

anwbcamping.nl

The online place to be for campers


for all campers

Your campsite has a standard listing on anwbcamping.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 payment option 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/campingpartners



Coverage in 2018
5,000,000 sessions


Pageviews in 2018
19,000,000

Visitors
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! **””**



Online publication: Your visibility on anwbcamping.nl

From 2020, we charge all campsites an annual contribution for an online listing on anwbcamping.nl. With the basic package you have a professional presentation on this busy website. Want to show more of your campsite and reach more campers? Then choose one of our other online packages.

Online publication

	Basic
Standard information	v
Link to own website	v
Photo's campsite	15
Campsite text (optimized for Google)	v
Photo's surroundings	5
Surroundings text	v
Star score after campsites inspection	v
Standard contribution	v
Normal rate	€250
Bookable and/or CKE discount campsite	€150

Additional rates

See anwb.nl/campingpartners for options in our magazines or newsletters and for rates.

General terms and conditions

All our orders are subject to the ANWB terms of delivery, see anwb.nl/campingpartners

More information

Questions about advertisements or online orders? Send an email to advertising@anwb.nl
Call +31 (0)88-2697950
Or go to anwb.nl/campingpartners

Become bookable via 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 camping@anwb.nl.
Or call +31 (0)88 2696020

Want to know more about promotional material?

Do you want more about the materials that we make available for use at your campsite? Send an email to campsitepackages@anwb.nl.
Or call +31 (0)88-2697950

Extra promotion: reach even more campers

Do you want to increase your visibility, findability and presentation for Dutch campers? With the M, L or XL packages you can reach more campers and you can expect more bookings. More information? Send an email to advertising@anwb.nl.

Take advantage of Camping Partner benefit

Are you bookable on anwbcamping.nl and / or are you participating in the Camping Key Europe discount program? Then you benefit from an attractive discount. View the special discount rates at the bottom of the overview.

Online packages

	M	L	XL
Standard information	v	v	v
Link to own website	v	v	v
Photo's campsite	30	30	30
Campsite text (optimized for Google)	v	v	v
Photo's surroundings	10	10	10
Surroundings text	v	v	v
Star score after campsites inspection	v	v	v
Listing on ANWB Route planner	v	v	v
Video	v	v	v
Highlighted placement	+	++	++
Banner at search filter		v	v
Facebook advertisement		v	v
Newsletter + listing website			v
Report campsite inspection	v	v	v
Higher in search results	+	++	++
Normal rate	€1,095	€1,795	€2,995
Bookable and/or CKE discount campsite	€850	€1,500	€2,750