

ADAC Camping online 2023

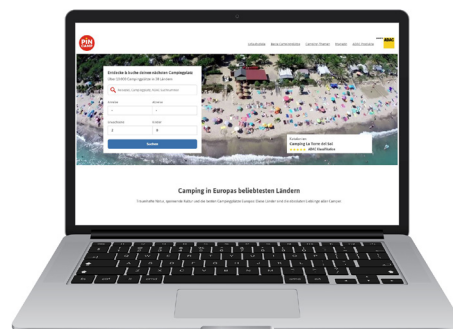
www.pincamp.de



Target group: Camping and caravanning travelers



• www.pincamp.de



PiNCAMP - your gateway to Germany

Take advantage of the camping boom: there are over 1.4 million camping vehicles in Germany - and there are every year 100,000 new registrations! In no other country in Europe is camping growing as fast as in Germany. And PiNCAMP, the camping portal from ADAC, is number 1: in just three years we have become the market leader!

Reach over 7 million Germany and Swiss campers where they get inspiration and plan & book their camping holiday - at PiNCAMP.de

Description		COMFORT	PREMIUM	PREMIUM PLUS
PiNCAMP Online Booking	Direct access to millions of campers in Europe	X	X	X
	Very low booking commissions	8%	8%	8%
Your campsite appearance on PiNCAMP	Unlimited amount of pictures	X	X	X
	Display of your ADAC classification	X	X	X
	Display of your ADAC campcard discounts	X	X	X
	Add-free: No other campsite shown on your own PiNCAMP profile	X	X	X
	Prominent 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	Profile shown in search results above campsites with BASIC package	X	X	X
	Significant increase in profile calls compared to BASIC, COMFORT or PREMIUM	x4 to Basic	x7 to Comfort	x2 to Premium
	Power Rotation Rotation of your campsite in the TOP 3 search results		X	X
	One Facebook Post, reach of at least 15,000 contacts			X
	On additional social media post, reach of at least 15,000 contacts			X
	Your campsite rotating as an ad on BASIC campsites			X
PREIS		€ 1.439,- € 549,- * Mini	€ 2.159,-	€ 2.879,-

* COMFORT MINI: € 549,- for campsites with up to 80 touristic pitches and rental accommodations

Unser Herz schlägt für den Tourismus.