

**The most comprehensive set of Marketing actions for Campsites and Holiday Villages**

**INTERNET SITES: international presence**



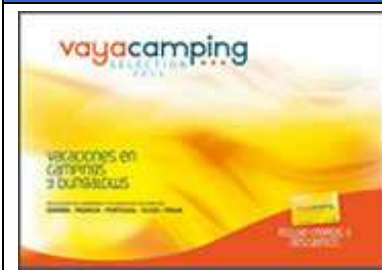
The Internet sites, translated into 7 languages, enjoy an excellent position in the search engines in Europe. With more than 3.792.000 visits in 2010, they are an essential communication channel for the international market.

[www.vayacamping.net](http://www.vayacamping.net)  
[www.vayacamping.fr](http://www.vayacamping.fr)  
[www.vayacamping.nl](http://www.vayacamping.nl)

**Average number of visits per language**

**spanish – 60%  
french – 14.1 %  
english – 8.5 %  
dutch – 6.3 %  
catalan – 5.4 %  
deutsch – 3.2 %  
italian – 2.6 %**

**VAYACAMPING SELECTION GUIDE: the information that remains**



A quality catalog, 120 pages and 158 advertisers in 2011, 15.000 copies distributed for free in the exhibitions, caravanning centres, and posted to clubs and 3000 users who have requested it. This instrument allows to impact over markets hard to reach by other means, and is an element of consultation very appreciated by the public, because most of the campsites described are of high quality, or at least the best in its region. It also contents the VAYACAMPING CLUB offers.

**TOURISM AND CAMPING EXHIBITIONS: the human contact**



VAYACAMPING participates each season in several tourism and camping exhibitions in Spain, distributing the VAYACAMPING SELECTION guide, camping brochures, and giving information to the users. The direct contact with the public allows to get first-hand trends.

**2 BIG EXHIBITIONS SPECIALISED IN CAMPING-CARAVANING**

Caravanning in Barcelona, 9 days, October

Madrid Caravanning, 9 days, March

And also the tourism exhibition EXPOVACACIONES in Bilbao

(\*) Except for changes due to the organisation

**VAYACAMPING CLUB: direct to the customer**



VAYACAMPING CLUB is a user's community (over 7000 in 2010) to which the participating campsites may propose offers, discounts or special conditions to attract them. The card is free and VAYACAMPING ensures its promotion and distribution as well as a permanent communication through the publication of the offers in the Internet site and by sending regular e-mail newsletters to the users. A very useful tool for the management of vacancies.

**The social network: FACEBOOK AND TWITTER**



VAYACAMPING publishes in its Facebook and Twitter counts general information about its activities, but also the news and offers sent by its clients.

<b>INTERNET SITE</b>		
<input type="checkbox"/>	<b>DESCRIPTION PAGE</b> of every campsite with 2 pictures, description, e-mail, link to website	<b>215 €</b>
<input type="checkbox"/>	<b>DESCRIPTION PAGE + LOCATIONS</b> , description page of the campsite + page describing the locations with picture, characteristics, prices and inclusion in the specific search, priority in the lists	<b>320 €</b>
<b>BANNERS</b>		
<input type="checkbox"/>	<b>MINI-BANNER SITE</b> 140x50 pixels, right side of the home page	<b>750 €</b>
<input type="checkbox"/>	<b>MINI-BANNER COUNTRY</b> 140x50 pixels, right side of the country page	<b>400 €</b>
<input type="checkbox"/>	<b>MINI-BANNER REGION A</b> 140x50 pixels, right side of the region page	<b>150 €</b>
<input type="checkbox"/>	<b>BANNER</b> 468x60 pixels, head side, general rotation all over the site	<b>350 €</b>
<b>VAYACAMPING CLUB</b>		
<input type="checkbox"/>	<b>OFFERS &amp; DISCOUNTS</b> published in the Offers section and in prices page of the campsite in the Internet site. Optionally, using the VAYACAMPING CLUB card to propose special conditions to the users.	<b>150 €</b>
<b>VAYACAMPING SELECTION GUIDE</b>		
<input type="checkbox"/>	<b>ADVERTISING SPACE STANDARD</b> ½ page with description, 1 picture, text, contact data in 15.000 colour brochures distributed for free in Spain.	<b>305 €</b>
<input type="checkbox"/>	<b>ADVERTISING SPACE EXTRA</b> 1 full page with your advertising	<b>560 €</b>
<b>EXHIBITIONS</b>		
<input type="checkbox"/>	<b>BROCHURE DISTRIBUTION</b> of the campsite in 3 tourism and camping exhibitions in Spain, maximum 500 units	<b>240 €</b>

**Make important savings by taking several options :**

	<b>PACKS</b>	<b>INTERNET</b>	<b>EXHIBITIONS</b>	<b>GUIDE</b>	<b>CLUB</b>	
<input type="checkbox"/>	<b>PACK GUIDE</b>	Description page + locations		Advertising space standard ½ page	Publishing offers & fidelity card	<b>555 €</b>
<input type="checkbox"/>	<b>PACK PLUS</b>	Description page + locations	Brochure distribution	Advertising space standard ½ page	Publishing offers & fidelity card	<b>655 €</b>

Prices valid up to July 2012. See more information on [www.vayacamping.net/en/advertising.asp](http://www.vayacamping.net/en/advertising.asp)

<b>ORDER FORM</b>	<p>The company indicated below confirms its participation in the promotion campaign 2012 organised by VAYACAMPING, S.L. in the marked options</p> <p>CAMPSITE/COMPANY .....</p> <p>MARKETING RESPONSIBLE .....</p> <p>Date ..... Sign: .....</p>
<b>Invoicing data:</b>	<p>NAME .....</p> <p>ADRESS .....</p> <p>POSTAL CODE ..... TOWN .....</p> <p>V.A.T. Nr. ....</p>