

# The Dutch go camping

## Trends and developments

The Dutch go camping, trends and developments

April 2018





A lot of things are changing, both in our own world and thus also in the world of holidays and camping. New technologies, target groups, developments and possibilities, sometimes just too many to mention. And this often makes all these changes difficult to follow and explain and to continue to look ahead. Especially on one specific component of the holiday market, namely camping. Therefore ANWB Kamperen has made this trend analysis. It consists available information and analyses of the camping market, our own ANWB studies and also the experiences and insights that we have gained with our camping products. We would like to share all this with you in this trend analysis.

### A carefree camping holiday, also in the future

For years, the Dutch have enjoyed camping and they do so frequently. Camping has risen in the past few years as increasingly more Dutch campers book a camping holiday. And the camping holiday is becoming more diverse. Camping with your own caravan, camper, tent and folding trailer all remain popular. But many Dutch campers are choosing a rental accommodation, ranging

from a rented caravan or chalet to renting a camper. From the beginning, the ANWB has represented the interests of all groups of campers. We have done so for 85 years. Our mission for the 1.4 million ANWB members, who camp, is to provide them with a carefree camping holiday. Of course, the ANWB works not alone. We work together with all those people who do their best for campers, year in and year out.

This trend analysis is for everyone who works in the camping sector. So that campsites, travel guides and tour operators, but also dealers of caravans, campers, folding trailers and tents can advise and assist campers as well as possible. And naturally we hope that these insights can contribute to realising the holiday dream of every camper.



Jaap van der Linden  
Director ANWB Kamperen

*PS If after reading this trend analysis you would like to talk further with ANWB Kamperen about camping, you can find all of the contact information of our staff at the back (see also page 95).*



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# 9 TRENDS OF THE ANWB

## Camping trends of 2018

While researching this trend analysis, we looked at diverse trends and new forms of camping. All of these are described here, but the most noticeable trends of 2018 are:

### Campsites are becoming more specialised

Campsites for children, campsites in nature, 50+ campsites; campsites are becoming more specialised. There are increasingly more niche campsites, ranging from back-to-basic to extreme luxury. The campsite that's a little bit of everything will gradually transform itself. Campers are looking a campsite that reflects who they themselves are, that's in line with how they want to live (see also page 63).

### Camping becomes an ecological holiday

Swimming pools heated by solar energy, recycled waste water, caravans that generate their own energy and campers who want to leave behind as small a carbon footprint as possible. Camping will be the ultimate green holiday. Enjoyment with respect for the surroundings (see also pages 64 and 68).

### Campsite videos the most important source of inspiration

More and more campers find their inspiration from videos about destinations, campsites and camping gear. Both professional and amateur productions. Because the technological and video possibilities are becoming both easier and more advanced (drones, for example) and because everyone has a smart phone, the number of camping videos will quickly grow in the next few years (see also page 19).

### Camping is enjoying and experiencing

A camping holiday is increasingly seen as time that should contribute to the camper's development. Campers are looking for a meaningful camping holiday and fine experiences. During the camping holiday, there's time for hobbies, new experiences or the development of new skills. Campsites (see also trend 1) will continue

# 1. The trends according to the ANWB

# 9 TRENDS OF THE ANWB

to further specialise in, for example, surfing, yoga, painting, cooking, etc. (see also pages 26, 63 and 70).

## Camping is sharing

The sharing economy is on the rise, and this is also reflected at the campsite. Owning camping gear is changing. New technology makes it easier to lend or rent your own gear. This allows holidaymakers to be more flexible, and camping holidays can be alternated with city trips or trips to distant destinations. Sharing occurs not only commercially but also mutually. For example, children borrow their parents' camper (see also page 56).

## Completely offline or fully online

Young campers, the digital natives, are increasingly looking for a holiday in which they're completely offline. Holidays in which they can enjoy new experiences outside of the virtual world where they spend most of their time. And this while older campers want to remain online and want to stay in contact with their children and grandchildren (see also pages 26 and 70).

## Growing influence of online evaluations

Campsites can be evaluated online 365 days a year. Campers can post their reactions about their camping holiday more often and more easily. The value of a campsite evaluation will increase in campers' inspirational and booking phases. And campsites increasingly often enter into a dialogue in their reviews (see also page 75).

## Camping is a family holiday

Time is becoming more and more valuable. Time that we want to spend together, quality time, enjoying each other's company. Camping holidays are perfect for this and will position themselves increasingly more often as holidays in which you can escape from the everyday humdrum and enjoy each other and the things you value most (see also page 65).

## Flexcamping

The Dutch love to camp, but the group of truly enthusiastic campers is decreasing. Instead we see a group that alternates camping with other forms of holidays. They spend one holiday in a tent at a campsite and for the next holiday they take a plane to an all-inclusive resort in Turkey. There are now cheaper alternatives to camping. Plane tickets are becoming increasingly affordable.

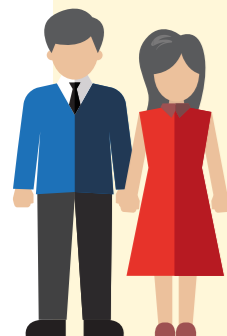


## 2. Social developments

# Retirement age higher

Senior citizens have the most leisure time

## Demographic trends



- The current population of the Netherlands is 17.1 million; the CBS<sup>1</sup> expects this number to increase to about 18.4 by 2060. International migration plays an important role in the future population growth. In the future, the Netherlands will have more senior citizens and more persons who have migrated here.
- The Dutch population is greying, especially in the rural areas. According to the CBS<sup>2</sup>, the number of people aged 55 and older will increase from 5.3 million to 6.6 million to 2030.
- In 2017, there were almost 3 million single households<sup>3</sup>, which is 4 times more than in 1971.
- Retirement age will be 67 in 2021<sup>4</sup>. Senior citizens have the most leisure time and often have above-average buying power.

## Economic trends



- The consumer remains positive. The consumer trust was in January 2018 far higher with a score of 24 than the average of -3 in the past 20 years. In January 2000 was recorded the highest level ever with 36<sup>5</sup>.
- CPB figures<sup>6</sup>:

Core figures Macro economic Study 2018	2017	2018
GDP continues to grow; high upturn in 2018	3,2%	3,1%
Unemployment drops to the lowest level since 2008	4,9%	3,9%
Slight inflation	1,3%	1,5%
Limited improvement in buying power (median of all households)	0,3%	0,6%

GDP= Gross Domestic Product

## Socio-cultural trends

- Individualisation is increasing, and the rise in the number of single households continues. According to the CBS<sup>7</sup>, 33% of all households in 2000 consisted of one person; this was 38% in 2016. The increase is the result of, for example, the number of divorces and the fact that young people live on their own after leaving the parental home. In addition, elderly people continue to live alone at home longer.
- Work and private lives overlap. Thanks to technological developments, the office is no longer the workplace. An employee can work from any given location anywhere in the world and at any given moment.
- The Dutch are happy. According to the CBS<sup>8</sup>, almost 90% say that they are happy. To escape from the daily humdrum of work and family, leisure time is filled with intense enjoyment and unique experiences.
- Social media have made us more connected with one another. Staying in touch is easier, although contact is often considered superficial.



# Connecting everything

Technology: (soon) everywhere

The internet of things, in which we connect increasingly more objects, people, systems and locations with the internet, continues to grow. The amount of data that we send back and forth across the internet will grow worldwide in the years ahead from 4.4 billion GB in 2013 to 44 billion GB in 2020<sup>9</sup>. The use of big data technology offers many new possibilities.



54:12

### Big data

The amount of registered information, known as big data, provides us with a lot of information about certain customers and their interests. Many websites are fed by big data. The information available about users can be used to show personal and relevant information and offers (for example, in newsletters). This information can differ from what someone else sees online. The information shown online is becoming more personal and more relevant.

### Artificial intelligence

Cognitive systems, self-teaching systems such as artificial intelligence, are going to play an increasingly large role in society. This technique will further develop for a wider audience. A wild fantasy? Not really. Think of existing products and services such as self-driving cars and the personal assistants Google Home and Amazon Echo.

Google Home is a small speaker that continually listens to the wishes of a home's residents. By calling out 'Ok Google' the user can activate the speaker and enlist its help. This gadget can be used for everything. Amazon Echo is a similar

device. In Japan there's even a robot hotel with a dinosaur robot at the reception desk and a smiling female robot that brings clean sheets. Will the next step be a robot that can pitch a tent?

### Virtual, augmented and mixed reality

Virtual, augmented and mixed reality are terms firmly anchored in the world of technology. Virtual reality takes a user into a completely virtual 3D world. Augmented reality enhances the 'real' world with a piece of glass placed in front of your eyes. The most well known example is Google Glass. An example of augmented reality is that departure times or weather forecasts appear on the screen without you losing sight of the world around you.

Mixed reality combines the worlds of virtual and augmented reality. Realistic 3D images are combined with the 'real' world. In time, this latter technique will also be available for the holiday market. How handy to be able to look at your next holiday destination from the comfort of your armchair.

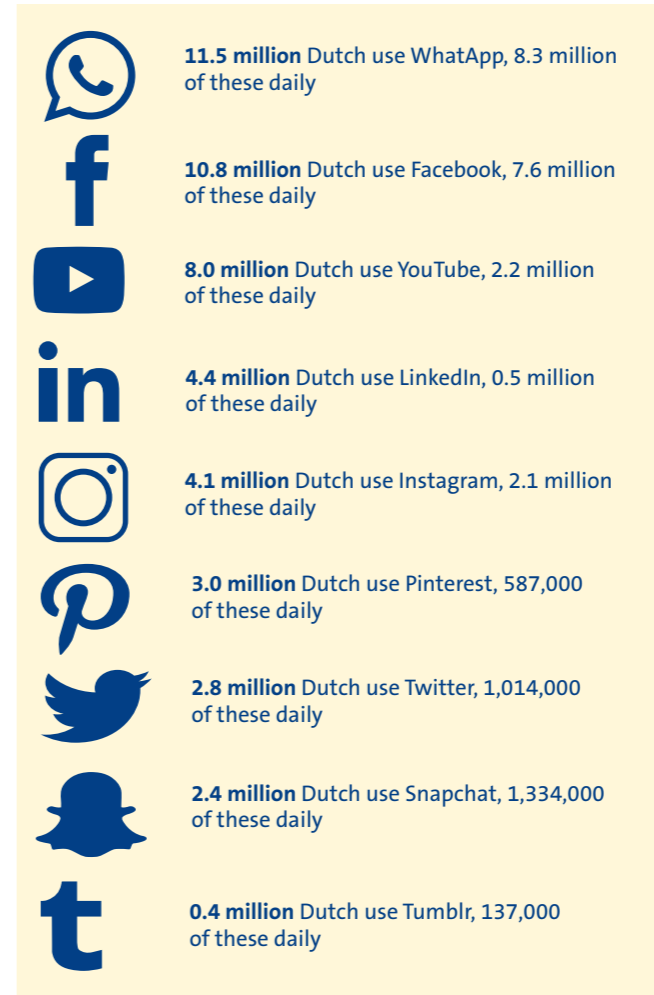
**"In the next few years, increasingly more devices will be connected with the internet so we can monitor or steer them via remote control. This will also happen on holiday. For example, an integrated camera in your own caravan or tent so you can keep an eye on your things. But also sensors in the chemical toilet so you can empty it on time. We can't yet imagine many of the applications that will appear, but there are exciting years ahead."**



Gregor Abbas, innovation consultant at ANWB Online

# Active on social media

## Explosive growth of user-generated content



Social media, a collective term for social platforms for interaction, sharing and connecting, have become ingrained in our society. Newcom Research & Consultancy<sup>10</sup> did a study of the use and expectations of social media.

WhatsApp is once again the biggest social media platform in 2018.

Instagram is growing the fastest; it now has 4.1 million users, 2.1 million of whom are on the platform daily.

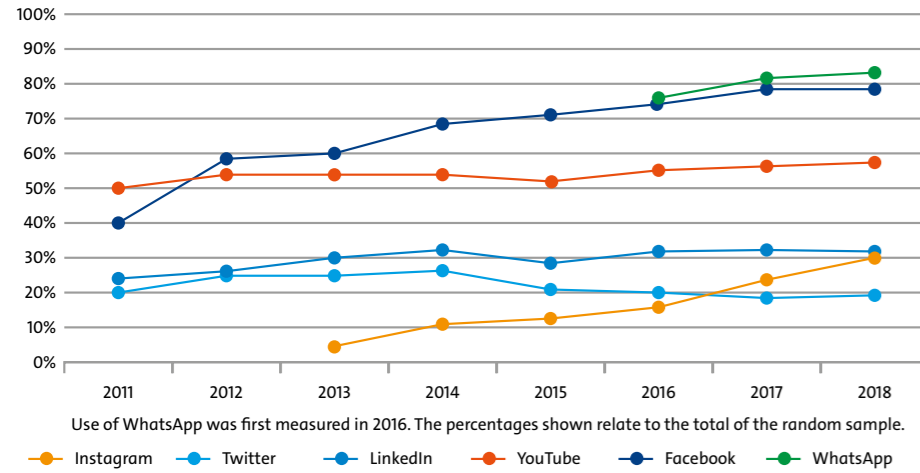
Pinterest has passed Twitter in use, closely followed by Snapchat.

The random survey among 6,783 people forms a representative reflection of the Dutch population aged 15 and older and offers some interesting insights. The reach and impact of social media are enormous.

The absolute figures are a projection of the results on the basis of the following data (Source CBS and Eurostat):

Number of Dutch: 17,081,507  
 Target group Dutch 15+: 14,299,739  
 Internet penetration: 0.97  
 Population: 13,870,408

Total use of social media



The % use of social media per age category

	15-19 years	20-39 years	40-64 years	65-79 years	80+
WhatsApp	97%	93%	86%	67%	38%
Facebook	72%	89%	77%	69%	58%
YouTube	86%	74%	54%	38%	21%
Instagram	12%	45%	36%	14%	7%
Instagram	73%	46%	22%	9%	6%
Twitter	23%	26%	21%	9%	9%
LinkedIn	19%	30%	21%	12%	8%

### Three questions for Kirsten Jassies, visual and social content specialist and Instagram expert:

#### 1. What does/does not work for campsites on Instagram?

*“Try to use visuals to tell the story. First the attractive photo, then the story behind it. Don’t forget to tag the location and to check in on Instagram. Keep a photo feed quiet (the overview): post the most attractive locations and people at campsites. These photos (or videos) will create likes, but also be aware of the reactions because they keep the campsite visible. Think of a subject that will keep a lively discussion going among the campers who follow a campsite!”*

#### 2. What possibilities do you see for campsites/ camping gear on Instagram?

*“Campsites are perfect for Instagram because the outdoor life is always attractive. The lovely colours of the tents, grassy meadows, trees and enjoyable terraces always work well on this social media channel. Consider it like a folder 2.0! When looking for locations and holidays, people increasingly search on Instagram, so it’s wise to use this in a company’s marketing mix.”*

#### 3. Would you book a campsite via Instagram?

*“I’d definitely book a campsite via Instagram. This is how I discovered Huttopia, a sustainable campsite chain in France with spacious, green pitches! I’ve camped at four different Huttopias. And my current campsite, the Lievelinge in Vuren, is one that I discovered via an Instagram channel on lifestyle. For four years now my family and I have had a season pitch with a great yurt, a round Mongolian tent.”*

# The Netherlands in the lead

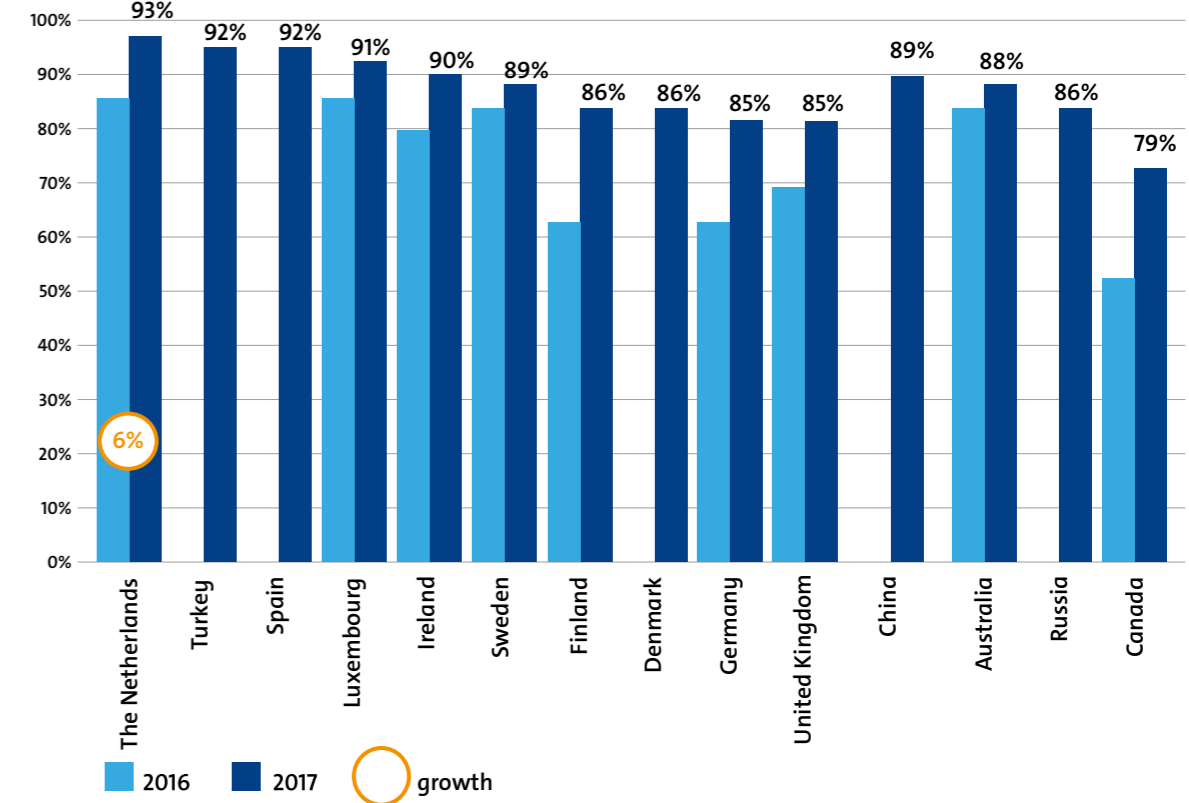
Almost everyone in the Netherlands has a smart phone



The smart phone market continues to grow. The table market too, but not as fast.

## Smart phone<sup>11</sup>

Possession of smart phones per country



Deloitte did a study of the smart phone market among thousands of people from 31 countries. The study showed that the Dutch smart phone market is the largest compared to the other 30 countries studied. At least 93% of the Dutch say that they have a smart phone. A great many more people than in countries with similar economic wealth, such as Germany and the United Kingdom.



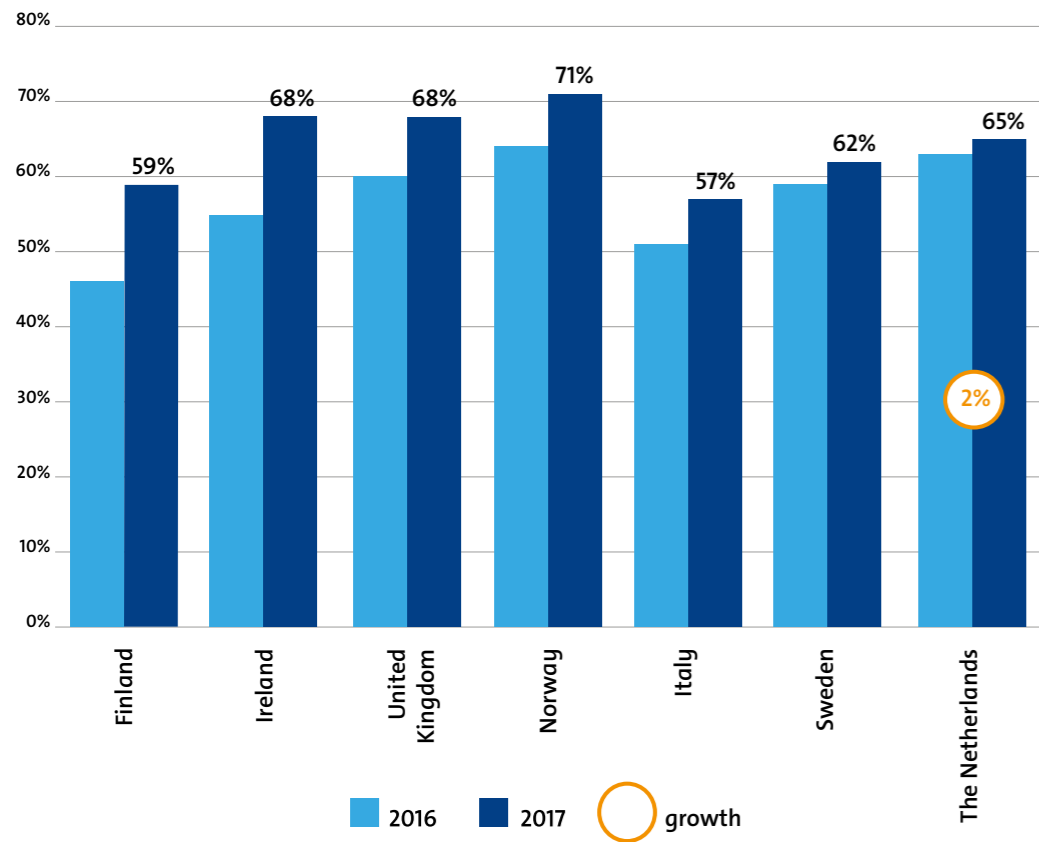
Young people use a smart phone much more often than a tablet. These percentages lie closer together among older people.

