

Responsible Camping Research 2019/20

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Executive summary

Responsible camping (also known as freedom camping) is a popular, low-cost accommodation option for domestic and international visitors. The responsible camping system has been put under pressure in recent years due to strong growth in demand, prompting the Minister of Tourism to establish the Responsible Camping Working Group (Working Group) in 2018.

The Ministry of Business, Innovation and Employment (MBIE) has commissioned the research presented herein to fill some of the critical information gaps identified by the Working Group. The research was conducted under tight time constraints in January and February 2020 so that results could be reported by the end of March 2020.

Responsible camping is something that travellers can choose to do within a trip, but most people who responsible camp also use other forms of accommodation during that trip. Defining someone as a responsible camper is therefore not as straightforward as defining them by a fixed attribute such as age or gender.

For the purposes of this study a responsible camper is **a person who has spent at least one night responsible camping in New Zealand during the recall period**. This definition captures the full spectrum of travellers who responsible camp – from those who spend a high percentage of their visitor nights responsible camping to those who responsible camp only once.

Our analysis shows that the attributes and behaviours of responsible campers differ based on where they usually reside and the type of vehicle they use. This makes it difficult to reach general conclusions about the responsible camping market. It is therefore most insightful to view the data at a segmented level in order to understand responsible camping in New Zealand:

- Domestic responsible campers
- International responsible campers who purchased their own vehicle
- International responsible campers who hired a budget vehicle
- International responsible campers who hired a premium vehicle

Key findings

Responsible camping volumes

Our estimates suggest that just over 245,000 people responsible camped in New Zealand in calendar year 2019, of which around 63% (154,000) were international visitors and the remaining 37% (91,000) were New Zealand residents. These campers generated 2.67 million responsible camping nights at an average of 10.9 nights per person.

The three most popular areas in New Zealand for responsible camping were all in the South Island: Tasman district (151,000 responsible camping nights), Queenstown-Lakes District (137,000) and Christchurch city (128,000).

The most popular North Island areas were Thames-Coromandel district and Tauranga city with 127,000 and 126,000 responsible camping nights respectively.



Responsible camper profiles

- The average age of a domestic responsible camper was 63.3 years of age. The average age of an international responsible camper who purchased their own vehicle was 26.1 years compared with 32.6 for those who hired a budget vehicle and 41.8 years for those who hired a premium vehicle.
- Most responsible campers in each international segment come from the UK & Europe, with the balance mainly coming from Australia and the Americas.

Vehicle features

- Around 95% of domestic responsible campers used a vehicle with a toilet (in-built or portable). In-built toilets were much more common than portable toilets.
- Among international responsible campers, premium hire vehicles were much better equipped for responsible camping than budget hire vehicles or purchased vehicles.
- In-built toilets were used by a significantly higher percentage of responsible campers than portable toilets across all segments.
- Almost all domestic responsible campers with an onboard toilet were able to access it at all times, compared with 93% of international premium hirers, 83% of international budget hirers and 59% of international visitors who purchased their own vehicle.
- Around 87% of domestic responsible campers used a vehicle with a blue self contained sticker and 84% used a vehicle with a certified self contained warrant during their last camping trip.
- All premium vehicles hired by international visitors had a certified self contained warrant, compared with 47% of budget vehicles and 63% of purchased vehicles.
- Around one quarter of budget vehicles and purchased vehicles used by international responsible campers had neither a blue self-contained sticker nor a self certified warrant.
- The average number of sleeping berths in vehicles used by domestic responsible campers was 3.46 compared with 2.02 for international responsible campers who purchased their own vehicle, 2.16 for those who hired a budget vehicle and 3.72 for those who hired a premium vehicle.
- Most responsible campers travelled in groups of two, with solo travel being the next most common option for all but the premium hire segment. The average number of people traveling in the vehicle was 2.06 for domestic responsible campers, 2.73 for those hiring a premium vehicle, and slightly less than 2 for the other international segments.



Visitor nights and expenditure

- New Zealand residents spent an average of 16.7 nights away from home on their last domestic trip involving responsible camping, of which 6.9 nights were spent responsible camping.
- International responsible campers who purchased their own vehicle stayed an average of 211 nights in New Zealand, with just over half being responsible camping nights. Those who hired a budget vehicle stayed an average of 47.5 nights in New Zealand (20.4 nights spent responsible camping) and those hiring a premium vehicle stayed an average of 32.3 nights (11.6 nights spent responsible camping).
- The most common modes of accommodation used by domestic responsible campers were designated responsible camping sites (34.3% of nights), NZMCA parks (23.9%) and commercial campgrounds (15.5%). International responsible campers spent between 17.2% and 33.9% of their nights in commercial campgrounds.
- International responsible campers who purchased their own vehicle spent an average of \$6,081 per vehicle and \$3,694 per person.
- Domestic responsible campers spent an average of \$552 per person per trip, with \$177 being spent on food and drink and \$161 on vehicle fuel and maintenance.
- International responsible campers who purchased their own vehicles spent an average of \$7,912 per person per trip, compared with \$5,864 for those who hired a budget vehicle and \$4,890 for those who hired a premium vehicle.
- When vehicle hire is excluded international responsible campers who purchased their own vehicles spent an average of \$7,891 per person per trip, compared with \$3,691 for those who hired a budget vehicle and \$2,687 for those who hired a premium vehicle.
- Domestic responsible campers spent an average of \$43.5 per visitor night, with \$14 being spent on food and drink and \$12.7 on vehicle fuel and maintenance.
- International responsible campers who purchased their own vehicles spent the least at \$37.6 per visitor night, compared with \$123.5 for those who hired a budget vehicle and \$151.3 for those who hired a premium vehicle.
- When vehicle hire is excluded international responsible campers who purchased their own vehicles spent an average of \$37.5 per visitor night, compared with \$77.8 for those who hired a budget vehicle and \$83.2 for those who hired a premium vehicle.



Social and environmental impact

- Around 84% of domestic responsible campers interacted with local residents while they were responsible camping, compared with 88% of international visitors who purchased their own vehicles, 75% of those who hired a budget vehicle and 73% of those who hired a premium vehicle.
- High percentages (86%-94%) of domestic and international responsible campers who interacted with local residents described their interactions with local residents as very positive or positive.
- Dump stations at campgrounds, petrol stations and in public areas were the most common sites for toilet waste and wastewater disposal among those who reported using an onboard toilet, shower or tap. Some domestic responsible campers also disposed of their waste on their own properties at the end of their trip.
- Public rubbish bins and their own homes were the most popular places to dispose of rubbish for domestic responsible campers, although campgrounds and refuse/recycling facilities were also commonly cited. For international responsible campers, campgrounds and public rubbish bins were the most common places to dispose of rubbish, although petrol stations and refuse/recycling facilities were also popular.
- Around 76% of New Zealand residents think that responsible camping has negative impacts on the local environment. This view is shared by councils and DOC rangers in key responsible camping regions who still face problems like ablutions in natural areas, littering and misuse of local waterways.
- Around 55% of New Zealand residents would like to see more restrictions placed on responsible camping.
- Councils and DOC rangers in key responsible camping areas recommend an increase in self-containment standards and better education programs for responsible campers to mitigate responsible camping impacts.

Behaviours and motivations

- Lower cost and better scenery were the most common motivations for responsible camping across all segments.
- Convenience and seclusion were more important factors for New Zealand residents than they were for international visitors.
- Around 71% of domestic responsible campers slept in a campervan/motorhome when they last responsible camped, and a further 20% slept in a caravan. International responsible campers stayed in a range of vehicle types that reflected the types of vehicles they purchased or hired. Purchased vehicles were mainly campervans (55%), vans (26%) and cars (13%), while budget hires were predominantly campervans (75%) and vans (16%). Premium hire vehicles were exclusively campervans.
- International visitors are more likely to recommend responsible camping in New Zealand than New Zealand residents, although all segments have a relatively high propensity to promote.
- The Net Promoter Score for domestic responsible campers was 25 compared with 48 for international visitors who purchased their own vehicles, 34 for international visitors who hired a budget vehicle and 54 for international visitors who hired a premium vehicle.



1 Introduction

Responsible camping (also known as freedom camping) is a popular, low-cost accommodation option for domestic and international visitors. The responsible camping system has been put under pressure in recent years due to strong growth in demand, prompting the Minister of Tourism to establish the Responsible Camping Working Group (Working Group) in 2018.

The Working Group has recommended long-term policy and regulatory changes to improve the responsible camping system, and short-term practical actions to help councils manage responsible camping in their regions. They have also identified critical data gaps that need to be filled to help inform important decision-making processes, particularly at a national level. For example, it is not known how many people choose to responsible camp in New Zealand, who they are, or what the economic, environmental and social outcomes of responsible camping are.

The Ministry of Business, Innovation and Employment (MBIE) has commissioned the research presented herein to fill some of the critical information gaps identified by the Working Group. The main objectives of the research are to:

- Estimate the national and regional volumes of responsible camping activity in New Zealand;
- Identify the demographics of responsible campers;
- Identify the economic, environmental and social outcomes caused by responsible camping;
- Identify the behaviours and motivations of responsible campers;
- Identify the formats people use when responsible camping; and
- Determine the extent to which responsible campers use other forms of commercial accommodation during their trip.

The research was conducted under tight time constraints in January and February 2020 so that results could be reported by the end of March 2020.

1.1 What is responsible camping?

Responsible camping means staying overnight free-of-charge on public land that is not a commercial campground or holiday park. Responsible camping is therefore primarily defined by where people choose to stay overnight. The most common modes of accommodation used to responsible camp are campervans/motorhomes, caravans, vans, cars and tents.

Responsible camping is often described as a style of travel, but this is not the case. Responsible camping is something that travellers can choose to do within a trip, but most people who responsible camp also use other forms of accommodation during that trip. Defining someone as a responsible camper is therefore not as straightforward as defining them by a fixed attribute such as age or gender.

For the purposes of this study a responsible camper is **a person who has spent at least one night responsible camping in New Zealand during the recall period**, which is consistent with the definition used by MBIE in previous studies. This definition captures the full spectrum of travellers who responsible camp – from those who spend a high percentage of their visitor nights responsible camping to those who responsible camp only once. The recall period for international visitors is their most recent trip to New Zealand, and the recall period for New Zealand residents is the last 12 months (March 2019 – February 2020). Only trips lasting 365 days or less are included in the analysis.



The table below provides a high-level summary of the attributes of trips involving at least one night of responsible camping. These results show that, on average, domestic responsible campers spend 41.3% of their nights responsible camping on a trip, and international responsible campers spend between 35.8% and 52.2% depending on the status of their vehicle.

Table 1 Attributes of trips involving responsible camping

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Av. nights per trip	16.7	210.6	47.5	32.3
Av. responsible camping nights	6.9	110.0	20.4	11.6
Responsible camping share	41.3%	52.2%	43.0%	35.8%

1.2 Approach

Our approach was designed to achieve the required research outcomes by leveraging existing data sources and survey distribution channels. This allowed us to deliver high-quality research within the tight timeframes of the project. Our main data sources were:

- CamperMate/GeoZone data – GPS data acquired from smart phone applications linked to the GeoZone platform. A high percentage of responsible campers use CamperMate or other camping apps supported by the GeoZone platform (with CamperMate being the most popular).
- A.I. camera pilot – a new MBIE-funded programme that provides real time counts of responsible camping vehicles using in situ cameras at 10-12 popular responsible camping sites and A.I. counting technology.
- Online surveys of responsible campers distributed through a diverse range of channels:
 - CamperMate
 - New Zealand Motor Caravan Association (over 54,000 individual members as at March 2020)
 - All Points Camping Club (2,132 members as at March 2020)
 - NZ Lifestyle Camping
 - Responsible Camping Association
 - Campervan rental companies
- Online surveys of New Zealand residents to understand the social impacts of responsible camping from a host region perspective.
- Interviews with council staff and DOC rangers in relevant areas to understand the environmental impacts of responsible camping on host communities.

