

ADAC Camping

German Campers | How to tap into the German market

Uwe Frers, Managing Director
Cornel Straver, Market Relations Manager

Experience, trust, innovation.

Bild: Broager Strand Camping



- ADAC Camping | PiNCAMP
 - Uwe Frers, General Manager
 - Cornel Straver, Market Relations Manager
 - Simone Pokrandt, , Market Relations Manager
 - Ronald Roessel, Head of Sales and Account Management
- Hiswa-Recron
 - Jeffrey Belt
 - Arthur van Disseldorp

HISWA
RECRON



- Presentation 10.00 – 10.30 hours
 - About us
 - Corona & Camping
 - Germany (overview)
 - Camping market
 - Differences/expectations
 - How to service customers
 - Products
- Q&A / discussion 10.30 – 11.00 hours

ADAC webinar - kennis over de Duitse (kampeer)markt

8 oktober 2020

Op donderdag 8 oktober om 10 uur kun je meekijken naar een online verhaal van Cornel Straver over hoe de Duitse (kampeer)markt momenteel in elkaar steekt. Welke wensen en verwachtingen hebben Duitse gasten, hoe worden de verschillen per Nederlandse toeristische regio's ervaren en hoe speel je daar als Nederlands recreatiebedrijf op in. Cornel Straver werkt voor ADAC-Camping. Het zal vooral voor ondernemers of marketeers van campings, bungalowparken en groepsaccommodaties zeer interessant zijn, maar alle HISWA-RECRON leden met interesse in de Duitse markt, kunnen zich aanmelden.



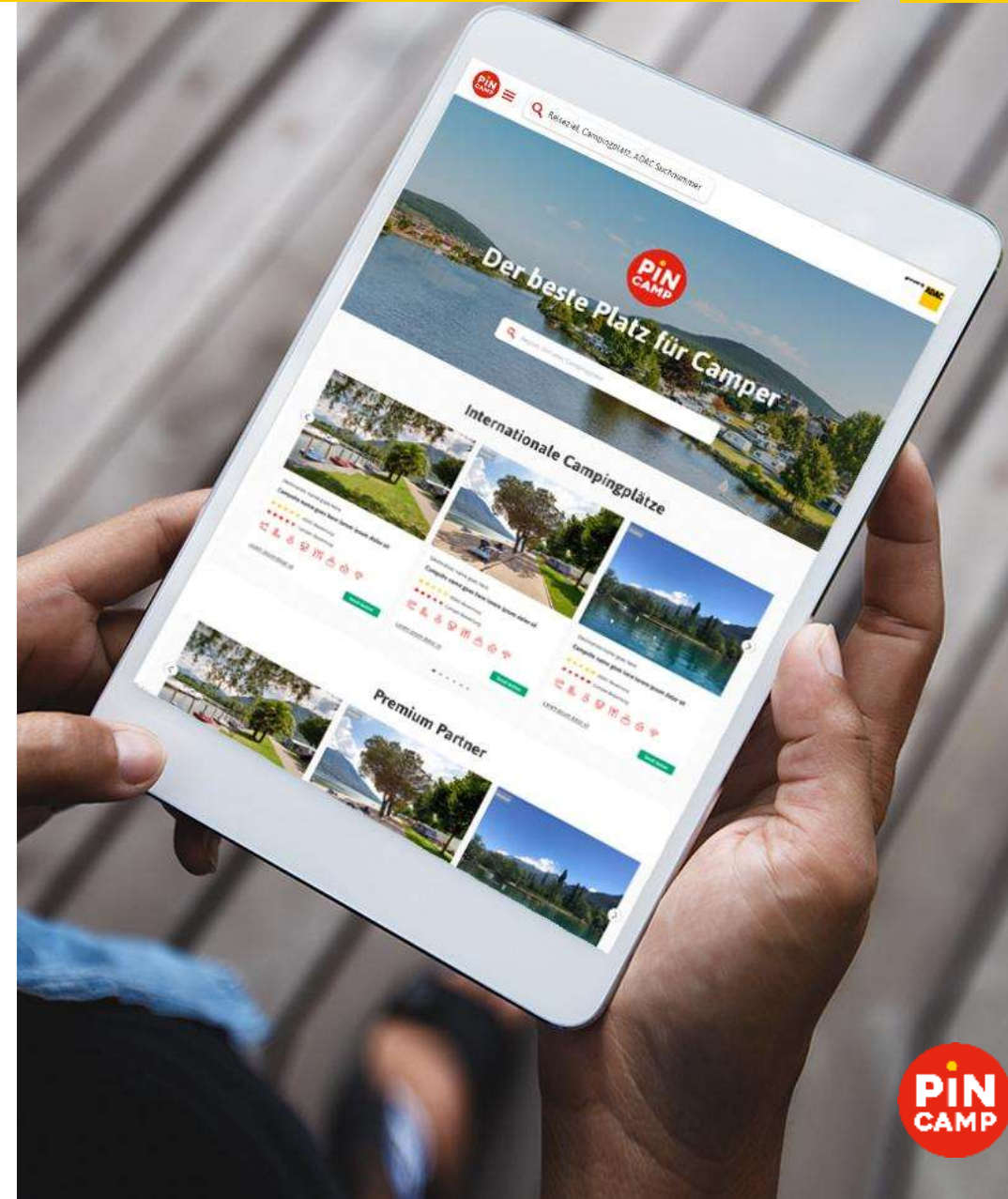
- Founded in 1903
- 21 millions members
- Second largest club of the world
- 8m visits per month on ADAC.de
- 25m route planings on ADAC maps
- 3m camping members
- 9.000 employees



