forward to receiving the Kampeer & Caravan Kampioen (KCK), the largest camping magazine in Europe.

Loyal readership

This magazine has a well-deserved strong tie with its readers. KCK is an expert in the area of camping and not only does it share its knowledge but it also looks for interaction with campers. The result is a monthly magazine packed with objective tests and inspiring articles about holidays, campsites, tents, caravans and everything else that makes camping such a fantastic experience. Get in touch with a group of loyal readers with an advertisement in KCK



IN 2019 RENEWED IN 2019

- Average coverage**
321.000 readers (NOM 2017-I)
- Distributed circulation**
57.470 copies
- Readers**
52% male / 48% female
- Ages**
>25 Year

Most popular items

- 1 Tests
- 2 Introductions to camping equipment
- 3 Campsite surveys

“ Loes & Peter
We've been avid readers of the KCK for years. The latest models are given lots of space. We not only find useful information but also lots of inspiration for planning our next holiday!
”



Online campaign

The source of inspiration for campers

for all campers

Campers are increasingly often online looking for an enjoyable campsite or good camping gear. Not for nothing does our special online camping portal have more than 135,000 unique visitors a month and do 55,000 camping lovers receive the weekly newsletter.

Extensive options

With an online campaign you can reach your target group at various moments. In the newsletter, on the homepage and via our social channels. With your own landing page, you can publish your own message together with the ANWB.

anwb.nl/kamperen



BROAD ONLINE CAMPAIGNS FROM PORTAL TO NEWSLETTER



“

Joost

When we bought a new tent, we didn't think about a campsite. To try out the tent we looked for a suitable field. Then we read about a campsite where you could practice camping. Way before the season started we pitched our tent there and in the summer we went back to this campsite, we enjoyed it so much. It's wonderful when a campsite does more for its guests!

”



Average coverage
2,1 mln sessions per year



Pageviews
4 mln pageviews per year
Newsletter
55.000 subscribers



Readers
40% male / 60% female



Ages
34-44 Years



anwbcamping.nl

The online place to be for campers

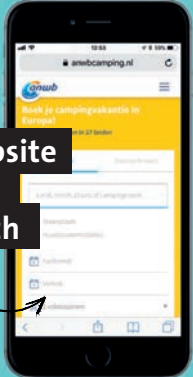
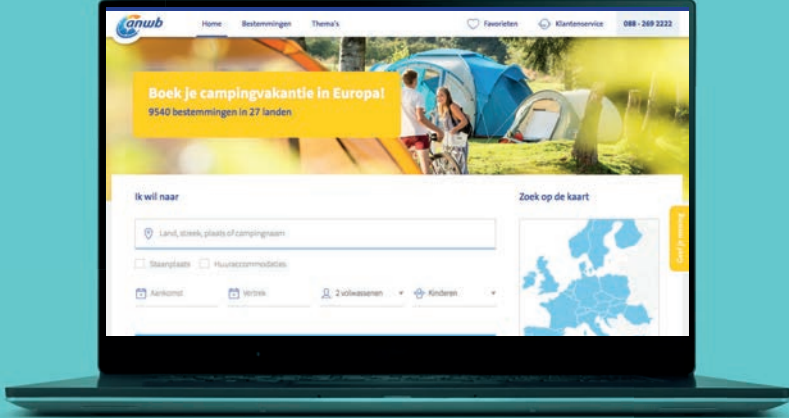
for all campers

Your campsite has a standard -and free- listing on anwb.nl/camping.nl The place where millions of Dutch campers find the campsites of their dreams and make bookings. An excellent online platform that can be of great benefit to you!

Firm Bookable

You can easily make your campsite directly bookable on anwbcamping.nl. And this makes it easier for camping fans to arrange a pitch at your campsite, also safely with iDEAL. Make your campsite more visible with photos and videos. You will be higher in the search results and will see an increase in the number of bookings.

anwb.nl/kamperen



Coverage in 2017
4.882.682 sessions

Pageviews in 2017
17.940.828


Readers
65% male / 35% female

Age
35-44 years

Years of ANWB membership
> 10 Years (68%)

Your campsite within hand-reach

““ Eva
When travelling with children, you definitely don't want to arrive at a fully reserved campsite and have to drive further. We book our campsite early in the year. We search online with the whole family on the sofa, and it already feels like the holidays have begun! Especially when you read what other campers have written. If everyone can see themselves at the campsite, we immediately book online. It's so easy! **””**



Camping Key Europe (CKE)

The most frequently used camping card in Europe

for all campers

With more than 1 million cardholders, Camping Key Europe is the most influential camping card in Europe. The camping card is sold in 17 countries, and the number of campers grows each year.

So easy

Do you already participate in Camping Key Europe? Participation is very easy and attractive. With us, participation is free and you yourself decide whether and when you want to give campers a discount in the season.