The table below shows how these data sources were used to address each of the project requirements.



Table 2 Data sources used to inform the responsible camping research

Project requirement	CamperMate/ Geozone data	A.I. camera pilot	Responsible camper surveys	Resident surveys	Interviews with councils and DOC
National & regional volumes of responsible campers	✓	✓	✓		
Demographic profiles of responsible campers	✓		✓		
Economic impact of responsible campers	✓		✓		
Environmental impact of responsible campers			✓		✓
Social impact of responsible campers			✓	✓	
Behaviours & motivations of responsible campers	✓		✓		
Camping formats of responsible campers			✓		
Modes of accommodation used by responsible campers	✓		✓		

1.2.1 Market segmentation

For the purpose of this study, all responsible campers have been classified into two main groups based on their country of residence:

- **Domestic:** New Zealand residents who have completed a domestic trip in the last 12 months involving at least one night of responsible camping.
- **International:** Foreign residents who are traveling or have recently travelled to New Zealand for a period not exceeding 12 months and have responsible camped for at least one night during their trip. International visitors are divided into three sub-groups based on how they acquired the vehicle they used to access responsible camping sites:
 - Own vehicle: International visitors who purchased their own vehicle.
 - Budget hire: International visitors who hired budget vehicles from vehicle rental companies (based on price point and vehicle features).
 - Premium hire: International visitors who hired premium vehicles from vehicle rental companies (based on price point and vehicle features).

Our analysis shows that responsible camper attributes and behaviour differ markedly across these segments, making it difficult to reach general conclusions about the responsible camping market. It is therefore most insightful to view the data at the segmented level in order to develop a robust understanding of responsible camping in New Zealand.



1.2.2 Survey samples

The online survey of responsible campers was completed by 7,328 unique respondents including 6,823 New Zealand residents and 505 international visitors. The international market was further divided into those using their own vehicles, those hiring a budget vehicle and those hiring a premium vehicle. The sample sizes for each respondent group are shown in the table below.

Table 3 Number of responses to responsible camper survey

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Responses	6,823	274	141	90

The online survey of New Zealand residents was completed by 4,257 unique respondents over a two-month period (February and March 2020). The survey questions were included in Fresh Info's Domestic Visitor Survey which is administered monthly.

The survey of council staff and DOC rangers was answered by 14 respondents via email and phone. The regions represented in the feedback were:

- Tauranga City
- McKenzie District
- Queenstown-Lakes District
- Tasman District
- Rotorua District
- Buller District
- Westland District
- Gisborne/East Coast
- Wairarapa
- Coromandel
- Nelson
- Franz Joseph
- Punakaiki
- Haas

1.2.3 Analysis of responsible camper survey data

The 7,328 responses to the survey of responsible campers were divided into the four responsible camper segments described above:

- Domestic respondents
- International visitors who purchased their own vehicle (Own vehicle)
- International visitors who hired budget vehicles from vehicle rental companies (Budget hire)
- International visitors who hired premium vehicles from vehicle rental companies (Premium hire)

All subsequent analysis was conducted at this segmented level to ensure that similarities and differences between these groups weren't suppressed through averaging or offsetting behaviour.

The reported results are unweighted, which means that each response is treated equally in the analysis (as opposed to each response being 'scaled' or 'weighted' to represent the specific attributes of the population of responsible campers). Unweighted estimates were used for two reasons:

1. Analysing and presenting data for each segment separately reduced the need for weighting because key differences in the sample data were already being controlled for through the segmentation process.



2. We did not know enough about the attributes of the population of responsible campers to develop a weighting scheme that could be applied either within or across segments. This is a constraint that could potentially be addressed in subsequent research.

Most of the results presented herein are based on direct counts of responses to the survey of responsible campers, with no additional data treatments or statistical processes applied. For example, 83.8% of domestic respondents said they interacted with local residents when they last freedom camped, so that is the value presented in the report.

The only data points requiring additional processing were those relating to expenditure. This was necessary because some respondents were unable to recall what they spent on certain items and therefore answered “don’t know” rather than providing an amount. In such cases it was necessary to fill the gap with an “imputed” value, which is a best estimate of the unknown value.

Imperfect recall of expenditure is a common problem in tourism surveys, so we designed our survey logic to respond to this. We used a three-staged approach to capture the expenditure data:

1. Present the respondent with a list of common tourism items (including a catch all “other” category) and ask them which ones they spent money on during their trip.
2. Ask the respondent how much money they spent on each item they said they spent money on. Respondents are instructed to provide no value if they can’t recall how much they spent on the item. These cases become “don’t knows” in the data.
3. Those who do provide values in the step above are asked how many people their expenditure covered. This is important because many costs are shared between people who travel together.

The specific survey questions are presented in the Appendix. The expenditure imputation process leveraged this information to replace “don’t know” responses with estimated values. The following process was used within each responsible camper segment to achieve this:

1. Calculate known spend per person for each expenditure item, calculated as reported expenditure divided by the number of people the expenditure covered.
2. Replace “don’t know” responses for each expenditure item with estimates derived from the known spend per person estimates above. For some expenditure items these estimates were simple per person averages, while for others they were based on per visitor night averages.

Once the “don’t know” responses were replaced with estimated values, the expenditure data tables were considered to be complete. The average spend per person estimates were then calculated for each expenditure item within each segment by summing the expenditures of all respondents and dividing the resulting total by the number of respondents. The average spend per visitor night estimates were calculated for each expenditure item within each segment by summing the expenditures across all respondents and dividing this total by the sum of reported visitor nights.



1.2.4 Definitions

Responsible camping: Staying overnight free-of-charge on public land that is not a commercial campground or holiday park.

Responsible camper: A person who has spent one or more nights responsible camping in New Zealand during the recall period.

Responsible camping night: One person responsible camping for one night.

International visitor: A foreign resident who travels to New Zealand for a period not exceeding 12 months for purposes other than the exercise of an activity remunerated from within New Zealand.

Domestic visitor: A New Zealand resident who travels more than 40 kilometres from their usual residence for purposes they are not remunerated for.

Domestic Visitor Survey: Monthly online survey of New Zealand residents used to measure domestic tourism activity in New Zealand.

Last responsible camping trip: The last trip completed by a New Zealand resident in the past 12 months that involved at least one night of responsible camping.



2 Responsible camping volumes

Responsible camping volumes are extremely challenging to estimate due to the absence of counting mechanisms at either “official” or “unofficial” responsible camping sites. Vehicles are being counted at some popular sites using AI counting technology, and some sites are being monitored as part of the Responsible Camping Ambassador Programme – a government initiative that aims to manage the impacts of responsible camping through better education and information. However, these initiatives are limited to a relatively small number of sites, and do not provide enough information to reliably estimate responsible camping volumes.

Our approach has involved working with technology provider GeoZone to leverage data collected through their network of free travel apps, which are widely used by responsible campers in New Zealand. These apps are GPS enabled which means that GeoZone receives geolocation data (latitude and longitude) when users interact with them. This provides a rich, but partial dataset that we have used as the foundation for estimating responsible camping volumes in New Zealand.

A significant amount of additional work was required to fill gaps in the GeoZone data and then scale it to the full population of responsible campers (including non-GeoZone users). At a high level the estimation process involved:

- Removing datapoints from the GeoZone data to leave each user with only one geolocation each day (they generate a new datapoint every time they interact with the app). This was the overnight location in instances where that was known (GeoZone has a process for determining this), or the last recorded location on that day. The resulting database had 8.8 million rows, with each row representing an overnight location for a user.
- Building a database of known responsible camping sites and commercial accommodation providers in New Zealand, including geocodes (accommodation database).
- Matching the geolocation data with the accommodation database to assign overnight locations in the GeoZone data to known accommodation sites/establishments.
- Undertaking further analysis of unmatched GeoZone locations to discover unknown accommodation sites/establishments, which were added to the accommodation database.
- Establishing rules for assigning unmatched locations to an accommodation type based on their attributes.
- Scaling the responsible camping estimates to fill gaps in the GeoZone data (days when no geolocation data was received by GeoZone). This provided a population estimate of responsible camping activity generated by GeoZone users.
- Scaling the GeoZone estimates to the full population of responsible campers, including non-GeoZone users. This was informed by a question in the responsible camper survey which asked respondents how many people in their vehicle were using apps connected to the GeoZone platform.

Our analysis was conducted at a highly granular level to enable estimation of responsible camping activity at a Territorial Authority level. A process chart is contained in the Appendix.

The results of our analysis are presented below.



Our estimates suggest that just over 245,000 people responsible camped in New Zealand in calendar year 2019, of which around 63% (154,000) were international visitors and the remaining 37% (91,000) were New Zealand residents.

These campers generated 2.67 million responsible camping nights at an average of 10.9 nights per person. International visitors accounted for around 70% of this total, or 1.88 million nights, and New Zealand residents the remaining 30% or 0.8 million nights.

Table 4 Responsible camping volumes in New Zealand, calendar year 2019

Source: GeoZone, Fresh Info

	Domestic	International	TOTAL
Responsible campers	91,300	154,290	245,540
Responsible camping nights	793,520	1,877,470	2,670,990
Av. RC nights per camper	8.7	12.2	10.9

Responsible camping nights were relatively evenly divided between the North and South Islands for international visitors, while around two thirds of domestic responsible camping nights occurred in the North Island.

Table 5 Responsible camping nights by Island, calendar year 2019

Source: GeoZone, Fresh Info

	Domestic	International	TOTAL
North Island	521,070	917,290	1,438,360
South Island	272,450	960,180	1,232,630
TOTAL	793,520	1,877,470	2,670,990

2.1 Regional estimates

The three most popular areas in New Zealand for responsible camping were all in the South Island: Tasman district hosted 151,000 responsible camping nights, Queenstown-Lakes District 137,000 and Christchurch city 128,000. Other notable areas in the South Island were Marlborough district (109,000), Southland district (97,000), Mackenzie district (85,000), Dunedin city (77,000), Nelson city (75,000), Central Otago district (68,000) and Selwyn district (65,000).

The most popular North Island areas were Thames-Coromandel district and Tauranga city with 127,000 and 126,000 responsible camping nights respectively. Other notable areas in the North Island were Western Bay of Plenty district (114,000), Taupo district (113,000), Whangarei district (92,000), Auckland (89,000), Wellington city (90,000) and Rotorua district (68,000).

The graphs below provide a visual summary of these results.