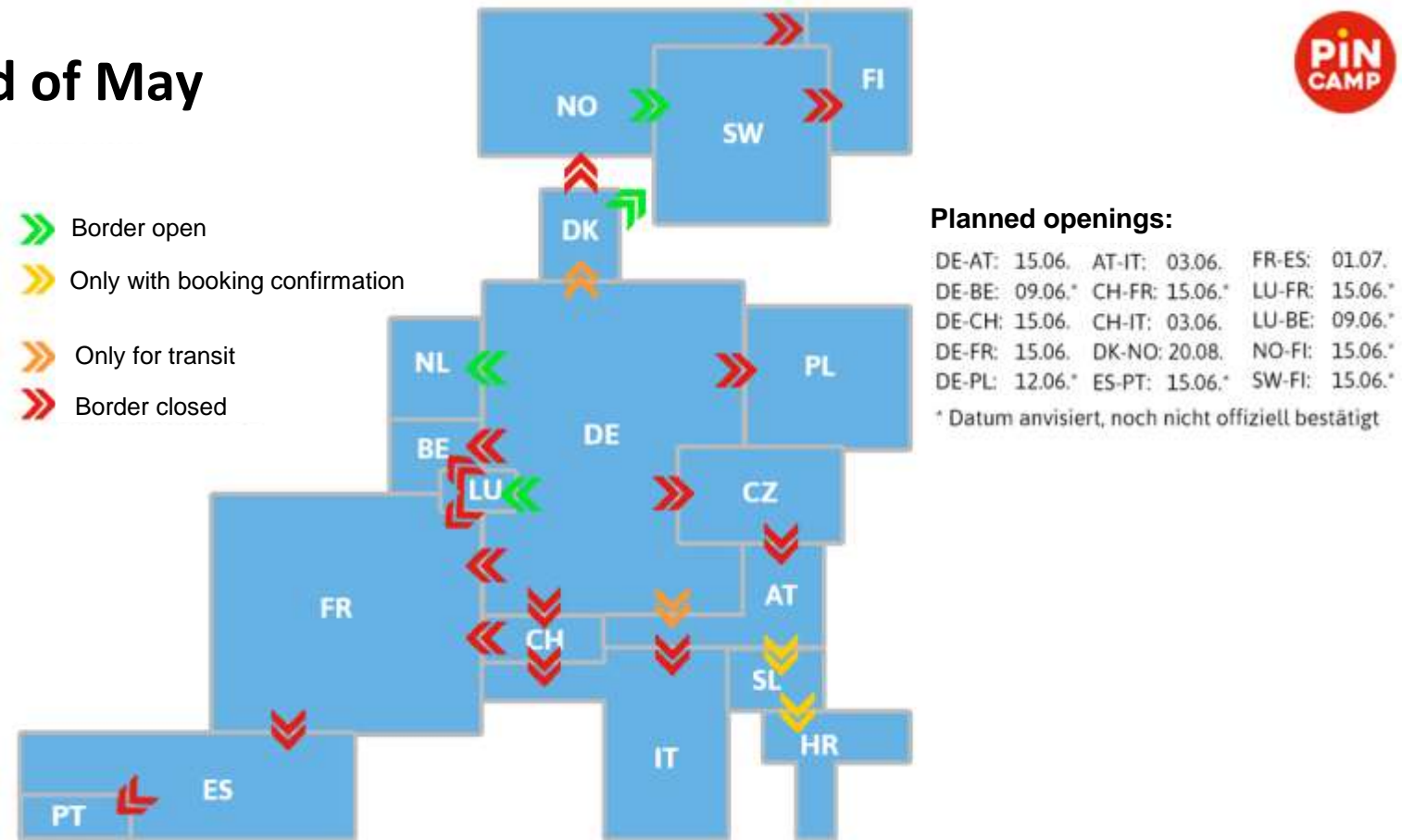
- Responsible for all ADAC camping products
- German market leader in Print and App
- 11m € investment to develop PiNCAMP, the camping booking portal of ADAC
- 50 employees
- Based in Berlin



- Launched two years ago
- 10 million visits 2020
- Most viewable camping portal on Google.de
- 9.000 campsites online
- 2.000 online bookable until end of year
- Strong on social media:
 - 65.000 fans on facebook
 - 15.000 fans on Instagram

