



4

TIPS to ATTRACT MORE GUESTS

Find out how you can effectively market your campsite online and reach more guests!

ONLINE MARKETING FOR CAMPSITES

In this brochure we'll show you how you can make the most of your partnership with Camping.info. As the largest camping-related website in the German-speaking world, we'd like to share four tips that can help you improve your campsite's online presence.

4 TIPS TO ATTRACT MORE GUESTS

On Camping.info, four factors determine your campsite's visibility and the effectiveness of your listing. These factors also impact your ability to reach new guests.

This is Camping.info.

Camping.info is the most popular camping portal in the German-speaking world, seeing about 13,5 million visits annually. We are the #1 Google search result for the keyword "camping" and have been almost continuously since 2010. Our community is both large and active: With more than 58,500 Facebook fans and over 32,500 newsletter subscribers, we reach a lot of campers. More than 300 German campsites and over 1,000 international ones have put their trust in us and signed up to be Premium clients. This year, we've extended our reach even further with the release of the latest version of our app: It's been downloaded more than 46,000 times already. With our range of products, we can create the perfect marketing mix for you!

And this is the 21st-century camper.

A profile full of relevant information, meaningful images and sincere reviews is more likely to pique a camper's interest. A camper tends to compare a variety of campsites, and once they make a decision, they will more than likely want to make a booking right away. Most campers plan their holidays at the weekend or in the evening — in other words, at times when you typically have your hands full at the campsite. If a camper can't reach you via phone, their first impression of your campsite might be tainted with frustration. Most customers also want to avoid being put on hold or emailing back and forth unnecessarily. After all, booking immediately and round-the-clock has become a matter of fact for many in this day and age.

This is how Camping.info can help.

Camping.info offers products designed to increase your campsite's visibility substantially, allowing you to reach new and different types of customers. In addition to numerous online options such as a **Basic** or **Premium Entry** on our website, an appearance in our **Newsletter** and posts on different **Social Media Platforms**, you can also reach campers offline with a listing in our **printed Camping Guide**. For all of these products to be effective, though, is extremely important that you keep your campsite profile up-to-date. Our products give campers an ideal basis for making their decisions as well as a convenient way to book their holidays any time, day or night — It's simple, secure and smart.

Camping.info Visitor Statistics (2018):

Total visitors:	13,5 Million
Unique visitors:	7,4 Million
Page views:	39,2 Million
Ø Avg. time spent:	5 Minutes

UNIQUE VISITORS to www.camping.info



Visitors per year 2010–2018

TIP 1

KEEP YOUR ENTRY UPDATED!

Include as much information as you can and use pictures and data to entice visitors.

FREE
See Page 4

TIP 2

ENCOURAGE GUESTS TO RATE & REVIEW!

Build trust by maximizing the number of guest reviews on your profile.

FREE
See Page 6

TIP 3

PREMIUM: SIGN UP & STAND OUT!

Give your site priority on the map and in the list of search results to increase your visibility.

SIMPLE. AFFORDABLE. EFFECTIVE.
See Page 8

NEW

TIP 4

SET UP ONLINE BOOKING!

Get bookings conveniently any time of day or night, online and via the app.

SECURE. CONVENIENT. COMPREHENSIVE.
See Page 10

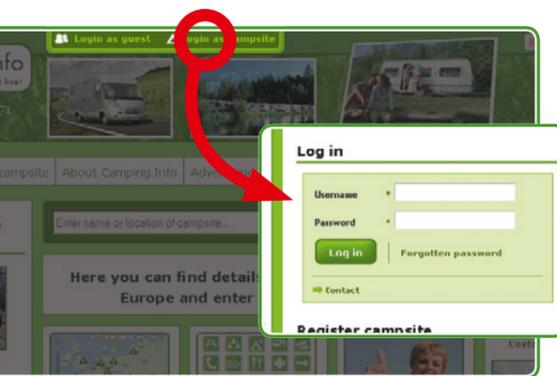
YOUR MAXIMUM SUCCESS!

*Together, we'll GROW.
Together, we'll SUCCEED.
Together, we're STRONG.*

Welcome to Camping.info

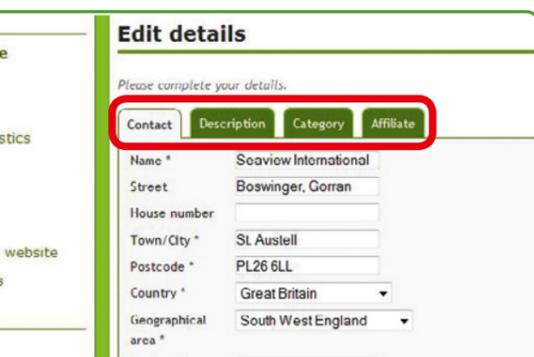
TIP 1 KEEP YOUR ENTRY UPDATED!

