



Are you looking to get noticed in the most popular camping themes?

Theme campaign

Relevant content is essential. The more that content ties in with the needs of campers, the easier it will be for people to notice you. And, even more importantly: the more relevant the information is for campers, the more it will be appreciated.

The possibilities

Campers are always looking for (online) information, especially when a great camping location or destination is concerned. The ANWB has selected 8 popular themes based on the search behaviour of Dutch campers. The ANWB offers you comprehensive options to be noticed through these themes. Choose one of our sales packages. Medium, with a focus on online. Large, where you can combine online with our print media. Or CKE Exclusive.

anwb.nl/campingpartners

This is how it works

1. ANWB has selected 8 themes based on search behavior.
2. Theme pages are published on anwbcamping.nl and will be pushed by our online channels. You can expand this online package with print media.
3. Referral from online media channels to your theme page at anwbcamping.nl, where your campsite is highlighted.

Inspiration page



Attention for your offer!



Themes published in different media based on editorial content



Campsite lister

In 2022, our theme pages were visited more than 1 million times!

Theme campaign 2024



Theme campaign details

ANWB offers you the possibility to benefit from the extensive coverage offered by the online network and printed media of the ANWB. The theme campaign highlights 10 camping themes, 4 specific CKE themes and surveys have revealed that many campers use these themes when conducting their search. When compiling the camping themes, the specific wishes of Dutch campers are taken into account whenever possible. The themes are put together by experienced ANWB editors. The strength of this content is that it is integrated in the look and feel of the ANWB (both online and in print) and is SEO-optimised. Subsequently, the themes promoted in the ANWB channels with their extensive range, whereby the themes are able to secure a great deal of traffic.

If you participate in a specific theme campaign, your campsite will be included on a landing page with inspirational content, in line with the theme. You do not have to submit anything for this purpose, as we will utilise your campsite information as it is published on anwbcamping.nl. We do recommend that you check to verify whether this information is up-to-date. For general campsite information, such as opening times, and the ability to add or amend appealing photos, go to ANWB Check & Change: campingcms.anwbcamping.nl.

Terms and conditions for theme campaigns

- Theme campaigns can only be selected in combination with an online sales package at anwbcamping.nl.
- A campsite can participate in multiple themes.
- The Medium Package only contains online channels, and the Large Package comprises both online and offline channels (print media).
- The offers or character of the participating campsites needs to fit seamlessly with ANWB-defined definitions of a theme.
- The ANWB will accept a minimum of 12 and a maximum of 17 campsites per theme online, and a minimum of 4 and a maximum of 6 campsites in print. In the event of multiple campsites wanting to take part, the themes will be divided per country.
- Themes will be published for a minimum of one calendar year, and will be activated by the implementation of various media at those moments in time that the ANWB determines as relevant.

Participation interest

Are you interested in taking part? If so, ask your ambassador or account manager about the possibilities on offer.

Sales packages	Medium	Large
Full term 2024		
Theme page anwbcamping.nl	✓	✓
ANWB newsletter	✓	✓
Instagram	✓	✓
Banner on anwbcamping.nl	✓	✓
Kampeerkampioen*		✓
Rate	€375	€625

* Editorial Mention in a theme article in Kampeerkampioen (minimum 6 campsites per article)

Themes 2023/2024

- Top campsites (5-stars)
- Camping with children (children's campsites / family campsites / family campsites)
- Campsites by the sea (by the sea / by the beach)
- Charm campsites
- Nature campsites
- CKE campsites (campsites that accept CKE card in any way)
- Campsites with swimming pool (outside, inside, swimming paradise, etc)
- Campsites with holiday homes / verrental accommodations / glamping

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.