



The camping brand of



ADAC, ANWB and TCS join forces in Camping

- ANWB and TCS become shareholders in the new PiNCAMP GmbH (former ADAC Camping)
- Shareholders invest 6,6M EUR in joint camping booking platform
- PiNCAMP GmbH will become operator of anwbcamping.nl from spring onwards
- Common company starts January 2024, common portal technology start May 2024

Berlin, The Hague and Geneva, November 7, 2023

The three largest mobility clubs in Germany, the Netherlands and Switzerland are joining forces to expand their digital camping activities. From January 2024, the ANWB and the TCS will participate as shareholders in the new entity PiNCAMP GmbH, former ADAC Camping GmbH. As part of the transaction, the three shareholders are investing 6,6 million Euro in the further internationalisation of PiNCAMP. In May 2024, the existing camping portal technology of anwbcamping.nl will be replaced by the portal technology of PiNCAMP, the domain anwbcamping.nl will remain. With direct access to 27 million members of the automobile clubs, PiNCAMP offers the biggest reach among European campers towards the campsites.

Merging the camping activities of all three automobile clubs creates valuable advantages for the campsite partners. German, Dutch and Swiss campers spend over 130 million nights at campsites every year. By creating one common portal on the three different domains anwbcamping.nl, pincamp.de and pincamp.ch, the new PiNCAMP GmbH provides campsites with approx. 30% of the demand of the overall market from a single trusted source. Further country versions of PiNCAMP in English, French and Italian will follow soon. This simplification facilitates processes and reduces administrative costs for campsites. Due to the different holiday periods in the three countries, PiNCAMP also ensures a more even utilisation of the campsites, especially in the low season.

Camping has played an important role for the three mobility clubs for over 70 years. TCS published its first camping guide in 1950, ANWB in 1933, ADAC in 1955. Over time, trusting and long-term relationships have been established between the automobile clubs and the camping industry. With the joint platform, the mobility clubs are creating a long-term basis to continue this close, historically grown partnership in the digital world.

Uwe Frers, CEO of ADAC Camping GmbH as well as of the new PiNCAMP GmbH:

“ADAC, ANWB, and TCS have always been reliable partners to the camping industry, as well as pioneers and innovators in the field. Together with the camping industry, we will shape the future of the digital camping market, collaborating with them, not acting against them. The digital transformation is a truly significant opportunity, especially for small and medium-sized enterprises. We have to take this step together.“

Jaap van der Linden, Business Owner Camping at the ANWB:

“The camping market has become an international market. ADAC, ANWB and TCS have been trusted partners of the camping industry and campers for decades and now bring their knowledge and experience together in PiNCAMP. Campers and campsites benefit from this collaboration. Campsites are expanding their reach in key markets. At the same time Dutch, Swiss and German campers benefit from a wider offer to choose from for their camping holidays. With this we are laying a powerful new foundation for growth in collaboration with all our camping partners.”

Oliver Grützner, Head of Tourism & Leisure at TCS:

“With 25 exclusive campsites, we are already the market leaders in operating campings across Switzerland. By investing in the new PiNCAMP GmbH, we aim to strengthen our position even further.”

Questions and answers for campsites

Do you have any further questions? All relevant questions and answers on the merger for campsite operators and industry partners (e.g. inspection, classification, campsite descriptions and pictures, advertising, campsite guide, conditions, contracts, ratings, timetable) can be found online:

business.pincamp.com

About ADAC Camping GmbH

ADAC Camping GmbH is the subsidiary of ADAC SE responsible for camping topics and operates the digital camping platform PiNCAMP (www.pincamp.de). The portal lists everyone content from the ADAC and a total of more than 12,000 campsites in 38 countries across Europe as well as more than 60,000 personal first-hand camper reviews. Over 6 million campers trust PiNCAMP. PiNCAMP is the leading camping booking portal, combining expertise, inspiration and simplicity. With annual campsite inspections and objective assessments from on-site experts as part of the ADAC classification, campers receive a secure basis for booking their next holiday. The Berlin company is led by tourism and startup expert Uwe Frers.