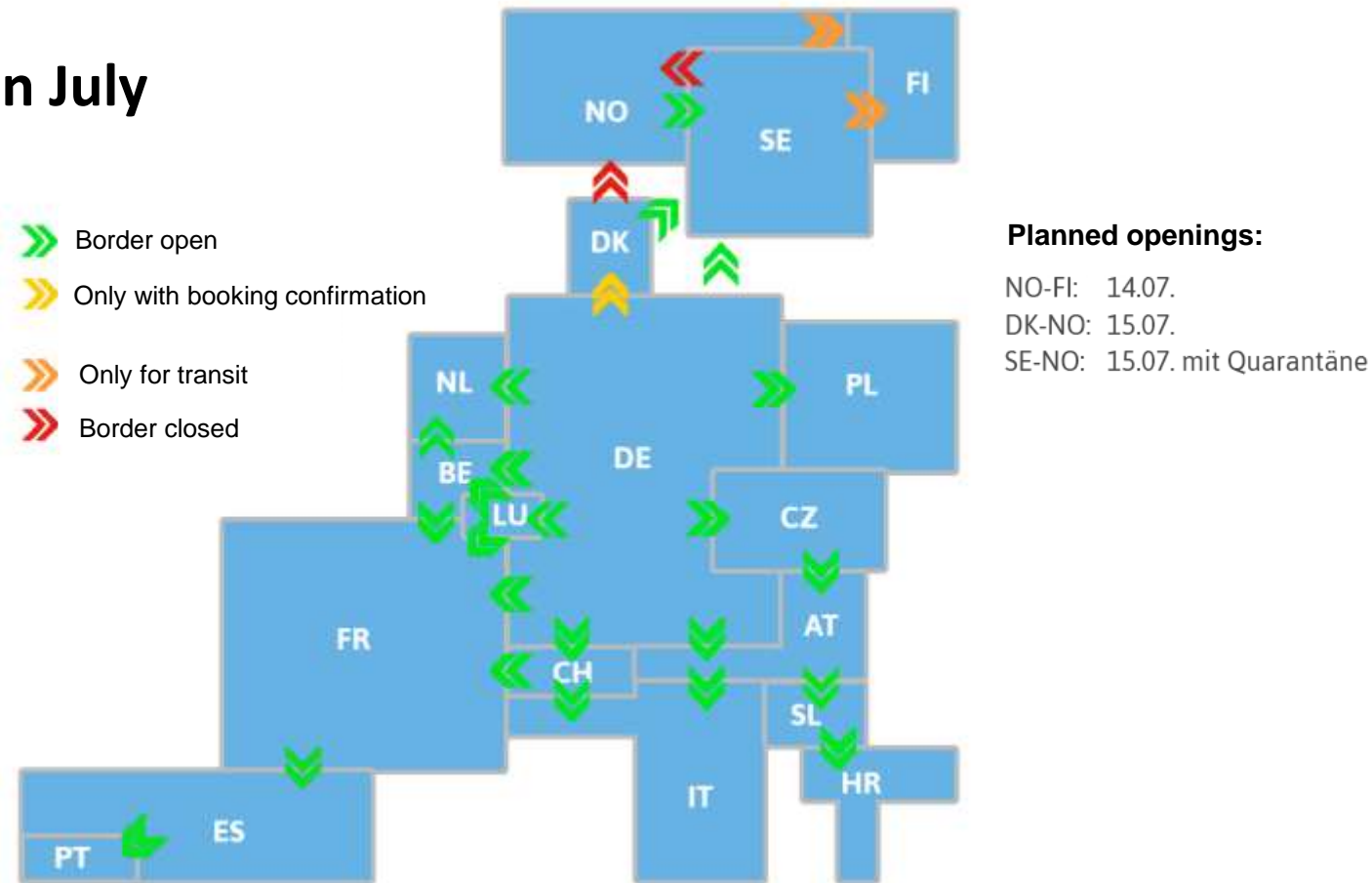


Situation end of May



End of May most of the borders were closed

Situation in July



In July the borders were largely open again from a German camper perspective

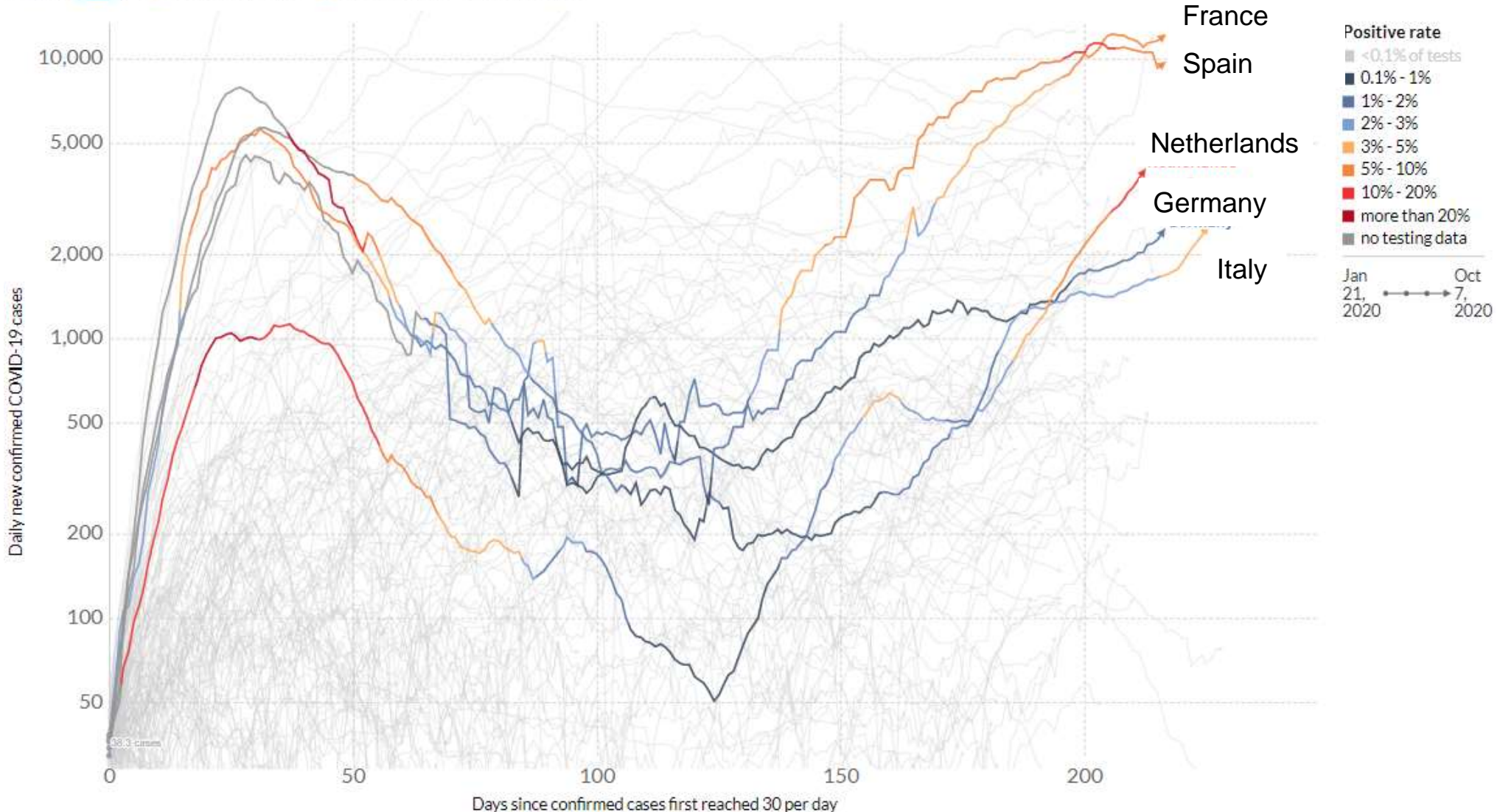
Corona | Actual situation

Daily new confirmed COVID-19 cases

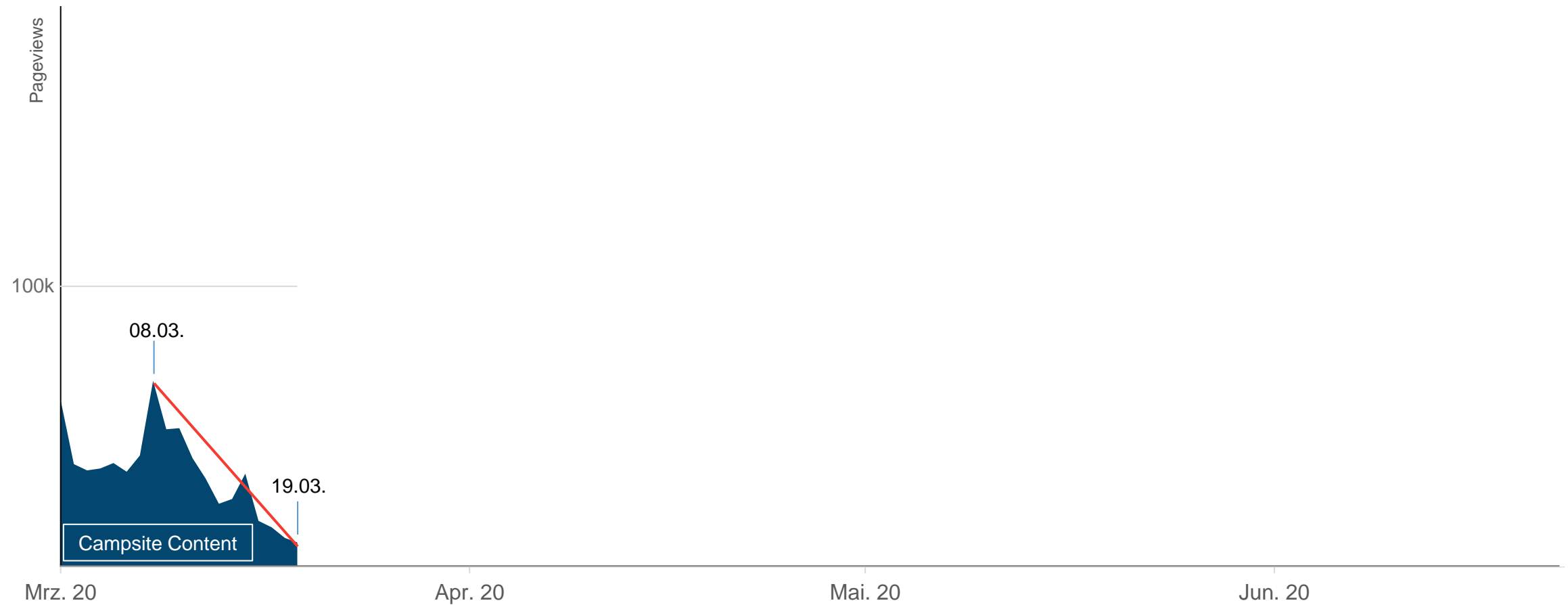
Shown is the rolling 7-day average. The number of confirmed cases is lower than the number of actual cases; the main reason for that is limited testing.