Smart phones are developing rapidly. And Google is aware of this too. The number of

searches made via a mobile device is much larger than the number made via a desktop computer. They have begun their 'mobile first' approach, an experiment in which mobile sites are shown first in the search results.

In 2017 mobile advertising had a larger share of the market than all other media channels combined. And of all the online advertising possibilities, search remains the biggest category in online advertising (market share of about 45%).<sup>12</sup>

Possession of tablets per country



Tablet<sup>13</sup>

In contrast, the ownership of a tablet is growing less quickly in the Netherlands than in the rest of Europe. There is major growth in countries such as Ireland and Finland (13%), but the growth in the Netherlands is only 2%.

# Something different for a bit

## Internet has changed Dutch behaviour

97.1% of the Dutch had access to the internet<sup>14</sup>. That changes their (buying) behaviour extremely quickly.

According to Thuiswinkel Markt Monitor<sup>15</sup>, 23% of all products and services bought in the first half of 2017 were ordered online. Of the €10.66 billion in online consumer spending, €5.89 billion was spent on electronic devices, clothing and toys. These expenditures grew by 16% compared to the same period in 2016. Another €4.77 billion was spent on travel, plane tickets and insurances, which is a 9% increase over the same period in 2016. 89% of the Dutch – that is, 12.4 million buyers – purchase online, and 7% of these purchases are made via smart phones.



### Millennial between the ages of 21 to 35<sup>16</sup>

- 53% shop online with their smart phone;
- 46% use internet via television;
- 69% use online banking services with their smart phone;
- 90% use internet on their smart phone. They are very aware of their privacy on line and how they can safeguard it. Facebook and Instagram are the most frequently used social media.

### Young people between the ages of 14 to 20<sup>16</sup>

- 84% shop online, especially for clothes, books, games and DVDs;
- 27% prefer customer service via online chat, 21% via WhatsApp;
- 93% use internet on a smart phone. They internet with an average of 3 devices;
- 95% watch online TV, videos or films (e.g. Netflix). In addition to Facebook and YouTube, they especially use Instagram and Snapchat.



### Generation X between the ages of 36-55<sup>16</sup>

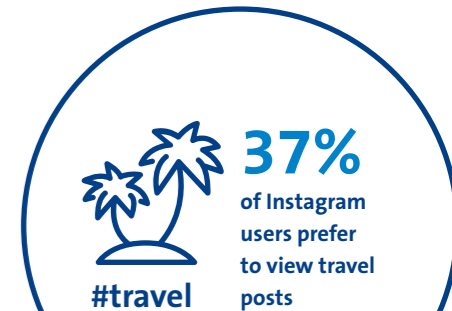
- 45% trust paying via their smart phone;
- 28% shop now and again with their smart phone, 32% via their tablet;
- 76% listen to music online;
- 53% are concerned about the safety of their personal information on the internet;
- 73% use social media daily.

A large majority of this group uses (free) services such as YouTube as well as Netflix for their favourite programmes



### Baby-boomers between the ages of 56-71<sup>16</sup>

- 67% still prefer contact with a customer service by phone rather than online;
  - 68% use social media daily (especially Facebook). This is an easy way for them to stay in touch with family and friends;
  - 57% watch TV, videos or films online;
  - 54% listen to music online.
- Baby-boomers are concerned about the dangers of the digital world



# Trend: talking with computers

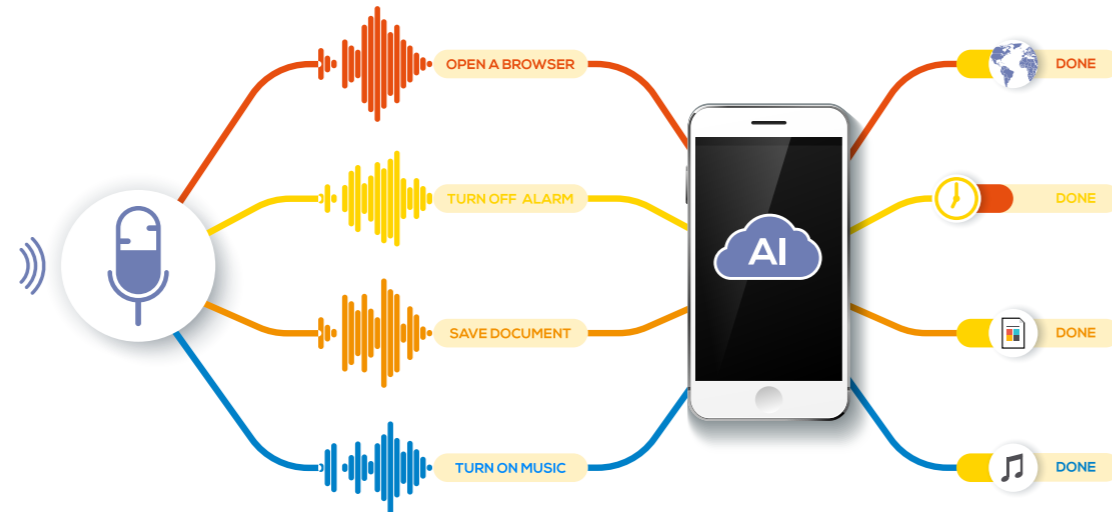
## Voice search on the rise

Online search engines are often currently used for typing search terms. But a rising trend in searching is voice search.

Voice search means that a search is started via a spoken message. The device is operated by the human voice. At the moment, 20% of all searches are made with voice search. Because there are increasingly more mobile phones, the use of voice search will continue to grow. Existing virtual assistants (such as SIRI or GoogleNow) that fully concentrate on this trend make the step to voice search a small one.

To be found as a company, the context of certain texts is now more important than only one search word. When the texts are written, a range of search words is more important, search words that are related. Combined with artificial intelligence, very focused questions can be asked and a suitable answer can be found.

This trend will certainly play a role in the inspirational phase. Searching for a campsite will be easier as a result. Instead of scrolling the internet in search of a campsite with a free pitch in one of the busiest months of the year, we can ask this question via voice search. The answer can be very extensive; of course, a campsite will



be suggested, supplemented by, for example, fun activities in the area.

Is voice search something for the future? Not according to the experts! Comscore<sup>17</sup> predicts that 50% of the searches made in 2020 will be via voice search.

# Look and buy

## Video content the fastest growing form of advertising

Campers want to be swept up in their holiday experience from the very moment they search for inspiration. Videos, vlogs or the use of virtual reality are examples of inspiration that people look for online.

A video channel like YouTube has strongly stimulated the growth of video content. Related to this is the development of personalised video content. By using available online data and customer information, exactly the right information can be shown to meet the wishes of the holidaymaker.

There are several forms of videos. You have videos in which the consumer is in fact the producer, known as user-generated content.

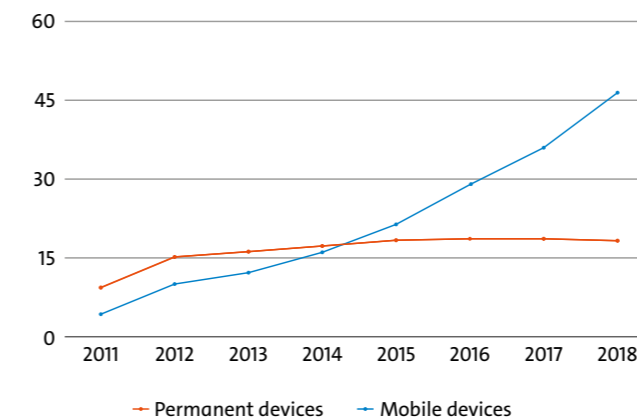
This is content that companies can hardly influence. But consumers regard this form of content as more reliable than content from companies. Consumers have experienced the product themselves and independently voice their opinion or findings. Content can be viewed via diverse platforms, such as TV platforms or websites like YouTube or streaming via Facebook. And it can be viewed at diverse moments: live or on demand. According to Cisco<sup>18</sup> 82% of all internet traffic in 2021 will be video.

### Figures YouTube:<sup>19</sup>

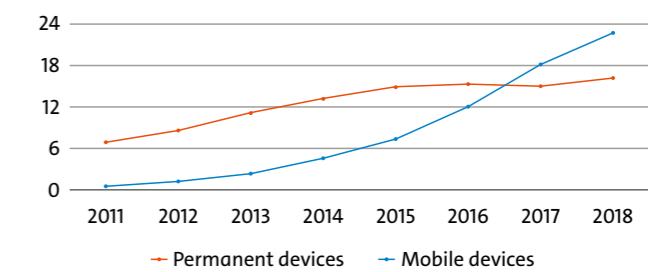
- YouTube has more than 1 billion users worldwide, which is about one-third of all those who use internet;
- More than half of all YouTube content comes from mobile devices;
- YouTube is localised for more than 88 countries.

**Did you know that:** YouTube, owned by Google, is the second biggest search engine?

Online video: average viewing time in minutes per day (per category of devices)<sup>20</sup>



Global advertising expenditure on mobile video versus non-mobile (in billions of dollars)<sup>20</sup>



# A view of the Dutch holiday market<sup>21</sup>

36.7 million holidays taken



In 2017, **82%** of the Dutch went on holiday



In total, the Dutch took **36.7 million** holidays in 2017



On average these holidaymakers took **2.8** holidays per person

**17.6 million** holidays in the Netherlands (47.9%)



**19.1 million** holidays abroad (52.1%)



**domestic**

**13.3 million** short holidays (76%)



2-7 days

**4.3 million** long holidays (24%)



8+ days

**abroad**

**7.1 million** short holidays (37%)



2-7 days

**12.1 million** long holidays (63%)



8+ days

## 3. Facts and figures holiday behaviour

# Records broken

The Dutch are taking a record number of holidays abroad

Last year the Dutch took more than 36.7 holidays. This was a rise compared to the previous year, namely 1.2 million more holidays.



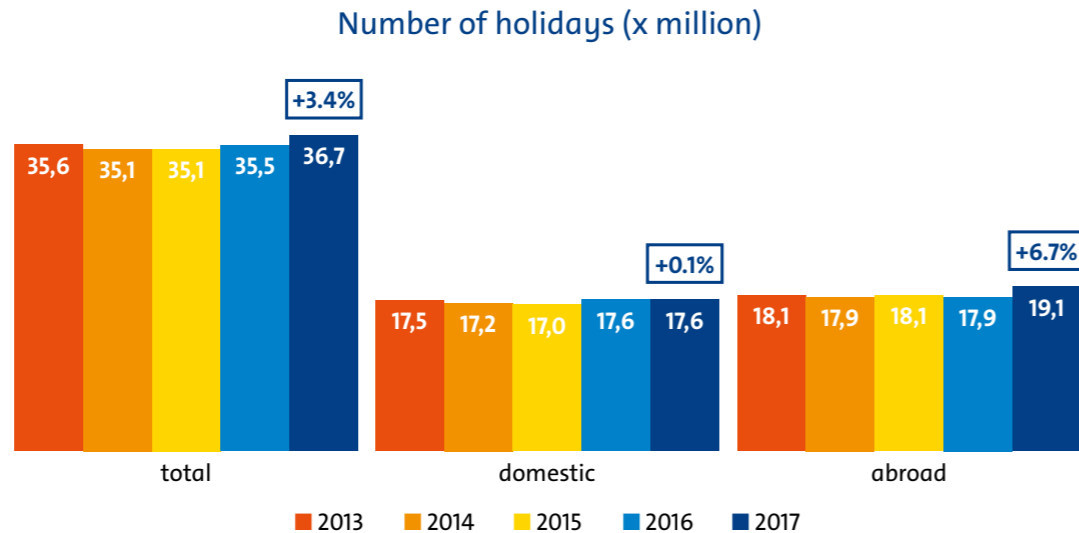
The growth can be fully explained by the holidays taken abroad. The number of holidays in the Netherlands remained stable.

In 2017 the number of holidays taken abroad rose from 17.9 million in 2016 to 19.1, which is a rise of 6.7%.

The total amount spent on holidays in 2017 was 13.8 billion (12.6 billion in 2016).<sup>22</sup>

## Looking ahead to 2018

Plans for a holiday abroad for the summer of 2018 rose by 6% (+480,000 holidays) with respect to last year.<sup>23</sup>



# The Netherlands (remains) popular

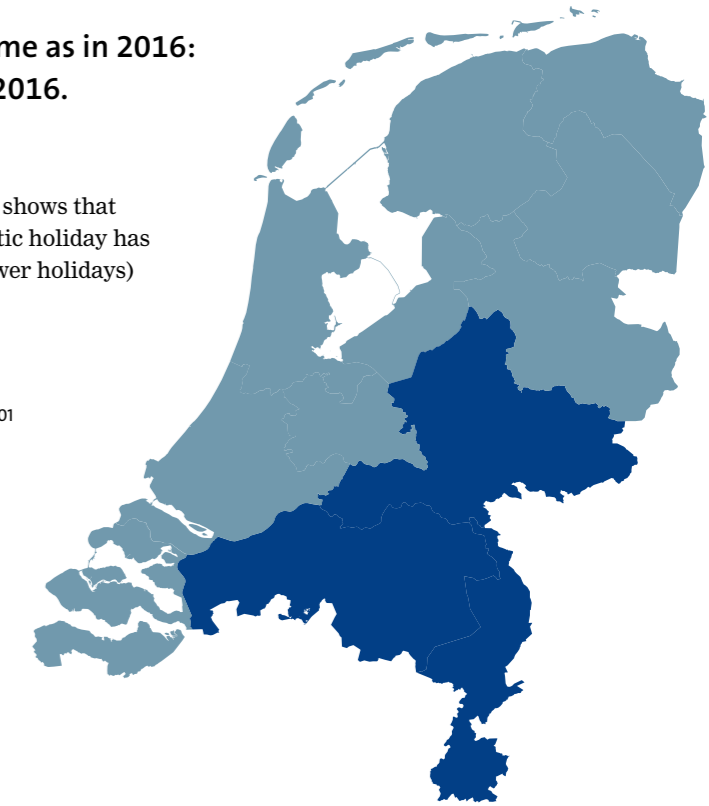
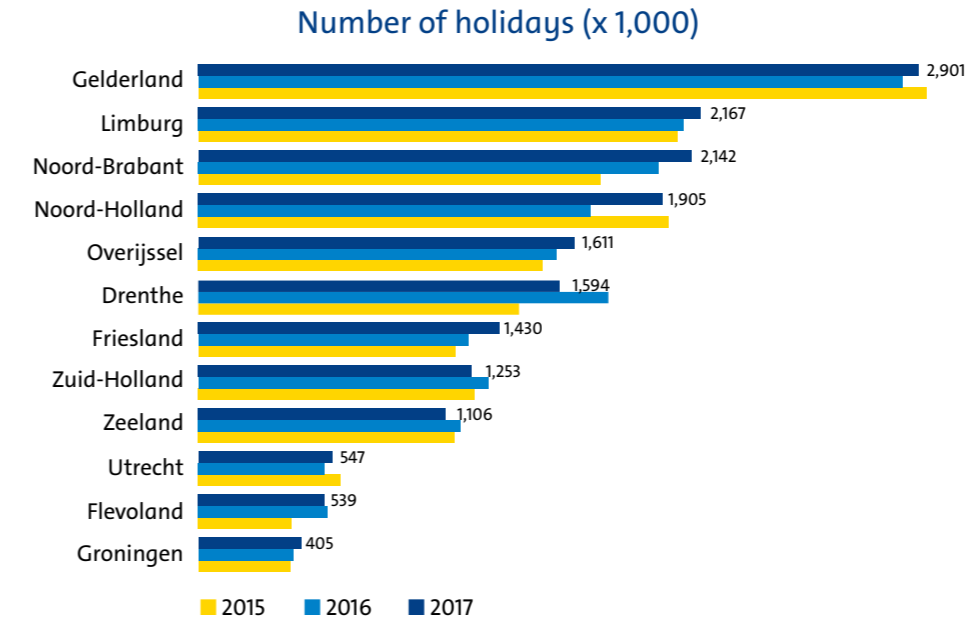
Number of holidays in the Netherlands the same

The Netherlands remains a very popular destination for campers. The number of domestic holidays taken in 2017 was almost the same as in 2016: 17,601,000 domestic holidays in 2017 compared to 17,583,000 in 2016.

Gelderland, Limburg and Noord-Brabant remain the most frequently visited provinces for a holiday.<sup>24</sup> Friesland, Groningen and Noord-Holland are gaining in popularity.

## Looking ahead to 2018<sup>25</sup>

A study of holiday plans for 2018 shows that the number of plans for a domestic holiday has decreased by 3% (about 60,000 fewer holidays) compared to last year.



# Let's take a break

The Dutch go on holiday more frequently and shorter

In 2017 the share of short holidays was 16.7% compared to 16.3% in the previous year. The share of long holidays was 24% in both 2017 and 2016.

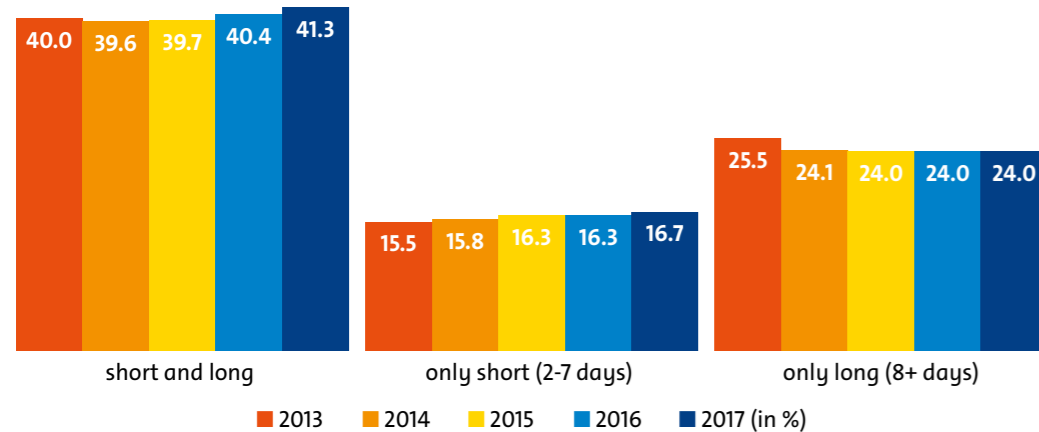
Short holidays are those lasting 2 to 7 days; we consider 8 days or more a long holiday.

to 2.78 in 2016. Holidaymakers between the ages of 45-64 go on holiday more often than average; 3.08 times a year (45-54 years old) and 3.19 times a year (55-64 years old).<sup>26</sup>

## Average number of holidays per holidaymaker

In 2017 the average number of holidays per holidaymaker was 2.82 compared

Amount of short and long holidays in %



“If the weather forecast is good, we spontaneously take a weekend holiday with the children. This is much easier now with special camping accommodations. The children love the playground and enjoy playing with other children. And we're immediately on holiday, less packing and care-free enjoyment right away.”



Mark, Astrid and children Sanne en Lucas, family campers

# Safety first

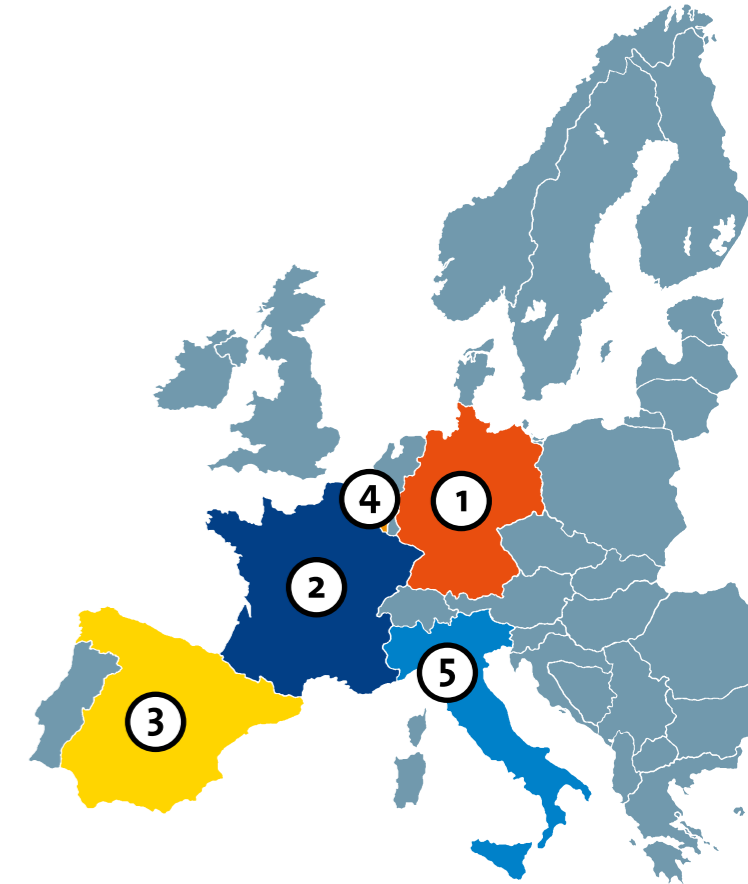
The Dutch choose safe holiday destinations

Because of turbulent situations in the world, some holiday destinations are becoming less popular. As a result, the Dutch more often choose a holiday in countries within Europe, such as France, Spain or Germany.

