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International Expert Meeting  
**“Trends in Camping Tourism”**  
*Šibenik, 20 October 2011*

Camping Card International (CCI)

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*FIA Region I*



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## CCI – Who We Are?

### FIA & AIT:

- 227 national motoring and sporting organisations from 132 countries on five continents (36 million individual members only in FIA Region I)
- FIA clubs -are recognised experts on issues of concern to motorists and travellers

### FICC:

- 56 Federations and Clubs from 32 countries
- represents, protects and promotes camping at national and international level



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## CCI – What We Offer?

### The Camping Card International:



- the oldest discount card on the market (since 1953)
- recognisable image
- a respected proof of identity
- third-party liability for card owner and up to 11 companions



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## CCI – The Benefits for Campsites

- **Quick registration** - quick, simple and efficient
- **Guaranteed payment** - the CCI guarantees payment of the invoice
- **Guests quickly traceable** - trace the CCI member with just one telephone call
- **Third-party liability** - damages covered by the CCI's standard third-party liability insurance.
- **Visibility** toward tourists through the website and clubs



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# CCI Website – Campsite Search

www.amk.ro/demo/cci/campsite-search/




For quick access, place your bookmarks here on the bookmarks bar - [typed bookmarks here...](#)

admin \* Dashboard Edit Page Add New+ Comments Appearance \*

Home About CCI Brochure Campsite search Conditions Insurance Campsite owners FAQ Contact

 Choose your language: English

**CAMPING CARD INTERNATIONAL**

## Campsite search

Map Satellite Hybrid

Quick search by name:

Filters

Country

<input type="checkbox"/> Austria	<input checked="" type="checkbox"/> Belgium	<input type="checkbox"/> Croatia
<input type="checkbox"/> Czech Republic	<input type="checkbox"/> Denmark	<input type="checkbox"/> Finland
<input type="checkbox"/> France	<input type="checkbox"/> Germany	<input type="checkbox"/> Greece
<input type="checkbox"/> Hungary	<input type="checkbox"/> Ireland	<input type="checkbox"/> Italy
<input type="checkbox"/> Luxembourg	<input type="checkbox"/> Netherlands	<input type="checkbox"/> Norway
<input type="checkbox"/> Poland	<input type="checkbox"/> Portugal	<input type="checkbox"/> Romania
<input type="checkbox"/> San Marino	<input type="checkbox"/> Slovakia	<input type="checkbox"/> Slovenia
<input type="checkbox"/> Spain	<input type="checkbox"/> Sweden	<input type="checkbox"/> Switzerland
<input type="checkbox"/> United Kingdom		

Select all

Discount High Season

<input type="checkbox"/> 0%	<input type="checkbox"/> 5%	<input type="checkbox"/> 10%	<input type="checkbox"/> 15%	<input type="checkbox"/> 20%
<input type="checkbox"/> 25%				

Select all

Discount Low Season

<input type="checkbox"/> 0%	<input type="checkbox"/> 5%	<input type="checkbox"/> 10%	<input type="checkbox"/> 15%	<input type="checkbox"/> 20%
<input type="checkbox"/> 25%	<input type="checkbox"/> 30%	<input type="checkbox"/> 35%	<input type="checkbox"/> 40%	

Select all

Refresh map Save as PDF

25 campsites found

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# CCI Website – Campsite Owners Section



The screenshot shows a web browser window displaying the CCI website. The address bar shows the URL [www.imk.ro/demo/cci/campsite-owners/](http://www.imk.ro/demo/cci/campsite-owners/). The browser's address bar includes navigation icons (back, forward, refresh, home) and a search icon. Below the address bar is a bookmarks bar with the text "For quick access, place your bookmarks here on the bookmarks bar. [Import bookmarks now...](#)" and a "Other bookmarks" folder icon. The website's navigation menu includes: admin, Dashboard, Edit Page, Add New, Comments, Appearance, and a search box. The main navigation bar contains: Home, About CCI, Brochure, Campsite search, Conditions, Insurance, Campsite owners, FAQ, and Contact. The page header features a "CAMPING CARD INTERNATIONAL" logo, a language selection dropdown menu set to "English", and three circular logos: AIT, ERECCS, and FIA. A small image of a CCI membership card is displayed on the left. The main content area is titled "Campsite owners" and "For the campsite owner". It contains two buttons: "Register new campsite" and "Edit campsite details". Below this is a section titled "Why accept the CCI?" with four bullet points:

- ▶ Quick registration: You save time when registering your guests. Instead of taking the passport, you take the CCI in which all of the necessary information can be found. This is quick, simple and efficient.
- ▶ Guaranteed payment: In default of payment, the CCI guarantees payment of the invoice up to a maximum of seven days when the CCI is shown.
- ▶ Guests quickly traceable: In the case of an unforeseen calamity following a guest's stay, you can trace the CCI member with just one telephone call.
- ▶ Third-party liability: Should problems arise during a guest's stay, such as damage to the campsite or to the property of other camping guests, this damage will be covered by the CCI's standard third-party liability insurance.



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# CCI Website – Campsite Owners Registration

The screenshot shows a web browser window displaying the registration page for campsite owners on the CCI website. The browser's address bar shows the URL [www.imk.ro/demo/cc/campsite-owners/](http://www.imk.ro/demo/cc/campsite-owners/). The page features a navigation menu with links for Home, About CCI, Brochure, Campsite search, Conditions, Insurance, Campsite owners, FAQ, and Contact. The main content area is titled "Campsite owners" and includes a "Register new campsite" section. A form prompts the user to "Please fill in the details of your campsite." The form fields include: Name prefix (with examples like "Ex. Camping, Carrompale, Natiosud, Domate etc... etc"), Campsite name (with examples like "Ex. Arberg, Solsoda, MotalaLager, etc"), Address (Country, City, Zipcode, Street, Number, Number appendix), E-mail, Phone, Fax, URL, Discount High season (input field with a percentage sign), Discount Low season (input field with a percentage sign), Map coordinates (Latitude and Longitude), Password, and Re-type password. A "Save" button is located at the bottom of the form. To the right of the form is an interactive map of Europe with "Map", "Satellite", and "Hybrid" view options. The browser's top bar shows several open tabs, including "Google Docs - CCI" and "CCI Ranch List - Google Docs".



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## CCI – Other Services for Campsites

### New features under development

- Media partnership FIA and Imomarket.Com (XML export of existing campsites)
- Links to Social Media
- FIA service to campsites – CCI online software for camping slots management and booking





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## CCI 2012 – Promotion/ Awareness

For Campsites:

- Gadgets

- Stickers





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## CCI 2012 – Promotion/ Awareness

Presence at Fairs and Exhibitions

Leaflets for general public

Welcome cards for the CCI buyers

Articles in FIA's Club Magazines





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Visit our website:

[www.campingcardinternational.com](http://www.campingcardinternational.com)

Thank you for your attention !

Questions?