

App: ADAC Camping- und Stellplatzführer 2025

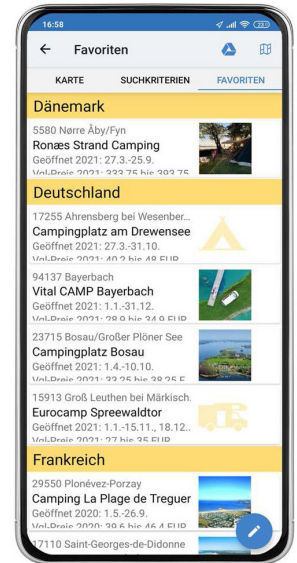
Target group: Camping and caravanning traveler



- New edition: December 2024

GOOD REASONS

- 2023: 300,000 downloads & 8 mio. sessions
- Top selling app in the Apple App Store in Germany (app charts „bought“)
- Infos of 29,000 campsites and pitches all over Europe



This app was developed for both iPhone and Android and captured the hearts of users from day one: As the best-selling tourism app in the Apple App Store in Germany (App-Charts ‘bought’).

This app is available for iPhone, iPad and Android.

In 2023 the app is top 1 in the travel charts.

300,000 downloads

8 mio. sessions

150,000 active users / month

Features:

- 5 pictures of the campsite
- Symbol for imaging in the hitlist
- Special placement „Plätze mit Fotoanzeigen“
- Weblink to own website
- Social media button with link to social media sites like Facebook, Instagram, Twitter and Pinterest

Rate per campsite: € 1.160,- just for app

Rate per pitch: € 630,-



Clients who also have booked a print ad in ADAC Campingführer or an online package will get the special rate of € 630,-

Unser Herz schlägt für den Tourismus.

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