In 2017 a total of 3,464,000 holidays were taken in Germany, 2,714,000 in France and 2,377,000 in Spain. Although not included in the top 10, eastern European countries such as Croatia and Slovenia are gaining in popularity. Portugal is also becoming more popular as a holiday destination for the Dutch; the number of holidays taken in Portugal in 2017 increased by 29% compared to 2016 (495,000 holidays in 2016 and 640,000 in 2017). Portugal now holds 9th place among the 10 most popular holiday destinations.<sup>27</sup>

## Top 5 holiday destinations abroad

1. Germany
2. France
3. Spain
4. Belgium
5. Italy



“With three young children, you think carefully when choosing a holiday destination. We prefer the safety and certainty of a campsite in France.”

Barbara, Rutger and children Janick, Roan and Lune, family campers

# Travel trends

## From meaningful trips to digital detox

According to travel trend watcher Tessa aan de Stegge (tessaaandestegge.com) these will be the developments in the world of travel in 2018:

### Travel trends

- Having unique experiences: not the ‘highlights’ but the experience and the trip itself;
- Being part of local life is becoming more important. Travellers want to give something back to the community or destination;
- Using the holiday to break old patterns or to challenge yourself;
- The basis of family holidays are cocooning and quality time;
- Work and private life are becoming increasingly intertwined: digital nomads.

### Travellers' needs

- Discover the world;
- Personal, digital attention;
- ‘Digital detox’: shut off all online devices;
- Balance between work and private life;
- Remain in control by proactive communication and accessible technology;
- Compose your trip together yourself;
- Meaningful trip and activities;
- Flexibility in living and working;
- Individualism;
- Solidarity and safety;
- Fulfilment.



“Young retired people spend a large part of the year like nomads, driving in a camper throughout Europe. Young people prefer vintage camping vans and they drive to the sun and freedom. Ownership is less important: the camper, tent, BBQ and fridge are all shared via sharing platforms. Freedom is experienced by increasingly more people who once thought that this wasn't something for them.”



Tessa aan de Stegge,  
trend watcher



## 4. Facts and figures camping behaviour

# A view of the Dutch camping market<sup>28</sup>

## 5.2 million tourist camping holidays taken



In 2017, **21.7%** of the Dutch population went on a tourist camping holiday



In total, the Dutch population took **5.2 million** tourist camping holidays in 2017

On average these holidaymakers took **1.5** camping holidays per person



**2.5 million** holidays in the Netherlands (49%)



**2.7 million** holidays abroad (51%)



### top 5 domestic destinations

Destination	Holidays (x 1,000)
1. Gelderland (20%)	509
2. Overijssel (12%)	316
3. Noord-Brabant (12%)	306
4. Zeeland (10%)	255
5. Noord-Holland (9%)	226

### top 5 destinations abroad

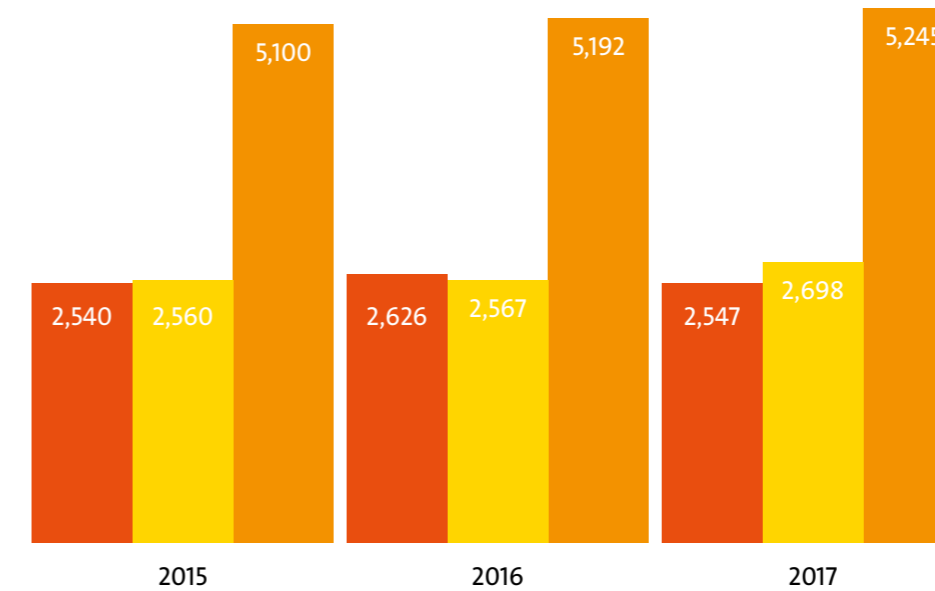
Destination	Holidays (x 1,000)
1. France (40%)	1,093
2. Germany (13%)	348
3. Italy (12%)	315
4. Spain (7%)	177
5. Belgium (6%)	158

# Number of camping holidays rises

## More travel abroad

The number of camping holidays 2017 increased slightly, namely 1%. This was caused by an increase in the number of camping holidays abroad. Growth: 5%. The number of domestic camping holidays decreased 3%.<sup>29</sup>

Number of holidays (x 1,000)



■ domestic ■ abroad ■ total





# Being outdoors is what counts

## Freedom is an important aspect of the camping feeling

The questionnaire held among readers of GoCamping<sup>30</sup> revealed that people experience camping as a form of ultimate freedom.

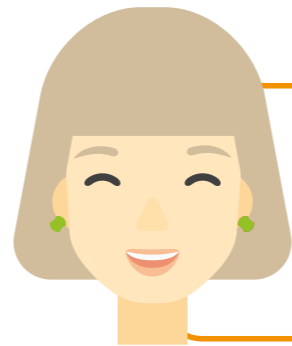
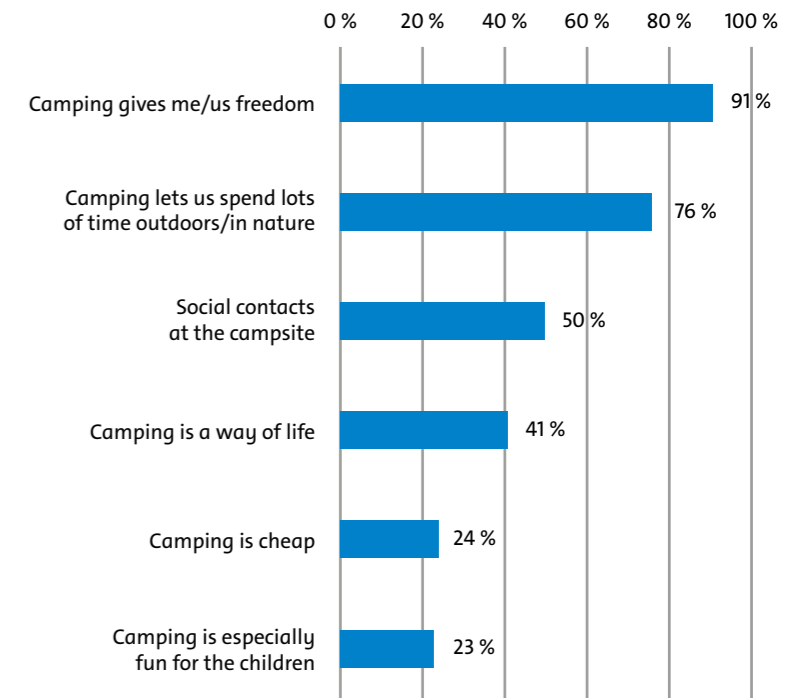
To be able to go wherever you want, to be outdoors and spend time in nature, that is the charm of camping.

Dutch campers remain enthusiastic about camping holidays:<sup>31</sup>

**91%** think that camping will be as popular in 10 years as it is now and that just as many people will use campsites;

On average, the Dutch go camping for **31 years** of their lives;

**3%** of senior campers have been camping for 60 years or longer.



“We want peace, space and freedom on our holiday. Camping speaks to a primitive feeling, and camping means simplifying life, slowing things down and being free.”

Roos Vonk, professor of social psychology in article KCK 2017 'Waarom kamperen we eigenlijk?'



# ANWB Kamperen: for and with campers

A carefree camping holiday for everyone

To reach Dutch campers as relevantly as possible, ANWB Kamperen focuses on the following types of campers: traditional campers, family campers and active campers.

These types of campers have been summarised in three so-called personas (see below), each representing one group of campers. Working with personas highlights the importance of customers' interests for ANWB Kamperen. Quotes, additions, tips and reviews from campers from these various types of campers have been added to this trend analysis via these three personas.

Type of camper	Number of campers	Average number camping holidays	Number of camping holidays <sup>32</sup>
Traditional campers <b>1</b>	725,000	2.22	1,611,000
Family campers <b>2</b>	1,379,000	1.36	1,869,000
Active campers <b>3</b>	706,000	1.36	961,000
Other campers <b>4</b>	616,000	1.31	804,000
<b>Total number of campers</b>	<b>3,426,000</b>	<b>1.53</b>	<b>5,245,000</b>



**1**

## Traditional campers: Piet & Ria

- Age 60+;
- Camping is a way of life for them;
- Have their own camping gear;
- Often go on holiday in low season;
- Enjoy small-scale campsites;
- Want to plan their own holiday;
- Walk, bicycle and visit cities.



**2**

## Family campers: Esther & Edwin with children Meike and Ruben

- Age 35+ children younger than 10;
- Agree with the statement 'if the children are enjoying themselves, so are we';
- Sometimes have their own camping gear or they rent an accommodation at the campsite;
- Go on holiday in high season, in the school holidays;
- Enjoy the more luxurious, comfortable campsites.



**3**

## Active campers: Robert & Linda

- Age 30+, no children;
- Camp occasionally, when it suits them, also choose other forms of holidays;
- Camping is fun, but more important is what you can do in the area;
- Go on holiday in the high season because of all the enjoyment offered by campsites;
- Enjoy 4-star campsites and charming campsites.

### Future customer is the millennial

- Born between 1980 and 2000;
- Regard camping as nostalgic;
- The experience is important;
- Travelling is more important than owning a car or a house;
- Digital natives: they grew up 'online';
- Important: freedom, authenticity, local, spontaneous, interaction, co-creation.

# Traveller's profile: the traditional camper

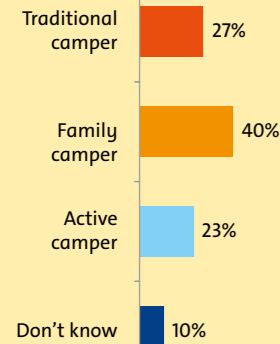
92% have their own camping gear



Traditional campers are experienced travellers. Because they are experienced campers, they know where they will go before they depart. As a result, they search for specific information. In comparison to other groups of campers, traditional campers often travel without making reservations because they are independent in their manner of travelling (since they own their

camping gear). The caravan is the most popular among traditional campers, but campers are quickly becoming popular as well. Traditional campers take slightly more holidays at home than they do abroad and they enjoy an active, sports-filled holiday. The average length of stay is 17 days and their travelling group consists of 2.4 people.<sup>32</sup>

## Distribution camping segments across Dutch campers

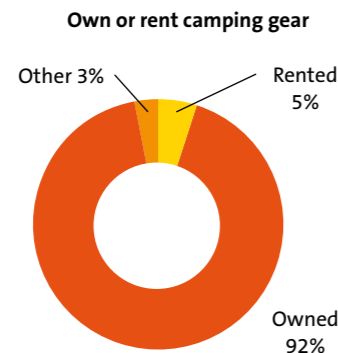


**27%** of all campers say they are traditional campers

## Holidays of traditional campers

Traditional campers took 1,611,000 tourist holidays in 2017.

These are holidays in which a camping pitch and/or accommodation is rented.



**51%**  
815,000 domestic holidays

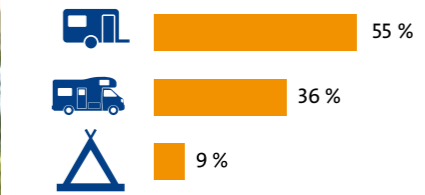


**49%**  
796,000 holidays abroad

Destination	Holidays (x 1,000)	Destination	Holidays (x 1,000)
1. Gelderland	202	1. France	280
2. Noord-Holland	99	2. Germany	159
3. Overijssel	95	3. Spain	56
4. Noord-Brabant	91	4. Italy	49
5. Limburg	83	5. Belgium	41

## Holidays of traditional campers in own camping gear

### OWN CAMPING GEAR (1,482,000 HOLIDAYS)



Period between reservation and departure: **79 days**

Average length of stay: **17 days**

Size of travelling party: **2.4 persons**

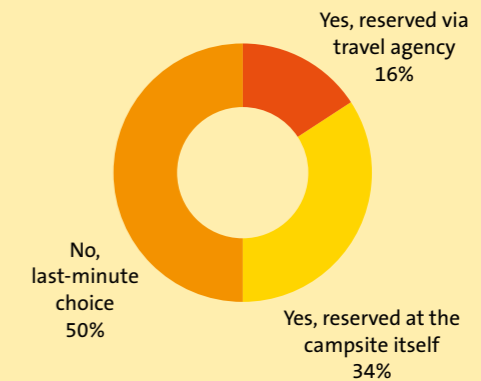


**52%**  
773,000 domestic holidays



**48%**  
709,000 holidays abroad

## Was the camping pitch reserved in advance?



# Traveller's profile: the family camper

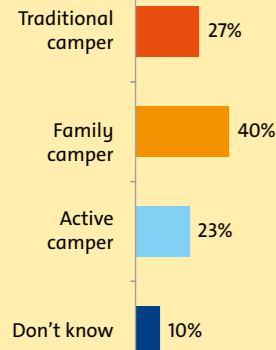
A large majority of them go abroad with rented camping gear



27% of family campers rent camping gear. Family campers with their own camping gear prefer a caravan. Camping holidays, especially those in the Netherlands, afford quality time with family and friends. 57% of the holidays they spend with their own camping gear are taken in the Netherlands. This is a large difference with rented camping gear: 28% of these are spent in the Netherlands. The favourite foreign destination is France. Because family campers often go on holiday in school holidays, they want to make sure they

have a pitch. Only 13% of this group with their own camping gear go without any reservations.; this is 19% for campers with rented camping gear. The average length of stay is 13 days for the family camper with their own camping gear and 12 days for family campers with rented gear. The average size of the travelling group is 4.2 people (group with own camping gear) and 4.4 people (with rented gear).<sup>32</sup>

## Distribution camping segments across Dutch campers

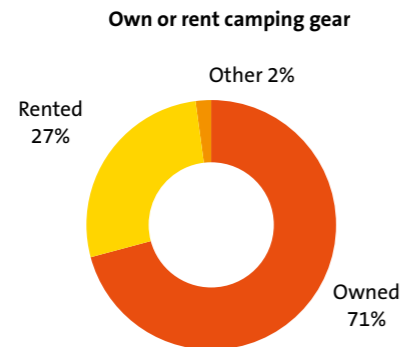


**40%** of all campers say they are a family camper

## Holidays of family campers

Family campers took 1,869,000 tourist holidays in 2017.

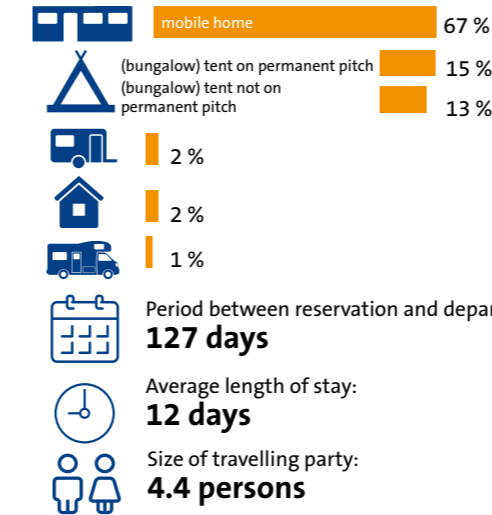
These are holidays in which a camping pitch and/or accommodation is rented.



Destination	Holidays (x 1,000)	Destination	Holidays (x 1,000)
1. Gelderland	152	1. France	452
2. Noord-Brabant	144	2. Italy	159
3. Overijssel	134	3. Germany	74
4. Zeeland	113	4. Spain	59
5. Limburg	79	5. Belgium	55

## Holidays of family campers in rented camping gear

RENTED CAMPING GEAR (492,000 HOLIDAYS)



Period between reservation and departure:

**127 days**

Average length of stay:

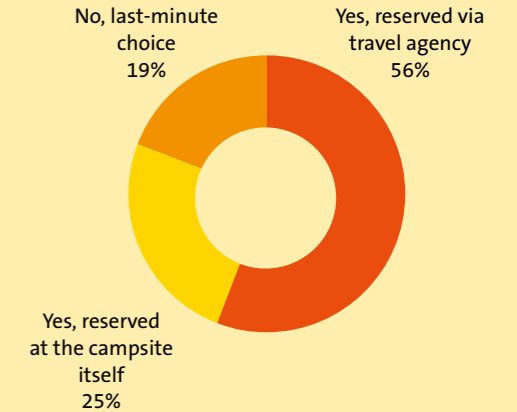
**12 days**

Size of travelling party:

**4.4 persons**

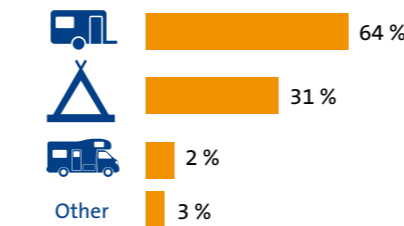


## Was the camping pitch reserved in advance?



## Holidays of family campers in own camping gear

OWN CAMPING GEAR (1,334,000 HOLIDAYS)



Period between reservation and departure:

**113 days**

Average length of stay:

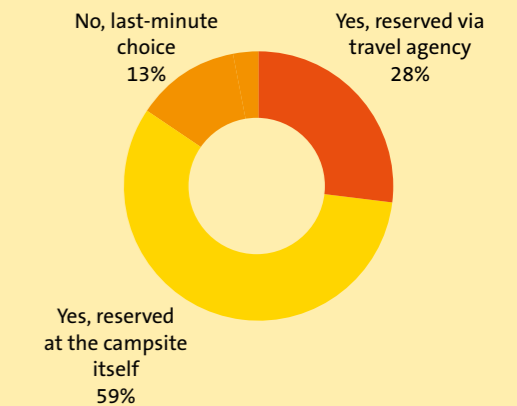
**13 days**

Size of travelling party:

**4.2 persons**



## Was the camping pitch reserved in advance?



# Traveller's profile: the active camper

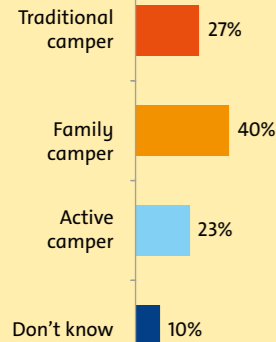
## Camper's own tent has the highest score



The proportion of rented camping gear to having one's own camping gear is 22% versus 71%. The tent is the most favourite gear with this group; about 60% of holidays taken with their own camping gear are taken with the tent. In the group of active campers with their own camping gear, 53% of the holidays are taken abroad. This percentage is a bit higher for the group with rented gear, namely 60%. Active

campers enjoy doing things on their holidays, and their favourite activity is visiting a city abroad. In comparison with the other groups of campers, their average length of stay is lower, namely 11 days if they have their own camping gear and 10 days if they rent camping gear. The average size of the travelling group is 3.1 people if the group has its own camping gear and 3.5 for a group with rented gear.<sup>32</sup>

### Distribution camping segments across Dutch campers

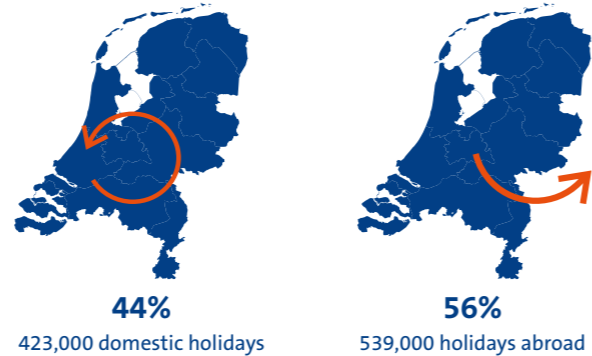
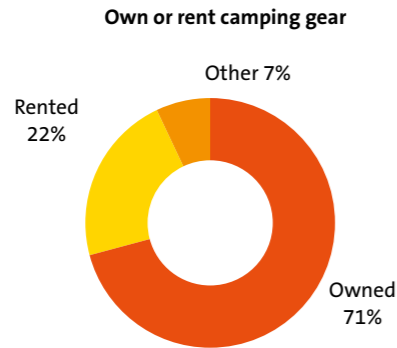


**23%** of all campers say they are an active camper

### Holidays of active campers

Active campers took 961,000 tourist holidays in 2017.

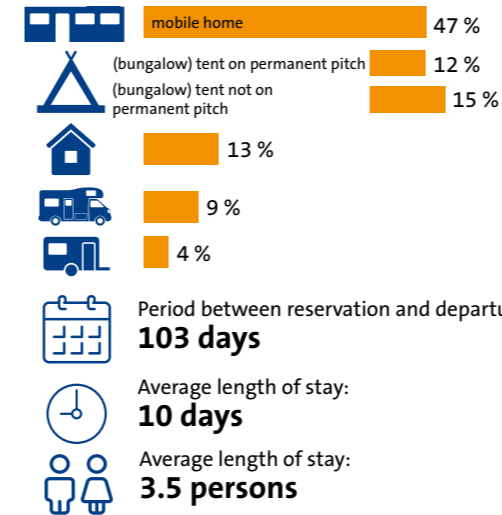
These are holidays in which a camping pitch and/or accommodation is rented.



