



A Caravanning Camping Website and App helping users explore Australia and connect to locations, brands and products they love.



ABOUT CAMPEDIA

Campedia Website & App is a directory & Online booking agency with over 5000+ bookable activity businesses & thousands of caravan parks, campsites & places of interest.

After developing the business, we decided to pack up our family of 5 and do some travelling. We are sharing our journey and adventures which is attracting additional traffic to the Campedia portals through our multiple social platforms which is ever building and growing a diverse targeted and engaged audience.

We are always looking for new opportunities to work with like minded companies. We designed Campedia to be a central hub for all businesses reliant on the self-drive tourist market.

If you'd love to do some amazing things with us please get in contact.

Phone: 0477 535 273

Email: admin@campedia.com.au

Download on the
App Store

GET IT ON
Google Play



CAMPEDIA

WHATS ON OFFER

Our newest feature is Banner Advertising combined with Regional area marketing!
We put your Region and Product in front of our Audience.

With this exposure we can showcase your region directly to our audience and point that audience straight back to what your region has to offer.

Campedia is targeted 100% at caravanners, campers and the selfdrive tourist market providing you with the perfect audience to visit your region.

up-to

100K+

**Mthly Website
Page Views**

20K+

**Registered
Members**



CAMPEDIA

Home Page Ad

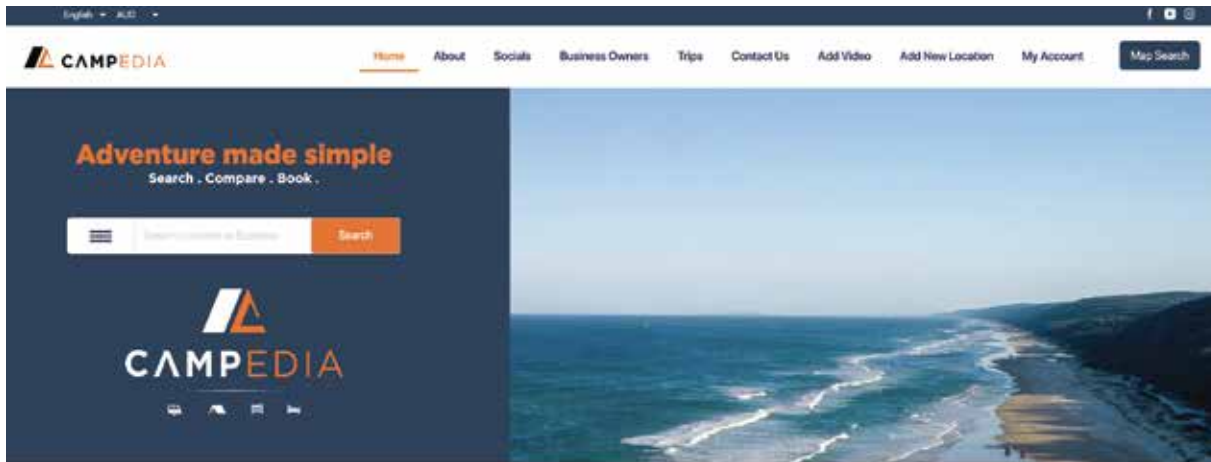
The Home page ad is where all searches start from, offering you the best position available.

The banner appears above the fold on desktop and mobile devices.

The banner size is 970px X 250px giving a large banner.

The banner can be linked through to any URL you wish.

Please [CLICK HERE](#) contact us for pricing on this position.



up-to

100K+ 20K+

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CAMPEDIA

Search Results Banner Ad & Videos

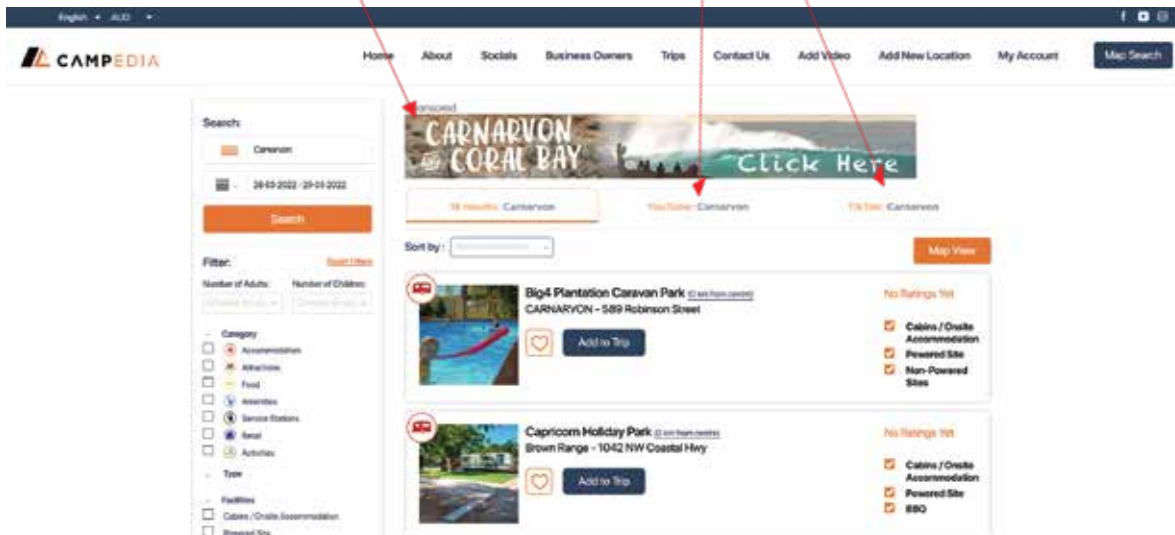
Banner Advertising
Linking to
Regional Area Information

