



ANWB Camping 2012

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- 
- A photograph of the ANWB logo, which is a crown atop a shield-shaped emblem containing the letters 'ANWB'. The logo is mounted on the roof of a car, with the car's roof and a blurred background of a blue sky with white clouds visible. The logo is the central focus of the image.
- Presenting ANWB & Camping
 - Facts & figures
 - Camping Key Europe
 - Online reservations



ANWB Camping inspections



ANWB Camping

- Touring Club NL
- 4 million members
- 71% households



ANWB Camping Fair

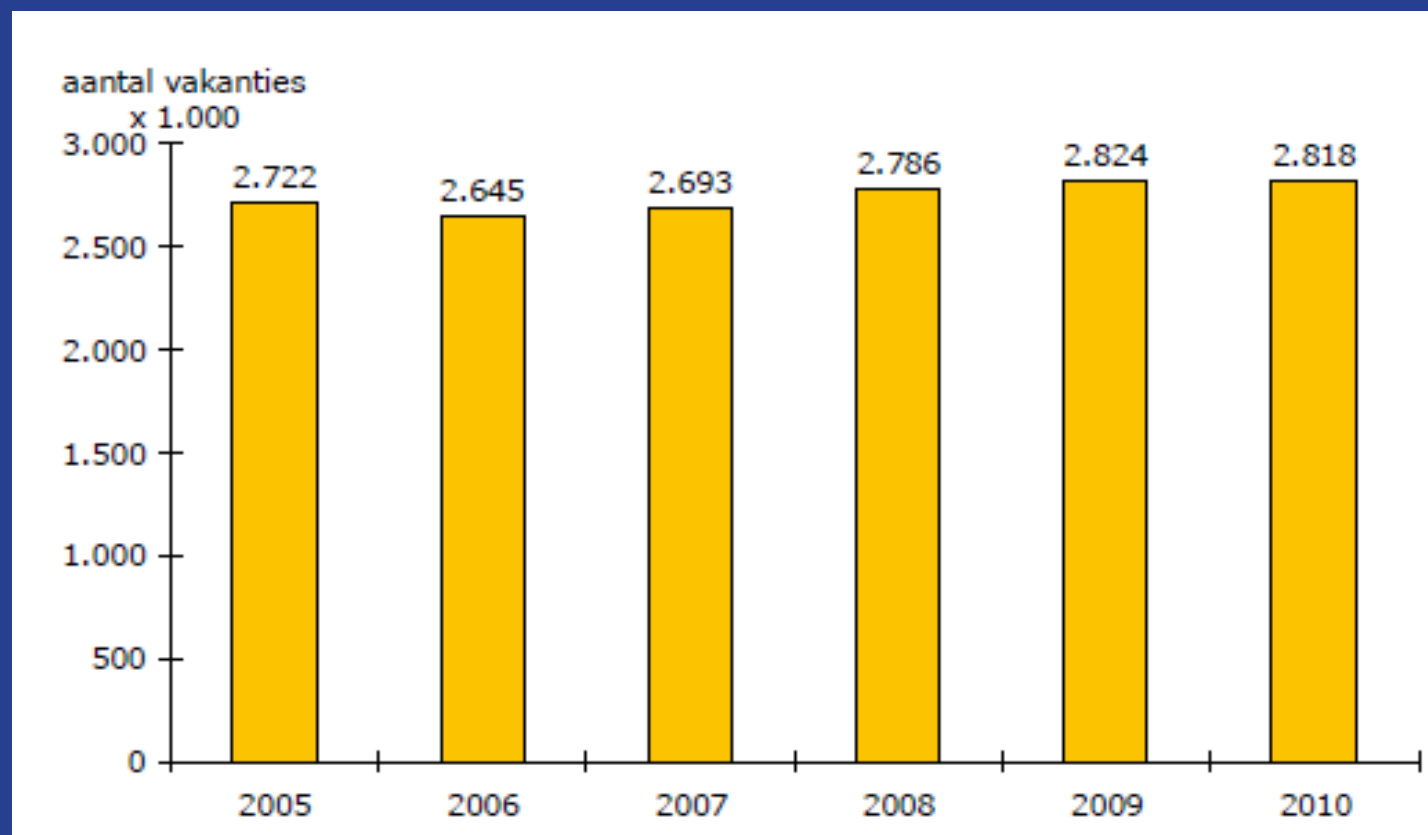
The screenshot shows the ANWB website interface. At the top, there's a search bar and navigation tabs for 'Camping zoeken', 'Aankomst', 'Winkelen', 'Winkelmand', and 'Veren'. Below the search bar, there are several promotional banners: 'ANWB Camping zoek en boek', 'STEM EN WIN! ANWB/KCK CAMPING VAN HET JAAR', 'Nieuw! Wach Service met Partner-voordeel', and 'De reis van 2011 gratis'. The main content area features a 'Kamperen' section with a 'Wegwijzer' (directional guide) and a 'Nieuwsbrief' (newsletter) sign-up form. There are also smaller images of people camping and a 'KCK' logo.