Destination	Holidays (x 1,000)	Destination	Holidays (x 1,000)
1. Gelderland	69	1. France	193
2. Zeeland	46	2. Italy	60
3. Overijssel	46	3. Belgium	44
4. Noord-Holland	41	4. Spain	43
5. Drenthe/Flevoland	40	5. Germany	42

### Holidays of active campers in rented camping gear

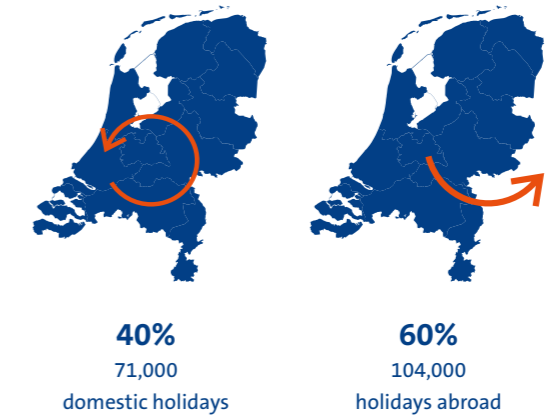
#### RENTED CAMPING GEAR (175,000 HOLIDAYS)



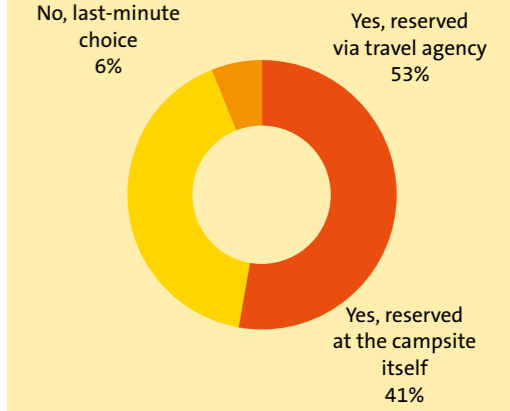
Period between reservation and departure: **103 days**

Average length of stay: **10 days**

Average length of stay: **3.5 persons**

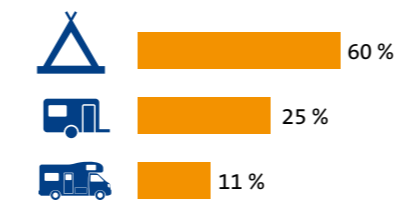


#### Was the camping pitch reserved in advance?



### Holidays of active campers in own camping gear

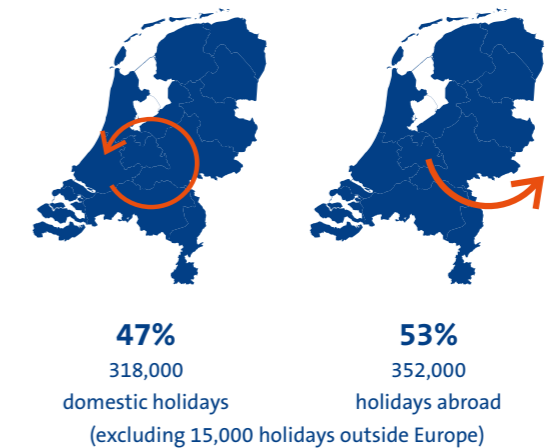
#### OWN CAMPING GEAR (685,000 HOLIDAYS)



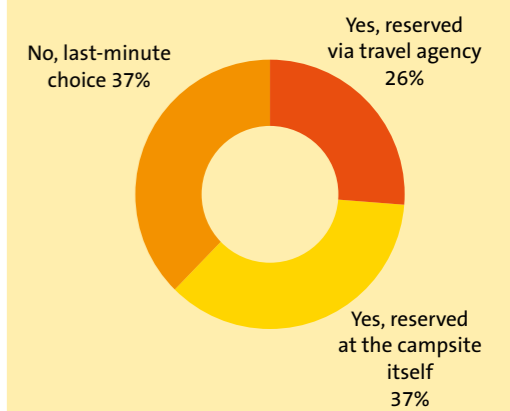
Period between reservation and departure: **78 days**

Average length of stay: **11 days**

Average length of stay: **3.1 persons**



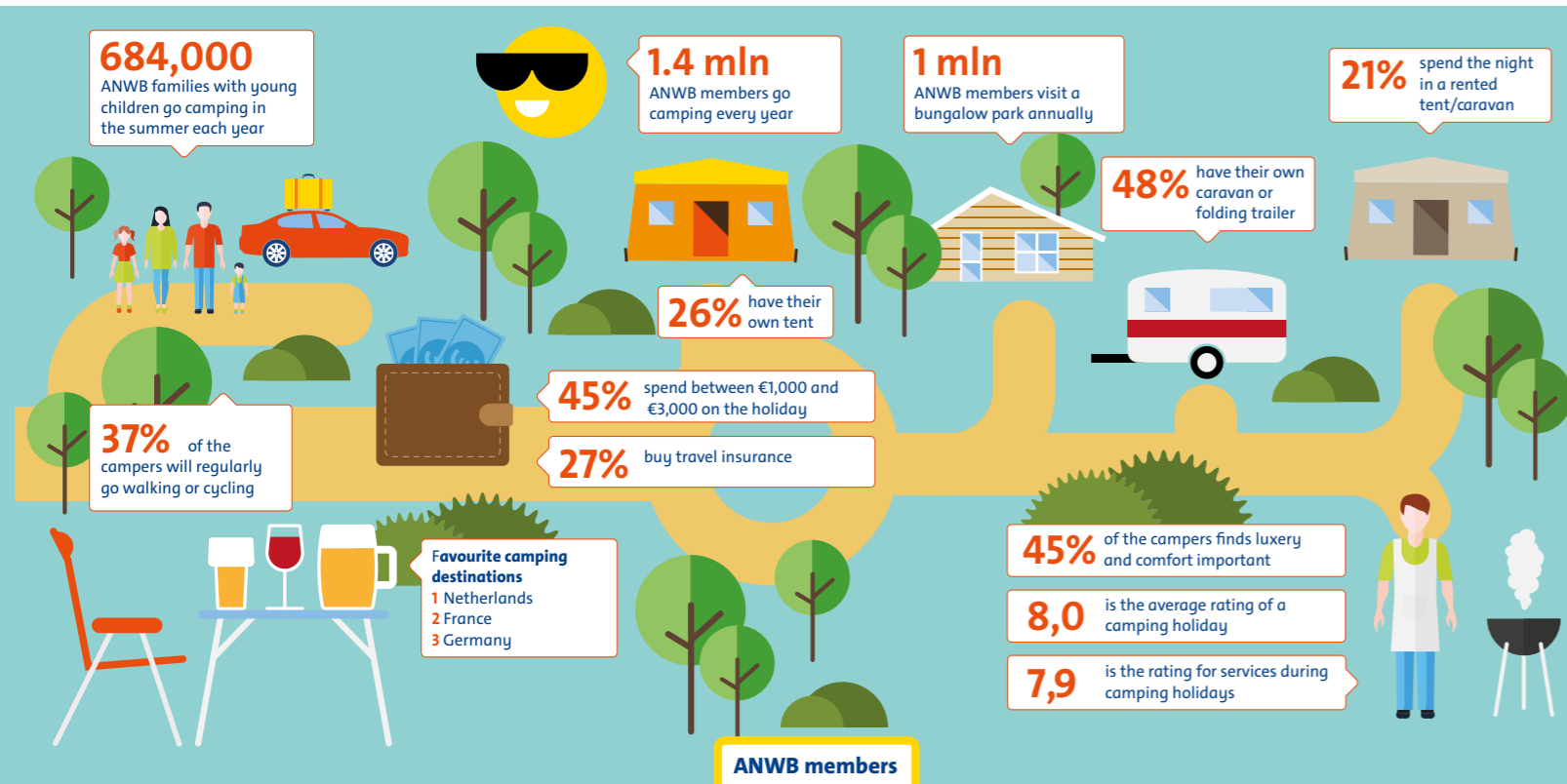
#### Was the camping pitch reserved in advance?



# The ANWB and camping are inseparable

## 1.4 million camping members

The ANWB has a long history of camping. Of the 4.4 million ANWB members, 33% go camping each year. 684,000 ANWB families go camping each summer. A large percentage, about 45% of all ANWB camping members, thinks that luxury and comfort are important. Here you can see some interesting facts.



## 5. The camper's customer journey

# The camper's customer journey

## From inspiration to arriving home

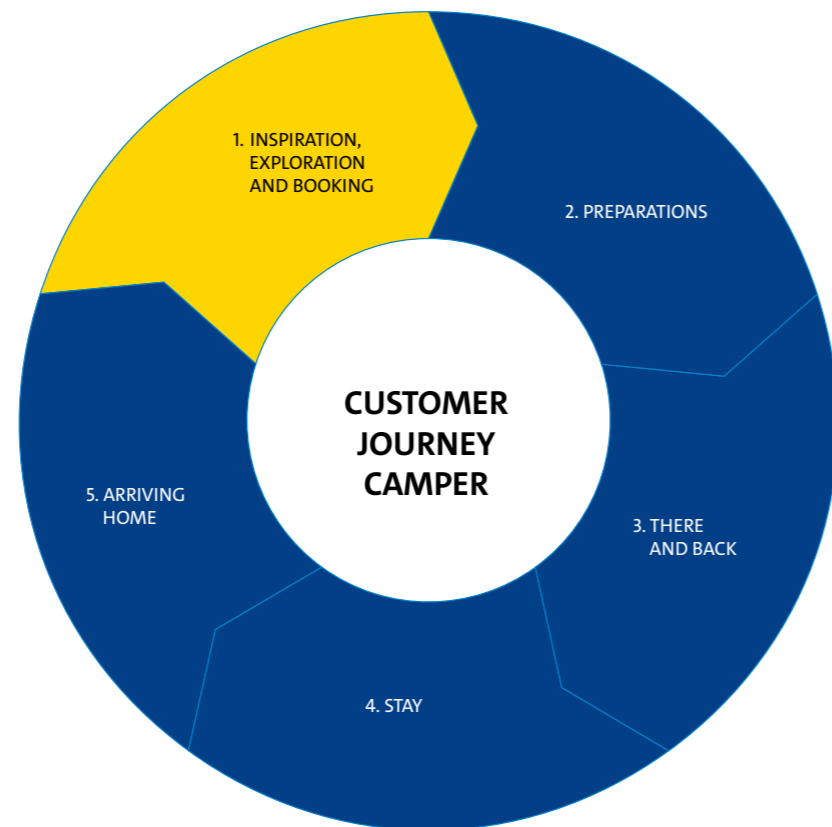
The camper's customer journey is central at ANWB Kamperen because ANWB wants to be present in all phases of this journey; to be relevant at the right moment in the year.

The phases of the customer journey of the various target groups are the same, although the seasonal pattern differs. Traditional campers, for example, go camping more often in the low season and look for information at other times of the year than family campers do, who go on holiday in the high season.

### Did you know that:

- In the inspiration, exploration and booking phases, the stories and tips from friends and family are the most important source of inspiration for holidaymakers?
- In the preparations phase 71% of the holidaymakers take too many things with them?<sup>33</sup>
- During the trip and the trip back again, almost half of the car travellers think they navigate better than their travelling companions? Men (59%) are the most convinced of their navigational skills.<sup>33</sup>
- Campers want more luxury at the campsite, but the Dutch cook 8 of the 10 meals at the campsite themselves?<sup>34</sup>
- Once home again, more women than men are bothered by 'holiday blues', feeling a bit down after returning home from holiday?<sup>35</sup>

Then each phase of the customer journey is described separately.



## 6. Inspiration, exploration and booking

# Content is king

## Inspiration from blogs and vlogs

Blogging and vlogging have become part of our daily lives. Blogging is an English term that basically means keeping a logbook. Regularly posting stories online. In principle, vlogging is the same but, rather than telling a story in words, the vlogger posts a personal video. As soon as a blogger or vlogger has a lot of fans, this can be an interesting way for travel companies to make content (so-called 'influencer marketing').

### Influencer marketing

In this form of marketing a person is used to influence a certain target group. Well-known people, such as actors and sportsmen, or less well-known people are used to praise products or services. All of these people have a large group of followers. Due to the diverse content that they make, they can often easily include a product.

Even though the followers don't personally know the person in question, they share a sense of trust. Plus, if you follow someone night and day, you have the idea that you've learned to know them.

The number of influencers is growing. And their collaboration with companies is also growing. The idea is to influence a certain target group as naturally as possible so their trust is not damaged. So it's important to be open about the collaboration.

Instagram is a popular platform among millennials. Photos and short video clips of the people or companies that you follow, that are in your 'virtual bubble'. Especially popular are topics in the world of travel. A recent British study<sup>36</sup> showed that 40% of the millennials choose a destination on the basis of 'instagrammability' (you must be able to take some lovely photos). Status also plays a big role. And travel bloggers, sometimes working with travel organisations, try to inspire holidaymakers with their beautiful photos and videos.

"Campsites have more to offer than the static photos you see in the guides or on internet. By sharing my experiences in my blog, I want to show campers the real atmosphere of camping, and I hope that I help campsite owners a bit with their marketing."



Karin Horstman of  
ilovekampere.nl

# What a great site!

## The importance of online experience

Holidaymakers search and book online. Booking a campsite with a smart phone is now more the rule than the exception.

People especially use social media to gather inspiration, but for facts and practical information their favourite source is the campsite's website. You can see that people quickly lose interest if the website is older or no longer answers the demands of today's digital world. In just a split second, the visitor decides whether to continue or to close down the website, whether to book or not.

The team of anwbcamping.nl, the campsite reservation system, is now actively involved in the new camping season; the first booking peak was in late December 2017/ early January 2018. Anwbcamping.nl had a very good year in 2017.

### Three questions for Wouter Stokkel, business owner anwbcamping.nl:

#### 1. What was 2017 like for anwbcamping.nl?

*"The continual improvements in online marketing, techniques and processes resulted in a 26% increase in turnover for anwbcamping.nl in 2017 as well as an SEO award! And we are very ambitious about 2018 too."*

#### 2. What are the ambitions?

*"On the basis of diverse analyses and studies, we have compiled a large list of improvements. A visitor to anwbcamping.nl will see that the website has been modernised. The site has been made responsive, so it can be used on all mobile devices. In addition, we have made changes so that the step from searching to booking is now easier and more attractive."*

#### 3. What exactly does the visitor to the website want?

*"Because we do a lot of research, we know what visitors think is important. Camping is emotion, thus inspiring and attractive photos are important. Visitors have to get the feeling of being at the campsite themselves. Visitors also expect a clear overview of information on the facilities and on what they can do in the area. In case of rental accommodations, the location is important. Protecting personal information is a much discussed subject, and, when booking their holidays, visitors want their information to remain private."*

# Which campsite will it be this year?

## Quality of basic facilities remains most important booking criterion

Each year campers are faced with the difficult question of which campsite to choose. The number of campsites is enormous. Everyone in the family has special wishes, but what actually plays a role? Below are the top 5 factors for each type of camper.<sup>32</sup>



“We also see that the size of the pitch plays a (important) role in the choice of a campsite. ‘Campsites with large pitches’ is always in the top 10 of the most frequently given search terms on the website [anwb.nl/kamperen](https://anwb.nl/kamperen).”



Lynn Olijhoek, portal manager at [anwb.nl/kamperen](https://anwb.nl/kamperen)

### Traditional camper

1



1. Quality of the basic facilities
2. Activities/sights in the surroundings
3. Atmosphere at the campsite
4. Size of the pitches
5. Weather (certain of sun)

Just as with the active camper, the size of the pitch is in the top 5. Both types of campers think it's important to have a spacious pitch during the holiday.

### Family camper

2



1. Quality of the basic facilities
2. Activities/facilities at the campsite
3. Atmosphere at the campsite
4. Activities/sights in the surroundings
5. Weather (certain of sun)

In contrast to the traditional and active camper, the activities/facilities at the campsite are in the top 5. Family campers spend a lot of time at the campsite. Facilities, such as a swimming pool, are used by the whole family and are important when choosing a campsite.

### Active camper

3



1. Quality of the basic facilities
2. Activities/sights in the surroundings
3. Atmosphere at the campsite
4. Weather (certain of sun)
5. Size of the pitches

As the name suggests, active campers are active and adventurous on holiday. This is why activities and sights in the surroundings is important when they choose a campsite.

### Other campers

4

1. Quality of the basic facilities
2. Atmosphere at the campsite
3. Activities/sights in the surroundings
4. Attractive (rental) accommodations
5. Weather (certain of sun)

New in this list and in contrast to the rest is the factor of attractive (rental) accommodations. This group most probably contains campers who rent accommodations when on holiday.

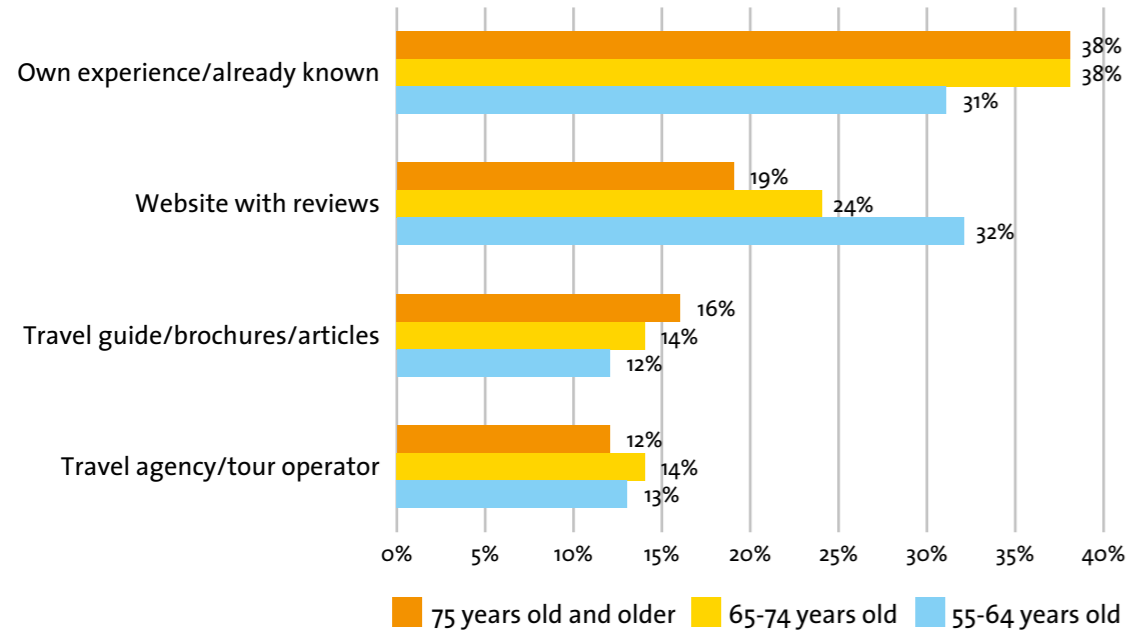


# We love what we know

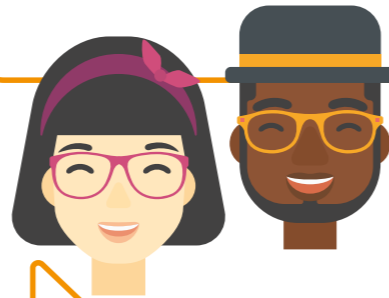
## Senior citizens rely on own experience when making preparations

For the traditional camper, camping is a way of life. They know where they want to go on holiday. They often camp and usually do so for a longer period. So they focus on specific information when preparing their trip. Their own experience leads the list of the top 4 sources of information:<sup>37</sup>

Top 4 sources of information when making preparations



“For years, I’ve kept a list of destinations and I update it after my holiday. So I always have a good list to start off each year.”



“Really, I’ve been camping for so long that I know all the ins and outs by now.”

Quotes from study by Kantar TNS commissioned by the ANWB

# We can do it ourselves!

## The Dutch want to arrange their own trips

If you ask campers why they enjoy camping, 9 out of 10 will say that camping gives them freedom. Campers want to travel where and when they please. In the world of travel, we see the trend that travellers increasingly often want to arrange their own trips. In the world of camping, this is simply normal.

There’s nothing so enjoyable while making preparations than to search for an enjoyable location. The information available online creates large amounts of information that not everyone appreciates. A lot of campers feel stressed when searching for and choosing a campsite. Especially if everyone in the family has special wishes.

The information online must be easy to find, but also clear and complete. There are opportunities for campsites with ‘see for yourself’, just as for restaurants and theatres. For a campsite, people want to know what the pitch looks like, how big it is, if there’s shade and privacy, etc. Good visual material is a great help.



# Family campers book far in advance

## Time between searching and booking

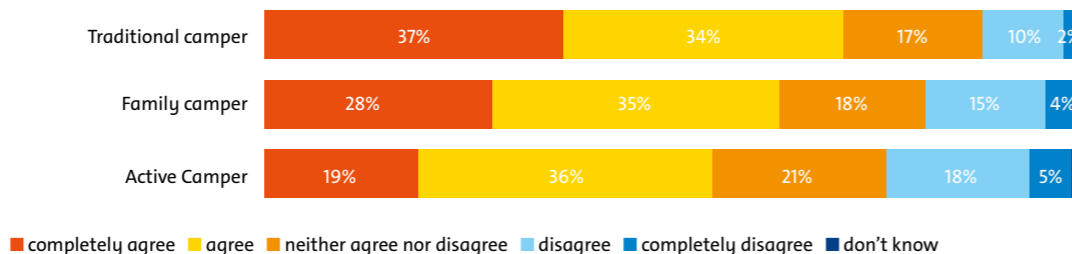
The time between searching and booking differs per type of camper. A logical difference is the period when people go on holiday: campers who go camping in the high season will book more in advance than a camper in the low season.<sup>32</sup>

The earliest bookers are campers looking for a rental accommodation. The earlier a camper books, the more choice of a pitch or rental accommodation at a campsite. The family camper with a rental accommodation is the earliest by far. On average, the period between searching and booking is 18 weeks. They are the first to book a good location.

