

20 December 2016

Media Release

Social media targets young campers

Young international visitors who like to free camp on their travels around New Zealand are being targeted with an informative social media campaign this summer to encourage them to behave responsibly.

The campaign is being mounted by the Responsible Camping Forum with funding from a dozen Forum members. It launches today.

It is targeting 18-35 year olds travelling in privately-owned and rented vehicles. While the major rental vehicle operators provide camping information to their clients, providing private vehicle owners with good information has been challenging, Tourism Industry Aotearoa Advocacy Manager Steve Hanrahan says.

“At its last meeting in October, the Forum agreed to try a social media approach. We know this group are keen users of technology, so over the next 3-4 months, we’ll be using [Facebook](#) and [Instagram](#) to share information on where to camp and how we expect campers to behave,” Mr Hanrahan says.

Users can like, comment on and share posts. They can also write their own posts and tag the accounts, on Instagram with @campingnz and on Facebook with @campnz.

“We’ll be targeting information to appear when travellers need it most, around popular freedom camping sites, as well as travel locations like airports.”

The central message continues to be ‘Assume nothing – always ask’ before deciding to freedom camp. Two apps – Camping NZ and Campermate – offer excellent information, while i-SITE Visitor Information Centres and Department of Conservation Visitor Centres can also help.

“Most freedom campers – New Zealanders and international visitors – obey the rules and act responsibly. We hope this campaign will help campers by providing them with reliable information on local rules and camping etiquette when and where they need it,” Mr Hanrahan says.

The Forum has welcomed the newly released Department of Internal Affairs [report on freedom camping bylaws](#) and the work the Department is doing to support council management of freedom camping.

“With support from central and local government, we can work to ensure that campers behave responsibly and that free camping can continue to be an option enjoyed by both New Zealanders and our international visitors,” Mr Hanrahan says.

TOURISM INDUSTRY AOTEAROA

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A decorative graphic consisting of three thick, parallel red diagonal stripes running from the bottom right towards the top left, located in the bottom right corner of the page.

About the Responsible Camping Forum

The New Zealand Responsible Camping Forum was established in 2007. Led by TIA, it brings together representatives from the tourism industry, rental vehicle operators, and central and local government. For more information, visit <https://tia.org.nz/advocacy/tia-projects/responsible-camping/>

The new social media campaign is supported by:

- Department of Conservation (DOC)
- Dunedin City Council
- Escape Rentals
- Holiday Accommodation Parks Association of New Zealand (HAPNZ)
- Local Government New Zealand (LGNZ)
- New Zealand Motor Caravan Association (NZMCA)
- Rankers
- Spaceships
- Tasman District Council
- Tourism Holdings Ltd (*thl*)
- Wellington City Council
- Wilderness Motorhomes

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KEY FACTS

- Tourism in New Zealand is a \$95 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$55 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand's foreign exchange earnings (year ended March 2016).
- 13.2% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 332,322 people are working in the visitor economy.
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tia.org.nz for more information

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