Figure 1 Responsible camping nights in the North Island by territorial authority, calendar year 2019

Source: GeoZone, Fresh Info

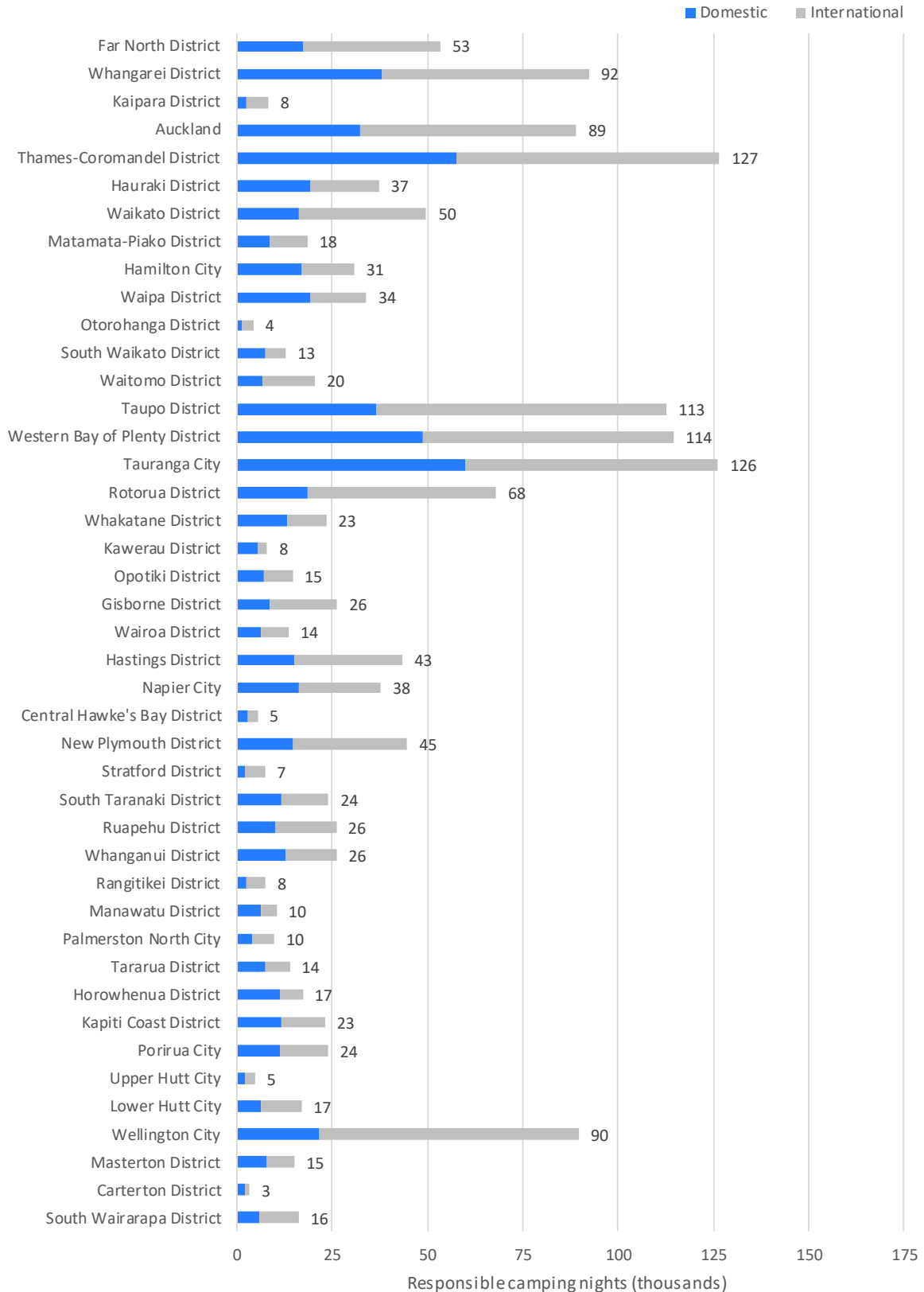
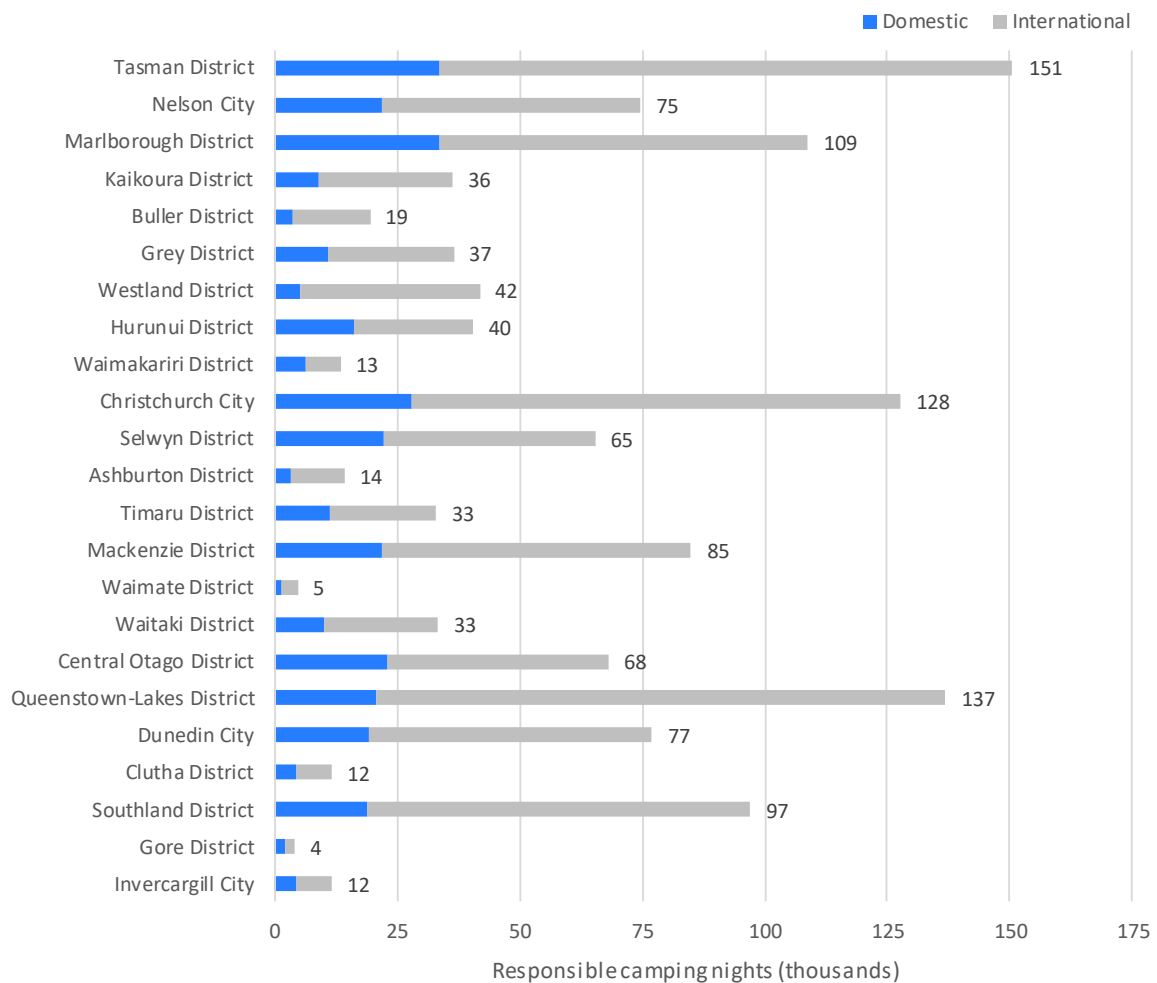




Figure 2 Responsible camping nights in the South Island by territorial authority, calendar year 2019

Source: GeoZone, Fresh Info





3 Attributes of responsible campers

The demographics of responsible campers varied quite markedly across the four market segments, highlighting the diversity of the responsible camping market in New Zealand.

Around 69% of domestic responsible campers were 60+ years of age, and this increases to 87% when the 50-59 cohort is included. The average age of a domestic responsible camper was 63.3 years of age.

The age profile of the international responsible camper market was dependent on the segment being considered. Around 79% of international responsible campers who purchased their own vehicles were 15-29 years of age, and this share increases to 97% when the 30-39 cohort is included. The average age of this segment was 26.1 years. International responsible campers hiring budget vehicles had an average age of 32.6 and around 80% were in the 20-39 cohort. Those hiring premium vehicles had an average age of 41.8 years and around 45% were 40+ years of age.

Table 6 Age of responsible campers
Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
15-19 years	0.2%	22.6%	5.0%	3.3%
20-29 years	1.2%	56.9%	47.5%	24.4%
30-39 years	3.3%	17.9%	31.9%	26.7%
40-49 years	7.6%	1.1%	6.4%	15.6%
50-59 years	18.0%	0.4%	4.3%	11.1%
60-69 years	37.9%	0.4%	3.5%	15.6%
70+ years	31.5%	0.4%	1.4%	3.3%
Would rather not say	0.2%	0.4%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%
Average age (years)	63.3	26.1	32.6	41.8



Most responsible campers in each international segment came from the UK & Europe, with the balance mainly coming from Australia and the Americas. Around 85% of those who purchased their own vehicles came from UK & Europe compared with 68% of those hiring budget vehicles and 57% of those hiring premium vehicles. Germany was the largest individual market within UK & Europe across all three segments but was most dominant in the own vehicle segment.

Australians accounted for around 16% of the premium hire market but only 4.3% of the budget hire market and less than 1% of the own vehicle market.

Table 7 Usual residence of responsible campers

Source: Survey of responsible campers

Usual residence	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
New Zealand	100.0%	0.0%	0.0%	0.0%
Australia	0.0%	0.7%	4.3%	15.6%
Americas	0.0%	10.2%	18.4%	15.6%
United States	0.0%	4.7%	10.6%	6.7%
Canada	0.0%	2.9%	7.8%	5.6%
Other Americas	0.0%	2.6%	0.0%	3.3%
UK & Europe	0.0%	84.7%	68.1%	56.7%
Germany	0.0%	34.7%	21.3%	17.8%
United Kingdom	0.0%	13.9%	11.3%	11.1%
France	0.0%	16.1%	12.1%	5.6%
Netherlands	0.0%	1.8%	5.7%	4.4%
Other Europe	0.0%	18.2%	17.7%	17.8%
Asia	0.0%	1.5%	0.7%	6.7%
Rest of World	0.0%	2.9%	8.5%	5.6%
Israel	0.0%	2.6%	7.8%	0.0%
Other	0.0%	0.4%	0.7%	5.6%
TOTAL	0.0%	100.0%	100.0%	100.0%



4 Vehicle features

This section provides information about the features of the vehicles that responsible campers used to access responsible camping sites.

Which onboard features did your vehicle have?

Around 96% of domestic responsible campers used a vehicle with beds, 95% used a vehicle with a toilet (in-built or portable) and 92% used a vehicle with a shower and/or tap during their last responsible camping trip. Less than 4% of vehicles had none of these features. In-built toilets were much more common than portable toilets in vehicles used by domestic responsible campers.

Among international responsible campers, premium hire vehicles were much better equipped for responsible camping than budget hire vehicles or purchased vehicles. All premium hire vehicles had toilets, with 69% of these being in-built. Around three quarters of budget hire vehicles and purchased vehicles had toilets, but these were predominantly portable. Around 86% of premium hire vehicles had an onboard shower and/or tap compared with 52% of budget hire vehicles and 56% of purchased vehicles.