Our World
in Data

LINEAR LOG ☒ Zoom to selection ☒ Hide countries < 1 million people



PiNCAMP traffic | Changes due to Corona



Phase 1: Interest in camping massively reduced



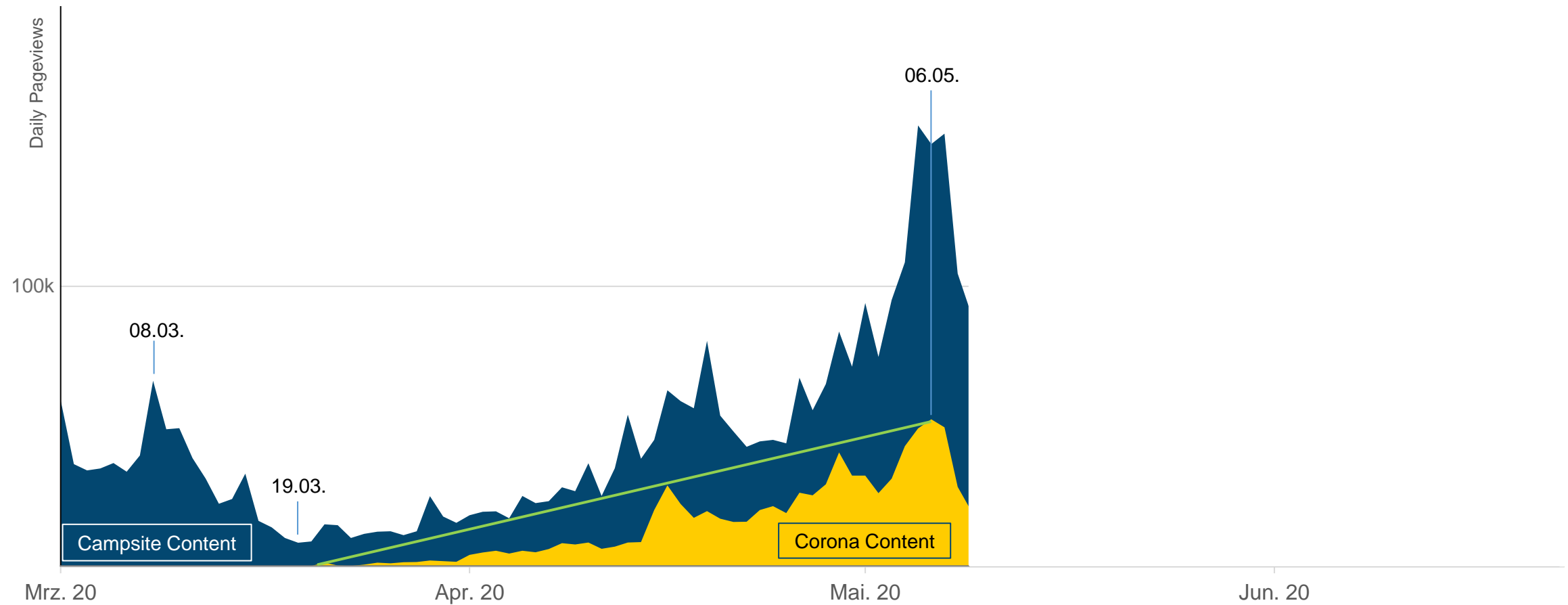
The graphic features the 'PIN CAMP' logo in a red circle at the top left and the 'ADAC' logo in a yellow square at the top right. In the center, the text 'FAQ CORONAVIRUS' is written in large blue letters, with a double-headed blue arrow pointing down to the word 'CAMPING' in similar blue letters. Below this, there is a red line-art illustration of a road signpost with two directional arrows, one pointing left and one pointing right, mounted on a red semi-circular base.

**Corona und Camping in den einzelnen Ländern:
Aktuelle Infos**

Damit du stets über die Lage in deinem liebsten Urlaubsland informiert bist, haben wir für dich stets aktuelle Infos im Überblick

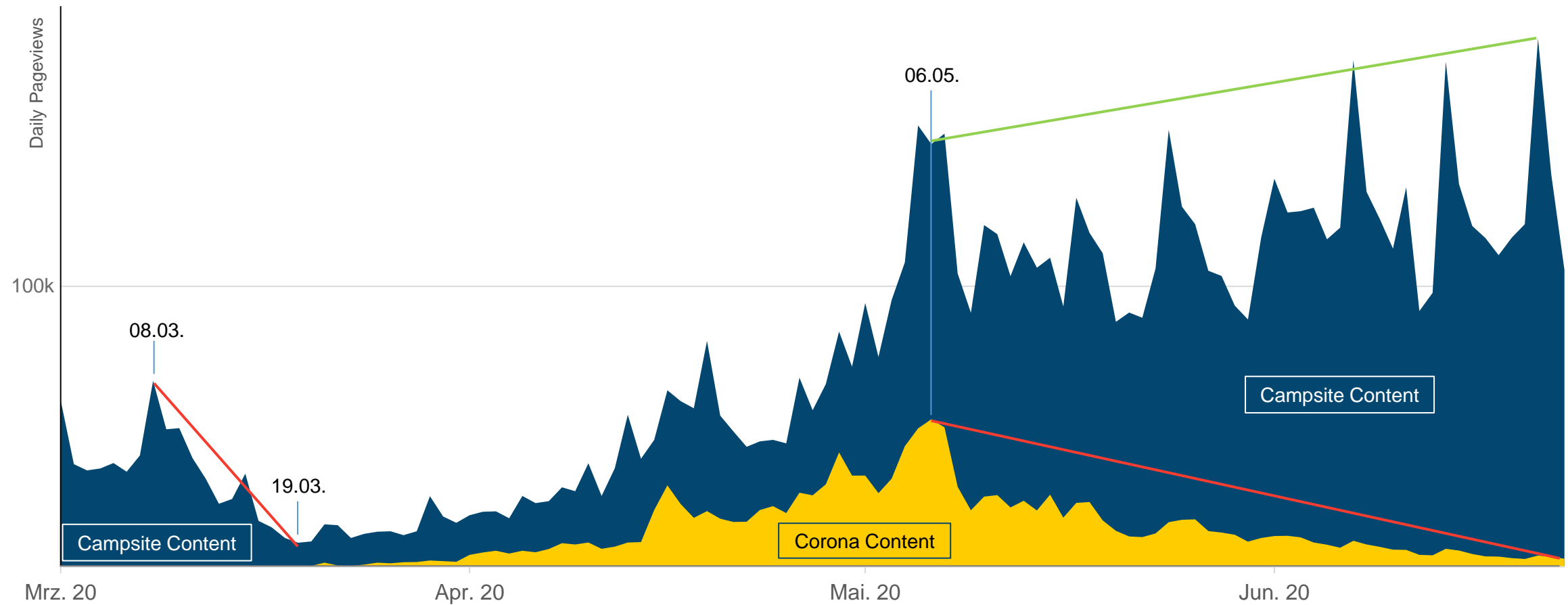
- [Camping und Corona in Albanien](#)
- [Camping und Corona in Belgien](#)
- [Camping und Corona in Dänemark](#)
- [Camping und Corona in Deutschland \(inkl. einzelne Bundesländer\)](#)
- [Camping und Corona in Frankreich](#)
- [Camping und Corona in Italien](#)
- [Camping und Corona in Kroatien](#)
- [Camping und Corona in der Niederlande](#)
- [Camping und Corona in Norwegen](#)

