



Reach Dutch campers during their search for the ideal campsite

## anwbcamping.nl

Anwbcamping.nl is ANWB's online camping platform. With 3.4 million unique visitors annually, we reach 95% of Dutch campers. This makes anwbcamping.nl the leading platform for campsite information and bookings in the Netherlands.

Drawing on the search and booking behaviour of the visitors to our site, we continuously collect data to optimise our approach and find better ways to match the right campsite with each individual camper. Taking our most popular search strings as a basis, we create themed pages that feature highly relevant camping offers.

Your campsite can generate greater interest by being displayed more prominently in the search results – i.e. more frequently and higher up the list – and by participating in the various themed campaigns and promotions we launch throughout the year, timed to coincide with peak interest among Dutch campers. This targeted approach enables you to benefit from more leads and more direct bookings through our platform.

[anwb.nl/campingpartners](https://anwb.nl/campingpartners)






95% of the campers visit anwbcamping.nl

### The 3 options for your campsite are:

**1. A campsite page at anwbcamping.nl**  
Reach over 3.4 million unique visitors every year with a comprehensive and professional page about your campsite via anwbcamping.nl. Visibility among Dutch campers begins at anwbcamping.nl.

**2. Reservations via anwbcamping.nl**  
Make your campsite bookable through, and receive reservations via anwbcamping.nl. Opt to link up anwbcamping.nl to your reservation system. If you would rather retain control of your reservations, then you can do so by using your own log in.

**3. Additional exposure through sales packages**  
When you opt for an online sales package, you will be placing an additional spotlight on your campsite. Through the sales package, you will be able to present your campsite in an even better way, so that you will be easy to find by the millions of campers who visit our website every year. In addition to the sales packages we also have theme campaigns and a special sales packages for small campsites.

-  **Unique visitors per year**  
3.4 million sessions
-  **Pageviews per year**  
47 million
-  **Visitors**  
65% male, 35% female
-  **Average age group**  
35-44 years
-  **Reservations ratio**  
69% pitches  
31% rental accommodation

## The 3 options for your campsite (in detail):

### 1. A campsite page at anwbcamping.nl

Entice Dutch campers to your campsite with a comprehensive and professional page about your campsite at anwbcamping.nl. All campsites published on anwbcamping.nl need to pay a publication fee. Depending on your existing or future activities at ANWB Kamperen, you can already have a publication from € 150. Via ANWB Check & Change, you can easily control details yourself. You can also add or amend photos of your business here. More information: [anwbcamping.nl/join](https://anwbcamping.nl/join).

### 2. Reservations via anwbcamping.nl

Opt to receive direct reservations through anwbcamping.nl. The ANWB will charge a commission of 10% for those reservations made through our platform. This commission is included in the price visitors pay for an overnight stay. By linking anwbcamping.nl with your reservation system, you will no longer have to deal with incoming reservations. Also good to know:

- You determine the terms and conditions for reservations
- You determine the booking periods
- The customer is your customer

More information: [anwbcamping.nl/join](https://anwbcamping.nl/join).

### 3. Additional exposure through sales packages

Enhance your visibility among Dutch campers with an extra sales package. If you opt for a sales package, then your annual fee (publication fee) for your own campsite page will be waived. And you will receive price benefits if your campsite is bookable through, or takes part in the Camping Key Europe benefits programme. The figures show the bigger the sales packages the higher the reach among campers. You will find the average growth of visitors in the schedule online sales packages.

Sales packages (per calendar year) online	publication fee	Medium	Large	Extra Large
Extensive online mention (publication fee)	v	v	v	v
Link to own website	v	v	v	v
Campsite photos	15	30	30	30
Campsite text (SEO)	v	v	v	v
Photos of surrounding area	5	10	10	10
Description of surrounding area (SEO)	v	v	v	v
Campsite inspection stars	v	v	v	v
Publication on ANWB Routeplanner	v	v	v	v
Video		v	v	v
Featured position on anwbcamping.nl		+	++	+++
Banners in search filters on anwbcamping.nl			v	v
Facebook advertisement at campsite level			v	v
Newsletter + mention of inspiration page on anwbcamping.nl				v
Online access to the inspection report		v	v	v
Higher in search results		+	++	+++
<b>Standard rate</b>	<b>€250</b>	<b>€1,095</b>	<b>€1,795</b>	<b>€2,995</b>
<b>Bookable and/or CKE benefit campsite</b>	<b>€150</b>	<b>€850</b>	<b>€1,500</b>	<b>€2,750</b>
<b>Average growth visits (in %)*</b>		<b>+269%</b>	<b>+200%</b>	<b>+255%</b>

\* compare to previous package

## More information on: Options for campsites at anwbcamping.nl

E-mail: [camping@anwb.nl](mailto:camping@anwb.nl)  
Phone: +31 (0)88-2696020 (our local ambassador contact you soon)  
Internet: [anwbcamping.nl/join](https://anwbcamping.nl/join)

## Adverts or other advertising possibilities

Account managers back office: Nicole van Raam and Micha Linssen  
E-mail: [advertising@anwb.nl](mailto:advertising@anwb.nl)  
Phone: +31 (0)88-2697950

## Taking part in Camping Key Europe

Log in to your own account via [campingcms.anwbcamping.nl](https://campingcms.anwbcamping.nl) and indicate your preference at 'Rates and CKE'. Your offer will soon be visible at anwbcamping.nl.  
E-mail: [camping@anwb.nl](mailto:camping@anwb.nl)  
Phone: +31 (0)88-2696020

## Marketing packages, such as flags, signs and stickers for your campsite

E-mail: [campsitepackages@anwb.nl](mailto:campsitepackages@anwb.nl)  
Phone: +31 (0)88-2697950

## General terms and conditions

All our orders are subject to the ANWB terms of delivery, see [anwb.nl/campingpartners](https://anwb.nl/campingpartners).