

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 18 countries, and the number of campers grows each year. The camping card has three standard functionalities to the camper: a replacement ID, a benefits card, and a free liability insurance. Accepting the card also offers you, as campsite, many benefits (see across).

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.

anwb.nl/campingpartners



Three advantages to you as a campsite



1 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.

2

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.




3

Better occupation of your campsite

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

Promote your campsite among 110,000 Dutch CKE cardholders in the monthly newsletter. Prices available on request.

 **Dutch members**
78% male / 22% female

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

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



Camping Key Europe (CKE)

You determine your strategy

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. You 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 to accept Camping Key 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 (CKE) is an international card. The ANWB collects the benefits offered by all partners participating in Camping Key Europe. This means that, if you decide to take part in the benefits programme, you will accept the cards issued by all partners in Europe. These partners are:

- ADAC - Germany
- ANWB - the Netherlands
- Avto-moto Zveza Slovenije - Slovenia
- Campingpas.dk - Denmark
- Dansk Caravan Klub - Denmark
- DCU - Denmark
- DK Camping Club - Denmark
- FDM - Denmark
- FEEC - Spain
- NHO Reiseliv - Norway
- Irish Caravan and Camping Council - Ireland
- OCC - Austria
- Orbitur - Portugal
- Pasar - Belgium
- Plein Air - Italy
- SCR - Sweden
- Suomen Leirintäalueyhdistys - Finland
- TCS - Switzerland
- The Caravan and Motorhome Club – Great Britain

The collaboration is a guarantee to you of high-quality reach among campers. The benefits offered by you will apply to all holders of a valid CKE card, irrespective of the party that issued the card.

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?

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 Designated campsites 2020. 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 anwbcamping.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. 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 Designated campsites 2020 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?

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What are the benefit 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 Designated campsites 2020 (for campsites with at least three stars).
- Extra attention value and exposure on 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 2019, because 1 October 2019 is the closing date for the ANWB Campsite Guide Designated campsites 2020. 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 Designated campsites 2020 (for campsites with at least three stars).