



FACTS & FIGURES



Facebook

2022



Community

We have 6 Facebook pages, one for each language. Fans are divided as follows

225.000 Dutch speaking (Netherlands and Belgium)

225.000 German speaking (Germany, Austria and Swiss)

200.000 Spanish speaking

100.000 French speaking (France and Belgium)

100.000 Polish speaking

125.000 English (this includes countries as Italy, Croatia, UK and Ireland)

Reach organic

Daily inspiring posts on each channel.

Total organic reach of ca. **20.000.000** views per year and 960.000 camper.

Reach paid

Ad campaigns to support realizing the goals of our partners.

Total paid reach of ca. **30.000.000** views per year and ca. **7.000.000** camper.

Bevor Corona: In the year 2019 CampingDreams had a total reach of 94.000.000

Interactions

Likes, comments, pictures viewed, link clicks. In total **7.200.000** interactions with our posts per year.

Click outs

Our partners received **1.021.029** clicks from our promotions.

Gender

79% of our fans are female
21% of our fans are male

Age

11% between 25 - 34
32% between 35 - 44
23% between 45 - 54
10% between 55 - 63
24% unknown





CampingDreams organizes at least five different theme weeks in 2023.

ORGANIC FACEBOOK MARKETING



Post example

An organic post on CampingDreams is short but sweet. It pops up in the private feed of our fans and any interaction can extend its reach beyond our community. The strength of CampingDreams is not to sell anything, we give recommendations. As a result, the trust of our loyal fans in what we say is very high.

The number of people interacting with your campsite is high. From the post, we link to our website or that of our partner. The percentage of NEW traffic is extremely high! For our partners all new potential guests!

**CampingDreams (NL, BE)**
Gepostet von Ivar Mensink · 5. März um 18:15 · 



🇫🇷 Verzorgde familiecamping met mooi aquapark in Zuid-Frankrijk! 5☆☆☆☆ Sandaya camping Sequoia Parc ligt op een prachtig landgoed en garandeert waterpret voor groot en klein! 🇫🇷
<https://go.campingdreams.com/fr/8523>



23.820
Erreichte Personen

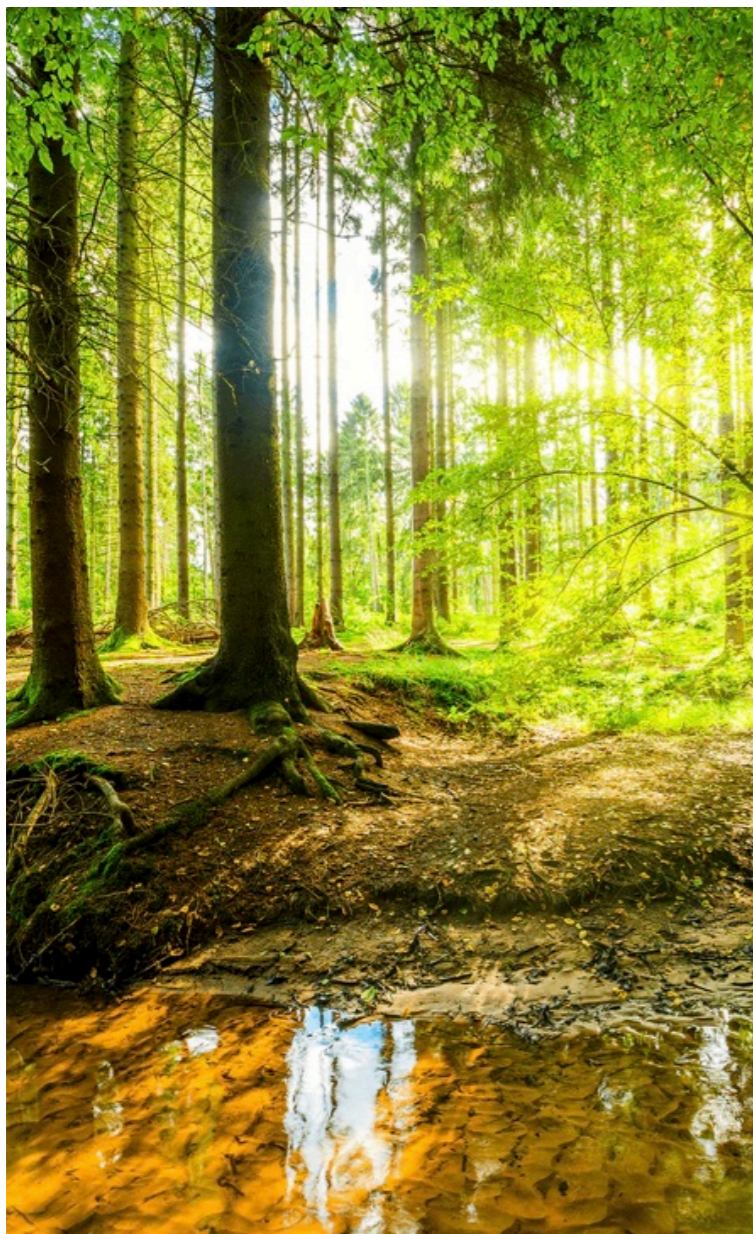
975
Interaktionen

Beitrag bewerben

  18

7 Kommentare 1 Mal geteilt

CampingDreams.com



Because of Corona, CampingDreams suffered a traffic collapse in 2020, 2021 and 2022. In 2023 we expect to reach the level of 2019 again.

Traffic

2022

Sessions 359.500

Users 271.587

Page views 506.614

2019

Sessions 1.526.526

Users 813.472

Page views 2.672.230

Source

Netherlands	40,91%
Germany	38,16%
Belgium	8,50%
Austria	5,81%
Spain	2,10%

Contact

Your contact



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