Period between booking and departure

	with own camping gear	with rental camping gear
Traditional campers	79 days	
Family campers	113 days	127 days
Active campers	78 days	103 days

Statement: I already know which destination/country I'm going to



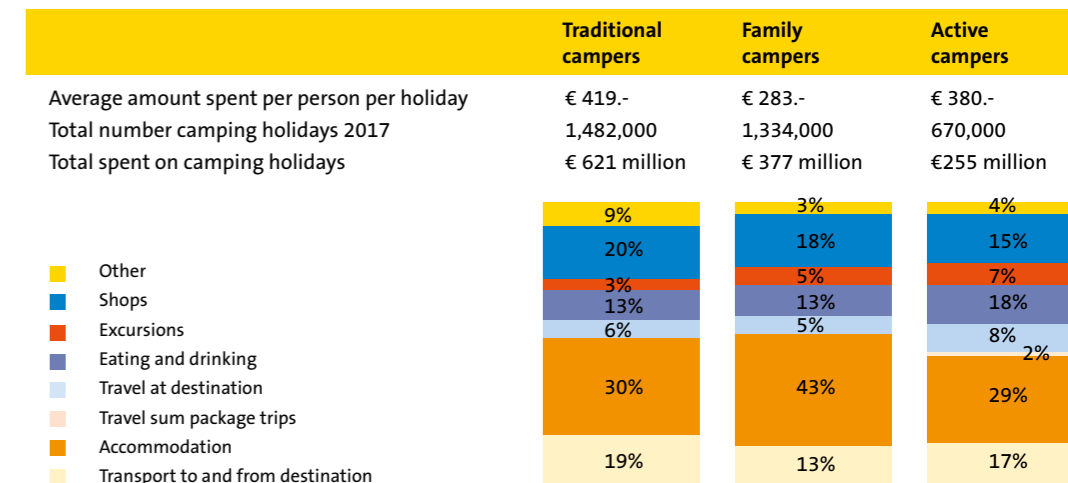
The various types of campers are reflected in the following statement: 'If I look for information about my next camping holiday, I already know which destination/country I'm going to.' It is interesting that, for all types of campers, most of them (completely) agree with this statement.

# What do campers spend?

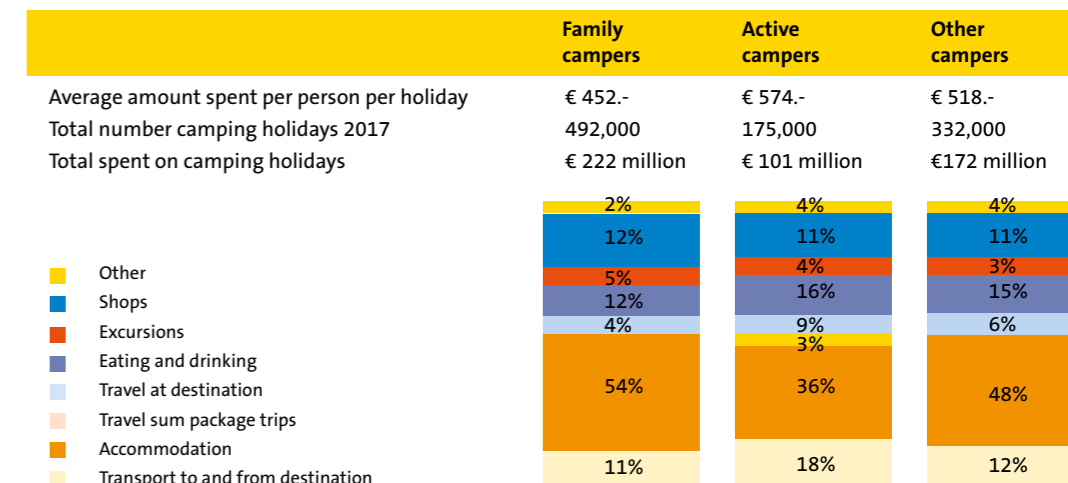
## €2.3 billion spent on camping holidays

In 2017 the average amount spent by each person per holiday was €434. With 5.2 million camping holidays, this amounts to a spending of €2.3 billion. The division between camping holidays with one's own camping gear and rented camping gear is €1.37 billion versus €0.55 billion. Other/unknown is € 0.38 billion.<sup>32</sup>

Amounts spent camping holidays with own camping gear



Amounts spent camping holidays with rented camping gear



# Family campers book the most online

## 67% book a rental accommodation before departure



### Traditional campers with their own camping gear

**25%** of the bookings for a pitch for their own camping gear are made online

**65%** of these bookings are made on the website of the (rental) organisation

**6%** of these bookings are made at the campsite

**15%** of these bookings are made via travel organisations, travel offices or tour operators

**3%** of these bookings are made online via middlemen

**12%** of the bookings fall into the category 'other'

The time between searching and booking differs with each type of camper. And it also makes a difference whether campers go on holiday with their own camping gear or whether they rent an accommodation at the campsite.

The figures are related to online bookings of a pitch or rental accommodation prior to departure.<sup>32</sup> Online bookings made during the trip are not included in the figures.



### Family campers with a rental accommodation

**67%** of the bookings for a rental accommodation at the campsite are made online

**29%** of these bookings are made on the website of the (rental) organisation

**27%** of these bookings are made at the campsite

**33%** of these bookings are made via travel organisations, travel offices or tour operators

**9%** of these bookings are made online via middlemen

**2%** of the bookings fall into the category 'other'

### Family campers with their own camping gear

**58%** of the bookings for a pitch for their own camping gear are made online

**68%** of these bookings are made on the website of the (rental) organisation

**4%** of these bookings are made at the campsite

**17%** of these bookings are made via travel organisations, travel offices or tour operators

**4%** of these bookings are made online via middlemen

**7%** of the bookings fall into the category 'other'



### Active campers with their own camping gear

**41%** of the reservations for a pitch for their own camping gear are made online

**63%** of these bookings are made on the website of the (rental) organisation

**4%** of these bookings are made at the campsite

**19%** of these bookings are made via travel organisations, travel offices or tour operators

**6%** of these bookings are made online via middlemen

**7%** of the bookings fall into the category 'other'

### Active campers with a rental accommodation

**58%** of the reservations for a rental accommodation at the campsite are made online

**48%** of these bookings are made on the website of the (rental) organisation

**11%** of these bookings are made at the campsite

**29%** of these bookings are made via travel organisations, travel offices or tour operators

**7%** of these bookings are made online via middlemen

**4%** of the bookings fall into the category 'other'



# 7. Preparations

## Holiday stress

### Holiday preparations aren't always fun

Zoover, the biggest review platform<sup>38</sup> in the Netherlands, did a study on how long the search for the ideal holiday lasted.

The average search for a plane ticket lasts about 3.5 hours. It's longer for holidays. For its study, Zoover used the GfK, research company, classification and defined three types of searchers: light researcher, medium researcher and heavy researcher. And what did they discover? The light researcher spends 90 minutes searching spread across 25 days and needs to make a total of 14 searches. The medium researcher spends 207 minutes on his or her search spread across 63 days. The medium researcher needs to make 52 searches. The heavy researcher searches for the longest amount of time: 458 minutes in 125 days and 151 search attempts.

	Search in minutes	Search in days	Number of searches
Light researcher	90	25	14
Medium researcher	207	63	52
Heavy researcher	458	125	151

And once holidaymakers have found their destination, they're still stressed! 4 out of 10 holidaymakers suffer from holiday stress during preparations. Packing, the trip, traffic congestion, leaving a clean house behind, the plants, the post, even downloading Netflix films on the tablet for the children in the back seat and leaving work behind. Preparations don't always go smoothly.



"My standard gear is already in the caravan. The only other things I take are clothes. We always check to see where there's good weather. And that's where we go."

The experienced traditional camper.  
Quote from study Kantar TNS

#### Interesting bits of information:<sup>39</sup>

**70%** of the Dutch make no preparations;

**25%** of holidaymakers sometimes think about going on holiday with someone else;

**1 out of 10** travellers who go on holiday with a partner thinks about getting a divorce before the holiday;

**47%** tell themselves that they will really begin to prepare earlier next time;

**71%** take too many things with them (68% male and 73% female).

# Sharing is caring

## A sharing economy, also on holiday

Sharing cars, sharing houses, sharing workstations: the sharing economy is gaining in popularity. Initiatives like AirBnB, Peerby and Über are widely known. And sharing in the world of camping is on the rise. Increasingly more people share their tent, folding trailer, caravan or camper.<sup>40</sup>

Sharing is already frequent among friends, relatives and acquaintances: **15%**;

**1%** use commercial rentals;

**69%** of campers own their own camping gear;

Of this group, **79%** have the gear only for their own use, **18%** lend it to relatives and friends and **3%** share camping gear with others by, for example, a joint purchase to share the costs;

Caravan owners are the least inclined to rent their caravan **77%**, followed by **66%** of the owners of campers;

**82%** of the borrowers are younger than 45; 1 out of 5 borrowers is a household with children;

The tent is the most popular camping gear to share **53%**, followed by the caravan **25%** and the camper **10%**;

**43%** of those younger than 35 are open to renting their camping gear or already do so. Startups aim especially at this target group.

“If you can rent your house as a holiday accommodation, then why not your camper or caravan, which are hardly used for most of the year? Owners are faced with the annual expense or their camper or caravan even though it remains unused for 48 weeks. On the other hand, there are people who never rent a camper because it's too expensive. If we can use campers



and caravans more efficiently, we need fewer of them. Less production, less ownership. Better for the environment and your wallet.”

Martijn Peeters, founder of Camptoo. Camptoo is an online sharing platform for campers and caravans, camptoo.nl

# New is exciting

## The Dutch are open to ‘other’ and ‘new’

Now and again, fun and exciting initiatives appear in the world of camping. The Dutch embrace these, accustomed as we are to being an enterprising folk.

Campers can rent and pick up **camping gear** at one of the Service Points in Europe; even better, they can have the camping gear set up at a unique location when it suits them (geardropper.com).

A **multifunctional means of transport**, like a Toyota camping van. Take the kids to football practice during the week, visit relatives in another part of the country at the weekend and transform it into a camper for the holidays.

The accommodations in the **area of glamping** vary from luxurious safari tents to tree huts with Jacuzzis. The gamping trend is still being further developed.

**Camping at events** is increasingly popular (e.g. at festivals or at sports events). Afterwards, one out of four tents is immediately thrown away, making cardboard disposable tents a sustainable alternative (kartent.com).

“What I think is important is being able to choose flexible arrival and departure dates and discovering unique locations that can't always easily be reached by car from the Netherlands.”



Suze Bakker, millennial

Spending the night at a **unique location**, like the midline of a football club. In the summer of 2018 a big camping event will be organised. During Camp the Night everyone can sleep at unique spots throughout the Netherlands. Even in people's yards or in a tree hut (campthenight.com).

# Future-proof Camping is ready for the future!

The camping industry is developing to meet the changing needs of campers. Thanks to technical developments and robots on production lines, supply can match demand.<sup>41</sup>

A clearly noticeable trend is camping with contemporary gear that you're glad to be seen in. Manufacturers now dare to deviate (cautiously) from standard models, and this is reflected in a design and functionality aimed at the future.



## Inflatable tents and folding trailers

- No poles, but rather flexible tubes filled with air form the frame;
- Quickly set up and can weather a storm.



## Roof tents

- Cool and sporty;
- Appeal to young target group because of high 'road trip' character.



## Caravans

- With a modular interior that campers can layout as they wish;
- Lighter so they can be towed by a small, more economical car;
- Increasingly more luxurious and sustainable thanks to use of responsible production methods, materials, LED lights.



## Tent trailers

- Tents on trailers can be set up quickly;
- Trailer offers a lot of storage space and can be used independently.



## Camper

- Bus campers are becoming more popular (compact, sporty, drive like a luxurious car);
- More high-tech in campers, which increases the comfort.



## Tents

- Special material (cotton polyester) absorbs less moisture while remaining breathable;
- Special printing techniques so you can decorate your tent with your own print.



# 8. There and back home again

# Dutch holiday rituals

## First a quick prayer and some sandwiches to go

The Dutch have very practical holiday rituals. A few say a quick prayer (5%) to reach their destination without problems or they encourage the car to have a good trip (3%).<sup>41</sup>

**76%** check their necessary items/papers;

**39%** make sandwiches to eat on the road;

**31%** clean the house.

### Half of the children fight on the road

The road to the holidays is not always a relaxed one for holidaymakers. Almost half of the travelling children have fights on the way. Keeping them happy with traditional games (23%) like playing cards in the back seat remain popular, but they're losing ground to smart phones, tablets and game computers. And papa is more often the one to give kids the smart phone/tablet to keep the peace (52% versus 44% by mama).

“Do you know what’s so attractive about camping? It means you’re already doing something.”

Brigitte Kaandorp,  
comedian



“What I like best is camping as part of a hiking trip. And preferably in natural surroundings. At night you can hear the sounds of wild animals and in the morning you can fetch water from the river.”

Famous Dutch personalities also go camping. Daphne Bunskoek, TV hostess enjoys combining camping with longer trips



## 9. Stay

# Caravans and campers in the lift

## More camping gear sold in 2017

The camper is becoming increasingly popular: 32% prefer a camper. This is especially reflected in the number of senior citizens who invest in a (luxurious) camper. In 2016 the BOVAG registered the 100,000th camper.

Nevertheless, with its 60% share, the caravan remains the most popular way of camping. The Dutch enjoy ease and comfort, even though one-third of the respondents say that they don't need the luxury that suppliers are now added to new camping gear.

Below are the figures for the sales of new caravans and campers, the sales of used caravans and campers (sold by dealers) and the

total number of the fleet as of 31 December in 2015, 2016 and 2017.<sup>42</sup>

### Trend: Electric driving

Electric driving is the new trend. Not a trend in absolute numbers, but certainly a development that is becoming more widespread. It is interesting for campers with their own caravan or folding trailer to know what the pulling power of these new cars will be.

	CARAVAN			CAMPER		
	New	Used BtoC	Fleet (31-12)	New	Used BtoC	Fleet (31-12)
2017	6,699	12,376	438,135	1,751	6,962	109,933
2016	6,143	12,150	434,414	1,444	6,764	102,370
2015	5,786	12,273	449,589	1,253	6,254	96,025

According to the KCI (Camper and Caravan Industry) sales figures for the first two months of 2018 also show an increase. There were 33.7% more new campers sold than in the same period in 2017 (in 2018: 254 and in 2017: 190). The growth in caravan sales was 12.7% (in 2018: 646 and in 2017: 573).<sup>43</sup>

## Two questions for Harm Zeven, staff at the ANWB expert desk:

### 1. Why is there so little attention to electric cars to tow caravans?

*“There is currently only one electric car that can tow a caravan: the Tesla model X. And that car is too expensive for most people.”*

### 2. What about the future?

*“There will be electric cars that can tow something, but manufacturers are very cautious about approving this. And the somewhat limited driving radius will be even smaller so it will be a challenge to cover long distances. If eventually no petrol or diesel cars may be sold, then the technology of electric cars will be improved so hopefully that will bring more possibilities for caravan owners.”*

# Theme campsites increasingly popular

## New experiences or your hobby: at the campsite too

89% of the Dutch go to regular campsites, 3% to nudist campsites and 2% enjoy campsites for senior citizens. The ecological campsites score 1%.<sup>44</sup> And we're now seeing the rise of a new trend.

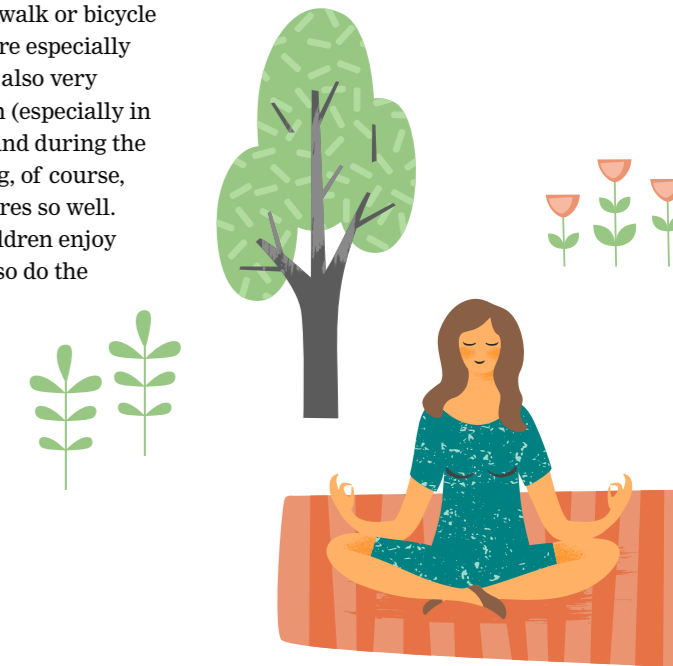
Camping 'with an experience' is becoming increasingly popular. A holiday spent having new experiences or doing your hobby and being able to fully focus on this. These holidays aren't always in the high season; campsite owners can choose to focus on a specific target group in the low season. And be honest: isn't it fun to spend a long weekend with friends instead of family at, for example, a surf/bicycling/or yoga campsite?

### Teen and 50+ campsites

When you're young, you have other wishes during your holiday than when you're older. Teens want a lot of activities, opportunities to party and a swimming pool at the campsite. But older people look for rest and enjoy being able to walk or bicycle from the campsite. Teen campsites are especially popular theme campsites. These are also very popular pages on [anwb.nl/kamperen](http://anwb.nl/kamperen) (especially in the booking months January-April and during the summer holidays). It's not surprising, of course, that the theme of teen campsites scores so well. It's in line with the saying 'if the children enjoy themselves during the holiday then so do the parents'.

*“Yogabee is the first yoga campsite in the Netherlands and it brings yogis together at a magical location.”*

Flow Magazine





# Camping: a consciously green holiday

## With an eye to the environment

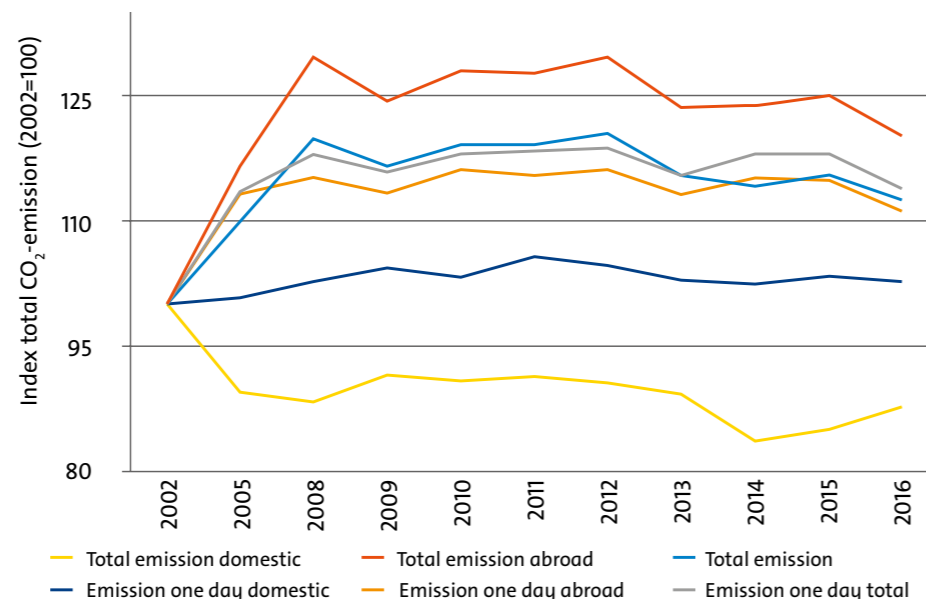
The Dutch are increasingly aware of their *carbon footprint*. When booking a holiday, more and more holidaymakers want to have insight into the effects on the environment. As a holiday form, camping fits in well with this awareness. Our *carbon footprint* is the amount of CO<sub>2</sub> emission caused by our travel behaviour.<sup>45</sup>

54.7% of this *carbon footprint* is caused by the plane trips we make. Despite these figures, more and more travellers and travel organisations are trying to do something to improve the world. For example, 13 travel organisations have included CO<sub>2</sub> compensation in their package.

As of 1 January 2018 ANWB SNP Naturreizen and a number of fellow tour operators fully compensate the CO<sub>2</sub> emissions of all their trips.

Carmacal is carbon calculator for the travel sector. The world's first carbon calculator for the world of travel: a user-friendly web-based tool with which the CO<sub>2</sub> emission can be accurately measured. From the plane trip to the emissions of 20 different means of transport, half a million accommodations, numerous excursions, etc. Thanks to this calculator, the CO<sub>2</sub> emission is clear at a glance and comparable within the entire travel sector.

Total emission trends, domestic and foreign holidays 2002-2016



Bron: CVO, 2002, 2005, 2008-2016 (berekeningen CSTT/NRIT Onderzoek)

# Camping with ease with the family

## The holiday has to be perfect

“The trend of luxury is very visible at our campsite. Guests want more spacious and better pitches and more facilities. We have met these wishes by creating large pitches with private sanitary facilities (and a dishwasher!). There's definitely a demand for these sorts of things.”