To get a leg up on your competitors, fill out your free listing in the most popular online travel guide for campers in the German-speaking world and make sure to keep it complete and up-to-date.



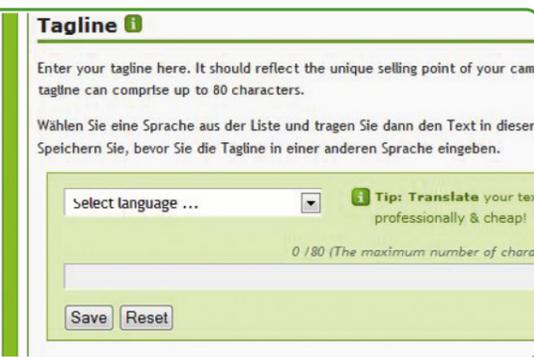
LOGIN

Log in to the admin area of www.camping.info by clicking on the **Login as campsite** button at the top of the page. If you don't have any login details yet, you can request them automatically via the online form, or you can write to office@camping.info and we'll take care of the rest!



KEEP YOUR INFORMATION COMPLETE AND CURRENT

On the left-hand side of the page, you'll see several categories. Note that each category has **multiple tabs**! Fill out your profile by adding information about your campsite regarding aspects such as pricing, facilities, distances, etc.



TEXTS IN A VARIETY OF LANGUAGES

Under **Details/Description**, you should write a meaningful and informative description of your campsite. We recommend your description be about 100–300 words long. You should also describe your campsite in as many **foreign languages** as possible because Camping.info is available in 27 languages!



POSITION YOUR CAMPSITE PRECISELY ON THE MAP

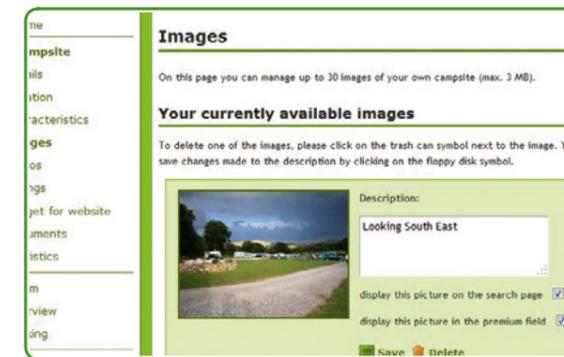
Under **Location**, be sure to include some simple and brief directions. Then, click on the "Map" tab and drag the icon to the exact spot where your campsite is located.

TIP 1
Put your best foot forward with current information and images

FREE

DON'T FORGET PICTURES!

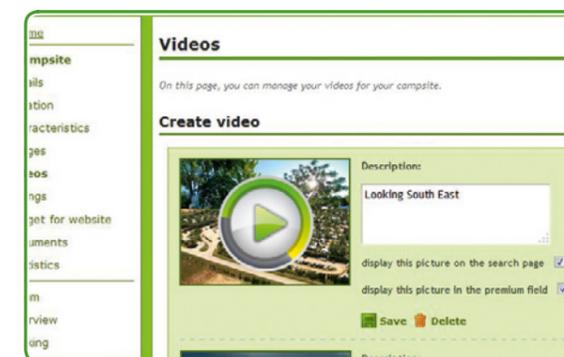
In the **Images** section, you can upload up to **30 pictures** of your campsite, free of charge. Choose high-quality images that will create a good first impression of your site before your guests even arrive.



USE VIDEOS!

In the **Videos** section, you can put a video of your campsite online at absolutely no cost to you. Don't have a video yet? No problem; creating a video is quick and easy. You can even use your own smartphone if necessary. Be sure to show off all the important features of your campsite in the video.

Guests love authentic, honest, home-made videos!



