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Machiel van der Does



ANWB
Royal Dutch Tourism Association

125 years
4 mln members

The Netherlands:
5,5 mln camping holidays yearly
2.7 mln abroad



ANWB MEDIA

www.anwbmedia.nl



- ANWB publishing section
- 11 titles + Camping guides / books / specials
- Main title : Kampioen – content:
- Recreation, tourism travel, transport
- Distributed among all members
- Monthly 4 mln copies



4 titles aimed at specific touristic markets



- 1 KCK : camping / family /traditional/ international
Circulation 135.000 Reach 550.000



- 2 Op Pad camping / individual/ trekking / international
Circulation 40.000 Reach 160.000





3 Tour Actief - bicycle family / individual / national
Circulation 60.000 Reach 155.000



4 Reizen - travel individual / international
Circulation 50.000 Reach 190.000



Camping guides

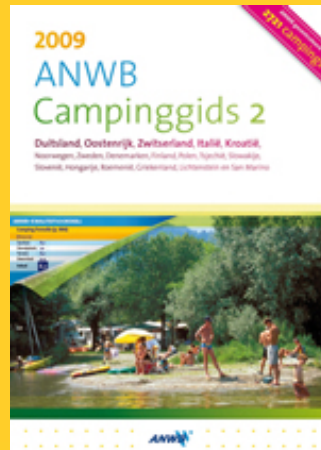
- 3 main guides European Countries
- Guide Eurotop campings
- Guide campings 'Along the way'
- Guide Fair priced campings
- Guide Beach campings
- Guide Small campings
- Rental guide – cabins, caravans, tents
- Camper guide

- DVD main guides available

- In total over 7000 European campings mentioned



Camping Guide Croatia



Listed Croatian Campings

- Guide 2007 110 campings listed of which nearly all inspected

Ratings average / good



Camping Cheque Afiliation Programme Immediate advantage for the customer



576 campings in 22 countries participate
Fixed low rates for low season periods



Web

www.anwb.nl

About 5 mln visitors monthly
ANWB.nl is among the top 5 visited
websites in the Netherlands and
the most important portal
regarding international travel and
tourism information



Preferred destinations

- 1 France
 - 2 Italy
 - 3 Germany
 - 4 Belgium
 - 5 Spain
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- Main activities:
 - Beach, City, Relax, Sports
 - Main group : average age 35 – 44 years
 - The group 55 – 64 years shows a major increase in number of holidays
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- Source nipo



The ANWB
offers a vast array of marketing
instruments and extensive
knowledge to help you to reach
the Dutch tourism market



Contact details

ANWB MEDIA

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