PiNCAMP traffic | Changes due to Corona



Phase 2: Users query Corona-specific content 1,3 million times, massive regular traffic again

PiNCAMP traffic | Changes due to Corona



Phase 3: Demand for camping explodes, campsite traffic doubles compared to 2019

Germany | How well do we know our neighbours?

- 84 million Germans
- Next to Netherlands:
 - Niedersachsen 8 million
 - Nordrhein-Westfalen: 18 million
- History
 - Relatively young country (founded in 1871)
 - 3rd of October is Unification Day (30 years since former East Germany became a democracy)
 - Different history which make them have different attitudes



Germany | Cultural differences

Cultural differences	Germany	The Netherlands
Flexibility	Technical country (make industry, detailed orientated)	Trading nation (adaptation to ever changing circumstances)
Work methods	Planning & Organisation	Pragmatism, flexibility
Agreements	Deal is a deal and is strictly to be executed	Deals are often temporary and open for negotiation
Regulations	To be followed (once decided it is no longer open for discussion)	Pragmatism and space for interpretation
Hierarchy	Clear	Less clear and 'implicite'
Decision making	Top-down	Polder model (topdown, bottom up and back...)
Football	Not as bad...	Oranje!

Germany | Differences in Communication

- A need for clear, factual communication in Germany. In The Netherlands it is more 'emotional based' (experience)
- In Germany: communication is more formal
- Quality (or features) to be mentioned in Germany. In The Netherlands modesty goes a long way.
- Germans do not know the verb polderen (a compromise / consensus is not the end result)
- We all have a sense of humour but in Germany it is used less in formal situations

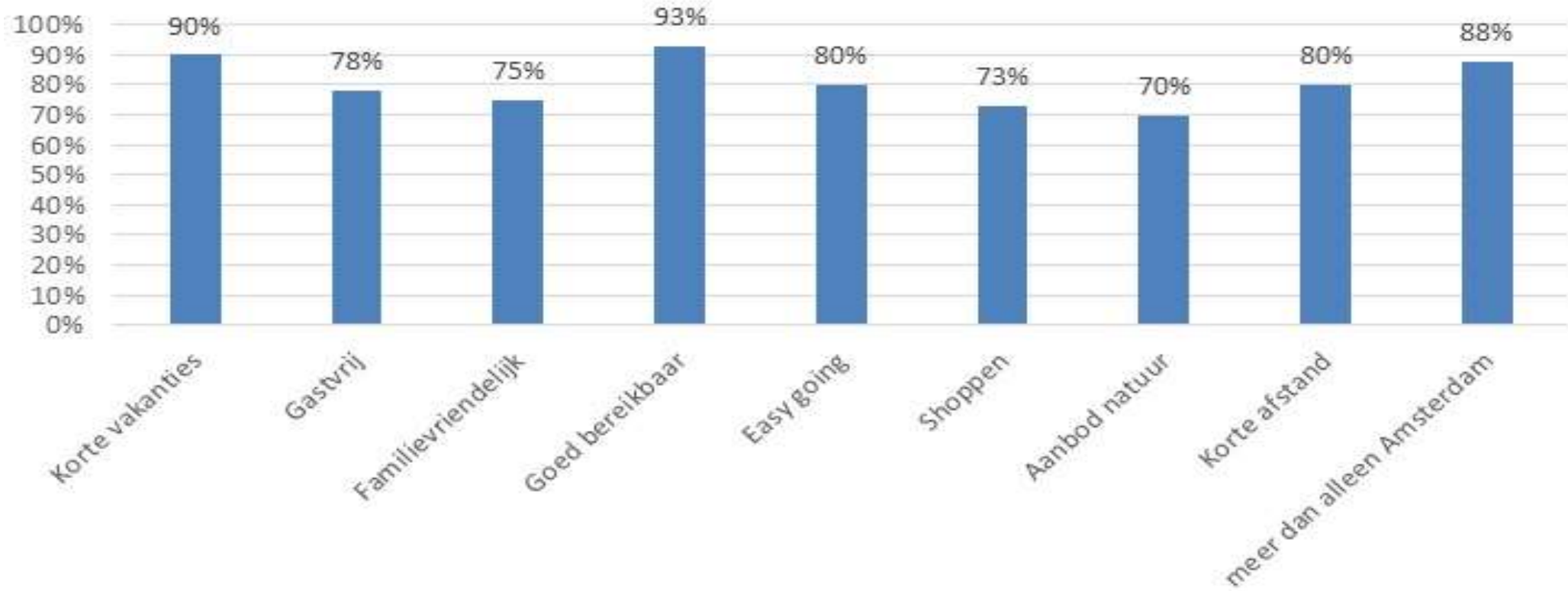


German foreign minister Heiko Maas

- 700.000 registered caravans
- 590.000 registered motorhomes
- Approx. 4,9 million overnight stays of foreign tourists in Netherlands (parks, sites)
 - 80% are Germans (3.976.000 nights)
 - Followed by Belgians (469.000 nights)
- Average daily spend: EUR 50,50 pp



Beoordeling Nederland Vakantieland voor Duitse toeristen



- Inspiration online (PiNCAMP) or print (ADAC Campingführer)
- Bookings mainly online
- Focus only on the right keywords: kids friendly (Kinderfreundlich), at the lake (am wasser) etc.
- Be online bookable (own website and PiNCAMP)
- Have a correct German language website, clear navigation (factual information next to inspirational), clear pricing and information about the surrounding area.