COMMENT ON RATINGS

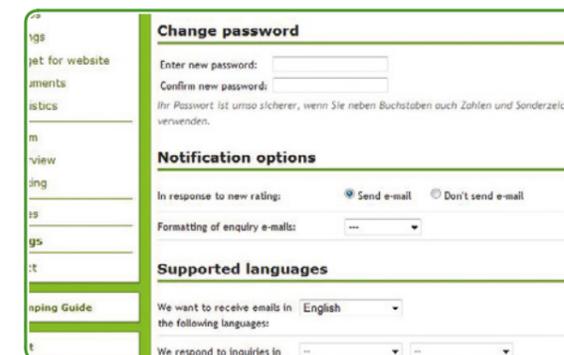
Under **Ratings**, you'll see all the ratings and reviews that guests have submitted. With the 'Create remark' button, you can respond to each and every one. Your reply is published and displayed right under the corresponding rating.

The 'Report infringement of guidelines' button lets you report any inappropriate reviews to the Support Team; you'll hear back from them within two business days.



OTHER SETTINGS

In the **Settings** section, you can change your password. We also recommend setting your notification preferences so you'll get an email whenever a guest reviews your campsite.



TIP 2 ENCOURAGE GUESTS TO RATE & REVIEW!

Camping.info owes its success in large part to its guest reviews.

Ratings and reviews can also benefit your campsite by attracting more guests.

Here's why it's a good idea to have lots of ratings and reviews:

- » Your campsite will be **more visible**. The number of reviews significantly impacts where your campsite appears in the list of search results!
- » More individual ratings ensure **greater objectivity** in your campsite's overall rating
- » You improve your chances of winning the "**Camping.info Award**" — one of the most coveted awards in the industry
- » Provocative guests have less influence on your overall image. Even the best campsites can be confronted by reviews that are "outliers", but these won't weaken your overall rating
- » Reviews give new customers an objective source of information

Here's how you can quickly & easily increase your campsite's number of ratings:

Send a weekly email to all guests that have checked out from your campsite within the past week!

The easiest and most effective way to increase how many ratings you have is to email every guest upon departure or to contact all of your regular guests. The sooner you ask for a review, the more likely they are to leave one; after all, at the end of their holiday, their stay at your campsite is still vivid in their memory. By contacting them via email, your guest will already be online and can write a review right away. That's why you should ask for your guest's email address upon registration or during check-in.

In your email, be sure to thank your guest for choosing to stay at your campsite and ask them if everything was to their satisfaction. Then ask them to leave a review for your campsite on www.camping.info.

Make reviewing your campsite as easy as possible for your guest by including a **DIRECT link to YOUR profile** in the email. The URL is in the address bar of your browser when you use your right mouse button to open your campsite's details page on Camping.info "**in a new window**" (see image, left). This link will work for every guest, regardless of what language they speak, as it will open automatically in the language of their browser.



en.camping.info/great-britain/east-midlands/upper-hurst-farm-25169

You can find more information - including suggestions in six different languages - in a PDF at www.camping.info/benefit_en

TIP 2
Maximize the number of guest reviews
to build trust with your customers

FREE

We've got you covered.

Our Badge on Your Website

Camping.info has a widget that you can integrate into your website easily, immediately and absolutely free of charge.

The widget automatically shows your site's current rating on Camping.info, so visitors to your website can get a more complete and objective impression of your campsite. This badge not only helps build trust in your business, but it is also sure to bring in more guests because millions of campers trust the Camping.info rating system.



A widget for your website



A free sign for your reception area

The Camping.info Sign on Your Campsite

By displaying a sign with our logo, you'll highlight the fact that guests are always rating your site on Camping.info, and that you support this type of transparency. **This will help build trust and bring in even more reviews.**

You can request a free copy of the Camping.info sign (in A4 format, also suitable for outdoor use) and stickers by emailing office@camping.info.

The Camping.info Flag

Order a Camping.info flag to show your customers that you appreciate reviews from your guests on our platform. The flag is designed for flagpoles with a cantilever and is 100 x 350 cm in size.

Ask us about it!



TIP 3 PREMIUM: SIGN UP & STAND OUT!

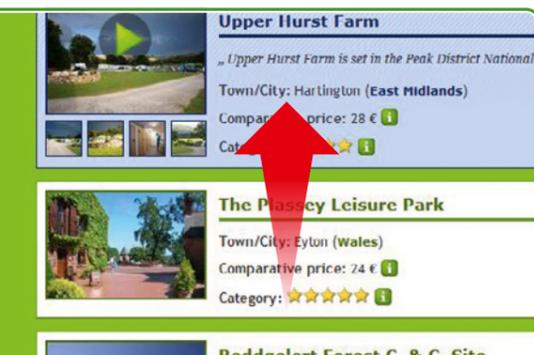
Camping.info's NUMBER ONE product is the Premium Entry. It's not for nothing that more than 1,300 campsites in Europe have placed their trust in us: A Premium Entry makes you more visible, improves the way your campsite is portrayed and draws more attention to your site at all levels of our online camping guide. **Here you'll find all the benefits at a glance:**



Your campsite will be presented on the details page of your competitors.