Guaranteed identity card
The card contains all relevant personal details of the camper, so you can use the CKE card safely as a replacement identity card.



CAMPING Key Europe

No Risk

A guest leaves without paying? In that case, CKE will pay the bill. The card also carries liability insurance for damage at the campsite done by the cardholder or their travelling group.



Better occupation of your campsite

CKE makes your campsite extra attractive in both the high and low seasons.

Your campsite in the picture
Promote your campsite in the biweekly newsletter to ANWB CKE-members!

→ +○ **Nederlandse leden**
78% male / 22% female

1 **Age**
Most of them 56-65 years

🕒 **Years of ANWB membership**
> 20 years (30%)

Camping Key Europe (CKE)

You determine your strategy

Uniek in Europa: Camping Key Europe geeft u als camping de Unique in Europe: Camping Key Europe gives you maximum freedom in determining your personal CKE benefits to campers at your campsite. Benefits that suit your policy and image. You decide to offer just one option or a combination of options given below:

Camping Key Europe in the low season

In the pre-season and end of season you can decide on the CKE rate for pitches. A discount percentage applies to rental accommodation. You need to bear in mind that the amount should at least be the same as the low season rates offered under other discount programmes. Your benefit will be valid for at least 50 days, and you will decide on the period(s) in which it applies.

Camping Key Europe in the high season

In the months of June, July and August, you can opt for a discount of at least 5% on your standard rate, valid for pitches and rental accommodation. This is also the season where you determine if the benefit applies to all or a percentage of your pitches only, to rental accommodation only, or both.

Camping Key Europe special offers

Would you like to promote longer stays at your campsite? Or do you prefer a different type of added value? The CKE special offers can make it happen. You can, for example, offer a 7=6 deal (7 nights for the price of 6), or give a free upgrade of pitches, free use of bicycles, or excursions in the surrounding area. It just depends on what suits your campsite and camper best. Your first need to enter your special offers in Check & Change to ensure campers know which type of preference, privilege or benefit they can look forward to. And can pick your campsite with those advantages in mind!

Interested?

Enter your participation in ANWB Check & Change. Do you want Camping Key Accepting Europe as a replacement identity card? You can indicate this also in ANWB Check & Change.

Pitch

Included in the CKE Rate

Price per night including:

- standard pitch and/or camping unit*
- 2 pers
- 1 dog if pets are allowed
- VAT
- electricity (minimum of 5kWh)
- shower or 1 shower token per person

Not included in the CKE rate

Price per night excluding:

- reservation fee
- local government levies incl. tourist tax

Rental accommodation

Included in the CKE Rate

The CKE discount you determined applies to the rent to be paid for the rental accommodation including price per person.

Not included in the CKE rate

Excluding additional costs such as:

- reservation fee
- parking fee
- linen
- television / WiFi
- cleaning
- local government levies incl. tourist tax

* Can consist of: car + tent, car + folding trailer, car + caravan + awning, or camper + canopy.

Good to know:

Camping Key Europe is an international card. The ANWB collects the benefits to all CKE partners. So by taking part in the benefits programme, you accept the cards of all partners in Europe. These partners are:

ACA Frankrike • ADAC • ANWB • BVCD • Camping+ • Camping Key Italia • Campingpas.dk • Camprilux • Club del Plein Air • DCK • DCU • DKCamping Club • FEEC • FDM • ICC • NHO • Norsk Bobilforening • Norsk Caravan Club • Orbitur • Pasar • SCR • Slovenien AMZS • SUOMEN • Svensk Bobilforening • TCS • The Caravan and Motorhome Club

This partnership guarantees a high-quality reach of campers. The benefits granted by you will apply to all holders of valid CKE cards, irrespective of the organisations which issued the cards.



Camping Key Europe (CKE)

FREQUENTLY ASKED QUESTIONS

How do I register?

Registration is simple: it only takes a few mouse clicks to benefit from the Camping Key Europe advantages. Register now in the ANWB campsite database Check & Change:

- Go to <http://campingcms.anwbcamping.nl>
- Log in on your personal campsite page.
- Have you forgotten your login and password? Request your login details online now.
- You don't have a personal campsite page yet? You can register your campsite for free right now.
- Click in the yellow menu bar on tab 'Rates and CKE'.
- Fill in the necessary details under 'CKE participation'.

The ANWB will not take any action without your permission. So don't forget to renew your CKE registration in Check & Change every year.

Can I continue participating in Camping Key Europe next year?

Your registration is automatically renewed for next year. If you prefer not to, then you can cancel your participation in Check & Change. Do you prefer to continue your participation? In Check & Change you can also update your rates.

Can I cancel CKE before the end of the year?

