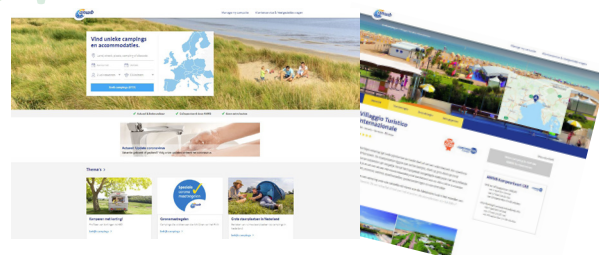


ANWB Web Online only 2026

Target group: Camping and caravanning travelers



- <http://www.anwbcamping.nl>



PiNCAMP - your gateway to Germany, the Netherlands and Switzerland

Take the advantage of the camping boom: there are over 2.3 million campervans in Germany, the Netherlands and Switzerland - and over 120,000 new registrations every year! Millions of campers now plan their next holiday online.

- Campers are inspired by PiNCAMP on Facebook, Instagram and YouTube and recommend their favourite campsites.
- Furthermore they are inspired by the many tips, tricks and insights in the PiNCAMP online magazine and newsletter.
- With PiNCAMP, campers can easily plan and book their next camping holiday. As an advertiser, you have the opportunity to present your offers directly on our platform and benefit from the strong reach and high level of engagement of our users.

Reach over 11 million German, Dutch and Swiss campers where they can be inspired to plan and book their camping holidays - on PiNCAMP.de, anwbcamping.nl and PiNCAMP.ch



Description		COMFORT	PREMIUM	PREMIUM PLUS
PiNCAMP Online Booking	Improved visibility through integration in search by date	X	X	X
	Fair booking commissions	10%	10%	10%
Your campsite appearance on PiNCAMP	Unlimited amount of pictures	X	X	X
	Publication on ANWB Routenplaner	X	X	X
	Display of your ANWB classification & campcard discounts	X	X	X
	Add-free: No other campsite shown on your own PiNCAMP profile	X	X	X
	Link to your homepage on your PiNCAMP profile	X	X	X
	Display of your phone number and e-mail address for campers to get in touch with you	X	X	X
	Your logo on your PiNCAMP profile	X	X	X
	Detailed description of your campsite, specifically optimized for Google		X	X
	Integration of your YouTube video & webcam link		X	X
	Link to your homepage in your image gallery			X
More visibility	Theme campaign on a suitable topic	X	X	X
	Profile shown in search results above campsites with BASIC package	X	X	X
	Significant increase in profile calls compared to BASIC, COMFORT or PREMIUM	x5 to Basic	x2 to Comfort	x2 to Premium
	Power Rotation Rotation of your campsite in the TOP 3 search results		X	X
	Hero picture on the PiNCAMP homepage (in rotation)			X
Your campsite rotating as an ad on BASIC campsites			X	
PREIS		€ 1,470,- € 369,- * Mini	€ 2,170,-	€ 3,195,-

* COMFORT MINI: € 369,- for campsites with up to 100 touristic pitches and rental accommodations, package does not include a theme package

Unser Herz schlägt für den Tourismus.

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Valid from May 2025 - thus all previous price lists lose their validity. All rates are net, plus VAT and exclusive shipping costs as well as repro, litho or design costs are not included. Price changes and errors excepted. [General terms & conditions](#)