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Media release

## **Freedom camping website re-launched**

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Travellers to New Zealand can find resources on being responsible campers in one handy site, with the re-launch of Tourism Industry Aotearoa's freedom camping website.

Designed to be a 'one-stop shop' for travellers to New Zealand, the newly re-designed [freedomcamping.org](http://freedomcamping.org) site explains what is classed as freedom camping, where travellers can camp depending on their mode of travel, and rules, regulations and good practice around rubbish, waste and water usage.

Visitors to the site can search by region for campsites, and are encouraged to download the Campermate and Camping NZ apps to ensure they are prepared on the road.

The website re-launch coincides with the Government's announcement of \$8.5 million of funding towards freedom camping management, and last week's release of the Responsible Camping Working Group report. The report detailed the Group's recommendations for managing freedom camping in New Zealand, including legislative reviews and a marketing campaign.

TIA Chief Executive Chris Roberts, who was an industry representative on the Working Group, says the improved website is a valuable investment into ensuring New Zealand's visitors know how to be respectful and safe while travelling and camping.

"Campers are an important sector of the New Zealand's tourism industry. They travel widely through the country, tend to stay a long time and spend money on a wide range of goods and services. Those who choose to free camp are likely to also use commercial options like holiday parks during their visit.

"We have a vested interest in making sure that they are well-equipped to enjoy the classic Kiwi camping experience, while respecting our natural environment and host community. The website re-launch is one step towards managing freedom camping in a way that benefits everyone."

The camping website is an initiative of the Responsible Camping Forum, consisting of representatives from the tourism industry as well as local and central government, and produced in partnership with the Tourism Industry New Zealand Trust (TINZT).

### **TOURISM INDUSTRY AOTEAROA**

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“We look forward to continuing to ensure that New Zealanders and our international visitors can still choose camping as a uniquely Kiwi way of experiencing our country.”

TIA’s freedom camping website can be accessed at [freedomcamping.org](http://freedomcamping.org)

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#### KEY FACTS

- Tourism in New Zealand is a \$99 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 \$59 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 2017).
- 14.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 399,150 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](http://www.tia.org.nz) for more information

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