Angelique Joosten,  
campsite De Leistert

People work hard all year, so everything has to be perfect when they're on holiday. That means:

### Quality time with the family

Campers want to spend as much time as possible with their family/relatives. And we mean quality time. Camping together is in. Grandparents camp with the children and grandchildren. Other forms are father and son/mother and daughter holidays. The social aspect of camping is also popular, having contact with others.

### The search for quality

Creating the perfect holiday also includes searching for quality. Not only is the pitch at the campsite important, but also the luxury of or with the camping gear. Today's caravan,

camper or folding trailer is fitted out with all the conveniences. And you can even reserve your own private sanitary facilities at the pitch at many campsites. The quality of the accommodation, the surroundings and the way the day is spent all influence the quality of the camping holiday.

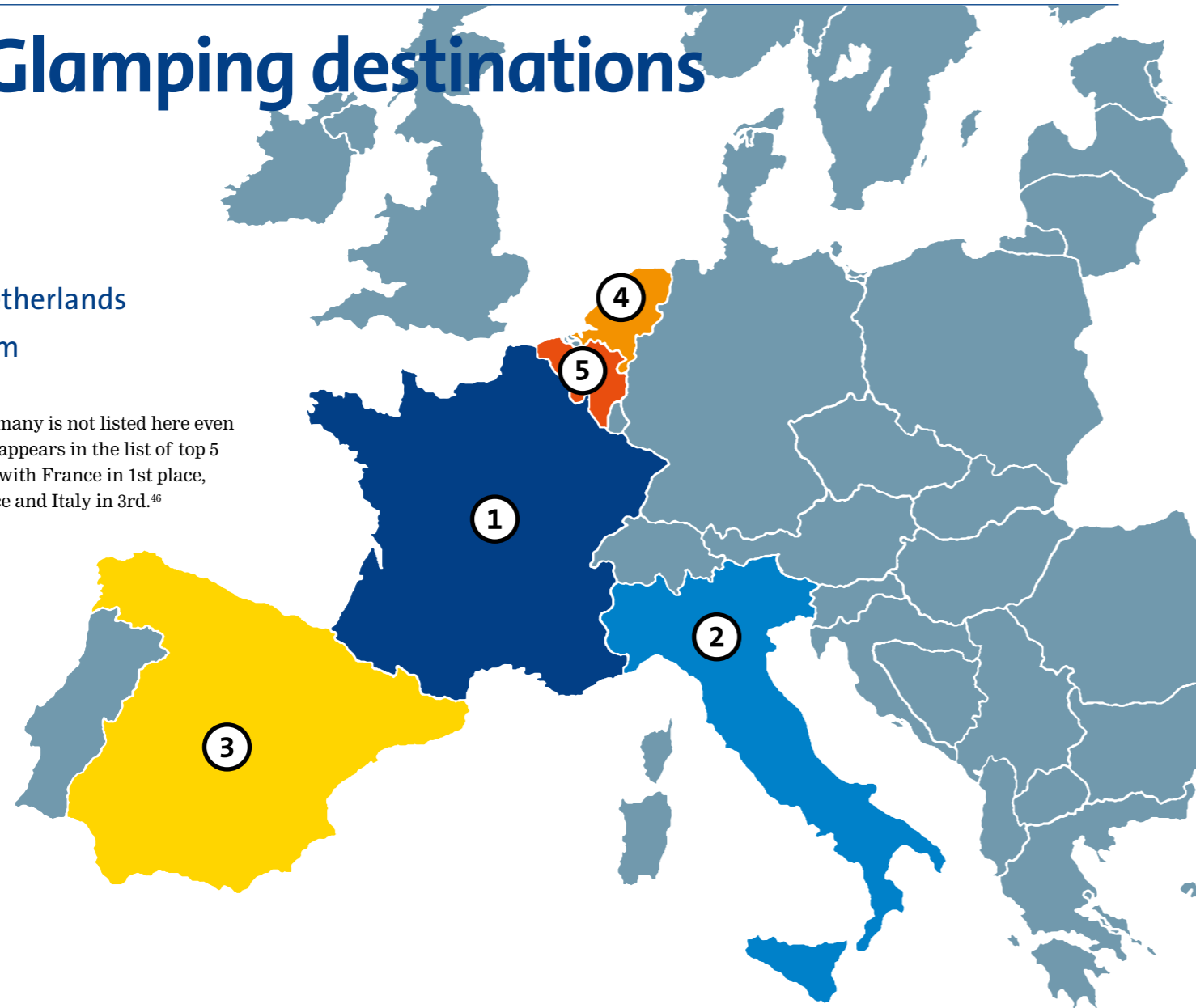
Campers increasingly want a unique experience and they enjoy a bit of luxury. For example, glamping: camping with the luxuriousness of a hotel. Glamping is a combination of 'glamorous' and 'camping'. In other words, sleeping under a tent canvass but then in a box spring bed. Luxury on holiday, but still camping.



# Top 5 Glamping destinations

1. France
2. Italy
3. Spain
4. The Netherlands
5. Belgium

It's strange that Germany is not listed here even though this country appears in the list of top 5 foreign destinations with France in 1st place, Germany in 2nd place and Italy in 3rd.<sup>46</sup>



# New: bamping

## Back to basics

A relatively new trend in camping. Bamping is the opposite of the popular and luxurious Glamping.

Bamping brings the camper to basics. Characteristics are a few facilities if any, in the middle of natural surroundings and sustainability.

### Into the wild

Bushcraft teaches you all the skills you need to live in, with and from nature. This is not the same as a survival experience, which focuses on getting back to civilization as quickly as possible. Bushcraft goes much further. Someone with bushcraft skills wants to live with respect 'in the bush' and knows exactly how to make this stay as enjoyable as possible. This trend has gained a lot of interest recently and is the subject of many TV programmes, such as those on Discovery Channel.

### Opportunities

Many workshops can be offered to camping guests to let them sample some bushcraft skills:

- Making fire;
- Following animal tracks;
- Plucking wild berries/mushrooms;
- Prehistoric cooking;
- Woodcarving;
- Navigating naturally.

"I enjoy camping all year long, even in winter. I love being alone and in nature, which is why I go to nature campsites."



Karen de Jong,  
a die-hard camper  
in the newspaper  
de Volkskrant

"The world is too big and complex for people. They want to return to a simpler way of life, far from the stress of everyday life. Camping answers this wish. Back to nature, grass under your bare feet, back to basics without being dependent on modern technology."



Adjiedj Bakas,  
visionary speaker  
and trendwatcher

# Go Green!

## Sustainability is 'in'

You see it everywhere in our society: people are more aware of the environment and willing to do more for a green planet. This social trend extends to the campsite. More and more people want to go camping in an environmentally friendly way and choose for those campsites that make efforts in this direction.

### Environmentally friendly camping

#### How do campers achieve this?

- Recycle wastewater;
- Solar panels on caravan or camper;
- Use less water;
- Buy ecological products;
- Separate waste;
- Avoid disposable articles;
- Volunteer projects in local community.

#### Campsites can meet these wishes with some simple products/ services:

- A biological self-pluck herb garden;
- Biological and vegetarian meals in the restaurant;
- Offer seasonal meals with as many local products as possible;
- Light sensors in sanitary facilities buildings;
- Ecological cleansing products;
- Green energy;
- Going seriously green? Greenkey is the label for international sustainable entrepreneurship.

A good example of self-sufficient accommodation are Tiny Houses. Although not a form of recreational accommodation, the holiday sector can gain inspiration from this sort of house, [thetinylife.com](http://thetinylife.com)

“We try to leave as small a footprint as possible, but sustainability comes at a cost. Investments are about 30% higher, and you get a subsidy for about 5% of this. In addition, people don't see the results immediately. A shiny slide is much more noticeable than a system to retrieve rainwater.”



Alex Wassink, owner of the Papillon campsite and winner of the KCK Innovation Award on sustainability

# Let's go Retro

## Slow and nostalgic

Retrocamping, back to how your parents or grandparents camped. This is about *looks* and *styling*, which enhance the feeling of nostalgia. Hipsters from the big cities have promoted this to an art, including retro-caravans, old VW buses, furniture from that period and an attitude of *go slow*.

*Christiaan Weijts – De Groene Amsterdammer, independent weekly:*

*“I know a couple that has gone on adventure for the past three years in their old VW bus – the early model with the spare tyre on its nose. And every year they have a breakdown along the Route du Soleil. But they still insist on driving their diesel guzzler to the campsite. There's nothing more wonderful for them than an old-fashioned holiday with coloured lights on the sun awning and roasting marshmallows on a stick over a self-made campfire.”*

Vintage sells and this, together with the 60th anniversary, is reason enough for Eriba (since 1957) to expand its brand with two colourful specials. The newest models are the Rockabilly and the Ocean Drive, based on the Eriba Touring Troll 530 but with a nod to the 1950s.

These two colourful models, the Rockabilly and the Ocean Drive are technically identical, as are their layouts, but they differ in colour, respectively the red and blue that is used in all of the details because of its association with Rockabilly music from the 1950s. The Rockabilly package



includes a grit protector and a cover for the drawbar as well as chrome hubcaps reminiscent of the '50s.

However, the colour of the furnishings is different, with its unique Grand Oak style and cup-

board hatches in craquelure vintage appearance. Kitchen and table top have bright red edges.

The floor is covered in vinyl that resembles worn scaffolding. The clothes cupboard is enormous, and can hold lots of petticoats.

# Everyone in a virtual bubble

You belong somewhere

Today's digital individual has his own 'virtual bubble', a *lifestyle*. This bubble contains everything that the person loves, everything that he wants to be associated with, will participate in, where his interests lie.

For example, via #instagram someone follows the beautiful photos of @Earthpics, on Facebook he is part of a community on vegetarian cooking, newsletters in the mail bring information about the most attractive places to camp and podcasts bring the latest political news.

During the holidays and in their leisure time they look for like-minded people who at least share their ideas on how to take a camping holiday. Whether it's about a pop-up campsite or a longer stay.

## Camp the Night

[campthenight.com](http://campthenight.com)  
Spend the night in a unique location: football stadium or in someone's backyard.

## De Buurtcamping

[debuurtcamping.nl](http://debuurtcamping.nl)  
Camp in the city so you can 'bond' with neighbours.

## Camping BuitenLand

[buitenland.com](http://buitenland.com)  
Campsite of world traveller Floortje Dessing with the emphasis on sustainability and togetherness.

## Buitenplaats Land van Es

[landvanes.nl](http://landvanes.nl)  
Rural accommodation: artistic and social centre for people such as yoga lovers.

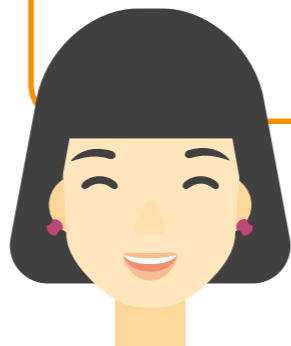
## Campmoonrise

[campmoonrise.nl](http://campmoonrise.nl)  
A festive weekend devoted to creativity in whatever you do. Everything with an eye to nature, sharing and being outdoors.

## Camping de Lievelinge

[lievelinge.nl](http://lievelinge.nl)  
Campsite focused on hip, retro, artistic and very social.

"We do what we ourselves enjoy, so we create a place where we want to be or would like to go to on holiday. Naturally sustainable to keep our planet a good place for our children too."



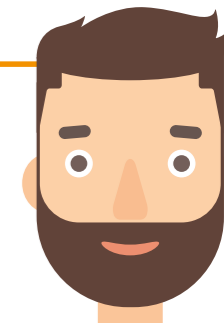
Esther at Camping BuitenLand

# Hit the road

On a road trip instead of at just one campsite



"We restored a 1964 Volkswagen T1 and equipped it with a sun awning, a tent and comfortable chairs. The bus lets us take things slowly because it doesn't go very fast. Just cruising and the looks we get on the road make a road trip with this bus twice as much fun. It's already ready for next season."



Roel Reineman, general director of Isabella Nederland

"We want to divide our holiday up into smaller pieces. Your holiday seems longer, you experience more. If you stay at the same spot for two or three weeks, all of the days resemble one another and it gets boring. Last year we drove by car to Umbria and camped at an agriturismo. On the way home, we spent a few days in Venice and we ended the holiday with a few days of long walks, schnitzels and a view from the campsite of the snow-covered tops of the Dolomites. It felt as if we'd been away for a month."



Paul de Ruiter, camper

# The Dutch are so ‘gezellig’

You can even talk about the weather

*Gezellig* is difficult to explain when you’re abroad. It all comes down to having a chat (even about the weather).

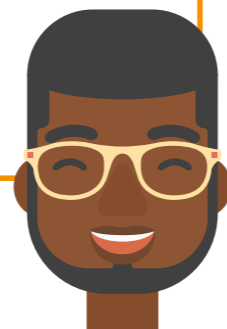
Something to eat and drink, enjoying your surroundings and – very important – good company. Dutch women often even take things to make the rental accommodation homier. Lamps, a tablecloth, candleholders. *Gezellig!*

The Dutch want things to be cosy and *gezellig*. But they also want space around themselves. *Gezellig* isn’t the same as packed together. Being able to choose for privacy is important.

Providers of rental accommodations like Huttopia, Flowercampings and Tentocamp meet these wishes and offer attractively styled camping accommodations. From tree huts to stylishly designed tent interiors and wooden chalets inspired by Robinson Crusoe.



“We’ve been coming to this campsite for two years, and we’ll go next year too. Top accommodation with enough privacy. The campsite is in natural surroundings, not that standard row of caravans. Friendly personnel and a great entertainment team without feeling forced.”



Review Zoover.nl



## 10. Arriving home

# After-holiday dip

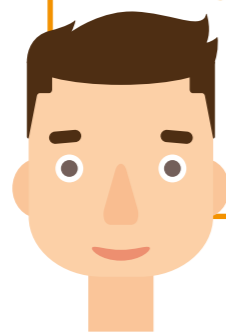
## 60% experiences a dip after holiday

Of course it's great to be on holiday. After you get back, though, it's time to go back to work. Which can be a tough thing to do. After all, not everyone finds it easy to go back to work after a holiday.<sup>48</sup>

A poll by job site Monsterboard showed that no less than 60% of Dutch employees don't look forward to start work again after their holidays. For 25% of employees, the prospect of having to go back to work even makes it difficult for them to enjoy their holidays.

### Your work: let it go

25% of the respondents don't experience any work-related stress during their holidays. It is no problem for them not to think of work commitments. 7% even said that the prospect of going back to work actually contributes to a carefree holiday. By contrast, for some holidaymakers it is difficult to not think of work at all. One in 10 employees answered they do some work during their holidays, such as checking emails and making phone calls.

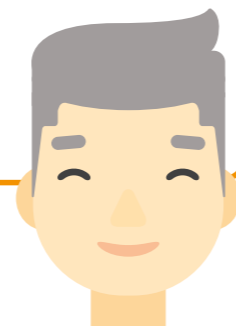


“What my thoughts are when I get back home? I immediately start to look into the possibilities for next year. What can be improved? Where shall we go? Shall we buy a different tent? I usually see so many great things on holiday. As soon as we get back, we start getting excited about the next holiday!”

Ruud Wenting, journalist, works at the ANWB, enjoys camping with a tent, a trailer tent or a mobile home, and also likes glamping

“The first thing I do when I get back from holiday is to park the caravan in front of the house, turn down its legs, and grab the French beer from the caravan fridge to hold on to all the nice things we've seen and done just that little longer. Of course my wife and I toast on our safe return home. Cheers!”

Gerhard Paul Wisgerhof, editor-in-chief of ANWB Kamperen and every inch a camper



# Review, review, review

## Online reviews growing in importance

Increasingly more people share their experiences with products and services online. The same is true of (camping) holidays.

Sharing is done via diverse social media channels or via review sites like Zoover and Tripadvisor. Reviews are becoming part of the purchasing process. A study by Motivation<sup>49</sup> showed that 44% of travellers consult reviews on one or more sites before booking an accommodation.

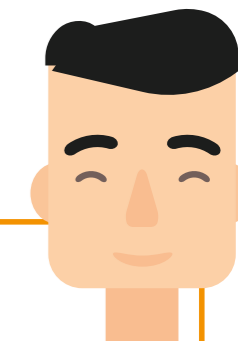
Of the sources used when looking for a place to stay, information on booking sites and from friends and family is considered more reliable than reviews. Before booking a holiday, travellers look for confirmation that they've made a good choice. Reviews are usually used to find extra information about the destination, to prevent a bad deal or to 'get a taste' of what travellers can expect.

A company likes Coolblue (shop formula focusing on consumer electronics) knows how to tempt customers to write a review. They proactively ask for reviews shortly after the article has been delivered. They personally approach the customer. The review of the week is awarded with a voucher for €100.

The impact of reviews on companies is enormous. The more reviews the higher number of bookings. Reviews are seen as social power: if everyone does it, it must be true. Reviews also ensure a certain amount of findability on Google. In a search, a block with company information, known as the local stack, is always shown on the results page. Reviews are included in the local stack.

In the early phases, reviews were basically one-way traffic: people placed reviews, but companies hardly responded. Today increasingly more companies are willing to have a dialogue. Good customer retention and service ultimately result in satisfied customers. And perhaps even more important: it's a good means of convincing potential customers to choose your company.

So it's important that campers write positively and in detail about your campsite after and perhaps even during their stay. As a campsite owner, you can influence this. A strong point – and one we think is highly valued – is to react publicly to campers' reviews.



“My family and I travel with a Hymer caravan. When preparing, I look for information in a number of ways: The Camping & Caravan Holiday Fair, the Holiday Trade Fair, and when we know our destination, I read reviews on the review site Zoover. I always look for charming campsites, not too big and preferably with an idyllic location in natural surroundings.”

Rob Logtenberg, jury member Campsite of the Year

# Camping, a Dutch tradition

The Dutch have been camping for more than 100 years. Especially at home but, since the 1950s, increasingly often abroad. One out of five campers in Europe is Dutch these days. The ANWB has played a large role in the growth of camping.

The Dutch like to travel. In 1910 they discover a new form of travel: camping. The youth in particular travelled with a tent, often old army material. After 1920 the number of campers quickly grew as office personnel, civil servants and better-educated workers were given a two-week holiday each year plus a free Saturday afternoon. They went travelling by bike, by tram or on foot. Camping brought large numbers of people out of the cities and into nature. People first camped on beaches, in woods and meadows and on country estates, but the first campsites quickly appeared.

## The ANWB helps campers

From the very first moment, the ANWB was involved in the development of camping in the Netherlands. In 1933 the ANWB published guides listing the camping grounds in the Netherlands

and a manual about camping ('Ready for camp'). The ANWB also started publishing camping cards that campers could use to identify themselves and show that they were reliable campers. One municipality after the other made these cards mandatory.

The *Kampeerkampioen* was first published in 1941 and was sent to people who were an ANWB camping member for 1 guilder a year. The magazine was filled with camping activities, travel stories and information about tents, cooking equipment and other camping gear. This was the most visible expression of ANWB activities in the area of camping. The ANWB asked municipalities to be more lenient in creating camping areas and tried to stimulate private individuals to set up camping grounds.

In 1947 the ANWB organised an international camping rally in Heemstede. During this rally, the Swiss representative was very impressed by Dutch gadgets such as cup holders and self-made water bags. Many campers were enthusiastic do-it-selfers. They even sewed their own tents, and the ANWB offered the patterns. Some of them also made their own rucksacks and camping chairs.

## You can learn how to camp

Starting in 1948 the ANWB organised so-called practice camps in Ommen (Overijssel) on grounds along the Vecht. Here you could learn how to camp and you were helped when choosing good camping equipment. Participants didn't need to buy any camping gear for these practice camps because they could borrow everything. The camps lasted for two weeks. In the first week

## 11. The ANWB: past, present and future



the campers were on the campsite; in the second week, they went on a hike with a backpack and a tent. The ANWB practice camps were very popular with families, but young people also had their first camping experiences here. They learned the importance of turning over the ground sheet daily (the grass stays green!) and how to cook an open fire. A highlight of the camp was the closing campfire with accompanying tall tales. After the camp had ended, participants were given camping passports with which they could camp in areas outside of the official campsites.

The ANWB was also very active behind the scenes in representing the interests of campers. They asked municipalities to be more lenient in creating more space for camping grounds and

they inspected the existing grounds. Approved campsites were awarded a blue enamel *Bondskampeerterrein* sign and included in the annual ANWB campsite guide. In spring and summer, the club even scheduled office hours to give tourists information about their gear. And since more and more campers went abroad, the ANWB also began publishing campsite guides for foreign countries. By 1960 an estimated 1 million Dutch people camped annually.

### Tent, caravan and camper

The camping manuals published by the ANWB in the 1950s and early 1960s show an enormous variety of tents, caravans, tent trailers and camping cars. A new development, for example, was the bungalow tent, a French invention.

The *Kampeerkampioen* first described this as a 'house tent'. Starting in 1962 campers at the practice camps had the chance to try out the bungalow tents. Although it was quite a challenge to put the frame together, the growing number of cars and motorcycles led to the bungalow tent becoming very popular in the 1960s. The first caravans were on the roads in the 1930s. The models originally came from Great Britain, but by the late 1940s Dutch manufacturers began to enter the caravan market. The architect Frans Hausbrand from Blaricum built the first Dutch caravan in 1929, but the best-known models were the caravans that Jan Kip began building in 1947 in Hoogeveen.



