

# ADAC CAMPCARD & CKE CAMPING KEY EUROPE



## COMBINED FORCES ENHANCE YOUR BUSINESS

### Clear advantages for your campsite:

- More bookings in the low season
- Participation free of charge
- No rigid pricing system - price advantages can be individually designed
- More page views **on all PiNCAMP platforms** in DE, NL and CH (Web, Apps and Print)
- Dedicated marketing measures and features (web, app, print)

### One simplified Logic, boost your business

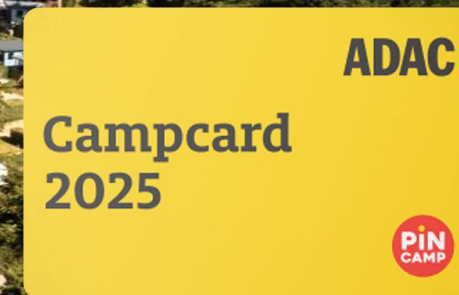
- Discounts<sup>1</sup> in **seven levels**: 5%<sup>2</sup>, 10%<sup>2</sup>, 15%, 20%, 25%, 35%, 50%
- Maximum of **5 periods**, with a total of at least **42 days**
- Separate discount levels **per period**
- Different discounts **for pitches and rentals**
- Individual discounts for each **accommodation for online booking**<sup>3</sup>
- Enter only once = CKE discounts are ADAC Campcard discounts and vice versa

A long-standing success story is being developed further. Over 1,000,000 campers a year are loyal customers of the ADAC Campcard and CKE card and support thousands of campsites for their reliable overnight business.

<sup>1</sup> The discount is granted on usual camping prices (pitch, person prices), extra services beyond that do not have to be discounted.

<sup>2</sup> 5% and 10% only available in high season

<sup>3</sup> Depending on technical requirements



The camping company of

