



Reach Dutch campers during their search for the ideal campsite

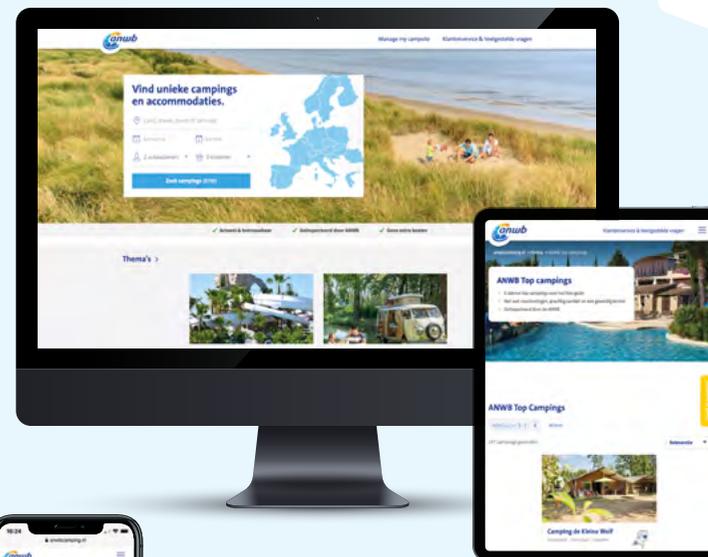
anwbcamping.nl

At least 92% of Dutch campers know how to find their way over to anwbcamping.nl for inspiration, information and/or booking their ideal camping holiday. Justifying its ranking as the largest campsite information and booking platform for Dutch campers. Plenty of opportunities for your campsite to stand out among campers!

More reservations or visits to your website

It is vital that your campsite ranks high in the search results, and that is something that you yourself are able to exert an influence on, by making sure that you present your campsite in the best manner possible, and that you offer online convenience, as it will generate more reservations and/or visits to your website. Go ahead and pamper your future visitors online, in the same way you pamper your real guests!

anwb.nl/campingpartners



92% of the campers visit anwbcamping.nl

The 3 options for your campsite are:

1. A campsite page at anwbcamping.nl
Reach over 3.2 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 visits**
3.2 million sessions
-  **Number of pageviews**
23 million page views
-  **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.

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.

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 online	Basis (publication fee)	Medium	Large	Extra Large
Basic information	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
Inspection report		v	v	v
Higher in search results		+	++	+++
Standard rate	€250	€1,095	€1,795	€2,995
Bookable and/or CKE benefit campsite	€150	€850	€1,500	€2,750
Average growth visits (in %)*		+269%	+200%	+255%

* compare to previous package

More information on:

Options for campsites at anwbcamping.nl

E-mail: camping@anwb.nl

Phone: +31 (0)88-2696020 (our local ambassador contact you soon)

Internet: anwbcamping.nl/join

Adverts or other advertising possibilities

Account managers back office: Nicole van Raam and Micha Linssen

E-mail: advertising@anwb.nl

Phone: +31 (0)88-2697950

Taking part in Camping Key Europe

Log in to your own account via 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

Phone: +31 (0)88-2696020

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

E-mail: 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.