Table 8 Onboard features in vehicles used to responsible camp

Source: Survey of responsible campers

Onboard features	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Beds	95.9%	94.5%	91.5%	100.0%
Toilet (any type)	95.3%	74.5%	73.8%	100.0%
In-built toilet	84.7%	4.4%	2.8%	68.9%
Portable toilet	14.0%	70.8%	70.9%	34.4%
Shower and/or tap	92.5%	55.8%	51.8%	85.6%
None of the above	3.5%	4.4%	7.8%	0.0%

Which onboard features did you use? (only shown to respondents who reported having the onboard feature)

In-built toilets were used by a significantly higher percentage of responsible campers than portable toilets across all segments. The domestic and international premium hire segments had the highest usage rates at 98% and 90% respectively. Around 64% of domestic responsible campers used their portable toilet compared with only 18% of those who purchased their own vehicles.

Table 9 Onboard features used by responsible campers

Source: Survey of responsible campers

Onboard features	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Toilet (any type)	96.3%	19.6%	27.9%	74.4%
In-built toilet	98.3%	41.7%	50.0%	90.3%
Portable toilet	63.9%	18.0%	27.0%	38.7%
Shower and/or tap	93.6%	89.5%	90.4%	79.2%



When were you able to access your toilet? (only shown to respondents who reported having an onboard toilet)

Almost all domestic responsible campers with an onboard toilet were able to access it at all times, compared with 93% of international premium hirers, 83% of international budget hirers and 59% of international visitors who purchased their own vehicle.

Table 10 Accessibility of onboard toilet facilities

Source: Survey of responsible campers

Accessibility	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
At all times	99.4%	58.8%	82.7%	93.3%
Only when items were stowed	0.6%	41.2%	17.3%	6.7%
TOTAL	100.0%	100.0%	100.0%	100.0%

Which of the following did your vehicle have?

Around 87% of domestic responsible campers used a vehicle with a blue self contained sticker and 84% used a vehicle with a certified self contained warrant during their last camping trip. Only 6.5% of vehicles had neither a blue self-contained sticker nor a self certified warrant.

All premium vehicles hired by international visitors had a certified self contained warrant, compared with 47% of budget vehicles and 63% of purchased vehicles. Around one quarter of budget vehicles and purchased vehicles used by international responsible campers had neither a blue self-contained sticker nor a self certified warrant.

Table 11 Certification status of vehicles used to responsible camp

Source: Survey of responsible campers

Certification status	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Blue self contained sticker	87.0%	76.6%	70.9%	100.0%
Certified self contained warrant	83.9%	63.1%	46.8%	100.0%
None of the above	6.5%	22.6%	25.5%	0.0%
Don't know	0.5%	0.7%	3.5%	0.0%

How many people was your vehicle designed to accommodate overnight?

Around 32% of domestic responsible campers used vehicles with two sleeping berths and 45% used vehicles with four sleeping berths during their last responsible camping trip. The average number of sleeping berths in vehicles used by domestic responsible campers was 3.46.

Among international responsible campers, 88% of those who purchased their own vehicle and 62% of those who hired a budget vehicle had two sleeping berths in their vehicles. The average number of sleeping berths in vehicles used by these two groups was 2.02 and 2.16 respectively.

Premium vehicles hired by international responsible campers had a relatively even mix of 2, 3, 4 and 6 berths, with an average of 3.72.



Table 12 Sleeping capacity of vehicles used to responsible camp

Source: Survey of responsible campers

Number of sleeping berths	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
1	1.4%	5.2%	17.8%	0.0%
2	32.2%	88.4%	61.5%	22.2%
3	7.3%	5.2%	7.4%	26.7%
4	45.5%	1.1%	13.3%	27.8%
5	5.0%	0.0%	0.0%	3.3%
6 or more	8.6%	0.0%	0.0%	20.0%
TOTAL	100%	100%	100%	100%
Average number of sleeping berths	3.46	2.02	2.16	3.72

How many people travelled in your vehicle?

Most responsible campers travelled in groups of two, with solo travel being the next most common option for all but the premium hire segment. Groups of four or more were relatively uncommon across all segments.

The average number of people traveling in the vehicle was 2.06 for domestic responsible campers and slightly less than 2 for international visitors who purchased their own vehicle or hired a budget vehicle. The average number of people travelling in a premium vehicle hired by an international visitor was materially higher than the other segments at 2.73.

Table 13 Number of people travelling in vehicles used to responsible camp

Source: Survey of responsible campers

Number of people in vehicle	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
1	10.8%	15.0%	21.3%	5.6%
2	79.4%	76.6%	70.2%	48.9%
3	4.5%	7.3%	4.3%	22.2%
4	3.9%	0.7%	4.3%	15.6%
5	0.8%	0.4%	0.0%	5.6%
6 or more	0.6%	0.0%	0.0%	2.2%
TOTAL	100%	100%	100%	100%
Av. number of people in vehicle	2.06	1.95	1.91	2.73



5 Visitor nights and expenditure

This section provides information about the length of stay and expenditure characteristics of responsible campers.

Average duration of a trip involving responsible camping

New Zealand residents spent an average of 16.7 nights away from home on their last domestic trip involving responsible camping. Around 41% (6.9 nights) were spent responsible camping while the remaining 59% were spent in other forms of paid and/or free accommodation.

International responsible campers who purchased their own vehicle stayed an average of 210.6 nights in New Zealand, with just over half (52%) being responsible camping nights. International responsible campers who hired a budget vehicle stayed an average of 47.5 nights in New Zealand (20.4 nights spent responsible camping) and international responsible campers who hired a premium vehicle stayed an average of 32.3 nights in New Zealand (11.6 nights spent responsible camping).

Table 14 Length of stay characteristics of responsible campers

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Av. nights per trip	16.7	210.6	47.5	32.3
Av. responsible camping nights	6.9	110.0	20.4	11.6
Responsible camping share	41.3%	52.2%	43.0%	35.8%

How many of your nights were spent in the following types of accommodation?

The most common modes of accommodation used by domestic responsible campers were designated responsible camping sites (34.3% of nights), NZMCA parks (23.9%) and commercial campgrounds (15.5%).

International responsible campers who purchased their own vehicle spent around 52% of their nights responsible camping, 17.2% in commercial campgrounds and 8.6% in backpacker hostels.

International responsible campers who hired a budget vehicle spent 43% of their nights responsible camping, 33.9% in commercial campgrounds and 7.6% in backpacker hostels.

International responsible campers who hired a premium vehicle spent 35.8% of their nights responsible camping, 33.2% in commercial campgrounds and 8.8% in rented houses/holiday homes.



Table 15 Accommodation types used by responsible campers (share of visitor nights)

Source: Survey of responsible campers

Accommodation used	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Commercial campground	15.5%	17.2%	33.9%	33.2%
NZMCA parks	23.9%	n/a	n/a	n/a
Designated responsible camping site	34.3%	49.6%	39.9%	32.6%
Public area	7.0%	2.6%	3.1%	3.2%
Hotel/motel/serviced apartment	0.4%	1.9%	3.1%	5.5%
Backpacker/hostel	0.1%	8.6%	7.6%	3.9%
Bed & breakfast	0.0%	0.3%	0.9%	1.1%
Rented house/holiday home	0.4%	4.8%	3.6%	8.8%
Home of a friend or relative	9.5%	4.0%	1.8%	3.8%
Other accommodation	8.9%	11.0%	5.9%	7.7%
TOTAL	100.0%	100.0%	100.0%	100.0%

Average vehicle purchase price

International responsible campers who purchased their own vehicle spent an average of \$6,081 per vehicle and \$3,694 per person.

Table 16 Average purchase price of vehicles used to responsible camp

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Cost per vehicle	n/a	\$6,081	n/a	n/a
Cost per person	n/a	\$3,694	n/a	n/a

Average spend per person per responsible camping trip

Average spend per person increases with the length of the responsible camping trip.

Domestic responsible campers spent an average of \$552 per person per trip, with \$177 being spent on food and drink and \$161 on vehicle fuel and maintenance.

International responsible campers who purchased their own vehicles spent an average of \$7,912 per person per trip, compared with \$5,864 for those who hired a budget vehicle and \$4,890 for those who hired a premium vehicle.

When vehicle hire is excluded, international responsible campers who purchased their own vehicles spent an average of \$7,891 per person per trip, compared with \$3,691 for those who hired a budget vehicle and \$2,687 for those who hired a premium vehicle.



Table 17 Average spend per person per responsible camping trip (including GST)

Source: Survey of responsible campers

Item purchased	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Hiring a vehicle	\$7	\$21	\$2,173	\$2,203
Vehicle fuel and maintenance	\$161	\$2,284	\$854	\$409
Campgrounds and holiday parks	\$41	\$619	\$393	\$265
Other forms of accommodation	\$7	\$770	\$492	\$458
Food and drink (including alcohol)	\$177	\$2,603	\$951	\$670
Attractions and activities	\$41	\$667	\$530	\$519
Retail shopping	\$71	\$528	\$169	\$218
Other items	\$48	\$420	\$303	\$147
TOTAL	\$552	\$7,912	\$5,864	\$4,890
TOTAL excluding vehicle hire	\$545	\$7,891	\$3,691	\$2,687

Average spend per visitor night by responsible campers

Domestic responsible campers spent an average of \$43.5 per visitor night, with \$14 being spent on food and drink and \$12.7 on vehicle fuel and maintenance.

Among international responsible campers, those who purchased their own vehicles spent the least at \$37.6 per visitor night, compared with \$123.5 for those who hired a budget vehicle and \$151.3 for those who hired a premium vehicle.

When vehicle hire is excluded, international responsible campers who purchased their own vehicles spent an average of \$37.5 per visitor night, compared with \$77.8 for those who hired a budget vehicle and \$83.2 for those who hired a premium vehicle.

Table 18 Average spend per visitor night by responsible campers (including GST)

Source: Survey of responsible campers

Item purchased	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Hiring a vehicle	\$0.5	\$0.1	\$45.8	\$68.2
Vehicle fuel and maintenance	\$12.7	\$10.8	\$18.0	\$12.7
Campgrounds and holiday parks	\$3.3	\$2.9	\$8.3	\$8.2
Other forms of accommodation	\$0.5	\$3.7	\$10.4	\$14.2
Food and drink (including alcohol)	\$14.0	\$12.4	\$20.0	\$20.7
Attractions and activities	\$3.2	\$3.2	\$11.2	\$16.1
Retail shopping	\$5.6	\$2.5	\$3.6	\$6.8
Other items	\$3.8	\$2.0	\$6.4	\$4.5
TOTAL	\$43.5	\$37.6	\$123.5	\$151.3
TOTAL excluding vehicle hire	\$43.0	\$37.5	\$77.8	\$83.2



6 Social & environmental outcomes

This section provides responsible camper and host community perspectives on the social and environmental outcomes associated with responsible camping.

6.1 Responsible camper perspective

Did you interact with local residents when you were responsible camping?

Around 84% of domestic responsible campers interacted with local residents while they were responsible camping, with an average of 4.4 interactions per responsible camping trip (0.6 interactions per responsible camping night).

Around 88% of international visitors who purchased their own vehicles interacted with local residents while responsible camping, compared with 75% of those who hired a budget vehicle and 73% of those who hired a premium vehicle.