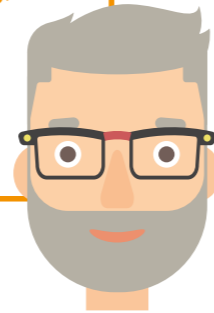


By 1970, 90,000 caravans were on the road in the Netherlands even though the majority of the Dutch still went camping with a tent. The rise of the caravan and the tent trailer (also called a folding trailer) led to the *Kampeerkampioen* changing its name to *Kampeer- en Caravan Kampioen*. In addition, the ANWB began to organise camping trips. The first of these was to Brittany. These camping trips were intended to combine the advantages of travelling individually with the certainty of technical assistance. The earliest participants were families.

The 1960s saw the breakthrough of the camping car. Volkswagen vans in particular were often transformed into campers, often by the campers themselves. It wasn't until 1980 that the number of campers began to grow, but then growth was



“As early as 1944 I used the ANWB, first alone and later with my family, for campsites at farms, at passport terrains and during guided caravan trips. I’ve been an ANWB member for 74 years!”



Erni van Bruggen, father of ANWB director Frits van Bruggen

very fast. Despite campers being expensive to purchase, the Dutch now own more than 100,000 of them.

### Ease and comfort

The number of campsites in Europe increased quickly after 1970. They became bigger and with increasingly better facilities. At first, it was considered a luxury if a campsite had a water pump or tap. In the 1970s warm showers became more common, and in the next decade campsites advertised heated sanitary facilities. Campsites on the coast were increasingly equipped with tropical swimming facilities. But as many campsites became bigger and more luxurious, there was a backlash. Some people preferred to stay at simpler campsites, others wanted greener campsites or started camping at a farm.

### Tunnel and Dome tents

In the 1990s the tent with flexible poles hit the market. Since then enormous numbers of tunnel tents (with four consecutive arches) and dome tents (with two crossed arches) can be seen at pop festivals and campsites for hikers. They have begun to outnumber the more traditional tents. Around 2005 the pop-up tent, which puts itself up, began to appear. The disposable tent is another novelty at campsites and festivals, and new tepee tents are now on the market. The variety in caravan awnings is bigger than ever, and campers continue to change. In the 1920s and 1930s the Dutch camped at the coast in tent houses, a hybrid form between a tent and a summer cabin. They were a bit like the fully equipped safari tents that you can rent nowadays. These often

have box-spring beds, fully equipped kitchens and sometimes even a fireplace. Camping is more varied than ever, and the Dutch still enthusiastically hit the road for a carefree camping holiday.

Due to the enormous increase in Dutch campers abroad, the ANWB began to inspect foreign campsites in 1985. Even today a professional team of campsite inspectors travels annually throughout Europe, including the Netherlands. And since 1990 the ANWB has organised the Campsite of the Year elections in which different categories of prizes are awarded to European campsites of exceptional quality. About 3.5 million Dutch people camp each year.

# ANWB Kamperen: product overview

## Something for every camper

### Anwbcamping.nl

Online platform where campers can easily and quickly find and book a campsite. See page 85.

### Kampeerreizen van ANWB

The unforgettable trip, the pleasurable company of the group and the certainty of ANWB supervision. See page 86.

### Kampeer- en Caravan Kampioen

Information and inspiration about camping gear and destinations for the traditional camper. See page 89.

### Go Camping

Information about destinations and (rentals at) campsites for beginners and family campers. See page 90.

### Camping Card CKE

The identity card substitute with which campers are welcome at most European campsites and that includes year-round interesting and exclusive camping offers for cardholders. See page 87.

### ANWB Camping online

Keeps you regularly informed of the latest and practical camping information and products. See page 91.

### ANWB Camping Guides

Handy guides that gives campers help and advice in easily finding a campsite (en route). See page 88.

### ANWB Camping Event

Campers experience the emotion of a camping experience.



We believe in the pleasure of camping

We believe in a carefree camping experience

### CAMPING KEY EUROPE

**1 million** cardholders  
**3000+** participating campsites



### CAMPSITE BOOKINGS

**5 million** annual visitors to booking portal  
[www.anwbcamping.nl](http://www.anwbcamping.nl)

**9.500+** campsites findable via [www.anwbcamping.nl](http://www.anwbcamping.nl)

**No. 1** [www.anwbcamping.nl](http://www.anwbcamping.nl) is chosen as no. 1 website in travelsector



**5 million**

### 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 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



# Anwbcamping.nl

## The best place to start you camping holiday!

The platform anwbcamping.nl links campers' demand ('Which campsite shall we go to this year?') with the wide selection of bookable campsites. User-friendly filters and theme pages on anwbcamping.nl allow 5 million visitors a year to select campsites they like from the 9,000 campsites listed.

### Rental accommodation popular

Where the majority of bookings used to be for pitches, over the past years rental accommodation has become increasingly popular. This trend is reinforced by anwbcamping.nl now including fully focused theme pages for rental accommodation.

### Online payments

For payments of pitches or rental accommodation before departure, campers prefer to pay via iDEAL. Despite the fact that this Dutch payment service is relatively new at international level, no less than 73% of online payments in the Netherlands are made via iDEAL.

### Inspiration on anwbcamping.nl

Apart from the booking platform anwbcamping.nl, consumers can log on to ANWB camping platform anwb.nl/kamperen, with its 2.5 million visitors a year, for information and inspiration on camping in the Netherlands

and abroad. It is a platform which includes tourist inspiration pages, where reference is made to anwbcamping.nl when visitors are checking out campsites in a particular region or country.

### Facts and figures about anwbcamping.nl:

**40%** of Dutch campers book their holidays before 1 June;

Visitors check out **3.5** times more French campsites than Dutch campsites;

**79%** of online visits are generated via Google (organic and paid);

**60.5%** of all website visitors are women;

In **57.5%** of all cases, the search for a campsite starts on a mobile device (mobile phone or tablet). For bookings, the number is **33%**.

The most frequently used search terms are to find top-quality ANWB Campsites (*ANWB Topcampings*) followed by child-friendly campsites *Kindercampings* and charming campsites *Charmecampings*;

### The top 5 areas per country based on search behaviour on anwbcamping.nl are:

- France:**
1. Ardèche
  2. Normandy
  3. Provence
  4. The Alps
  5. Aquitaine (Dordogne)

- the Netherlands:**
1. Zeeland
  2. Limburg
  3. Noord-Brabant
  4. Noord-Holland
  5. Overijssel

- Germany:**
1. Baden-Württemberg
  2. Black Forest
  3. Lower Saxony
  4. Bavaria
  5. Boden Sea

- Spain:**
1. Costa Brava
  2. Catalonia
  3. Valencia
  4. Andalusia
  5. Basque Country

- Italy:**
1. Lake Garda
  2. Tuscany
  3. Lake Maggiore
  4. Piemonte
  5. Liguria

# Kampeerreizen van ANWB

## Fully pre-arranged tours taking in Europe and beyond

For over 45 years, *Kampeerreizen van ANWB* (camping trips for groups) has been providing organised camping holidays. These holidays can be categorised as classic camping holidays and bicycle camping trips, but also camping round trips, camper van holidays, camper van fly-drives and special short-stay campsite trips. At *Kampeerreizen van ANWB*, campers travel either with their own caravan or a hired one, a camper van or trailer tents to the most beautiful destinations both within Europe and beyond; to places that they might not easily visit of their own accord.

In most cases, the journey is undertaken in a group setting and the groups will have plenty of opportunity to discover all there is to see in their own time. All of the holidays are entirely prepared by the ANWB. The routes have been pre-driven, the campsites selected and booked, the excursions chosen with care, and the meals arranged with the restaurants.

### Unique: the technical travel guides

All of the camping trips are accompanied by qualified touristic and technical couples, or by touristic married couples with a technical background. The touristic couple oversees the execution of the journey. They can provide additional information about what there is to see in the area. The touristic journey leader is

not a guide however. For more information on cities and attractions for example, professional, primarily Dutch-speaking guides are in the vicinity to help. The technical knowledge of the leaders in particular is a unique aspect. For many campers, this guidance renders a certain degree of security for the journey. Campers can for example address the technical expertise of the leaders in the event of a mechanical fault with their car, caravan, camper van or trailer tent. If they do not have the equipment readily available to repair the fault on the spot, they will enlist the help of a local garage or possibly the ANWB Emergency Centre.

### Did you know that the Kampeerreizen van ANWB:

- Is the market leader in terms of organised camping trips in The Netherlands;
- Offers holidays from Norway to Morocco, and from The Netherlands to Tasmania;
- Has bookers who undertake 1 to 4 trips a year;
- Organises over 70 different trips per year to over 50 different destinations.

“We handle all sorts of matters for campers: the route is pre-driven, and the excursions and the campsites are booked. If some setbacks occur for the participant during the journey, then the technical guides and ourselves provide four extra eyes, ears and hands that can offer help.”

Peter and Louise Horvers,  
touristic journey guides

# Camping Card CKE

## Biggest camping card in Europe

### What is the Camping Card CKE?

The Camping Card CKE (Camping Key Europe) is an international card sold in 17 countries. With 1 million cardholders, Camping Key Europe is the most influential camping card in Europe.

### Advantages for campsites

1. **No risk:** Did a customer leave without paying? Then Camping Key Europe will pay the bill. The card also contains liability insurance for damage done at the campsite by the cardholders or their travelling companions.
2. **Guaranteed proof of identity:** The card contains all of the relevant personal information about the camper. You can safely accept the CKE card as a substitute proof of identity.
3. **Better occupation at your campsite:** Participating in the programme of benefits of Camping Key Europe offers you extra reach and visibility.

### Advantages for campers

1. **Substitute proof of identity:** Campers can keep their passports in their pocket because the card contains all of the camper's relevant personal information.
2. **Discounts:** In the low season (a permanent low rate), in the high season (a percentage

discount) and on rental accommodations (a percentage discount). The CKE card also offers specials such as 7 nights = pay for 6 or free bike rentals.

3. **Free third-person liability insurance:** Camping Key Europe offers cardholders an extra service in the form of free third-party liability insurance for injuries/damage to third parties. The cover is for a maximum of 6 people during the stay at the campsite, also at a rental accommodation at the campsite.

Together with a CKE subscription Dutch CKE members receive a free copy of the ANWB Camping guide. ANWB members pay €9.95 a year for a subscription (non-members €11.95).

Number of CKE members in the Netherlands: 235,000/number of CKE members in Europe: 1,000,000.

**Camping Key Europe** is a collaborative project among the ANWB (The Netherlands), ADAC (Germany), The Caravan and Motorhome Club (United Kingdom), TCS (Switzerland), PASAR (Belgium) and camping federations such as SCR (Sweden), Camping Radet (Denmark), NHO Reiseliv (Norway) and FEEC (Spain). The discounts given by the campsites apply to all holders of a valid CKE card no matter who has issued the card.



### Increase relevance of CKE card

Although the CKE members of the ANWB previously used the card primarily to choose a campsite, our most important goal for the future is to make the card more relevant to campers. This means that campers can use the card throughout the year for relevant information and offers of products and services. So that we thus answer the needs of campers in the various phases of the customer journey. Moreover, the product has more affinity with the ANWB's core values of reliability, involvement, expertise and assistance.

Did you know that the ANWB sends a biweekly newsletter to 120,000 cardholders? In this newsletter attention is given to campsites that offer extras in the form of discounts, privileges and priority to CKE members of the ANWB.

# ANWB Camping guides

## 7500 campsites bundled and evaluated

The ANWB has a long history of making camping guides. As you can read in the section ‘Camping, a Dutch tradition’, the ANWB has been publishing campsite guides since 1933.

### ANWB Campinggids

With the new *ANWB Campinggids* campers can always find a good campsite that fully meets their wishes. All of the campsites in the new guide were awarded three or more stars during the ANWB inspection, and that makes them *ANWB Erkend*.

The guide contains the most up-to-date information on more than 4,300 campsites. All of these campsites were thoroughly inspected by ANWB inspectors. Because these inspections are independent, campers receive a good idea of what a campsite really offers.

The campsites in the guides were given 3 to 5 stars. There are as many preferences and wishes as there are campers. Which is why this guide contains both simple and luxurious campsites. Campsites with attractive grounds and good sanitary facilities can be awarded 3 stars even though they are very simple. Campers who want more luxury, such as a campsite with entertainment and a swimming pool, can choose among campsites with 4 or 5 stars.

If a campsite offers Camping Key Europe discounts, it is also included in the guide. Campsites with fewer than 3 stars can also offer CKE discounts, which is why a total overview of all of the CKE campsites can be found on a country map inserted separately into the guide. All CKE members of the ANWB receive the guide for free with their subscription.

### Gids Kleine campings

The tranquillity, atmosphere and space of a small campsite are attractive to increasingly more Dutch campers. The *ANWB Campinggids Kleine Campings 2018* lists 2,300 campsites with a maximum capacity of 60 pitches. The facilities at and around the campsite are clear to read and also show handy symbols. And the reliable ANWB maps make the camper’s choice even easier.

The various guides are on sale in the ANWB shops and bookshops and they can be ordered online via [anwb.nl/webwinkel](http://anwb.nl/webwinkel).

**Price ANWB Campinggids:** €14.95 for ANWB members/ € 15.95 for non-members

**Price ANWB Gids Kleine Campings:** €12.50 for ANWB members/ €13.50 for non-members

**Price ANWB Gids Campings Onderweg:** €9.95 for ANWB members/ €10.95 for non-members

### Gids Campings Onderweg

If you want a good campsite to spend the night as you travel, you will find the *Campings Onderweg* very useful. This guide offers a handy list of campsite for people passing through where they can spend one or more nights. For each campsite, there is information about facilities such as swimming and eating options and a price per night indication. The guide contains 900 campsites in the most popular countries in Europe. The addresses are within 20 km of the major routes.



# Kampeer en Caravan Kampioen (KCK)

## The go-to magazine for campers for over 75 years

For over 75 years, the *Kampeer en Caravan Kampioen* has been the biggest camping magazine in Europe, and the expert within the world of camping. Eleven times a year, the subscribers receive an inspirational magazine packed with stories from tourists, as well as practical/technical camping tips. In addition, the subscribers also get the free digital KCK edition with various benefits monthly for free. Every year, the KCK organises various awards, in conjunction with ANWB Kamperen, such as the ANWB Campsite of the Year, and the ANWB Caravan and Camper Van of the Year. These are the most prestigious and significant awards for campsites and camping items within the camping sector.

### The KCK inspires campers

KCK is a magazine by and for campers, with interviews and articles, whereby readers play a key role. These are just some of the subjects covered:

- **Tests, tips, product news and more**  
KCK is an authority with regard to the testing of camping items. KCK is focused on caravans, camper vans, and trailer tents, but there is also plenty of emphasis on accessories and tents.
- **Campsites are highlighted**  
Where does the Dutch camper go camping? There is considerable focus on campsites and



tips from readers in the touristic articles, separate categories and online.

- **Discover the most beautiful spots**  
In KCK, campers pick up inspiration for new regions, areas, and countries, both at home and abroad.
- **Subscriber benefits**  
A subscription to KCK is more than just a good read for campers. Every issue features great offers and packages for which subscribers receive discount.

### Average reach

323,000 readers (NOM 2016 Q4-2017-Q3)

### Distribution run

52,547 copies (NOM 2016- Q4 – NOM 2017 Q3)

### Best read sections

1. Tests (caravans, tents, camping items)
2. Familiarisation with camping gear
3. Campsite overview

### Future of KCK: development along two lines of action

#### 1. Traditional camper

- To keep serving the traditional camper
- Transformation of the information-providing role in the market of camping items from print to online, by matters such as: developing video reviews/tests.

#### 2. Family camper

- Serving family campers through the Go Camping magazine as the departure point of the camping holiday (read more about this on page 90);
- The continuing development from magazine to cross-media formula, with a wealth of inspiration for camping holidays, plus a strong online component;
- A powerful driver for the booking phase of the customer journey of the camper: camping holidays/accommodation via [anwbcamping.nl](http://anwbcamping.nl).

# GoCamping

## The inspiration magazine for family campers

GoCamping started life as an one-off advert edition in the *Kampioen* (ANWB members' magazine) and has now evolved into a fully-fledged contemporary camping magazine, which is focused on family campers. It comes out twice a year: once in May and once in November, and GoCamping connects well with those camping fans who have children, as an inspirational magazine for their holiday.

### Camping as a family holiday

For children, camping is the most fun holiday imaginable; one where they can spend all day outside, and are able to play freely within natural surroundings. For parents, camping spells freedom, and a welcome break from daily chores and burdens. They don't have to do anything if they don't want to, but there are many activities they can take part in around the campsite if they feel like it. And, wherever the kids are having fun, their parents often do too!

Stories by other campers, country reports, and the best routes and campsite news are all addressed in the magazine. GoCamping is there to inspire the reader and to make selecting and booking campsites as easy as possible via [anwbcamping.nl](http://anwbcamping.nl).

### Renting at the campsite

The focus isn't solely on camping by your own means, with a tent, trailer tent, camper van or caravan; in addition to authentic camping, rentals at the campsite have also witnessed a huge rise in numbers. A fully furnished tent, caravan or holiday home is being offered by an increasing number of campsites – from basic accommodation to the pinnacle of luxury. Campers these days have very little to take along on their holidays.

GoCamping is sent out, along with the *Kampioen* (ANWB members' magazine) to over 135,000 camping fans with young children. In addition, another 15,000 copies are distributed via the ANWB shops throughout the entire country. After the publication of each issue, the associated reader questionnaire provides the editorial team with input for possible amendments for the (still new) editorial formula.



# ANWB Kamperen online

## Inspiration and information before leaving

ANWB Kamperen wants to reach and serve the camper during the entire customer journey on all of the relevant communication channels. In addition to the print magazine KCK the ANWB is working on the camping platform [anwb.nl/kamperen](http://anwb.nl/kamperen) and the ANWB Kamperen newsletter. Campers can find inspiration and information here about destinations, holiday preparations and general holiday information (e.g. toll vignettes).

### Newsletter ANWB Kamperen

Each week ANWB Kamperen sends the ANWB Kamperen newsletter to 59,000 subscribers. These newsletters contain inspiring tourist content, tips and tricks about camping gear and information about ANWB Kamperen products. The newsletter also regularly contains general holiday tips that can interest campers.

### Figures ANWB Kamperen newsletter

Average opening rate is 43%  
Average CTO\* is 38%  
Average CTR\*\* is 16%

\* Click to open: how many people open the newsletter

\*\* Click through rate: clicking further in the articles in the newsletter

### Analysing and measuring

Each newsletter is thoroughly measured and analysed in order to optimise the newsletter and make it more relevant to campers. A major project of the ANWB is the personalisation project with which the ANWB eventually wants to be able to give all of the newsletter subscribers personalised information. On the basis of insights into, for example, other interests, a newsletter subscriber sees articles that are relevant to him or her at that moment. Subjects that always do well in the newsletters are lists of campsites and camping regions, practical information about camping gear, practical information for on the road, and general holiday-related news (e.g. the environmental zones in France). Moreover, a combination with relevant offers has been a successful approach. For example, an inspiring article about campsites at the ocean coupled with a list of campsites at the ocean on [anwbcamping.nl](http://anwbcamping.nl). Campsites that can be booked directly. This also applies to articles about camping gear. For example, a checklist of things that campers should pay attention to when buying a new caravan and tips to prevent swerving with the caravan.



### The right information at the right moment

The camping platform [anwb.nl/kamperen](http://anwb.nl/kamperen) is a fast-growing part of the holiday portal at [anwb.nl](http://anwb.nl). Last year the camping platform had 2.2 million sessions. We work with a content calendar so that we can set the most relevant content online at the right moment in the customer's journey. Examples of this are the pages about camping regions in the first months of the year and caravan maintenance as the camping season approaches.

The 'how-to' videos/practical camping tips are also successful on [anwb.nl/kamperen](http://anwb.nl/kamperen), such as correctly attaching a safety cable and how to work safely with gas containers. In comparison to previous years, the content on caravans and campers is viewed much more often.

# ANWB Inspections and ANWB Campsites of the Year

## Independence and reliability more important than ever

Every year the ANWB carries out independent campsite inspections. The ANWB feels that independent inspections are very important to its members, who search for their holiday destinations on the basis of the ANWB Camping guides and site.

The results of the campsite inspections are expressed in a full and half stars, with a maximum score of 5 stars. Campsites that are awarded 3 or more stars makes them *ANWB Erkend*; campsites with the maximum score of 5 stars may refer to themselves as *ANWB Top camping*.

Campsites earn stars with such facilities as sanitary buildings, the grounds, eating and drinking, the recreation programme and swimming facilities. In this way campers can see what they think is important. A 3-star campsite with excellent sanitary facilities and attractive grounds is an excellent choice for many campers who do not need entertainment, a waterslide complex and such.

The ANWB knows from studies that sanitary facilities are very important to campers, which is why it gives this aspect a lot of attention. Inspectors examine all of the buildings with sanitary facilities and evaluate their hygiene, construction and maintenance. They check to see if the facilities are kept clean and whether there is enough light. 65% of a campsite's final score consists of the sanitary facilities and the grounds; the other aspects, such as shops and eating facilities, swimming pools and relaxation together account for 35% of the score.

The ANWB campsite inspectors will begin their assessments again mid-June. They meet each spring for training programmes before they head out across Europe. Each year they inspect about 2,000 campsites in the Netherlands and the rest of Europe. By the end of August they complete their rounds.

### Campsites of the Year

Since 1987 the ANWB has awarded prizes to campsites and since 1990 Campsites of the Year are chosen throughout Europe. The prizes are awarded during the ANWB Campsite Gala held in Utrecht each January.

