

Ensure a higher occupancy rate
at your campsite

Free
participation
in CKE
programme!

Camping Key Europe (CKE)

With a total of 800,000 card holders, Camping Key Europe is the most influential camping card in Europe. And we have an ambition to grow; one of the ANWB's objectives is to increase its reach. The card offers campers a wide range of advantages, but these advantages will work both ways, if you accept the card at your campsite!

Participation is free and you can choose your own rates

Campers obtain the card for 3 reasons; it is a replacement proof of identity, a discount card, and it offers free liability insurance. Accepting the card at your campsite will bring you many benefits, safety and convenience. Just look next what it brings you. And the main thing to know is: participation is free! Since 2019, the ANWB is the owner and publisher of the Camping Key Europe camping card. Together with a network of partners in Europe, the card is sold throughout 16 countries. Join us and take advantage of this popular camping card, where you are in control: you decide how much discount you want to give and in what period. Would you like to stand out among this group of avid campers? Get our advertising pack for a themed campaign, combining online with printed media!

anwb.nl/campingpartners

CAMPING Key
Europe



Promote your offers to Dutch CKE members

For campsites

The options for campsites are described on the sheets 'theme campaigns'. Especially for those campsites that take part in the benefit programme, we have an exclusive campaign on popular themes.

For all other advertisers

check out the possibilities on the back.

Advantage for
campsites and
for campers!



Number of members

200,000 (ANWB-members)
800,000 (internationally)



Dutch members

76% male, 17% female,
7% unknown



Average age group

56-65 years (48%)



Years of ANWB membership

> 25 years (70%)

3 Reasons to take part in the Camping Key Europe programme:

1. Advantage: Better occupancy rate at your campsites

you will lend your campsite extra appeal during the peak and/or off-peak season. You have the freedom to determine the rates and applicable periods. The coverage is widescale, because the benefits are available to all campers in Europe who possess a valid card.

2. Safe: No risk

Has the camper left the grounds without paying? If that is the case, then Camping Key Europe will pay the bill. In addition, the card features third party liability insurance for damages that have occurred on the campsite, which were caused by the cardholder or their travelling party. This also applies to damages caused to rental accommodation.

3. Convenience: Replacement ID

Campers are becoming increasingly aware of the possible consequences of handing over their passport. The CKE card offers the solution: because personal details are featured on the card, you will be able to use the card as a replacement passport or ID card. This way, you will still have all of the details necessary for checking in, and you will be providing a useful service to campers.

Camping Key Europe (CKE) 2024



We explain in detail below the 3 reasons for participating in the CKE program.

1. A higher occupancy rate at your campsite

Unique to Europe: Camping Key Europe offers you the maximum-freedom as a campsite in determining your personal CKE offer for campers; an offer suited to your policy and image. Participation is free. You can choose from one of the options below or a combination of them:

• Camping Key Europe during off-peak season

During the off-peak season, you can determine your own CKE rate for pitches. A discount percentage is applicable for rental accommodation. The amount does have to be at least equal to the off-peak season offers you might apply to other discount programmes. Your offer is valid for at least 50 days and you choose the applicable period(s) yourself.

• Camping Key Europe during peak season

In the months of June, July and August, you can opt for a discount percentage of at least 5% off your normal rate, valid for pitches and rental accommodation. In this season, you also determine whether your offer is valid for (a percentage of) your pitches, rental accommodation or both.

• Camping Key Europe and Special Offers

Would you like to encourage people to stay for longer? Or would you rather extend another form of offer, which is different to the benefits mentioned above? The special offers make that a possibility. Examples of special offers are a 7=6 offer (7 overnight stays for the price of 6), or a free upgrade from a standard up to a comfort pitch – all according to what you consider to be the most suitable for your campsite and campers.

All of the options (benefits) must be entered by you beforehand in ANWB Check & Change, so that campers can know in advance which type of benefit they can expect, and select their campsite according to their preference.

2. No risk in the event of default or damage

Pitch

Included in the CKE rate (price per night)

Standard pitch and/or caravan, camper van, tent or folding trailer, 2 people, 1 dog if pets are allowed, VAT, electricity (at least 5kWh), shower or 1 shower token per person.

Not included in the CKE rate (price per night)

Any reservation costs, local government charges incl. tourist tax.

Rental accommodation

Included in the CKE rate

The CKE discount determined by you is valid for the rental price of the rental accommodation incl. the price per person.

Not included in the CKE rate

Any additional costs, such as reservation costs, parking costs, bed linen, television / wi-fi, cleaning or local government charges incl. tourist tax.