YouTube & TikTok Videos
Promoting the area

Search Results Pages:

Search result pages appear everytime a user searches for a suburb or location providing the perfect place for your brand, message or call to action to be found.

The ad has been positioned above the page fold to assure your business and message is always the first thing to catch their eye. That means they will never have to scroll to see your brand.



up-to

100K+ 20K+

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CAMPEDIA

Regional Area Pages

Regional Information:
 Campedia provides upto 5 pages of information about your region. Each page is able to have videos and links to your area tourism page showing the Campedia user what is on offer.

The Campedia team work with you ensuring all information is relivant and upto date.

up-to
100K+ **20K+**
 Mthly Website Page Views Registered Members

CAMPEDIA

Search Results Banner Ad & Videos

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English AUD

Home About Socials Business Owners Trips Contact Us Add Video Add New Location My Account Map Search

Search: Carnarvon

28-03-2022 - 29-03-2022

Search

Filter: [Reset Filters](#)

Number of Adults: Choose an op... Number of Children: Choose an op...

Category

- Accommodation
- Attractions
- Food
- Amenities
- Service Stations
- Retail
- Activities

Type

Facilities

- Cabins / Onsite Accommodation
- Powered Site

Sponsored

CARNARVON AND CORAL BAY Click Here

18 results: Carnarvon YouTube: Carnarvon TikTok: Carnarvon

Sort by: Recommendation Map View

Big4 Plantation Caravan Park (0 km from centre)
CARNARVON - 589 Robinson Street

No Ratings Yet

- Cabins / Onsite Accommodation
- Powered Site
- Non-Powered Sites

Add to Trip

Capricorn Holiday Park (0 km from centre)
Brown Range - 1042 NW Coastal Hwy

No Ratings Yet

- Cabins / Onsite Accommodation
- Powered Site
- BBQ

Add to Trip

up-to

100K+ 20K+

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CAMPEDIA Ads

Details Page Ads

Your Banner Ad will appear above every location in your Region.

This placement is shared with a maximum of 5 other ads at any one time providing they are non conflicting.

The screenshot shows the Campedia website interface. At the top, there is a navigation bar with links for Home, About, Sitemap, Business Owners, Tips, Contact Us, Add My Ad, Add New Location, My Account, and Map Search. Below the navigation bar is a search bar with filters for region and type. The main content area is titled "Big 4 Plantation Caravan Park" and features a large image of a swimming pool with children playing. Below the main image are three smaller images showing different activities at the park. The text below the images describes the park's facilities and amenities, including a swimming pool, playground, and caravan hire.

up-to

100K+ 20K+

**Mthly Website
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SOCIAL STATS

Monthly Stats AS AT 20TH JUNE 2020

100K+ **20K+**

**Mthly Website
Page Views**

**Registered
Members**

11K+

**Facebook
Followers**

194K+

**Facebook
Post Reach**

839+

**YouTube
Subscribers**

68K+

**YouTube
Views**



CAMPEDIA Ads

Summary

An example Bundle Campaign:

QLD Search Results Ad with the bonus Details page Ad's is over **13,700 placements** throughout the campedia website.

If you want to reach this target audience this is the most cost effective advertising available.