International visitors who purchased their vehicle had the largest number of interactions due to their long length of stay (17.2), but the lowest number per responsible camping night (0.2).

Table 19 Number of interactions with local residents

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Yes	83.8%	88.0%	75.2%	73.3%
No	16.2%	12.0%	24.8%	26.7%
TOTAL	100.0%	100.0%	100.0%	100.0%
Av. interactions per RC trip	4.4	17.2	8.5	5.5
Av. interactions per RC night	0.6	0.2	0.4	0.5



In general, how would you describe your interactions with local residents when you were responsible camping?

Domestic responsible campers and international responsible campers who purchased their own vehicle had similar shares of “very positive” or “positive” interactions with local residents while responsible camping at 86.4% and 87.6% respectively.

International visitors who hired a budget vehicle and those who hired a premium vehicle had similar shares of “very positive” or “positive” interactions with local residents while responsible camping at 94.3% and 93.9% respectively.

Table 20 Nature of interactions with local residents

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Very positive	35.6%	39.8%	48.1%	63.6%
Positive	50.9%	47.7%	46.2%	30.3%
Neutral	12.3%	11.6%	4.7%	6.1%
Negative	1.1%	0.8%	0.0%	0.0%
Very negative	0.2%	0.0%	0.9%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%
Very positive or positive	86.4%	87.6%	94.3%	93.9%

Where did you dispose of your toilet waste? (only shown to respondents who reported using an onboard toilet)

Dump stations at campgrounds, petrol stations and in public areas were the most common sites for toilet waste disposal among those who reported using an onboard toilet. Some domestic responsible campers also disposed of their toilet waste on their own properties at the end of their trip.

Table 21 Disposal of toilet waste by responsible campers

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Dump station at a campground	33.9%	67.5%	79.3%	88.1%
Dump station at a petrol station	26.9%	52.5%	51.7%	37.3%
Dump station in a public area	77.5%	67.5%	65.5%	53.7%
Rest area toilets	0.8%	2.5%	3.4%	0.0%
Natural areas e.g. bushes, river etc.	0.0%	0.0%	0.0%	0.0%
At my home	11.8%	n/a	n/a	n/a
Other	0.5%	5.0%	0.0%	0.0%



Where did you dispose of your wastewater? (only shown to respondents who reported using an onboard shower or tap)

Dump stations at campgrounds, petrol stations and in public areas were the most common sites for wastewater disposal among those who reported using an onboard shower or tap. Some domestic responsible campers also disposed of their wastewater on their own properties at the end of their trip.

Table 22 Disposal of wastewater by responsible campers

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Dump station at a campground	32.9%	81.0%	81.8%	91.8%
Dump station at a petrol station	25.6%	53.3%	39.4%	36.1%
Dump station in a public area	75.7%	71.5%	71.2%	57.4%
Rest area toilets	0.4%	5.1%	6.1%	1.6%
Natural areas e.g. bushes, river etc.	2.5%	1.5%	1.5%	1.6%
At my home	14.0%	n/a	n/a	n/a
Other	0.6%	5.1%	0.0%	0.0%

Where did you dispose of your rubbish?

Public rubbish bins and their own homes were the most popular places to dispose of rubbish for domestic responsible campers, although campgrounds and refuse/recycling facilities were also commonly cited.

For international responsible campers, campgrounds and public rubbish bins were the most common places to dispose of rubbish, although petrol stations and refuse/recycling facilities were also popular.

Table 23 Disposal of rubbish by responsible campers

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
At a campground	37.9%	75.5%	83.7%	83.3%
At a petrol station	12.0%	31.8%	35.5%	45.6%
Refuse/recycling facility	38.7%	60.9%	46.8%	36.7%
Public rubbish bins	43.1%	84.3%	73.8%	61.1%
Natural areas e.g. bushes, river etc.	0.1%	0.0%	0.0%	0.0%
At my home	64.3%	n/a	n/a	n/a
Other	1.9%	2.2%	0.0%	0.0%



6.2 Host community perspective

Five questions were emailed to relevant council staff and DOC rangers in key responsible camping regions:

1. What impacts, if any, has responsible camping had on the following aspects of your region?
 - a. Local communities (social impact)
 - b. Local environments (environmental impact)
2. Which areas and/or sites in your region are most problematic from a responsible camping perspective?
3. Are responsible camping issues becoming more or less prevalent in your region i.e. what is the trend?
4. What measures have you put in place to mitigate responsible camping impacts in your region?
5. Is there anything the government can do to help?

Respondents were invited to submit their response by email or a short phone call. The responses received are summarised below. More detailed feedback is contained in the Appendix.

Impact of responsible camping on local communities

Key findings:

- Negative perceptions about responsible camping are evident in all the regions we spoke to. This sometimes results in residents behaving disrespectfully towards responsible campers e.g. tooting horns, verbal abuse, etc.
- The loss of access to public spaces used by responsible campers is a commonly cited issue across regions.
- There is a general sense that responsible camping has a negative impact on local businesses, particularly commercial campgrounds. However, some respondents felt that there was a lack of understanding of the economic benefits of responsible camping.

Impact of responsible camping on the local environment

Key findings:

- Most regions still see negative environmental impacts caused by responsible camping, although the problem is easing in some places due to the provision of new toilet and rubbish facilities.
- Ablutions in the bush and littering are the most prevalent issues, although responsible campers washing dishes and clothes in local waterways also appears to be common.
- The impacts in some areas are still quite severe e.g. several responsible camping sites in Franz Joseph had to be shut down due to pollution issues.



Most problematic responsible camping sites

Key findings:

- All regions have problematic sites due to high use and/or poor facilities.
- It appears that some of the problems are caused by campers who knowingly breaking the rules, while others are due to mistakes or erroneous information.
- Resource constraints and the geographic spread of sites makes enforcement difficult for council and DOC staff.

What is the responsible camping trend in your area?

Key findings:

- Responsible camping volumes appear to be increasing in all regions. This may be due to the more permissive stance adopted by councils and improvements in responsible camping infrastructure which make this style of travel more attractive.
- Regions that have put measures in place to manage responsible camping are generally reporting a lower number of infringements and issues despite underlying growth in responsible camping volumes.
- Government funding has played a key role in helping some regions to manage the impacts of responsible camping.

What measures have you put in place to mitigate responsible camping impacts?

Key findings:

- Most regions are devoting more resource to the management of responsible camping. This includes education (including better signage), enforcement, and the establishment of new responsible camping sites and supporting infrastructure.
- Some regions are only able to provide this additional resource due to government funding e.g. the Ambassador Programme.
- Feedback about the Ambassador Programme has generally been very positive.

Is there anything the government can do to help?

Key findings:

- Increase self-containment standards to raise the quality of the vehicles responsible campers are using.
- Use the Tiaki promise to educate and influence responsible campers.
- Provide more funding for responsible camping initiatives.
- Review the Responsible Camping Act.
- Establish consistent responsible camping signage across New Zealand.
- Establish consistent rules for responsible camping across New Zealand so they're easier to understand and communicate.
- Centralise the Ambassador Programme rather than leaving it to regions to implement.
- Impose more responsibility on hire companies for the behaviour of their customers, including fine recovery/enforcement.



6.2.1 Residents

Additional questions were added to the February and March editions of the Domestic Visitor Survey (DVS) to understand New Zealand residents' perceptions of responsible camping. The questions were answered by 4,257 respondents and the results are presented below.

How do you think responsible camping impacts your local community?

Around 43% of respondents thought that responsible camping had a positive impact on the local economy, while only 15% thought it had a negative impact.

Most respondents (64%) thought that responsible camping had no impact on social wellbeing, while 21% thought it had a positive impact. Only 15% felt that responsible camping had a negative impact on social wellbeing.

Over three quarters of respondents (76%) thought that responsible camping had a negative impact on the environment. A further 17% thought it had no impact and only 7% thought it had a positive impact.

Table 24 Impacts of responsible camping on local communities

Source: Domestic Visitor Survey

	Positive impact	Negative impact	No impact	TOTAL
The economy	43.1%	15.0%	41.9%	100.0%
Social wellbeing	20.7%	15.0%	64.3%	100.0%
The environment	7.4%	75.7%	16.9%	100.0%

How would you like responsible camping to be managed in your local community in the future?

Around 55% of respondents would like to see more restrictions on responsible camping in their local community in the future, and 10% would like to see it banned altogether. A further 25% would like no changes to be made to current rules and only 9% would like to see less restrictions on responsible camping.

Table 25 Preference for managing responsible camping in the future

Source: Domestic Visitor Survey

	Share of respondents
I'd like more restrictions on responsible camping	55.3%
I'd like to see responsible camping banned	10.3%
I'd like less restrictions on responsible camping	9.4%
No change, it works fine as it is	25.0%
TOTAL	100.0%



7 Behaviours and motivations

This section provides information on the behaviours and motivations of responsible campers.

Which of these factors influenced your decision to responsible camp in New Zealand?

Lower cost and better scenery were the most common motivations for responsible camping across all segments.

Around 69% of domestic responsible campers cited cost as a motivator for choosing responsible camping, compared with 95% of international visitors who purchased their own vehicle, 82% of international visitors who hired a budget vehicle and 72% of international visitors who hired a premium vehicle. Convenience and seclusion were more important factors for New Zealand residents than they were for international visitors.

Table 26 Motivations for responsible camping in New Zealand

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Lower cost	68.6%	95.3%	82.3%	72.2%
Better scenery	59.4%	67.5%	69.5%	71.1%
Seclusion	42.8%	24.5%	26.2%	31.1%
Proximity to natural attractions	53.5%	57.7%	47.5%	64.4%
Friend/family recommendations	22.4%	19.7%	13.5%	20.0%
Convenience	55.8%	39.4%	28.4%	38.9%
Other	8.9%	4.0%	8.5%	7.8%

What did you sleep in when you last responsible camped?

Around 71% of domestic responsible campers slept in a campervan/motorhome when they last responsible camped, and a further 20% slept in a caravan.

International responsible campers stayed in a range of vehicles types that presumably reflected the types of vehicles they purchased or hired. Purchased vehicles were mainly campervans (55%), vans (26%) and cars (13%), while budget hires were predominantly campervans (75%) and vans (16%). Premium hire vehicles were exclusively campervans.

Table 27 Modes of accommodation used during responsible camping

Source: Survey of responsible campers

	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
Campervan/motorhome	71.2%	54.7%	75.2%	100.0%
Van	2.0%	25.5%	16.3%	0.0%
Caravan	20.3%	1.8%	0.0%	0.0%
Car	0.7%	12.8%	4.3%	0.0%
Tent	3.9%	3.6%	4.3%	0.0%
Other	1.9%	1.5%	0.0%	0.0%



TOTAL	100.0%	100.0%	100.0%	100.0%
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How likely would you be to recommend responsible camping in New Zealand?

The answers to this question have been used to calculate a Net Promoter Score (NPS) for responsible camping in New Zealand. Those choosing a score of 6 or less are classified as “Detractors”, 7 or 8 as “Passives”, and 9 or 10 as “Promoters”. The NPS is calculated by subtracting the percentage of respondents who are detractors from the percentage who are promoters. A positive NPS implies a high level of satisfaction with the experience of responsible camping in New Zealand.