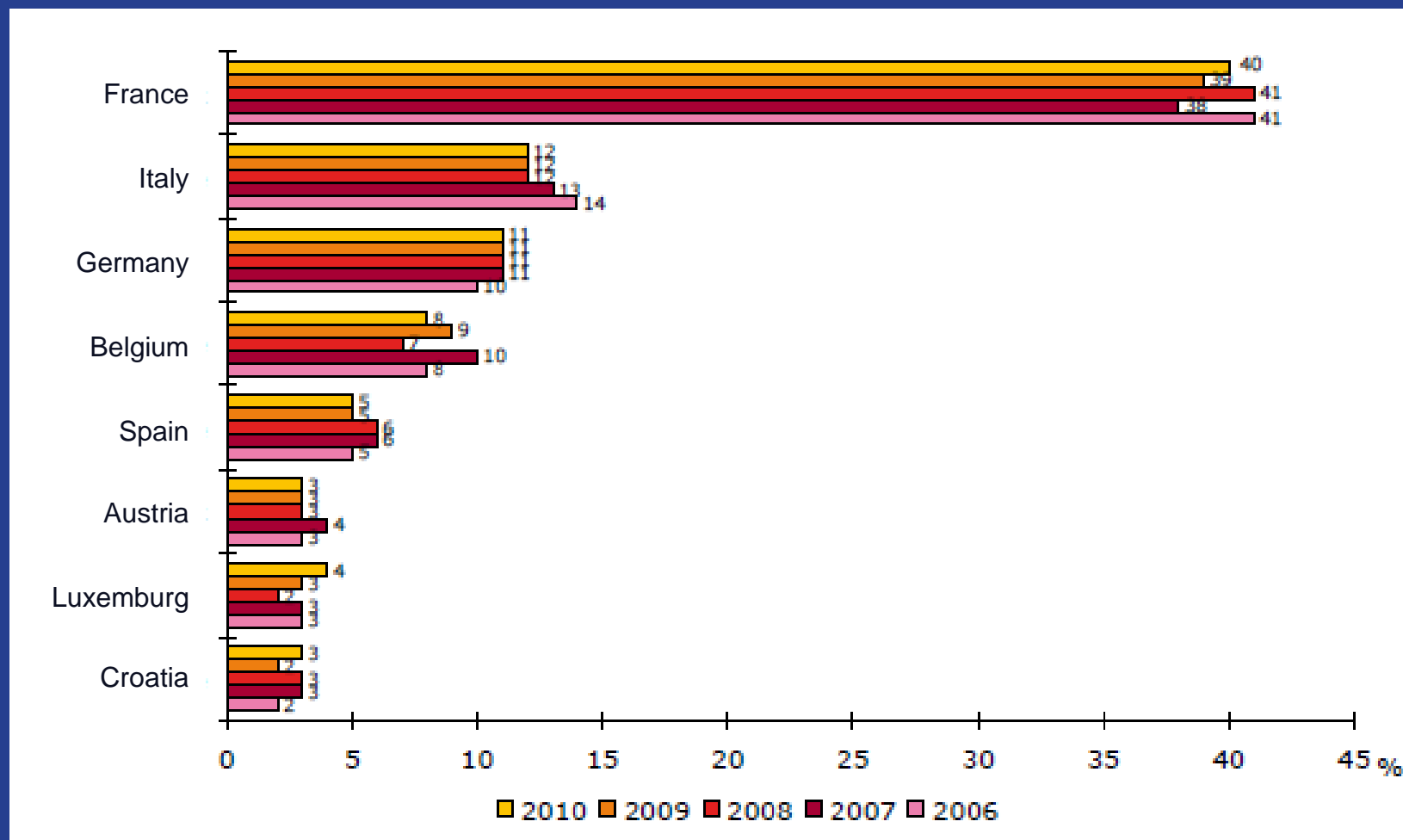
Facts & Figures



Development foreign camping holidays from Netherlands 2005 -2010



Camping destinations 2006 - 2010



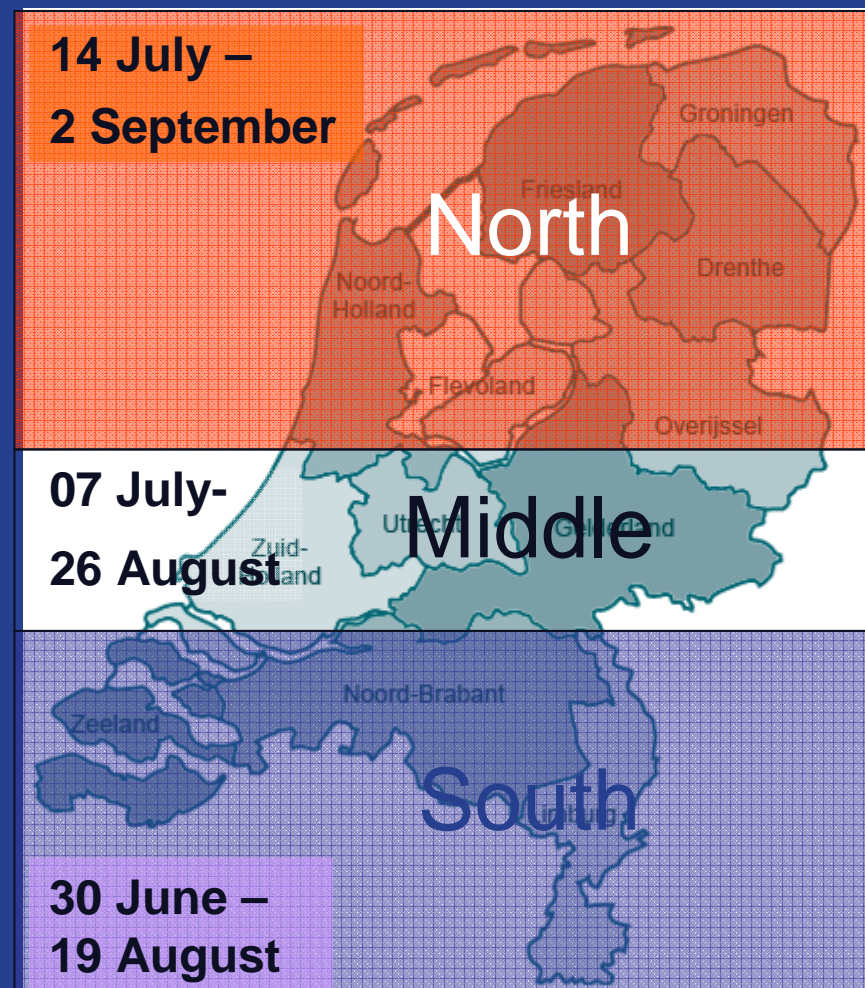
49% destination NL - 51% outside NL



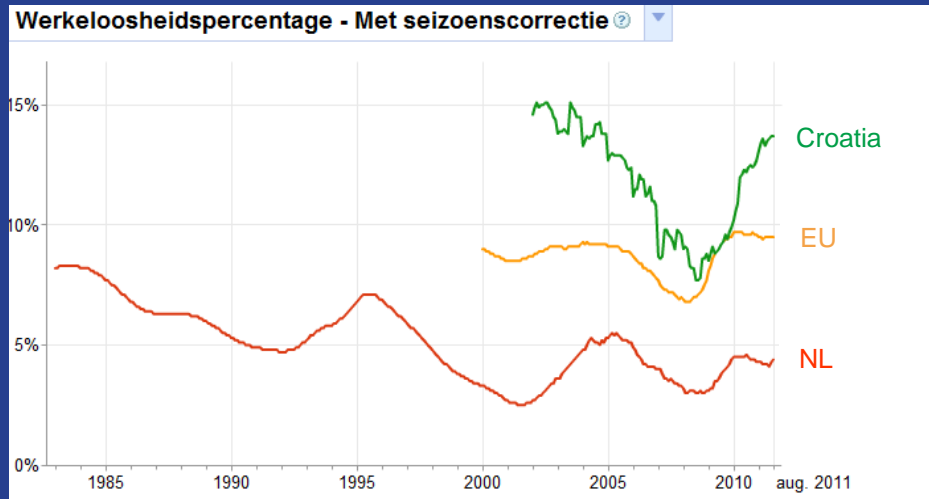
School holidays NL 2012

Region	Camping Holidays %
Amsterdam – Rotterdam – The Hague	12%
Other region West	29%
North	12%
East	25%
South	22%

School holidays 2012	Date	Region	Schooltype
Spring holiday	28 april until 6 may	All regions	po & vo
Summer holiday	30 June until 12 August	South	po
	30 June until 19 August	South	vo
Summer holiday	7 July until 19 August	Mid	po
	7 July until 26 August	Mid	vo
Summer holiday	21 July until 2 September	North	po
	14 July until 2 September	North	vo



Economics



2011 Netherlands

- Unemployment rate about 4,5%
- Economic growth 1,9% ???