Contact us today for pricing and bundles.

up-to

100K+ 20K+

**Mthly Website
Page Views**

**Registered
Members**

FACEBOOK

AUDIENCE

@CAMPEDIA.COM.AU

11.1K+

Followers

195.6K+

Post Reach

55%

Female

45%

Male

25-64

Female age range

25-64

Male age range

40.7% - QLD

21.8% - NSW

14.8% - VIC

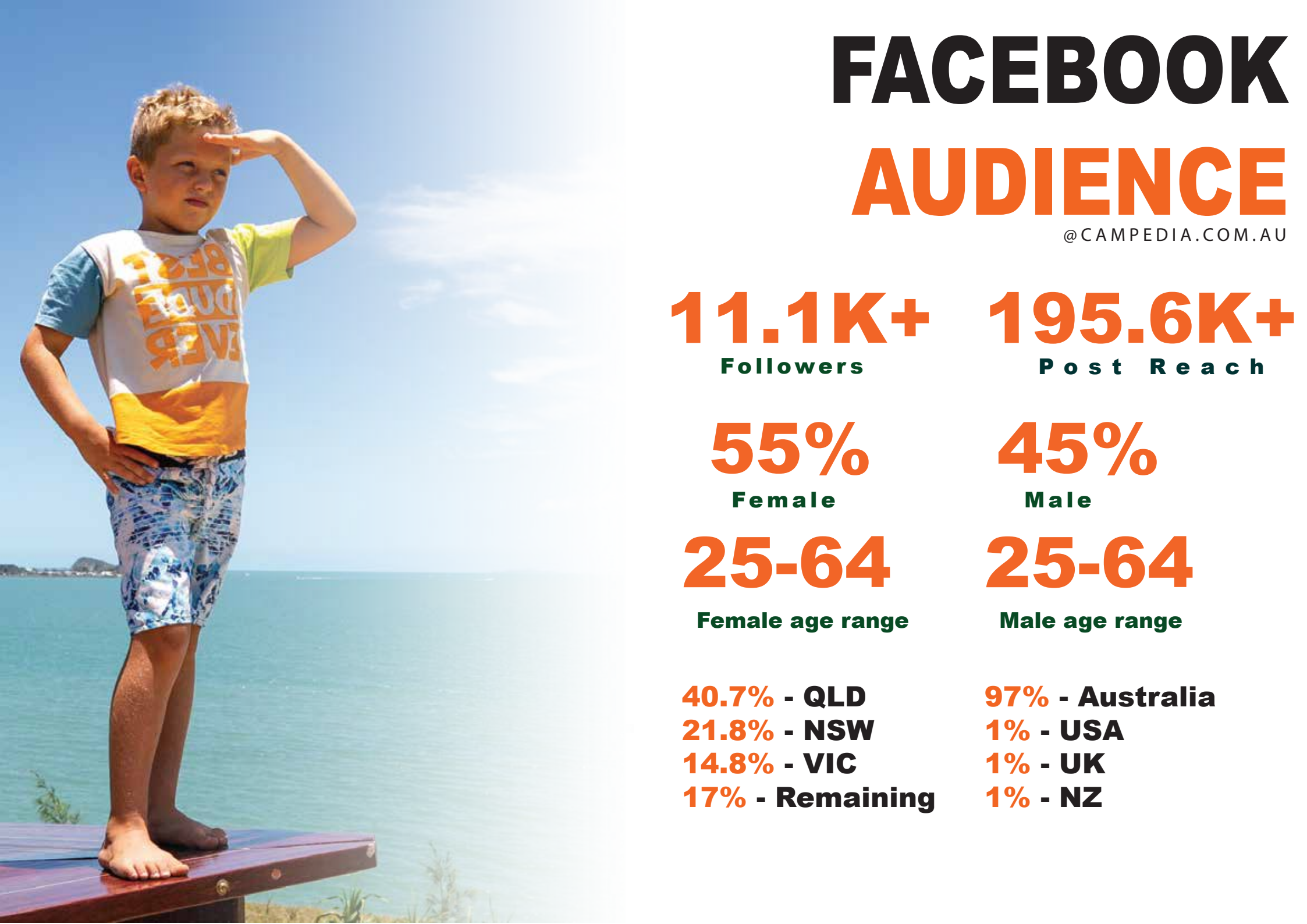
17% - Remaining

97% - Australia

1% - USA

1% - UK

1% - NZ





CAMPEDIA

DIRECTION

With the industry booming Campedia is filling the gap of being the Online Travel Agency for caravan parks, campgrounds and activity based businesses. Campedia is also a directory of locations ranging from dump points, lookouts and waterfalls.

Campedia is the first OTA to connect to the Online reservation management systems and allows users to book by site size.

We are continually upgrading the App and Website to not only enhance the users experience but allow greater exposure for third party brands and products.

Campedia has proven to be the one stop shop for the caravanning and self-drive tourist market by continually growing our audience with so many new and seasoned travelers joining us by downloading the App and viewing the Website everyday.

up-to

100K+ 20K+

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LET'S WORK TOGETHER

Greg Hollier

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[@campedia.com.au](#)

