

International Expert Meeting "Trends in Camping Tourism" Šibenik, 20 October 2011

Camping Card International (CCI)

Irina Patrascu FIA Region I



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



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

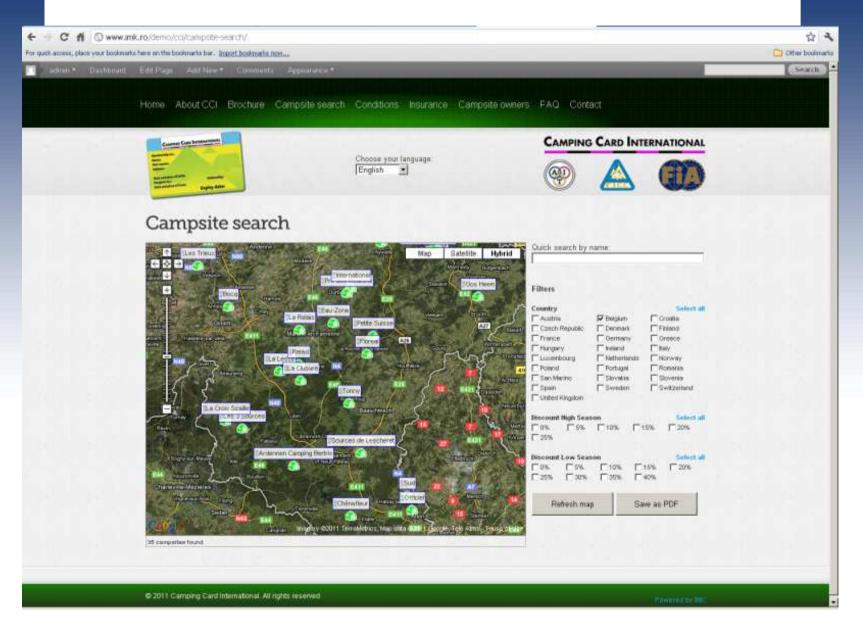


CCI – The Benefits for Campsites

- **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

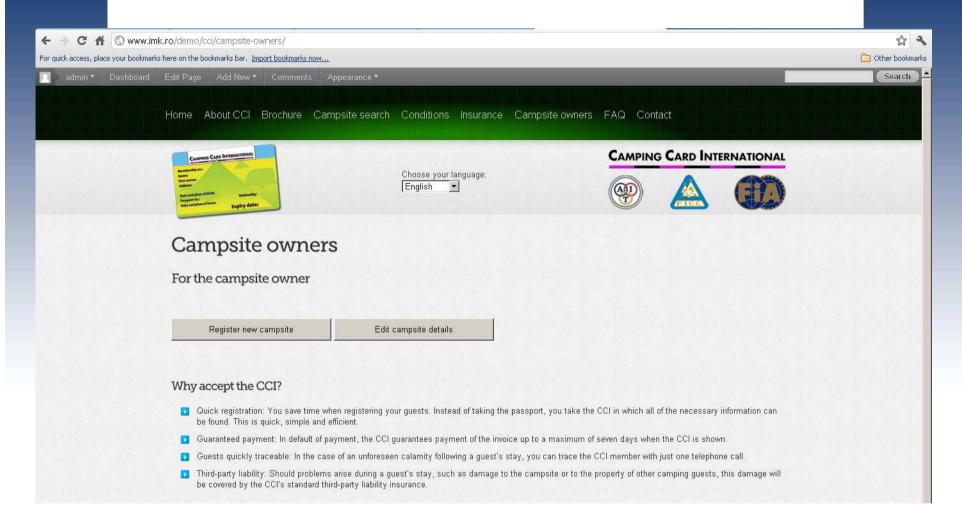


CCI Website – Campsite Search



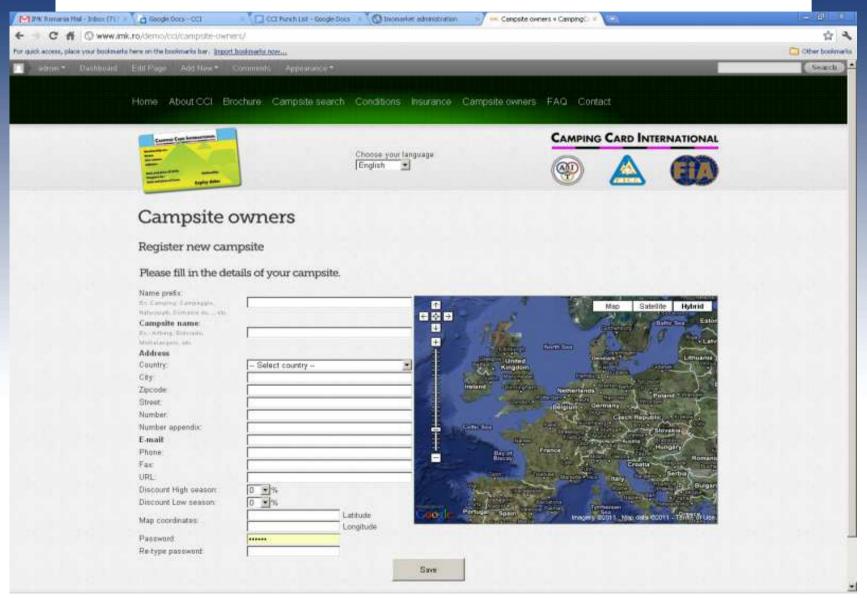


CCI Website - Campsite Owners Section





CCI Website – Campsite Owners Registration





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



CCI 2012 – Promotion/ Awareness

For Campsites:

- Gadgets



- Stickers





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





Visit our website:

www.campingcardinternational.com

Thank you for your attention!

Questions?