Camping Key Europe will guarantee payment of the bill if a camper leaves without paying, provided that:

- the camper has a valid CKE card
 - the stay amounted to no longer than a week
 - a written reminder was sent to the camper
 - the incident was reported to the police
 - a claim for the incident was submitted to the insurance firm within 60 days
- The Camping Key Europe insurance package also covers (injury) damages to third parties. The cover is applicable to a maximum of 6 people during their stay at the campsite, including in rental accommodation. The campsite must be able to display a police report before the case is handled by the insurance firm.

3. Replacement proof of identity

The CKE card contains all of the relevant personal details and the passport or ID number of the CKE holder. This way, the card can be used as a replacement identity document, and the camper can keep their passport or ID card safely on their person.

Interested?

You can register your participation in Camping Key Europe – whether that is in regard to participation in the benefits programme, or the acceptance of the card as a replacement identity document – in ANWB Check & Change:

- 1: Go to campingcms.anwbcamping.nl
2. Log in to your personal campsite page
3. Have you forgotten your log in and password? If so, retrieve your login data immediately online
4. Click on the 'Rates and CKE' tab in the yellow menu bar
5. Enter the required details in 'CKE participation'

The ANWB will never act without your permission. Therefore, do not forget to extend your CKE participation annually in ANWB Check & Change. If your campsite is bookable via anwbcamping.nl, ANWB Check & Change automatically retrieves the product information from SecureHoliday, the CToutvert system to which anwbcamping.nl is linked. This way, you can easily enter the price and validity period per pitch type or rental accommodation.

Good to know

Camping Key Europe is an international card. The ANWB collects the benefits for all partners of Camping Key Europe. That means if you take part in the Camping Key Europe programme, you accept the card of all the partners in Europe.

Since the card is issued by different partners and may differ in appearance, it is important to recognize the Camping Key Europe logo, when as a guest hands you the green camping card.

So make sure you recognize the CKE logo and check the partners' logo before you grant a discount or accept the card as a replacement proof of identity.

For an updated overview of our partners: anwb.nl/campingpartners.

Camping Key Europe (CKE) 2024



FAQ

1. Can I change or stop my participation in Camping Key Europe before the end of the agreed timeframe?

Your benefits will be published in several print media, at anwbcamping.nl, campingkeyeurope.com and any other websites and forms of communication by our international partners. It is therefore not possible to cancel or change the CKE discount at other intervals. You can initiate your participation in Camping Key Europe at any time of the year.

If you do so before 1 October prior to the new year, then we can communicate your offers in print and online. After 1 October, this will solely be online.

2. What if I do not wish to provide any discount?

We understand and respect your (price) policy. Although Dutch campers would rather have a discount, we would like to give you the opportunity to implement Camping Key Europe without a discount on the overnight rate. If you opt for a special offer for instance, then you can implement Camping Key Europe as an instrument to stimulate a longterm stay: for instance 7=6, 14=12 or 21=18.

But also for an upgrade of pitches, free bike rental during a stay, or another added value item can be added. The ANWB would be glad to share ideas with you. Simply contact us to find out about all of the available possibilities!

3. How are my benefits communicated?

You will receive a free mention in the guides if you meet the following criteria:

- ANWB-Certified Campsite guide: if your campsite has been rated with 3 or more stars by the ANWB inspector
- ANWB guide for Small Campsites: for when your campsite is classified by the ANWB as a small campsite

When you offer CKE benefits as a campsite, this will be mentioned in the box on the right featuring the information on the campsite. At anwbcamping.nl, the CKE benefit is mentioned in the special box on the campsite page. And the discount is already incorporated in the price when you are bookable. This way, campers will immediately be able to view their benefit when booking. If your campsite is bookable via anwbcamping.nl, ANWB Check & Change automatically retrieves the product information from SecureHoliday, the CToutvert system to which anwbcamping.nl is linked. This way, you can easily enter the price and validity period per pitch type or rental accommodation. Furthermore your benefits will be published at other possible websites and forms of communication of our international partners and the international website campingkeyeurope.com.

4. In which countries is the CKE card sold?

Camping Key Europe is an international card. The ANWB brings together the benefits for all of the partners of Camping Key Europe, which means that if you take part in the Camping Key Europe programme, you accept the card of all the partners in Europe. For an updated overview of our partners, go to anwb.nl/campingpartners.

Important tip!

Make sure that you are registered as a participant of CKE and enter your benefits / offers by 1 October 2023 at the latest, because 1 October 2023 is the closing date for the ANWB-Certified Campsite guide.

If you register your campsite later than 1 October as a participant, you run the risk of the benefits not being incorporated in this guide (for three or more stars).

More information on:

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: 088-2696020

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

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

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.