



ANWB
KAMPEREN



Use the largest source of information and inspiration in the Netherlands

Campaign for regions/destinations

The pleasure of planning your holiday starts with finding your destination. When Dutch campers begin thinking about where their holiday will take them, ANWB is their first port of call. ANWB is head and shoulders above its Dutch competition when it comes to providing travellers with extensive information on where to go, how to get there and what they can expect along the way. As a result, ANWB always tops Google results when users enter destination-related search queries. If you want to shine a spotlight on your own region, ANWB is your ideal partner.

Destination or theme page? The choice is yours.

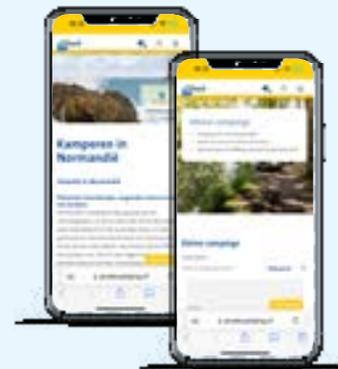
You can choose from a variety of options to bring your destination to the attention of campers. Research shows that campers orientate themselves in their holiday search in different ways. The most common methods are by searching directly by destination or searching for a specific theme. The ANWB offers possibilities for both search options, and these can of course be matched together in the optimal manner. Start your campaign online, and if you'd like to increase the reach further, then opt to expand your online campaigns through an advertisement in the KampeerKampioen. The combination of online and print is additionally advantageous.

anwb.nl/campingpartners



Your destination can be placed in the spotlight from €4,999,-

The most popular destinations are searched 990.000 times at anwbcamping.nl.



You reach a broad **target group** with an online destination page and a specific **target group** with an online **theme page**.

Here's how a campaign for regions and destinations works

1. Select how you would like to highlight your region or destination: through a theme page of your choice and/or by publishing extensive information on a landing page created for a destination;
2. Themes and/or destinations are published on anwbcamping.nl and activated from various online media, such as social media, the ANWB newsletter, and online bannering. This package of online media can be expanded through an advertisement in the KampeerKampioen;
3. From your rich theme and/or destination content, the camper is immediately referred to a lister displaying the campsite offer in your region.

Campaign for regions/destinations 2024



Destination campaign details

With the campaign for regions and destinations, the ANWB offers you the opportunity to benefit from the wide reach of the ANWB. You can bring your region or destination to the attention of campers by selecting a landing page created for a destination and /or a theme page.

The destination landing page provides a rich overview of relevant information and inspiration about your destination for campers. The theme page focuses on one theme that is very relevant to your region. The content is written by experienced ANWB editors, who take your wishes and suggestions on board as much as possible when creating the content. We ask you to communicate your wishes to us beforehand. The strength of this content is that it is integrated into the look and feel of the ANWB (promoted both in online and in print) and is optimized for search engines (SEO).

The themes are then driven in large-range ANWB channels and Google advertising is implemented, so that the theme is able to generate a lot of traffic. Both the online landing page created for a destination and the theme page are directly linked to the relevant campsite offers in your region. You do not have to provide anything to set this up, as we use the campsite information published on anwbcamping.nl. We recommend that you ask the affiliated campsites to check if this information is up-to-date. If you want to put forward campsites that are not yet published on anwbcamping.nl then the standard publication fee will apply.

Conditions

Theme

- Themes are chosen in consultation with the ANWB;
- There are no exclusive rights to a theme;
- A region can participate in several themes;
- A campaign based on a theme is published for at least 3 months and is activated by the use of different channels at the relevant moments, to be determined by ANWB;
- The ANWB will accept 2 regions per theme.

Destination

- A landing page created for a destination is published for at least 6 months and is activated by the use of different media at the relevant moments, to be determined by the ANWB.

General

- The Medium package contains only online channels; the Large package contains on- and offline channels (printed media);
- The banner position is a rotating banner on the landing page created for a destination;
- Landing pages created for destinations have more search volume than theme pages. On the other hand more channels are used to boost the theme pages. Therefore the price is the same for both pages.

Sales packages	Medium Online		Large Online + print	
	Destination	Theme	Destination	Theme
Landing page created for a destination and/or theme page+listerv anwbcamping.nl	v	v	v	v
ANWB Holiday Newsletter (1 edition)	v	v	v	v
Google organic	++	+	++	+
Facebook Ads		v		v
Banner on anwbcamping.nl (3 months)		v		v
KampeerKampioen (spread)			v	v
Rate	€4,999	€4,999	€11,999	€11,999

ANWB also offers possibilities for regional marketing for campers to bring your destination to the attention of your target group in other domains. Ask us about the possibilities.

More information on:

Options for campsites at anwbcamping.nl

E-mail: camping@anwb.nl
Phone: +31 (0)88-2696020 (our local ambassador contact you soon)
Internet: anwbcamping.nl/join

Adverts or other advertising possibilities

Account managers back office: Nicole van Raam and Micha Linssen
E-mail: advertising@anwb.nl
Phone: +31 (0)88-2697950

Taking part in Camping Key Europe

Log in to your own account via campingcms.anwbcamping.nl and indicate your preference at 'Rates and CKE'. Your offer will soon be visible at anwbcamping.nl and campingkeyeurope.com.
E-mail: camping@anwb.nl
Phone: +31 (0)88-2696020

Promotional items, such as flags, signs and stickers for your campsite

E-mail: campsitepackages@anwb.nl
Phone: +31 (0)88-2697950

General terms and conditions

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