Expectations 2012 Netherlands

- People are pessimistic about the world economy and their situation in 2012
- Budget cuts by the government will harm the level of consumer expenses
- Campers will probably wait longer in booking their holiday
- Budgetcosts on holiday: spend less and stay closer to home
- Dutch campers will not easily skip their summer holiday

Trends & facts in camping

- Camping is still very popular; going on holiday is a basic need for people
- Caravan sales have dropped
- Tent sales have increased
- Camper cars (RV) become more popular (but still relatively small in NL)
- Rental accommodation on campsites are popular
- May holiday is very popular
- A lot of campers are always online
- A camper wants tailor made advice in selecting a campsite

*A camper does not like the stress
of searching for a campsite*

Threads & Chances

- The effects of world economy
- Fuel costs and toll (From Netherlands to Croatia about € 400,-)
- Negative input of campers on online review sites
- + Keep improving the quality of your campsite facilities
- + Improve the hospitality of your staff
- + Listen to your customers advice and critics
- + Keep promoting Croatia as a camping destination:
sun • beach • landscape • food • cultural heritage • events & active holiday

ANWB's ambitions

- Being the strongest player on the Dutch market for 'unorganised' camping holidays
- Giving added value for both campers and campsites

Innovations

New Camping Card



Camping Portal (2011)





CAMPING Key Europe

- 1.000.000 cards in 2012
- ANWB, ADAC and more clubs
- Identification – liability insurance – compensation for non-paying card holders – discounts & benefits – reservation system

Discount programme with no additional costs or obligations for campsites

Camping Key Europe is a security for campsites if accepted as identification

Identification



1. European campers do not want to leave their passport at the reception
2. The Dutch passport does not allow the owner to leave it in other hands (except if there is a legal obligation for it)
3. Identification with Camping Key Europe offers warranty for campsite owners

‘This passport is the property of the State of the Netherlands. The bearer of this passport may pass it to a third party only if there is a statutory obligation to do so.’

Campsite reservation system (campers)

- Part of a portal with inspected campsites
- Biggest choice in Europe
(from luxurious campsite resorts to small municipal campsites)
- Biggest overview on availability in Europe
- The ANWB follows the reservations

Campsite reservation system (campsites)

- Being found on availability
- 10% commission, no cure no pay
- 1 contract for Alan Rogers + Caravan Club, the AA, Pasar, TCS and ANWB
- Campsite is in charge: no allotment and the customer remains campsite's customer

Camping zoek en boek

Kies een bestemming



Regio, Streek, Plaats,...

Zoek

Check beschikbaarheid

Van

Naar

dd/mm/jjjj

dd/mm/jjjj

Alleen exacte data

Aantal personen

Huren of kamperen?

kampeerplaats

Kroatië

Via anwbcamping.nl ontdekt u goedkope campings in Kroatië en meer dan 8000 campings binnen Europa. Afhankelijk van uw campingwensen in Kroatië, boekt u bij de ANWB bijvoorbeeld een goedkope chalet, stacaravan of bungalow of een wellnesscamping in Kroatië. Tevens heeft de ANWB aanbiedingen voor kampeervakanties in Kroatië, speciale acties, naturistencampings in Kroatië, of een goedkope vakantie in Kroatië met CCI.

Met de ANWB zoekt u op beschikbaarheid en de beste prijs, maar vindt u ook een overzicht van alle campings in Kroatië, campingaanbiedingen in Kroatië... Met de ANWB reserveert u direct uw volgende vakantie in Kroatië en profiteert u van de prijs en de kwaliteit van de ANWB.

Lijst Kaart

Aantal zoekresultaten: 106

Sorteren op Populariteit

< vorige

1 2 3 ... 11

volgende >



Camping Lanterna

Kroatië | Poreč

Cijfer ANWB: 8,6

Een gevarieerd aanbod aan standplaatsen siert deze levendige familiecamping; afgebakend door lage heggetjes, onder bomen, op een open veld of direct aan de kuststrook, het is allemaal mogelijk. Een uitgebreid winkelcentrum op...>

prijsindicatie v.a. € 12,50

Bekijk en boek >



Camping Orsera

Kroatië | Vrsar

Cijfer ANWB: 8,6

Campite reservation system and Croatia

- Fastest growing market
- The number 1 and 11 in turnover are already Croatia
- Need for much more Croatian campsites



Conclusions

- Big opportunities for Croatia
- The ANWB can help you to improve the image of Croatia
- The ANWB can help you to reach your public:
Reservations and CKE discount programme
- And,
If you are already in the reservation system:
update your planning, photos and prices