You'll be highlighted on the map.



Your site receives priority and prominent presentation in the list of search results.

BENEFIT #1: MAKE USE OF YOUR COMPETITORS!

Your campsite will be advertised with a picture and a link on the details page of non-Premium campsites that are geographically close to your site. **There's no better place to reach your target audience** than on the page of competitors in your region! Meanwhile, your own details page will remain free of such advertising.

BENEFIT #2: LITERALLY PUT YOUR SITE ON THE MAP!

With a Premium Entry, your campsite will be represented on the map (search page) with a **much larger and more distinctive symbol**. If there are other sites in the immediate vicinity, your symbol will be placed above all other campsites without a Premium Entry. The pop-up on the map is bigger and more noticeable for Premium Entries than it is for Basic Entries. It also contains more information about your site and a link to send you direct inquiries.

BENEFIT #3: BE AT THE TOP OF THE SEARCH RESULTS!

With a Premium Entry, your campsite will be displayed **before all the Basic Entries in the search results**. Plus, a colourful background will make your campsite stand out, and you can add a short slogan next to your picture. Customers will see more of your pictures on the search page, too. Many campsites also like having a direct link to their own homepage: This is an exclusive service for Premium sites.

BENEFIT #4: STAND OUT ON THE "LOCATION" MAP!

On your campsite's map (found under the **Location** tab on your details page), **only YOUR campsite** will be depicted. No other campsites in your area will appear on the map.

On the maps of non-Premium campsites, however, all campsites in the surrounding area are displayed and linked directly. Here, too, Premium campsites are depicted more prominently than others.



No other campsites will be displayed on the map on your profile. (Left: WITH Premium, Right: WITHOUT Premium)

BENEFIT #5: ADDITIONAL PLACEMENTS!

With a Premium Entry, your campsite will be **advertised in several places across the website**. It'll be displayed on the homepage, on the search page (to the right of the list of search results) as well as on landing pages. There are landing pages for each country, state and region.

A random selection from all Premium campsites in the region is always displayed, so you're sure to reach your target audience.



Get additional advertising on the homepage, search page and landing pages.

BENEFIT #6: GET STATISTICS!

Your Premium Entry lets you see visits to your details page, clicks on the link to your homepage and the number of direct inquiries received. This means you'll **know exactly** how much you've benefited from your Premium Entry.



Collect meaningful statistics about your campsite and neighbouring sites.

TIP 3
Guarantee priority on the map and in the search results list and get the direct link to your own homepage. Maximize your visibility!

SIMPLE. AFFORDABLE. EFFECTIVE.

TIP 4 SET UP ONLINE BOOKING!*

Camping.info's online booking service lets your customers wrap up their holiday plans quickly and easily. What that means for you: Campers make a firm booking immediately, so you'll receive reservations round the clock without needing to put in any extra effort. There's no stopping it: Whether it's food, medicine or holiday travel, many people expect to be able to buy anything and everything online.

More campsites are interested in providing this service to their customers, too. That's why Camping.info developed its own booking service. Now you can easily make your campsite bookable online — with or without a management system.

With our online booking service, you retain full control, and you can offer your campsite's services online exactly the way you would offline.



DAILY AVAILABILITY

You can individually manage the availability of each pitch and rental accommodation. Even without a management system, you'll see which accommodations you've made available for online booking, the online reservations you've received and the accommodations that are still available.

Of course, if you use a management system, **an interface** will automatically compare and adjust the availability of each accommodation.

MINIMUM STAY REQUIREMENTS

During peak times, you can set minimum stay requirements. A minimum stay requirement can be set for each season and for each category of accommodation.

This lets you make the most of the online booking service, so you can operate at full capacity during peak season. You can also make it so that rental accommodations can only be reserved on a weekly basis.



GUESTS INCLUDED AND MAXIMUM OCCUPANCY

You can also offer accommodations that include a certain number of guests, rather than charging a per person fee. It'll be easier for you to draw up invoices, and it's more convenient for your customers since they will immediately see how much their holiday will cost. You can also use the number of guests included to differentiate between accommodation types. For example, a small tent could be for two people while a medium tent is for four. You can indicate the square footage in the text box of each accommodation.



