

We know all about your target group.

The ANWB knows Dutch campers through and through. We know how, where and when they travel. How and when they search and book campsites. And how they like to spend their time on campsites. But more importantly, we know how to introduce your campsite at the right time. Online, on mobile devices, at events, in magazines, etc.

Traditional campers



Camping is for them a way-of-life. These campers know well in advance where they want to go and **search the internet** for specific information. They often travel to **campsites** without having made any prior arrangements because they travel by caravan or motorhome. They prefer **sporty** and **active holidays**, preferably in the countryside.

Family campers



Motto: If the kids are having a good time, so am I. Consults review sites for selecting **the perfect campsite**. A quarter of this group hires **camping units**, the rest sets off with their own camping units, which are usually tents. Plays safe because this group goes on holiday in the high season and doesn't leave without any prior arrangements. The family camper books **well in advance**.

Adventurous campers



They often pack their tents and **are active** holidaymakers: they travel round, visit cities and museums, and like to **cycle and walk** a lot. They take several trips a year when it suits them, and therefore don't just go camping. It's all about the things to be seen and done **in the surrounding area**. They usually search and book their holiday destinations online.

anwb.nl/campingpartners

This is where we meet campers