Has your campsite been awarded three stars or more? Then you will have a free editorial listing in the ANWB Campsite Guide. By taking part in the CKE programme your campsite will attract extra attention thanks to the 'benefits box' given with the information about your campsite. Your participation will also be specified on anwb-camping.nl. To avoid disappointed campers, it is therefore not possible to cancel or alter your participation during a calendar year.

What happens if I don't want to give any discount?

We understand and respect your campsite policy. Although Dutch campers like to get a discount, it is no problem if you prefer to use Camping Key Europe without an obligatory discount. If you decide on the special offer, for example, you can use CKE to motivate guests to stay longer. Just think about the 7=6, 14=12 or 21=18 options. A free pitch upgrade or free use of bicycles during a stay or other ways of providing added value are also possible.

The ANWB takes a constructive approach. We can for example support you with offering tourist guides and maps, a good internet connection via a mobile WiFi router, WiFi services and many other products. Just contact us and enquire about the possibilities!

Can I be listed in the guide without any CKE?

It is not mandatory to offer your campers CKE benefits. If your campsite is awarded three stars or more, you will be listed in the ANWB Campsite Guide at no cost to you at all. If you offer CKE benefits, however, your campsite will attract extra attention in the 'benefits box' given with the information about your campsite.

Is Camping Key Europe available to Dutch campers only?

Camping Key Europe is a collaborative venture of e.g. ANWB (Netherlands), ADAC (Germany), The Caravan and Motorhome Club (United Kingdom), TCS (Switzerland), PASAR (Belgium) and campsite federations such as SCR (Sweden), Camping Radet (Denmark), NHO Reiseliv (Norway) and FEEC (Spain). This partnership guarantees a high-quality reach of campers. The benefits you grant will apply to all holders of valid CKE cards, irrespective of the organisations which issued the cards.

What are the costs of Camping Key Europe?

Taking part in the Camping Key Europe benefits programme is absolutely free of charge! The only thing you need to do as a participant, is to register as such (see 'How do I register?') and to determine your strategy: will you give a benefit, privilege or preference?

What is the benefit of CKE to me?

- Millions of campers will be able to find your campsite
- Extra attention for your campsite in the 'benefits box' given with the information about your campsite in the ANWB Campsite Guide (for campsites with at least three stars).
- Extra attention value and exposure on campingkeyeurope.com and anwbcamping.nl
- Free liability insurance against any loss/damage caused by a card holder or anyone travelling with him/her.
- You are in control: you decide on your approach and on giving any discount or not.
- The card contains all relevant personal details of a camper, so you can use the CKE card safely as a replacement identity card.
- Has a guest left without paying? Then Camping Key Europe will pay the bill.

I would like more information

For any further information, check your personal campsite page in Check & Change on <http://campingcms.anwbcamping.nl>. You can also register your campsite here (see 'How do I register?'). Your account manager or agent will be pleased to tell you everything you'd like to know and will answer all your questions about Camping Key Europe.

Important!

Please note you need to have registered as a Camping Key Europe participant and entered your special offer(s) before 1 October 2017, because 1 October 2017 is the closing date for the ANWB Campsite guide. If you register your campsite as a Camping Key Europe participant after that date, your registration may not be included in the ANWB Campsite guide (for campsites with at least three stars).

Custom-made

Your own route to the camper

For every camper

With the ANWB's guides, websites, magazines, events and other options, you can make your campsite irresistible to Dutch campers. But we're also ready to help you if you want to try something special. Thanks to our network and our years of experience, we know how to surprise your target group with custom-made work.

From your own magazine to an event

Your very own magazine, from the inside pages to the cover. Our editors are ready to help you tell your story. An event that brings your future guests in the holiday mood. Your own cycling route, an information booklet about your region or another fun promotional gift designed for you. Whatever you can imagine, we can make for you. With the same love for camping that you have.

anwb.nl/kamperen



Together with ANWB

Your logo in the KCK and online



Win offer! Positive attention to your campsite from the thousands of visitors to a trade fair or event.



The 'your name here' cycling route





We're always there for you

Contact ANWB

ANWB in The Netherlands

Questions about advertisements or online orders?

Send an email to advertising@anwb.nl. Call +31 88 2697701
Or go to www.anwbmedia.nl

Become bookable via www.anwbcamping.nl?

Mail us your request at camping@anwb.nl
Our local agent will contact you shortly.

Join Camping Key Europe?

Log in on your account via campingcms.anwbcamping.nl
and specify your choice under 'Rates and CKE'. Your CKE
offer will then soon be visible on anwbcamping.nl!
Questions about becoming bookable or

Camping Key Europe?

Send an email to advertising@anwb.nl.
Or call +31 88 2696020

Would you like to know more about marketing packages?

Send an email to advertising@anwb.nl.
Or call +31 88 2697701

ANWB in Europe

Our ambassadors in Europe are there for you with help and advice

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