International visitors are more likely to recommend responsible camping in New Zealand than New Zealand residents, although all segments have a relatively high propensity to promote. The NPS for domestic responsible campers was 25 compared with 48 for international visitors who purchased their own vehicles, 34 for international visitors who hired a budget vehicle and 54 for international visitors who hired a premium vehicle.

Table 28 Likelihood of recommending responsible camping in New Zealand

Source: Survey of responsible campers

Likelihood of recommending	Domestic	International		
	All	Own vehicle	Budget hire	Premium hire
0-2 (Detractors)	3.5%	0.7%	2.8%	1.1%
3-4 (Detractors)	4.0%	1.1%	1.4%	2.2%
5-6 (Detractors)	14.5%	6.9%	15.6%	4.4%
7-8 (Passives)	31.4%	34.7%	26.2%	30.0%
9-10 (Promoters)	46.6%	56.6%	53.9%	62.2%
TOTAL	100.0%	100.0%	100.0%	100.0%
Net Promoter Score	25	48	34	54



8 Appendix

8.1 Survey of responsible campers

Thank you for taking the time to complete this short survey about travelling in New Zealand. All complete responses received by midnight on Friday 6 March 2020 will enter the draw to win NZ\$300 cash.

Your responses are strictly confidential so please answer honestly.

1. Which country are you a resident of?

- New Zealand
- Argentina
- Australia
- Belgium
- Brazil
- Canada
- China
- Cook Islands
- Denmark
- Fiji Islands
- France
- Germany
- Hong Kong
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Malaysia
- Netherlands
- Philippines
- Samoa
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Tonga
- Taiwan
- Thailand



- United Arab Emirates
 - United Kingdom
 - United States
 - Other
2. Are you a member of New Zealand Motor Caravan Association (NZMCA) or All Points Camping Club (APCC)? (show only if New Zealand is chosen above)
- Yes (thank and close with message that they can expect to receive a survey from NZMCA/APCC soon)
 - No (redirect to the NZ resident pathway)

8.1.1 International visitor pathway

3. Which age group do you belong to?
- Less than 15 years (thank and close survey)
 - 15-19 years
 - 20-29 years
 - 30-39 years
 - 40-49 years
 - 50-59 years
 - 60-69 years
 - 70+ years
 - Would rather not say
4. Are you:
- Male
 - Female
 - Gender diverse
5. How many nights do you intend to stay in New Zealand on this trip? (validation: >0)
6. And how many nights have you spent in New Zealand on this trip so far? (disqualify if 0 nights spent so far)

Qualifying questions

7. Have you spent, or do you intend to spend, one or more nights camping in New Zealand in a campervan/motorhome, tent, car, van or caravan on this trip?
- Yes
 - No (thank and close survey)



8. How many of your <XX> nights in New Zealand so far have been spent in the following types of accommodation? (apply validation to ensure nights sum does not exceed XX)

- Commercial campground or holiday park
- Designated freedom camping site
- Public area that is not a designated freedom camping site
- Hotel/motel/serviced apartment
- Backpacker/hostel
- Bed & breakfast
- Rented house/holiday home
- Home of a friend or relative
- Other paid accommodation
- Other free accommodation

9. And how many of your remaining <YY> nights in New Zealand do you expect to spend in the following types of accommodation? Please provide your best estimate if you are unsure. (show only if YY > 0, apply validation to ensure nights sum does not exceed YY)

- Commercial campground or holiday park
- Designated freedom camping site
- Public area that is not a designated freedom camping site
- Hotel/motel/serviced apartment
- Backpacker/hostel
- Bed & breakfast
- Rented house/holiday home
- Home of a friend or relative
- Other paid accommodation
- Other free accommodation

Spend

The following questions are about your expenditure in New Zealand. Please tell us about your expenditure so far if you haven't completed your trip yet.

10. Which of the following items did you spend money on during your trip to New Zealand, including items in New Zealand that were booked and paid for prior to arriving?

- Hiring a vehicle
- Purchasing a vehicle
- Campgrounds and holiday parks
- Other forms of accommodation
- Vehicle fuel and maintenance
- Ferries/water transport
- Food and drink (including alcohol)
- Attractions and activities e.g. tours, museums, rides, galleries etc.
- Retail shopping e.g. clothing, equipment, souvenirs etc.
- Other spend (please specify): _____



- I haven't bought anything in New Zealand
11. How much money (in \$NZ) did you spend on the following items during your trip to New Zealand, including items in New Zealand that were booked and paid for prior to arriving? Please leave blank if you don't know or can't remember the amount spent.
- <pipe categories chosen in 10>
12. How many people including yourself were covered by the spend you reported in the previous question?
- <pipe categories with non-zero amounts in 11>
13. How many days does the money you've spent on vehicle hire cover? (validation: >0) (only show to respondents who selected "Hiring a vehicle" in 10)

Thank and close survey if 0 nights were spent in 'designated freedom camping site' and 'public area that is not a designated freedom camping site' in 8.

Accommodation

The remainder of this survey is about freedom camping in New Zealand. Freedom camping is staying overnight in a designated freedom camping site or other public area that is not a commercial campground or holiday park.

Your answers will help us to improve the freedom camping experience in New Zealand. All responses are confidential so please answer honestly.

14. What did you sleep in when you last freedom camped in New Zealand?

- Campervan/motorhome
- Tent
- Car
- Van
- Caravan
- Other (please specify): _____

Vehicle

The following questions are about the vehicle you used to access freedom camping sites in New Zealand. If you used more than one vehicle then please tell us about the main vehicle you used.

15. Did you hire or purchase the vehicle you used to access freedom camping sites in New Zealand?

- I hired my vehicle
- I purchased my vehicle
- I didn't hire or purchase a vehicle in New Zealand (skip to 26)



16. Which onboard features did your vehicle have? (multi-select)

- Beds
- In-built toilet
- Portable toilet
- Shower and or/tap with a wastewater container
- None of the above

17. When were you able to access your toilet? (only show to respondents who selected "In-built toilet" or "Portable toilet" in 16)

- At all times
- Only when beds, tables or other items were stowed

18. Which onboard features did you use? (only show features that respondents said their vehicle had)

- In-built toilet
- Portable toilet
- Shower and or/tap with a wastewater container
- Didn't use any

19. Which of the following did your vehicle have? Please select all that apply. (multi-select) <show images of self contained sticker and certified self contained warrant>

- Blue "self contained" sticker on the rear of the vehicle
- Certified self contained warrant displayed on the front windscreen
- None of the above
- Don't know

20. Which company did you hire your vehicle from? (only show to respondents who hired their vehicle)

- <open text with auto-suggest>

21. How many people was your vehicle designed to accommodate overnight (number of sleeping berths)?

- 0
- 1
- 2
- 3
- 4
- 5
- 6 or more



22. Including yourself, how many people travelled in your vehicle?

- Just me
- Myself and 1 other
- Myself and 2 others
- Myself and 3 others
- Myself and 4 others
- Myself and 5 or more others

23. How many of the <XX> people who travelled in your vehicle downloaded and used the CamperMate app? (only show if more than 1 person travelled in their vehicle)

Environment & social impact

The following questions are about your freedom camping experiences in New Zealand. Please tell us about your experiences so far if you haven't completed your trip yet. All responses are confidential so please answer honestly.

24. Where did you dispose of your toilet waste? Please select all that apply. (multi-select)

- Dump station at a campground
- Dump station at a petrol station
- Dump station in a public area
- 'Rest area' toilets
- Natural areas e.g. bushes, river etc.
- Other (please specify): _____

25. Where did you dispose of your wastewater (used water from your shower and/or tap)? Please select all that apply. (multi-select)

- Dump station at a campground
- Dump station at a petrol station
- Dump station in a public area
- 'Rest area' toilets
- Natural areas e.g. bushes, river etc.
- Other (please specify): _____

26. Where did you dispose of your rubbish? Please select all that apply. (multi-select)

- At a campground
- At a petrol station
- Refuse/recycling facility
- Public rubbish bins
- Natural areas e.g. bushes, river etc.
- Other (please specify): _____



27. How many times did you interact with local residents when you were freedom camping?

- Never (skip to question 30)
- 1-2 times
- 3-5 times
- 6-10 times
- 10-20 times
- More than 20 times

28. In general, how would you describe your interactions with local residents when you were freedom camping?

- Very positive
- Positive
- Neutral
- Negative
- Very negative

29. Would you like to share any thoughts about these interactions?

- <open text>

Motivations

30. Which of these factors influenced your decision to freedom camp in New Zealand? Please select all that apply. (multi-select)

- Lower cost
- Better scenery
- Seclusion
- Proximity to natural attractions
- Friend/family recommendations
- Convenience
- Other (please specify): _____
- None of the above

31. How likely would you be to recommend freedom camping in New Zealand? (standard NPS scale, 0=Extremely unlikely to 10=Extremely likely)

32. Do you have any other comments about your freedom camping experience in New Zealand?

33. Please enter your email address so we can notify you if you're the lucky winner of the NZ\$300 cash prize. Your email address will not be used for any other purpose.

All done! Thank you for completing our survey, we really appreciate it.



8.1.2 NZ resident pathway

1. Which age group do you belong to?
 - Less than 15 years (thank and close survey)
 - 15-19 years
 - 20-29 years
 - 30-39 years
 - 40-49 years
 - 50-59 years
 - 60-69 years
 - 70+ years
 - Would rather not say

2. Are you:
 - Male
 - Female
 - Gender diverse

Qualifying question

3. Have you completed one or more trips in New Zealand in the past 12 months that involved camping in a campervan/motorhome, tent, car, van or caravan? 'Completed' means you finished a trip and returned home, so if you're currently travelling then please don't count that as a completed trip.
 - Yes
 - No (thank and close survey)
4. And where did you camp during the trips you completed in the past 12 months? Please select all that apply. (multi-select)
 - Commercial campgrounds or holiday parks
 - New Zealand Motor Caravan Association (NZMCA) parks
 - Designated freedom camping sites
 - Public areas that are not designated freedom camping sites
 - Privately owned land

Nights & spend

Now we'd like you to think about the last trip you completed in New Zealand that involved camping in a campervan/motorhome, tent, car, van or caravan. We're going to call this 'your last completed camping trip' in the following questions.

5. How many nights did you spend away from home on your last completed camping trip?
6. How many of the <XX> nights you spent away from home on your last completed camping trip were spent in the following types of accommodation? (apply validation to ensure nights don't exceed XX)



- Commercial campground or holiday park
 - NZMCA parks
 - Designated freedom camping site
 - Public area that is not a designated freedom camping site
 - Hotel/motel/serviced apartment
 - Backpacker/hostel
 - Bed & breakfast
 - Rented house/holiday home
 - Home of a friend or relative
 - Other paid accommodation
 - Other free accommodation
7. Which of the following items did you spend money on during your last completed camping trip, including items booked and paid for prior to your departure?
- Hiring a vehicle
 - Campgrounds and holiday parks
 - Other forms of accommodation
 - Vehicle fuel and maintenance
 - Ferries/water transport
 - Food and drink (including alcohol)
 - Attractions and activities e.g. tours, museums, rides, galleries etc.
 - Retail shopping e.g. clothing, equipment, souvenirs etc.
 - Other spend (please specify): _____
 - I didn't spend anything
8. How much money did you spend on the following items during your last completed camping trip, including items booked and paid for prior to your departure? Please leave blank if you don't know or can't remember the amount spent.
- <pipe categories chosen in 7>
9. How many people including yourself were covered by the spend you reported in the previous question?
- <pipe categories with non-zero amounts in 8>
10. How many days does the money you've spent on vehicle hire cover? (validation: >0) (only show to respondents who selected "Hiring a vehicle" in 7)

Thank and close survey if neither designated freedom camping sites' nor 'public areas that are not designated freedom camping sites' are selected in 4 and 0 nights are entered for both 'designated freedom camping sites' and 'public areas that are not designated freedom camping sites' in 6.