Each year campsites can be nominated in diverse categories, which change regularly. The categories for the 2018 elections were:

**Category 1:** The campsite of the year, the best ANWB scored campsite: a very enjoyable, unique, beautiful or special campsite;

**Category 2:** The most attractive campsite for families with children (up to 12);

**Category 3:** The campsite with the most attractive rental accommodations;

**Category 4:** The ANWB/KCK Innovation award.

The Innovation Award is given for noteworthy and praiseworthy innovations. Candidates come from the entire camping sector and not only the campsites. For example, a company that markets a very special glamping tent or bungalow. Or the addition of dishwashers or automatic cleaning systems for chemical toilets.

The Innovation Award winner is chosen by a professional jury. The other Campsites of the Year are nominated by a professional jury and then ten thousand camping fans cast their vote via [anwbcampsite.nl](http://anwbcampsite.nl).



These were the winners in 2018:



The best ANWB-starred campsite:  
**Campsite Yelloh! Village Le Sérignan Plage**

1



The most attractive campsite for families with young children (up to 12):  
**Campsite De Paal**

2



The campsite with the most attractive rental accommodations:  
**Campsite Resort Sangulí**

3



Winner ANWB/KCK Innovation award:  
**Campsite de Papillon**  
Inquisitive children learn about art in an easy, playful manner.

4

# Future

As the Royal Dutch Touring Club, the ANWB has a rich history when it comes to holidays and travel. What can travellers expect from the ANWB? Three ANWB directors look ahead.

## “As the Royal Dutch Touring Club, the ANWB is always there for the travelling Dutch”

Taking trips and going on holiday are part of peoples’ basic needs. The ANWB understands exactly what this means. As the Royal Dutch Touring Club, the ANWB is always there for the travelling Dutch. It is the role we play now and want to keep playing in the future not only by providing inspiring travel guides, roadmaps, and apps but also by means of our International Assistance Service, Roadside Assistance (Wegenwacht), and insurances. By taking a personal approach and providing suitable information at the right time, the ANWB wants to stay relevant to Dutch holidaymakers.



*Frits van Bruggen,  
managing director  
of ANWB*

## “At the travel division ANWB Reizen, we want to keep offering perfectly organised trips to our members”

No less than 1,4 million ANWB members enjoy camping. And one of them is me, by the way. Over the past year, my husband and I modified a Mercedes truck into a 5-person mobile home. It allows us to ‘take a break’ at weekends. It really feels like that. At the travel division ANWB Reizen, we want to keep offering perfectly organised trips to our members. A great example with respect to organised camping holidays are our camping and other trips with a tour guide and technical support.



*Marjon Kaper,  
director of  
ANWB Reizen*

## “The ANWB has the biggest camping community in Europe”

The Dutch enjoy camping but the group of passionate campers is dwindling. It is being replaced by a group of travellers combining camping with different types of holidays. They mix camping breaks with long-distance travel and city trips, share camping units, and allow themselves to be inspired about destinations and accommodation in new ways. The ANWB has the biggest camping community in Europe. As part of this community, the ANWB wants to optimise travel products together with its members so that it can continue to respond to these new developments in the camping branch. The ANWB would very much like to cooperate with campsites in making truly qualitative and quantitative contributions to campsites’ commercial goals. Thanks to its large-scale expertise and experience, the ANWB can advise campsites on their best possible positioning in the Dutch market. This service enables the ANWB to assist and support the campsites and to stay as relevant as possible to Dutch campers.



*Jaap van der Linden,  
director of  
ANWB Kamperen*

# ANWB Kamperen would like to meet you

## Do you have any other questions about advertisements or online orders?

Mail them to [advertising@anwb.nl](mailto:advertising@anwb.nl), call: 0031 - (0)88 269 7701 or take a look over at: [anwbmedia.nl](http://anwbmedia.nl)

## Are you looking to become bookable via [anwbcamping.nl](http://anwbcamping.nl)?

Mail your request to [camping@anwb.nl](mailto:camping@anwb.nl)  
Our local agent will contact you quickly.

## Are you looking to take part in Camping Key Europe?

Log on to your own account via [campingcms.anwbcamping.nl](http://campingcms.anwbcamping.nl) and input this in ‘Tarifs and CKE’. Your CKE details will soon be visible at [anwbcamping.nl](http://anwbcamping.nl)!

## Do you have any other questions about how to become bookable or Camping Key Europe?

Mail them to [camping@anwb.nl](mailto:camping@anwb.nl) or call: 0031 - (0)88 269 6020

## Would you like to know more about marketing packages?

Mail us at [campsitepackages@anwb.nl](mailto:campsitepackages@anwb.nl)

This trend analysis was compiled with the utmost care. Have you noticed anything that has been omitted from the report, or do you have any tips? If so, let us know! Our mail address is: [camping@anwb.nl](mailto:camping@anwb.nl)

Our ambassadors in Europe are also ready and waiting to offer help and advice.

### THE NETHERLANDS

ANWB  
Contact: Iris Stolwijk & Michel Rietveldt  
Address: Wassenaarseweg 220  
2596 EC The Hague  
T. 0031 - (0)88 269 7701  
M. [istolwijk@anwb.nl](mailto:istolwijk@anwb.nl)  
M. [mrietveldt@anwb.nl](mailto:mrietveldt@anwb.nl)  
W. [anwbmedia.nl](http://anwbmedia.nl)

### BELGIUM

Agent Pasar vzw  
Contact: Steven Durnez  
Address: Haachtsesteenweg 579  
1030 Brussels  
T. 0032 - (02) 246 3646  
M. [steven.durnez@pasar.be](mailto:steven.durnez@pasar.be)  
W. [pasar.be](http://pasar.be)

### FRANCE

Agent 32 Juillet  
Contact: Jean Noël Virey  
Address: Place Alfonse Jourdain 10  
F-31000 Toulouse  
T. 0033 - (0)534 4084 76  
M. [contact@32juillet.com](mailto:contact@32juillet.com)  
W. [32juillet.com](http://32juillet.com)

### GERMANY, DENMARK AND LUXEMBOURG

Agent Pure Pepper Media & Sales Gmbh  
Contact: Alexandra Kraska  
Address: Beim Alten Ausbesserungswerk 4  
77654 Offenburg  
T. 0049 - (0)781 92 417-41  
M. [a.kraska@pure-pepper.de](mailto:a.kraska@pure-pepper.de)  
W. [pure-pepper.de](http://pure-pepper.de)

### SPAIN AND PORTUGAL

Agent Servicios Turisticos Heinze Latzke,S.A.  
Contact: Ralph Heinze  
Address: Carrer d’Angli 31 3º  
ES-08017 Barcelona  
T. 0034 - (0)932 8040 44  
M. [info@servitur-heinze.com](mailto:info@servitur-heinze.com)  
W. [serviturheinze.com](http://serviturheinze.com)

### OAUSTRIA, SWITZERLAND, CROATIA, SLOVENIA AND ITALY

Agent IGL Werbedienst GmbH  
Contact: Andreas Santner  
Address: Innsbrucker Bundesstrasse 47  
A-5021 Salzburg  
T. 0043 - (0)662 4536 15  
M. [office@igl.at](mailto:office@igl.at)  
W. [igl.at](http://igl.at)



**Concept and coordination:** Ellen Verhoeks and Matthijs de Winter  
**Supervision:** Alieke Jansen and Jeske Guntherman (Morgens)  
**Texts:** Hans Buiters, Bianca Serraarens, Liza Schreurs, Ellen Verhoeks, Ruud Wenting, Matthijs de Winter and Gerhard-Paul Wisgerhof  
**Final editing:** Barbara Brandsen and Ellen Verhoeks  
**Layout:** ColorsScan B.V., colorscan.nl  
**Translation:** ANWB Vertaalbureau  
**Photos:** Ruben Drenth and ANWB photo archives

## Thank you!

The following people also worked on this trend analysis:

Gregor Abbas, Adjiedj Bakas, Barbara Brandsen, Erni van Bruggen, Frits van Bruggen, Daphne Bunschoek, Suze Bakker, Harm Jan Buruma, Veronique de Groot, Karin Horstman, Peter en Louise Horvers, Kirsten Jassies, Karen de Jong, Angélique Joosten, Brigitte Kaandorp, Marjon Kaper, Babette Kellermann, Max van Koppen, Jaap van der Linden, Rob Logtenberg, Lynn Olijhoek, Martijn Peeters, Roel Reineman, Michel Rietveld, Paul de Ruiter, Eliane Sandberg, Tessa aan de Stegge, Wouter Stokkel, Iris Stolwijk, Roos Vonk, Art van der Vorm, Alex Wassink, Ruud Wenting, Gerhard-Paul Wisgerhof and Harm Zeven.

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### 2. SOCIAL DEVELOPMENTS

#### Retirement age higher

<sup>1</sup> Stoeldraijer, L., Van Duin, C. en Huisman, C. (2017). Bevolkingsprognose 2017-2060: 18,4 miljoen inwoners in 2060. [Population prognosis 2017-2060: 18.4 million inhabitants in 2060] CBS: Statistische trends, 4.

<sup>2</sup> Van der Most, K. en De Vries, M. (2016). Trendrapport Senioren en Vakanties [Trend report senior citizens and holidays] door NBTC NIPO Research, 85.

<sup>3</sup> Centraal Bureau voor de Statistiek (2017), [Central Bureau for Statistics]: cbs.nl/nl-nl/nieuws/2017/52/worden-we-individualistischer.

<sup>4</sup> Stoeldraijer, L., Van Duin, C. en Huisman, C. (2017). Bevolkingsprognose 2017-2060: 18,4 miljoen inwoners in 2060. [Population prognosis 2017-2060: 18.4 million inhabitants in 2060] CBS: Statistische trends, 13.

<sup>5</sup> Centraal Bureau voor de Statistiek [Central Bureau for Statistics]: cbs.nl/nl-nl/nieuws/2018/12/consumentenvertrouwen-stijgt-eeen-fractie-in-maart (2018).

<sup>6</sup> Centraal Plan Bureau (2017). Decemberraming 2017: Hoogconjunctuur en expansieve begroting [December estimate: High-yield and expansive budget]: cpb.nl/persbericht/decemberraming-2017-hoogconjunctuur-en-expansieve-begroting (2017).

<sup>7</sup> Cloin, M.(2013). Met het oog op de tijd [In view of the time]. Rapport van Sociaal Plan Bureau.

<sup>8</sup> Centraal Bureau voor de Statistiek [Central Bureau for Statistics]: cbs.nl/nl-nl/nieuws/2017/12/bijna-90-procent-zegt-zich-gelukkig-te-voelen (2017).

#### Connecting everything

<sup>9</sup> EMC Digital Universe with Reasearch & Analyses by IDC (2014). Data Growth, Business Opportunities, and the IT Imperatives. emc.com/leadership/digital-universe/index.htm.

#### Active on social media

<sup>10</sup> Drs. Van der Veer, N., drs. Boekee S., drs. Hoekstra H. en dr. Peters, O. (2018). Nationale Social Media Onderzoek 2018. Het grootste trendonderzoek van Nederland naar het gebruik en verwachtingen van social media [National study of social media 2018. The biggest trend study in the Netherlands on the use and expectations of social media] Newcom Research & Consultancy B.V., 5-12 en 20.

#### The Netherlands in the lead

<sup>11</sup> Steemers, P en anderen (2017). Deloitte Global Mobile Consumer Survey The Netherlands (2017). Deloitte, 23 en 27.

<sup>12</sup> La Verge, N. en anderen (2017). Deloitte IAB report on Online Advertising Spend, 13.

<sup>13</sup> Steemers, P en anderen (2017). Deloitte Global Mobile Consumer Survey The Netherlands (2017). Deloitte, 23 en 27.

#### Something different for a bit

<sup>14</sup> CBS (2018) [Central Bureau for Statistics]. Internet; toegang, gebruik en faciliteiten [Internet: access, use and facilities]. Consult: February 13, 2018: opendata.cbs.nl/statline/#CBS/nl/dataset83429NED/table?dl=538C

<sup>15</sup> Thuiswinkel (2017), het onderzoek naar online consumentenbestedingen in Nederland [The study of online consumer spending in the Netherlands]. thuiswinkel.org/nieuws/3532/online-bestedingen-stijgen-in-eerste-zes-maanden-van-2017-met-13-naar-10-66-miljard.

<sup>16</sup> Ruijgrok NetPanel (2017). What's happening online 2017. Ruijgrok NetPanel en Newcom Research & Consultancy B.V. (Newcom.nl), 9-17.

#### Trend: talking with computers

<sup>17</sup> Christi Olson (2016). Just say it: The future of search is voice and personal digital

assistants: campaignlive.co.uk/article/just-say-it-future-search-voice-personal-digital-assistants/1392459.

#### Look and buy

<sup>18</sup> Cisco (2017). Visual Networking Index: Forecast and Methodology, 2016–2021: cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html#\_Toc484813971.

<sup>19</sup> YouTube for press, consult February 2018: youtube.com/intl/nl/yt/about/press/.

<sup>20</sup> Zenith via Stats Dashboard Marketingfacts.nl (2017): marketingfacts.nl/statistieken/channel/online\_video.

### 3. FACTS AND FIGURES HOLIDAY BEHAVIOUR

#### A view of the Dutch holiday market

<sup>21</sup> Van der Most, K en Klok, H. (2017). Trends en ontwikkelingen op de Nederlandse Vakantiemarkt.[Trends and developments in the Dutch holiday market] ContinuVakantieOnderzoek door NBTC NIPO Research, 11.

#### Records broken

<sup>22</sup> Van der Most, K en Klok, H. (2017). Nederlandse Vakantiemarkt [Dutch holiday market]. Jaarcijfers ContinuVakantieOnderzoek door NBTC NIPO Research, 13.

<sup>23</sup> Van der Most, K en Klok, H. (2018). Vakantieplannen zomer 2018 [Holiday plans summer 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 7.

#### The Netherlands (remains) popular

<sup>24</sup> Van der Most, K en Klok, H. (2017). Nederlandse Vakantiemarkt [Dutch holiday market]. Jaarcijfers ContinuVakantieOnderzoek door NBTC NIPO Research, 25.

<sup>25</sup> Van der Most, K en Klok, H. (2018). Vakantieplannen zomer 2018 [Holiday plans

summer 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 7.

#### Let's take a break

<sup>26</sup> Van der Most, K en Klok, H. (2017). Trends en ontwikkelingen op de Nederlandse Vakantiemarkt [Trends and developments in the Dutch holiday market]. ContinuVakantieOnderzoek door NBTC NIPO Research, 14.

#### Safety first

<sup>27</sup> Van der Most, K en Klok, H. (2017). Nederlandse Vakantiemarkt [Dutch holiday market]. Jaarcijfers ContinuVakantieOnderzoek door NBTC NIPO Research, 32.

### 4. FACTS AND FIGURES CAMPING BEHAVIOUR

#### A view of the Dutch camping market

<sup>28</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 7.

#### Number of camping holidays rises

<sup>29</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, pag. 8.

#### Being outdoors is what counts

<sup>30</sup> Luif, M. (2018). Enquête GoCamping [Questionnaire GoCamping] uitgevoerd door Facts & More.

<sup>31</sup> Van den Eijnde, R en Van der Meer, P (2017).

Artikel KCK: Nederlandse kampeerders gek op luxe [Article in KCK: Dutch campers crazy about luxury]. Onderzoek uitgevoerd door TeraKnowledge.

### ANWB Kamperen: for and with campers

<sup>32</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 18.

### Traveller's profile of traditional camper

<sup>32</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 14 en 32.

### Traveller's profile the family camper

<sup>32</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 16, 36 en 46.

### Traveller's profile: the active camper

<sup>32</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 18, 40 en 50.

## 5. THE CAMPER'S CUSTOMER JOURNEY

### The camper's customer journey

<sup>33</sup> Onderzoek ANWB Vakantievoorbereiding [ANWB study on holiday preparations], uitgevoerd door Panelwizzard (2017). [anwb.nl/vakantie/reisvoorbereiding/onderzoek](http://anwb.nl/vakantie/reisvoorbereiding/onderzoek)

<sup>34</sup> Van den Eijnde, R en Van der Meer, P (2017). Artikel KCK: Nederlandse kampeers crazy op luxe [Article in KCK: Dutch campers crazy about luxury]. Onderzoek uitgevoerd door TeraKnowledge.

<sup>35</sup> Onderzoek van Auto Europe 2015 [study of Auto Europe].

## 6. INSPIRATION, EXPLORATION AND BOOKING

### Content is king

<sup>36</sup> Survey Schofields Insurance UK (2018).

### Which campsite will it be this year?

<sup>32</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 26.

### We love what we know

<sup>37</sup> Van der Most, K. en De Vries, M. (2016). Trendrapport Senioren en Vakanties [Trend report senior citizens and holidays] door NBTC NIPO Research, 30.

### Family campers book far in advance

<sup>32</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 33, 37, 41, 47 en 51.

### What do campers spend?

<sup>32</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, pag. 59-61.

### Family campers book the most online

<sup>32</sup> Politiek, M. (2018). Kampeersegmenten ANWB 2018 [Camping segments ANWB 2018]. ContinuVakantieOnderzoek door NBTC NIPO Research, 22, 32, 36, 40, 46 en 50.

## 7. PREPARATIONS

### Holiday stress

<sup>38</sup> Vermeulen, T (2017). Kennisbank NRIT Media. Transformatie van Zoover [Transformation of Zoover]: [nritmedia.nl/kennisbank/38750/de-transformatie-van-zoover/?topicsid=](http://nritmedia.nl/kennisbank/38750/de-transformatie-van-zoover/?topicsid=)

<sup>39</sup> Onderzoek ANWB Vakantievoorbereiding [ANWB study on holiday preparations], uitgevoerd door Panelwizzard (2017). [anwb.nl/vakantie/reisvoorbereiding/onderzoek](http://anwb.nl/vakantie/reisvoorbereiding/onderzoek).

### Sharing is caring

<sup>40</sup> Louwers, H., Helweggen W., De Wit, R., Röling-Block, J. en De Maat, Q. Kampeermonitor 2016, eerste verkenning van de kampeermarkt [Camping monitor 2016, the first exploration of the camping market], Bovag, KCI en Jaarbeurs, 37-42.

## 8. THERE AND BACK HOME AGAIN

### Dutch holiday rituals

<sup>41</sup> Onderzoek ANWB Vakantievoorbereiding [ANWB study on holiday preparations], uitgevoerd door Panelwizzard (2017). [anwb.nl/vakantie/reisvoorbereiding/onderzoek](http://anwb.nl/vakantie/reisvoorbereiding/onderzoek).

## 9. STAY

### Caravans en campers in the lift

<sup>42</sup> Verkoopcijfers Bovag [Sales figures, BOVAG], 2015-2017.

<sup>43</sup> Verkoopcijfers KCI kampeerauto en caravan [Sales figures KCI camper and caravan] januari en februari 2018.

### Theme campsites increasingly popular

<sup>44</sup> Van den Eijnde, R en Van der Meer, P (2017). Artikel KCK: Nederlandse kampeers gek op luxe [Article in KCK: Dutch campers crazy about luxury]. Onderzoek uitgevoerd door TeraKnowledge.

### Camping: a consciously green holiday

<sup>45</sup> Trendrapport toerisme, recreatie en vrije tijd [Trend report tourism, recreation and leisure time] (2017), NRIT Media, Centraal Bureau voor de Statistiek, NBTC, Holland Marketing en CELTH, Centre of Expertise Leisure, Tourism & Hospitality, 335.

### Top 5 Glamping destinations

<sup>46</sup> ANWB (2018). Boekingen huuraccommodaties seizoen 2018 [Booking rental accommodations season 2018], consult February 2018, [anwbcamping.nl](http://anwbcamping.nl).

### Hit the road

<sup>47</sup> Onderzoek Panel Wizzard in opdracht van Marktplaats (2016), Nederlanders zijn happy campers [The Dutch are happy campers], [panelwizzard.com/Nederlanders-happy-campers](http://panelwizzard.com/Nederlanders-happy-campers).

## 10. ARRIVING HOME

### After-holiday dip

<sup>48</sup> Opiniepeiling Monsterboard (2011), Meerderheid werknemers wil na vakantie niet aan het werk [Majority of employees don't want to go back to work after their holiday]: hiring. [monsterboard.nl/hr/wervings-tips-nieuws/marktinformatie/nieuws-en-meer/werknemer-wil-niet-werk-na-vakantie.aspx](http://monsterboard.nl/hr/wervings-tips-nieuws/marktinformatie/nieuws-en-meer/werknemer-wil-niet-werk-na-vakantie.aspx).

### Review, review, review

<sup>49</sup> Königs, M. en Ait Moha, A. (2017). Het gebruik van consumentenreviews bij aankopen [The use of consumer reviews when making purchases] van Motivation Research and Strategy, 17.

## 11. THE ANWB: PAST, PRESENT AND FUTURE

### Camping, a Dutch tradition

<sup>50</sup> Buiter, H. (2018), Archief ANWB [ANWB archive].



Many things are changing in the world of travel: new technologies, other target groups, developments and infinitely more possibilities. These changes influence the way in which the Dutch spend their holidays and thus also the way in which people camp and book camping holidays. It's often difficult to keep up with or point to these changes and to keep looking ahead. In *The Dutch go camping, trends and developments*, ANWB Kamperen has bundled existing information on and analyses of the camping market together with its own studies and experiences with and insights into ANWB camping products.

From its founding, the ANWB has lobbied for all sorts of groups of Dutch campers, and has done so for 85 years. The Dutch enjoy camping and they've been campers for a long time. Our mission for the 1.4 million ANWB members who camp is to help them enjoy a carefree camping holiday. Now and in the future.