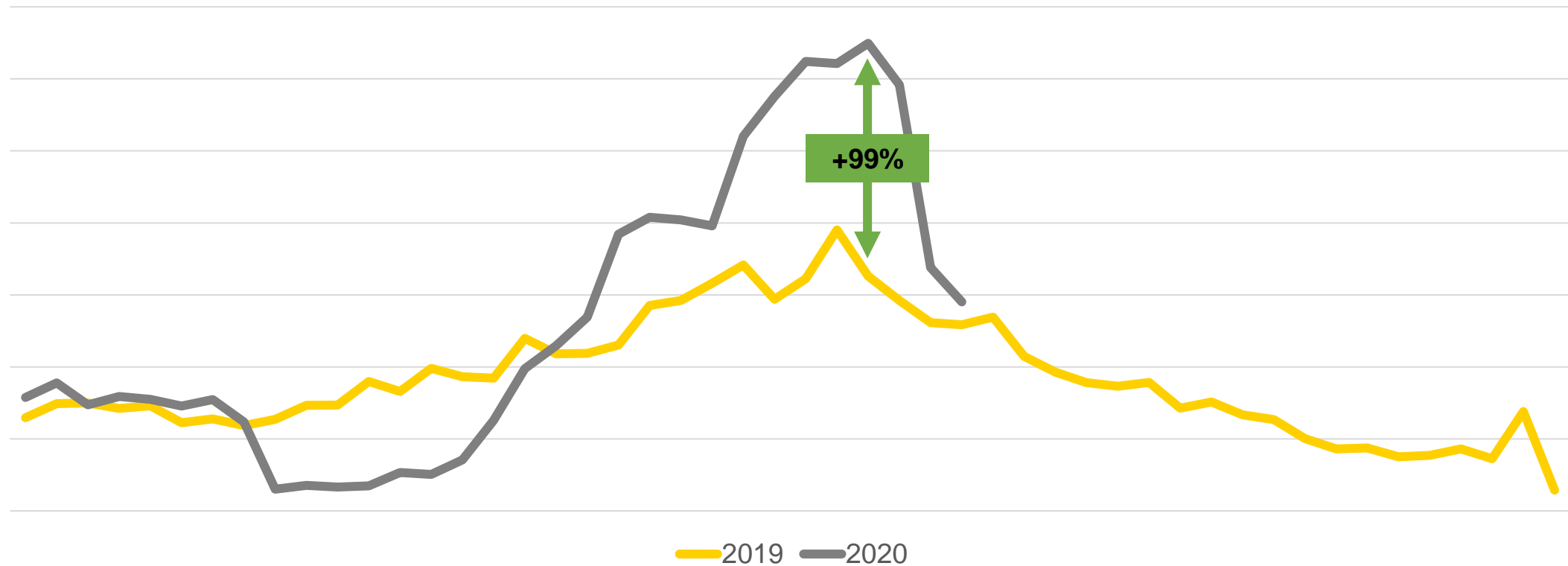


- ‘Think German’: next to being inspirational, be factual on your services (and use this in your communication and SEO).
- Website and marketing in correct German
- On-site: German signs, German menu cards, German tv in mobile homes, possibly entertainment in German
- Yes, Germans are more formal but the younger generation less so. It is okay to use e.g. “DU” on social media
- General comment: consider online persuasion (example: pincamp magazine)



- A deal is a deal: don't change that e.g. a change of a pitch does not go down well
- Providing service goes a long way (in NL it is easily mistaken as 'sucking up' but can be used as an USP).
- Generally a German customer is well prepared and is well informed about the destination. Try to surprise him/her.
- Cash is still king in Germany
- Quality is key!
- Different holiday pattern and school holidays. Amend your marketing activities





Partial demand nearly doubled

Chances for The Netherlands

- Demand for The Netherlands is increasing significantly compared to 2019
- 2021 German campers will go abroad more than ever before
- Previous destination preferences have been changed

Recommendations



1. Communication Status Quo Corona

- Communicate your hygiene rules
- Communicate the system how you control the hygiene rules
- Use campsite lighthouses as examples



We will support you with PR, Social Media and our magazin to adress the message directly to PiNCAMP users.



Recommendations



- 1. Communication: Status Quo Corona**
- 2. Partnership: Corona-aid-package**

- **Online:** New special ad to promote your campsite, no extra charge for current customers
- **Payment terms:** Individual and flexible agreements regarding the payment terms



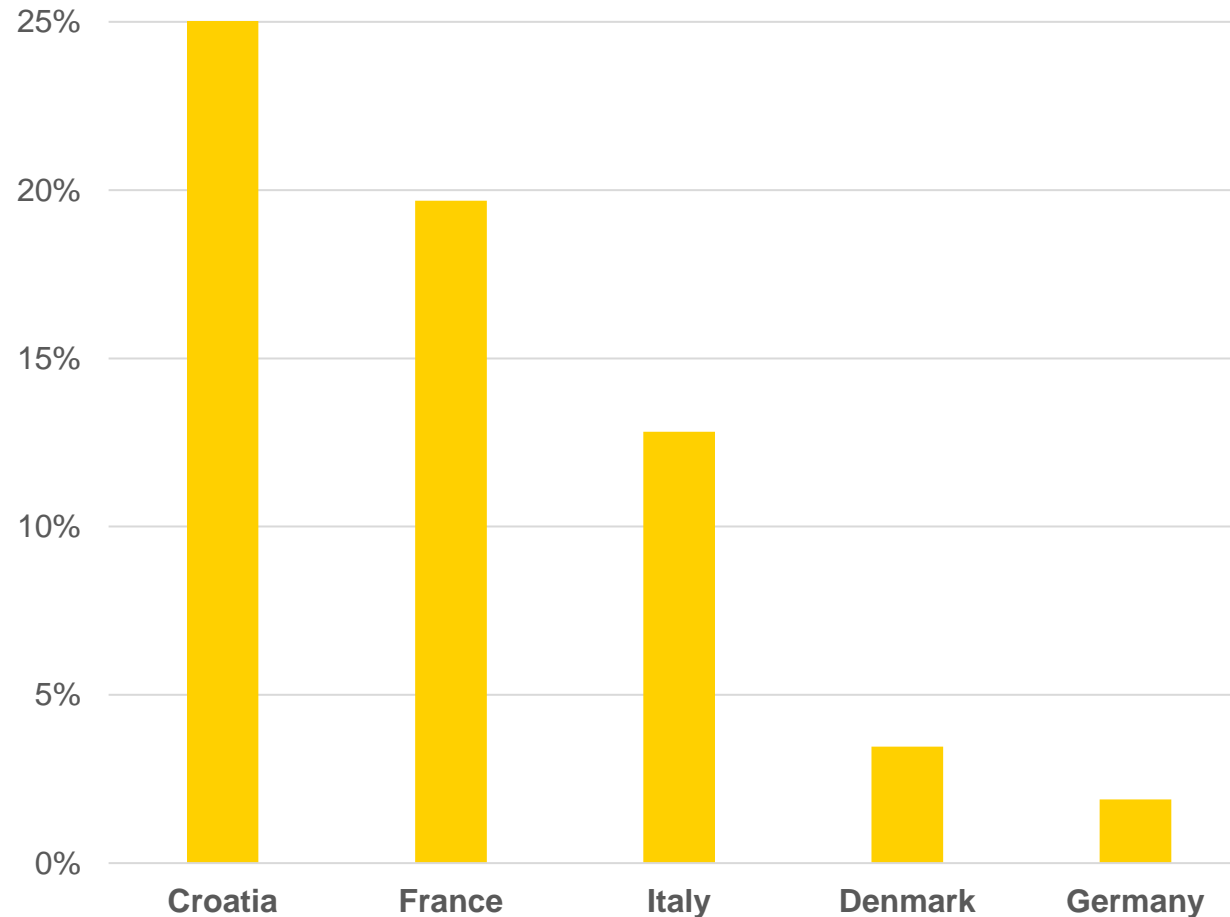
After a one-year break, German campers will travel abroad in 2021 more than ever before. To benefit from this more than other destinations, take advantage of our Corona-aid-package.