Now we'd like you to think about the last trip you completed in New Zealand that involved freedom camping. Freedom camping is staying overnight in a designated freedom camping site or other public area that is not a commercial campground or holiday park.



Your answers will help us to improve the freedom camping experience in New Zealand. All responses are confidential so please answer honestly.

11. What did you sleep in when you last freedom camped in New Zealand?

- Campervan/motorhome
- Tent
- Car
- Van
- Caravan
- Other (please specify): _____

Vehicle

The following questions are about the vehicle you used on your last completed trip in New Zealand that involved freedom camping.

12. Was the vehicle you used privately owned or hired?

- It was privately owned
- It was hired
- I didn't travel in a vehicle (skip to 23)

13. Which onboard features did your vehicle have? (multi-select)

- Beds
- In-built toilet
- Portable toilet
- Shower and or/tap with a wastewater container
- None of the above

14. When were you able to access your toilet? (only show to respondents who selected "In-built toilet" or "Portable toilet" in 13)

- At all times
- Only when beds, tables or other items were stowed

15. Which onboard features did you use? (only show features that respondents said their vehicle had)

- In-built toilet
- Portable toilet
- Shower and or/tap with a wastewater container
- Didn't use any

16. Which of the following did your vehicle have? Please select all that apply. (multi-select) <show images of self contained sticker and certified self contained warrant>

- Blue "self contained" sticker on the rear of the vehicle
- Certified self contained warrant displayed on the front windscreen



- None of the above
- Don't know

17. Which company did you hire your vehicle from? (only show to respondents who hired their vehicle)

- <open text with auto-suggest>

18. How many people was your vehicle designed to accommodate overnight (number of sleeping berths)?

- 0
- 1
- 2
- 3
- 4
- 5
- 6 or more

19. Including yourself, how many people travelled in your vehicle?

- Just me
- Myself and 1 other
- Myself and 2 others
- Myself and 3 others
- Myself and 4 others
- Myself and 5 or more others

20. How many of the <XX> people who travelled in your vehicle downloaded and used the CamperMate app? (only show if more than 1 person travelled in their vehicle)

Environment & social impact

The following questions are about your last completed trip in New Zealand that involved freedom camping. All responses are confidential so please answer honestly.

21. Where did you dispose of your toilet waste? Please select all that apply. (multi-select)

- Dump station at a campground
- Dump station at a petrol station
- Dump station in a public area
- 'Rest area' toilets
- Natural areas e.g. bushes, river etc.
- At my home
- Other (please specify): _____



22. Where did you dispose of your wastewater (used water from your shower and/or tap)? Please select all that apply. (check box type)

- Dump station at a campground
- Dump station at a petrol station
- Dump station in a public area
- 'Rest area' toilets
- Natural areas e.g. bushes, river etc.
- At my home
- Other (please specify): _____

23. Where did you dispose of your rubbish? (multi-select)

- At a campground
- At a petrol station
- Refuse/recycling facility
- Public rubbish bins
- Natural areas e.g. bushes, river etc.
- At my home
- Other (please specify): _____

24. How many times did you interact with local residents when you were freedom camping?

- Never (skip to question 27)
- 1-2 times
- 3-5 times
- 6-10 times
- 10-20 times
- More than 20 times

25. In general, how would you describe your interactions with local residents when you were freedom camping?

- Very positive
- Positive
- Neutral
- Negative
- Very negative

26. Would you like to share any thoughts about these interactions?

- <open text>



Motivations

27. Which of these factors influenced your decision to freedom camp in New Zealand? Please select all that apply. (multi-select)

- Lower cost
- Better scenery
- Seclusion
- Proximity to natural attractions
- Friend/family recommendations
- Convenience
- Other (please specify): _____
- None of the above

28. How likely would you be to recommend freedom camping in New Zealand? (standard NPS scale, 0=Extremely unlikely to 10=Extremely likely)

29. Do you have any other comments about your freedom camping experience in New Zealand?

30. Please enter your email address so we can notify you if you're the lucky winner of the \$300 cash prize. Your email address will not be used for any other purpose.

Thank you for taking the time to complete this survey, we really appreciate it! We've entered you in the draw to win the \$300 cash prize.



8.2 Questions included in the Domestic Visitor Survey

These questions were included in the February and March editions of the Domestic Visitor Survey.

The final four questions are about freedom camping. Freedom camping is staying overnight in a tent, car, van, caravan or campervan/motorhome in a public area that is not a commercial campground or holiday park.

1. Have you freedom camped in New Zealand in the last three years?
 - Yes
 - No
2. What do you think freedom camping has a positive impact on in your local community?
 - Economy
 - Social wellbeing
 - Environment
 - Other (please specify)
 - None of the above
3. What do you think freedom camping has a negative impact on in your local community?
 - Economy
 - Social wellbeing
 - Environment
 - Other (please specify)
 - None of the above
4. How would you like freedom camping to be managed in your local community in the future?
 - No change, it works fine as it is
 - I'd like less restrictions on freedom camping
 - I'd like more restrictions on freedom camping
 - I'd like to see freedom camping banned
 - Don't know



8.3 Questions sent to council staff and DOC rangers

We're helping MBIE to develop a better understanding of the impact of responsible camping on local communities and environments and would value your input. We would appreciate it if you could answer the following questions by responding to this email, or alternatively we could schedule a 15-minute phone call if that's easiest for you.

1. What impacts, if any, has responsible camping had on the following aspects of your region?
 - a. Local communities (social impact)
 - b. Local environments (environmental impact)
2. Which areas and/or sites in your region are most problematic from a responsible camping perspective?
3. Are responsible camping issues becoming more or less prevalent in your region i.e. what is the trend?
4. What measures have you put in place to mitigate responsible camping impacts in your region?
5. Is there anything the government can do to help?

Your contribution to this important piece of research is greatly appreciated and highly valued. We look forward to receiving your email response in due course, or a suggested day and time to talk on the phone.



8.4 Detailed responses to survey of council staff and DOC rangers

Impact of responsible camping on local communities

Region	Comments
Queenstown	Freedom campers are generally viewed negatively by the local community, mainly due to the loss of social amenity for residents e.g. Lake Hayes has been receiving massive camping traffic, with 300 campervans per night. Campervans cause congestion in or near public reserves and leave a trail of waste behind. On the other hand, there is very little understanding in the local community about the economic significance of freedom campers for the region.
Tasman	There is quite a bit of negative public sentiment towards freedom campers which isn't founded in them creating any real impacts. Some submissions to the Draft Strategy have raised concerns about ratepayers funding facilities and services provided for free for freedom campers.
Buller	Last season there was a reasonable amount of unrest among local communities about freedom camping. However, at the start of the season, the council organised five workshops around the district to help people understand the significance of freedom camping in the region. These have helped to change the community's perspective on freedom campers, with some communities embracing freedom campers e.g. Fox River.
Westland	There is still very little appreciation of freedom campers' contribution to the economy and very negative attitudes towards them. Drivers toot their horns near camp sites at night to wake the campers up, locals dump rubbish at sites causing annoyance to campers and generally harassing them. Misinformation being spread among local media also worsens the friction between locals and campers. Some businesses have embraced the concept and are benefitting from freedom campers. WDC has partnered with some of these businesses as well.
Grey	Increasing instances of freedom campers driving on the wrong side of the road, driving slowly on roads etc. creates negativity amongst the community. GDC has developed new facilities at Iveagh Bay, Cobden, Blaketown, Blackball and Rapahoe but complaints from commercial camping grounds are still common.
Rotorua	Residents may be inconvenienced due to reduced access to reserves and loss in aesthetic value owing to a high number of camping vehicles, rubbish, etc. A high number of genuine homeless and 'alternative lifestylers' (ie. NZers who choose to live in campers/caravans) often complicates the situation from the council's perspective, however the community does not differentiate.
Tauranga	Reductions in car parks in reserves, obstructions and noise.
Mackenzie	Ratepayers have negative perceptions about the economic and social value that freedom campers deliver to the district. Freedom campers often encroach public spaces, scatter waste and clog parking lots.
Gisborne/ East Coast	Perceptions of freedom camping are generally negative.
Coromandel	The Coromandel is a popular destination and there is a lack of concern by some visitors (NZ and overseas) on the impacts of them freedom camping.
Nelson	Residents are unable to use public spaces allocated to freedom campers. Nelson City Council allow freedom camping in a number of its central and peripheral car parks. This means that at certain times of the day and on Sundays and public holidays many locals avoid these places.
Franz Joseph	Negative community attitude towards freedom campers. Lost income due to campers choosing not to camp at commercial sites. Some freedom campers have used showers at



	commercial sites without paying. Freedom campers have reported people shaking their vehicles and beeping horns late at night.
Punakaiki	Other visitors and locals are unable to use the same areas as freedom campers for camping or other activities e.g. picnics.
Haast	Divided local community opinions. Some would like to see freedom camping embraced more, as they feel like this would bring more business to the area.

Impact of responsible camping on the local environment

Region	Comments
Queenstown	There have been issues with people camping on streets, washing clothes near rivers, leaving behind toilet paper and human waste, clogging parking areas, using public showers and dumping rubbish on the sides of roads.
Tasman	Human waste and toilet paper left on ground, lighting fires, vehicles parked too close together, people washing clothes and dishes in the river, local people feeling excluded from the site. Some sites (e.g. Golden Bay) have cultural significance for local iwi which was not apparent during the bylaw process. Freedom camper activity on the beach in Taupata Point in Golden Bay has been disturbing nesting sea birds.
Buller	Funding from MBIE has helped the council provide for additional rubbish collection and toilet services in some key locations over the last two summers. This has reduced the environmental impact of camping on the region significantly. There is one site that is just over the border in the Grey District (that BDC has been managing for the Grey District) that has no toilet or rubbish facilities, which is taking a bit of a hammering this year. The rest of the district is not overly impacted by freedom campers.
Westland	Until designated campsites and toilets/bins were provided, there were many examples of freedom campers toileting in the bush and inappropriate places. Many more toilets are now available in Westland area as a result of the TIF and seasonal Responsible Camping programmes.
Grey	Littering, ablutions in the bush and increased rubbish in the bins. However, there is potentially less indiscriminate pollution of the environment as responsible campers use facilities that the council has developed. 652 Infringements were issued to non-certified vehicles in 2014 and refuse and human faeces were found at all of the Council developed sites. However, in 2019 186 infringements were issued to non-certified vehicles and the refuse and human faeces incidents have reduced dramatically, except at McMillan Road, Punakaiki.
Rotorua	Incidents of rubbish being scattered are common. Rubbish pickup in many of the areas has been increased over the peak season with the help of MBIE funding. Occasional incidents of public toileting and washing utensils in lakes happen as well.
Tauranga	Littering, pollution of waterways.
Mackenzie	Overflowing rubbish bins, littering, public sites overcrowded with freedom campers' vehicles.
Gisborne/ East Coast	Freedom camping contributes to rubbish and toilet waste in areas. This is not always from freedom campers but can also be from other users.
Franz Joseph	Several freedom camping locations (e.g. Dochertys Creek, south of Franz Josef) had to be shut down due to pollution of human toilet waste, soaps and rubbish into waterways. There have been problems with crashes and road safety in responsible freedom camping sites. Health and safety issues from faeces. Rubbish, toilet waste – visually and aesthetically unappealing. Overflowing freedom camping areas, washing dishes, washing themselves in nearby waterways. Food waste from dish washing clogging up sinks.