OPERATING TIMES

For the times throughout the year when your campsite is closed, you can determine specific blackout dates for periods when your campsite cannot be booked online.



ADDITIONAL FEES

You probably provide your guests with additional services like electricity, private baths for hire or an extra parking space. Here, you also have full flexibility when it comes to configuring extras.

You can select whether a fee is required (such as an environmental fee) or an optional extra (such as Wi-Fi access). You can display your additional fees however you want.

DEPOSITS

To ensure that our online booking service only handles firm bookings, guests will always have to pay a deposit of 20%. You can also choose to increase the deposit amount or even require guests to pay the full amount upon booking.



TIP 4
To allow your customers to pay upon booking, we integrated a payment service provider.
SECURE. CONVENIENT. COMPREHENSIVE.

* Online booking is only available for countries with the currency Euro. If you have any questions or problems, please contact our German and English speaking support.

OUR PRODUCTS



TOP LISTING

Just as Camping.info has been number one on Google for years now, you can also improve your position on our website. When you're among our Top Listings, you'll be one of the first on the list of search results for your region. You'll be found even more quickly, and you'll get more clicks on your details page.



ONLINE BOOKING

In addition to providing your customers with information, do you want to encourage them to make a booking right away? Then we recommend our online booking service: You can enter your prices and accommodations into our program or import them automatically by using an interface. You'll receive bookings right from your Camping.info profile. It's more reliable and easier than ever.

PREMIUM

Get 8x as many visits to your profile and be as satisfied as the 95% of our customers who have chosen to extend this service for another year. Your Premium Entry is online immediately, so you'll see the effects right away. If you still aren't sure, you can cancel within two weeks free of charge.



SOCIAL MEDIA PACKAGES

With our Facebook page, you'll reach up to 58,500 of our fans and draw their attention to your campsite. If you have particularly stunning photos, social media sites are ideal for showing off your campsite. We will gladly assist you with our expertise in modern media.



NEWSLETTER

With our newsletter, we give you the ideal platform for thoroughly presenting your campsite. You're given a solo appearance in our newsletter, where you can inform guests about new deals and special offers. Campers especially love the newsletter giveaways. Interested? We'll be glad to give you more information!

CAMPING GUIDE

We can help you can reach your target audience offline as well: With a Premium Entry in our camping guides, you can present your campsite on one full page or on a double-page spread. This way campers will always have your site in sight. More than 10,000 camping guides are printed and sold right from our website, on Amazon and in specialized bookshops. It's the perfect addition to our online products and services!



MARKETING MIX ONE MESSAGE — MANY CHANNELS

Tap into our wide range of offerings for your success. Your campsite should have diverse strategies in order to reach the maximum number of campers. Our additional products can help you do just that.

WE'RE HAPPY TO HELP.

YOUR CONTACT

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WE STAND FOR FAIRNESS

Our camping guide is serious business: We hold ourselves accountable and ensure that we provide campers with an editorially objective product. That means that Premium campsites **cannot buy special treatment** in regard to guest reviews. With our rating management system, every campsite has the same opportunity to reply to guest reviews, to report inappropriate

comments and to be informed automatically whenever new ratings are submitted.

Other features, like the trustworthiness rating of commenters (guests), also make Camping.info a technical leader in the field. Camping.info is one of the few rating platforms in Europe that **doesn't accept anonymous guest ratings**.



» By combining our information portal with our new booking platform, we're bringing Camping.info into a new age. «

MAXIMILIAN MÖHRLE, Head of Camping.info

ABOUT US.

Camping.info is the most popular online camping guide in the German-speaking world and has been around for more than 17 years now. With our websites, printed camping guides and mobile apps, we help campers find campsites and plan their perfect camping holidays. Our team is made up of enthusiastic campers who work passionately to promote the Camping.info platform. In addition to providing information about a wide variety of campsites all across Europe, Camping.info and its community encourage a lively exchange of experiences among campers and outdoor fans.

At the beginning of 2018, Maximilian Möhrle stepped in as the new CEO and owner of Camping.info, following in the footsteps of Erwin Oberascher, who founded the company in Salzburg in 2006.

Maximilian Möhrle and his business, Max Camping, are working with the BVCD-Marktplatz and other partners to create a booking solution for campsites in Europe. He has been active in the camping sector for years and is known among many campsite owners and operators.

His experience in the field gives him a hand in managing Camping.info, the well-known review portal, and in developing its booking platform.



camping.info

**www.camping.info is a product
of the Camping.info GmbH**

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