Recommendations



- 1. Communication: Status Quo Corona**
- 2. Partnership: Corona-aid-package**
- 3. Bookability: Get more campsites bookable**



Campsites which can be booked directly on PiNCAMP will become even more visible in 2021 by improving the search by date. Make all your campsites and all your inventory bookable and attract more German campers.

Netherlands has a high potential by getting campsites bookable on PiNCAMP

Recommendations

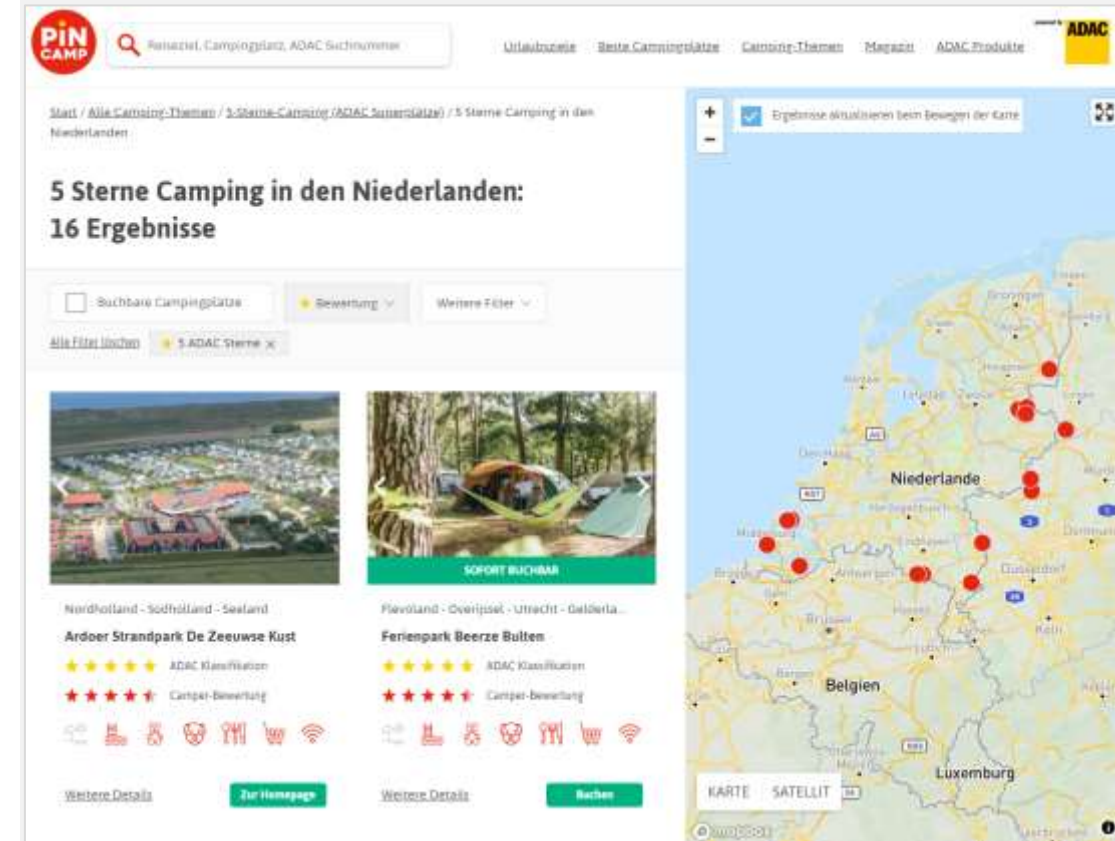


- 1. Communication: Status Quo Corona**
- 2. Partnership: Corona-aid-package**
- 3. Bookability: Get more campsites bookable**
- 4. Data: Details, opening dates, pictures**

- **Data and opening dates:**
Get your feedback to our data to attract early bookings for 2021
- **Pictures:**
Campsites with pictures get 9x more traffic on PiNCAMP than without pictures.



Up-to-date and complete data and high-quality images are proven to increase your business.



Recommendations

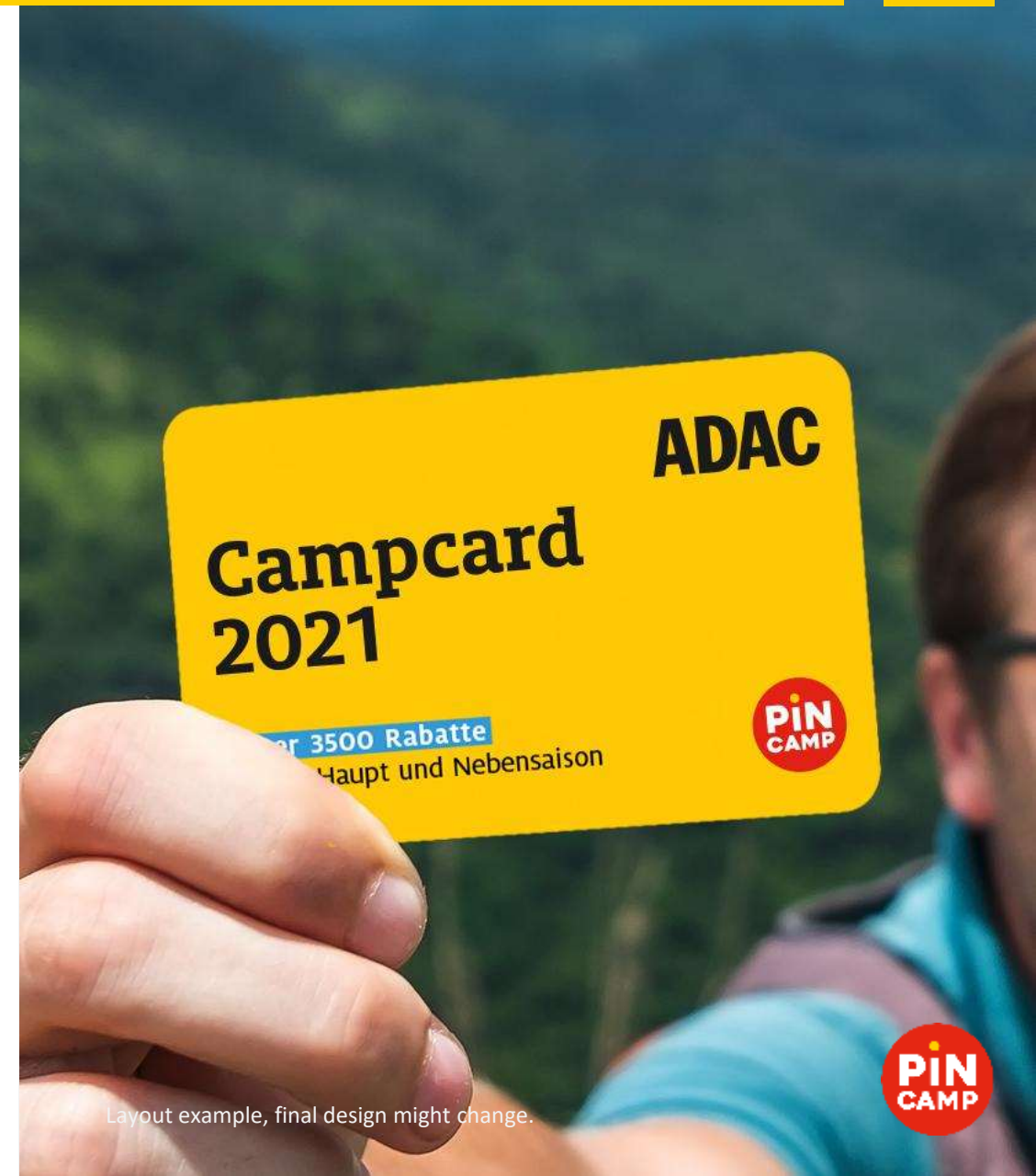


- 1. Communication: Status Quo Corona**
- 2. Partnership: Corona-aid-package**
- 3. Bookability: Get more campsites bookable**
- 4. Data: Details, opening dates, pictures**
- 5. ADAC Campcard: Relaunch 2021**

- Relaunch 2021: Simplification
- Simple discount indication from 10% on, increasing in 5% steps
- You decide whether dogs should be free
- You decide whether children up to six years should be free



Many users filter according to the ADAC Campcard. By participating you will therefore receive 35% more campsite views and significant more bookings.



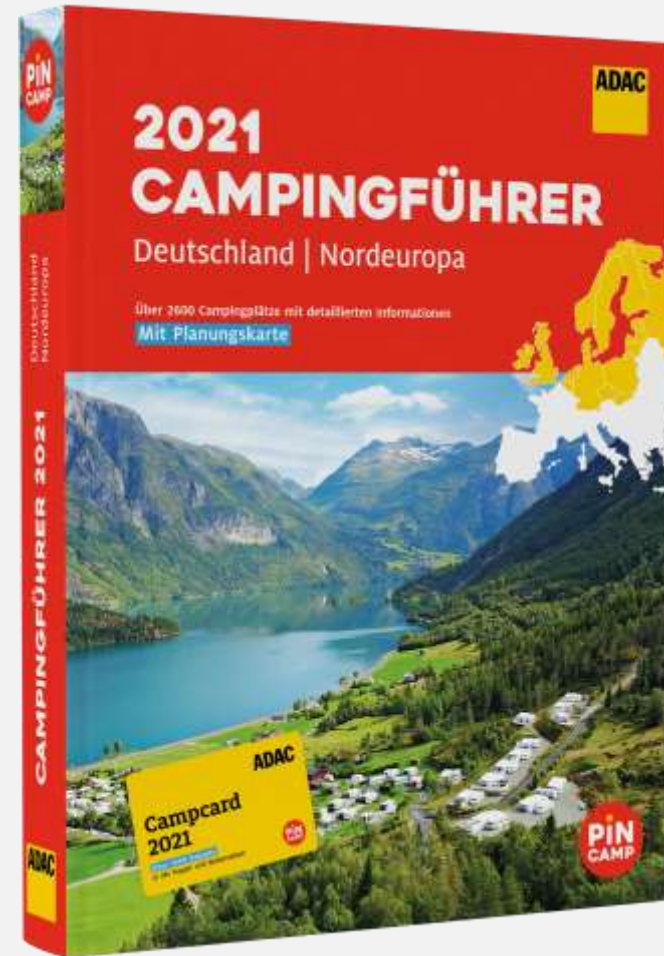
- Heterogeneous situation in Europe
- Different capacity restrictions and requirements for pitches, restaurants and sanitary facilities
- Therefore Europe-wide uniform and fair ADAC classification cannot be implemented this summer
- Data update via online questionnaire
- Stars of the current ADAC classifications will be exceptionally extended for one year



- Relaunch 2021
- High investment in optimization
- Modern layout, improved reader guidance
- POS marketing in German bookstores
- PR & marketing campaign in German media



As an advertisement partner it's a great opportunity to benefit from the big marketing campaign for the relaunch of the new ADAC Campingführer





<https://www.facebook.com/groups/campsite.business.forum/>

Become a member today to get all latest updates

Print:

- Relaunch ADAC Campingführer
- Launch „Yes we camp“ Camping magazin
- Launch three new inspirational books

Online on PiNCAMP:

- Expansion bookability PiNCAMP
- Optimization search with date
- Prominent integration mobile homes
- Launch regional country versions



Market Relations Management

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Bookability, Pictures, Data

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ADAC Camping

Thank you for your attention. Time for a discussion.

Experience, trust, innovation.

Bild: Broager Strand Camping