Punakaiki	Impact on wildlife, human waste, tissues, rubbish. Campers are often seen washing dishes, doing laundry and cooking food in public spaces.
Haast	Littering, human waste, beach fires (rubbish burnt in fires), loss of remote aesthetic, damage to the environment (e.g. trampling plants and bush), disruption of wildlife, pollution.

Most problematic responsible camping sites

Region	Comments
Queenstown	Lake Hawea, Crown Range, Kingston and Glenorchy Road are problem areas. The joint ownership of Lake Hawea by LINZ, QLDC, Doc and NZTA makes it difficult for the council to enforce regulations. With QLDC controlling freedom camping in urban areas, freedom campers are often pushed out into the rural areas which annoys the farmers.
Tasman	Motueka area and Golden Bay (Waitapu Bridge) attract the highest number of freedom campers. Decks Reserve in Motueka faces issues around periodic overcrowding, the use of public toilets for washing clothes etc. There are accounts of at least some of this disturbance being from local people and day visitors. There are also ongoing issues of people freedom camping at sites where camping is not permitted (either council land or private land).
Buller	McMillan Road in the Grey District is the most challenging area. Being located south of the Punakaiki ban zone, it is a prime site for people to stop at but has no services at this stage. While only self-contained campers are permitted here, campers have still been using the environment for their toilet and leaving a mess around the area. In Punakaiki, the council has put a ban over 12km of coastal road to protect the area from overcrowding and preserve the local rivers down there.
Westland	Franz Josef has been at the centre of very vocal opposition from the local community and some accommodation providers who are opposed to any freedom camping in the area for their business interests. Sites that have been available historically and legally have been barricaded and gated off.
Grey	McMillan Road and Punakaiki are causing the most problems in this district, however there are also high volumes at Cobden, Blaketown and Iveagh Bay. We have recently had reports of Cargill Road at Barrytown experiencing issues with campervan waste. The toilets at Cobden Tip are regularly unable to cope with camper flows.
Rotorua	Motutara Point on Lake Rotorua is the default location for campers who have been moved from reserves they are not allowed to stay on or freedom camping areas that are full. There's a trial freedom camping site at Hamurana on the opposite side of Lake Rotorua, which has become very popular ever since it was promoted on CamperMate. Consequently, the council has had to remove it from apps, increase enforcement activity to move campers on and increase rubbish pick-up.
Tauranga	All popular reserves in the area.
Mackenzie	Lake Tekapo township and Lake Pukaki are the most problematic areas with a high number of infringements. Tekapo is particularly hard to police as people continue to exploit the free areas and are often unwilling to pay for campgrounds (\$10/night) that are just outside the Lake Tekapo area. Lake Pukaki has over 120 vehicles per night on an average which overburdens the infrastructure of the area.
Gisborne/ East Coast	In general, not DOC land in this region. But all roadside reserve carparks.
Wairarapa	A couple of DOC basic campsites, Bucks Road and Corner Creek (these sites have no fee, basic toilet) in the western Wairarapa have become popular with freedom campers



	because they are the last free camping opportunities for those who have come down the east coast and are heading for Wellington and the ferry crossing.
Coromandel	The local council has a ranger who issues infringements. He has issues when two vans are parked next to each other. One is on council land, the other on PCL. This causes problems, as he is powerless regarding the one on PCL.
Nelson	In Nelson City it is the town centre and surrounding suburban areas as a result of the Nelson City council approach. The approach of Tasman District Council is different and involves a range of sites, including some out in rural rather than urban areas.
Franz Joseph	Council owned land with no signage or guidance, for example areas that are small pull off spots on the side of the SH6. Main road and side roads of the Franz Josef village are becoming a problem. Another issue are areas that have been designated freedom camping sites in the past and have now been shut down, visitors have found information on these sites online and camp there. Specific problem areas include Paringa river (area next to South Westland Salmon Farm), Hannah's Clearing (old dump site) and the area assigned for camping alongside Luggate Bridge, Clutha River.
Punakaiki	We have one freedom camping site in Punakaiki called McMillan Rd (self-contained only) it is highly frequented but there are no toilet facilities and people are using bushes, flaxes, beach. Fox River is a freedom camping site for self-contained vehicles with a well-built toilet facility and this works well.
Haast	Township carparks, DOC centre carpark, Jackson bay, Hannah's clearing, Neil's beach, all beach accesses - pretty much the entire Haast region.

What is the responsible camping trend in your area?

Region	Comments
Queenstown	Funding from MBIE and changes in QLDC's bylaws have helped manage freedom camping related issues. There is not enough longitudinal data to comment on trends.
Tasman	Freedom camping numbers have increased significantly in recent years. The council has identified some areas where freedom camping can take place, and this has reduced the amount of illegal freedom camping.
Buller	A significant reduction in issues this summer in comparison to last.
Westland	Through the TIF programme and Responsible Camping funding, the council has been able to provide more toilets and bins, which has led to a vast improvement in the behaviour of campers. Also, once sites become established freedom camping sites, the negative noise seems to settle down. Generally, people involved in providing commercial accommodation have been most vocal about restricting and banning freedom camping. While they use the environmental impacts as their argument, it is usually just economic motivation that backs their stance.
Grey	Issues are generally becoming less prevalent as a result of rigorous enforcement.
Rotorua	More prevalent as numbers of campers has increased generally.
Tauranga	High rents in the city and a rise in Tauranga's popularity as a freedom camping destination has contributed to an increase in issues with freedom campers living in their vehicles.
Mackenzie	Social media posts have contributed to an increase in freedom camping in remote sites. Low regulation standards for self-contained vehicles have led to a high number of inadequately provisioned vehicles passing the self-containment test.
Gisborne/ East Coast	More and this increases numbers of visitors to Public Conservation Land (PCL).
Wairarapa	Social media has been increasing the use and demand of freedom camping sites.
Coromandel	Growing expectation to freedom camp.



Nelson	The numbers are increasing. There seems to be more vehicles parked in the Council designated sites but also more instances of cars on roads out of town or just parked in the street.
Franz Joseph	Issues are becoming more frequent. More prevalent – have noticed increase in day use of DOC Campgrounds.
Haast	More frequent.

What measures have you put in place to mitigate responsible camping impacts?

Region	Comments
Queenstown	The council has been trying to enhance education initiatives through better signage for campers. The ambassador program has also been helpful in this regard. The two service hubs at Queenstown and Wanaka respectively provide pitstops for campers in self contained vehicles. People can stay here for two hours, dispose of their rubbish and use toilets and free wifi.
Tasman	Identified sites where freedom camping is permitted and have a general rule that two nights of freedom camping is allowed on Council land (where camping isn't specifically prohibited) in self-contained vehicles. The council has also provided increased toilet and waste disposal facilities at these sites often with the assistance of Central Government funding. For example, in Takaka, the council has provided a pay-for-use shower. The council is trialling freedom camping ambassadors for the first time this summer (again with Government funding). The council also publishes information about freedom camping regulations, the behaviour expected (linked to the Tiaki programme) and provides information to CamperMate.
Buller	Last season, the council planted new signs to educate people about what they can do instead of what they can't at the camping sites. Also, the council's workshops with the community were well received and have been key in reducing their angst against freedom campers. The council has installed toilets and bins in key locations (apart from McMillan Road which is not BDC's land) and employed staff to monitor and engage with campers across the district.
Westland	The council has employed enforcement and compliance staff to help with freedom camping related issues.
Grey	GDC has developed and adopted a Freedom Camping Bylaw that forbids non-certified vehicles from camping on Council controlled land. This rigorous programme has been generally successful in reducing the impacts. GDC has also, with assistance from Central Government, provided new parking areas and toilets and increased maintenance spend of toilets and waste management.
Rotorua	The council does not have a freedom camping bylaw and has been awaiting the national review of the Freedom Camping Act before making a call on whether they need to write one. The council has identified freedom camping sites and is trialling another couple this season. They are also using the Ambassador programme to educate campers and have security monitoring and regulation enforcement.
Tauranga	Educational communications, enforcement patrols.
Mackenzie	Freedom camping is prohibited in some areas and all camping vehicles need to be self-contained.
Gisborne/ East Coast	We lock Gray Bush campsite over the Xmas/New year period.



Wairarapa	The Region is proposing upgrading the campgrounds with more modern facilities and commencing charging them as a standard campsite. It is unclear whether freedom campers will just accept the fees or move to another spot.
Coromandel	We are looking at being able to share powers with the Thames-Coromandel District Council ranger so that he can issue infringements. There are people who try to escape paying the fee. We now have compliance people who go around the camps at night.
Nelson	DOC Wardens and rangers are briefed on the rules around freedom camping on public conservation land in the NSI. This can be difficult to administer as numbers are increasing and there can be expectations from freedom campers of being able to access places for free.
Franz Joseph	Educate/promote positive behaviour amongst self-contained campers. Direct non self-contained campers to commercial campgrounds.
Punakaiki	Advise visitors about freedom camping.
Haast	Council has established Red zones of strictly no freedom camping, bylaws, two patrolling wardens and some signage. Education and advice to freedom campers.

Is there anything the government can do to help?

Region	Comments
Queenstown	Use the Tiaki Promise as a starting point to enhance visitor engagement and awareness, including international campers. Facilitate merging of regional approaches for the development of a nationally consistent approach. Better signage across the country to ensure better compliance. Review the self-contained standards. Ensure timeliness of funding decisions (which happen in late June currently). Relax the current regulations to allow potential private operators to enter the market. Educate freedom campers at all possible touch points.
Tasman	Government funding through TIF and the Responsible Camping Fund has been helpful over the past few years. However, the duration of these funding schemes is uncertain and the criteria about what can be applied for haven't stayed consistent which makes planning difficult. Neither of the funds support the ongoing maintenance, operating and cleaning costs of facilities for freedom campers. For the TIF fund there is also a need for the Council to contribute to the capital cost of facilities. In a situation like Tasman's where rates and debt levels are comparatively high and the proportion of older people on fixed incomes is growing, prioritising spending on freedom camping can be problematic. A review of the Freedom Camping Act, particularly changing the base assumption that freedom camping is permitted on all Council administered land unless there are specific limited reasons why not. Review the Camping Ground Regulations with the aim of making it easier for people to provide camping grounds. Consistency of the rules across the country would be helpful. Potentially providing Government funding to assist in the purchase of land for freedom camping could be useful. An improved system to collect freedom camping fines from overseas visitors would be helpful. Improved system to register self-containment of vehicles and for enforcement staff to be able to check via a database.
Buller	Developing and strengthening the Tiaki promise as a national theme. Sustained government funding for the council's programme every year will be helpful in maintaining the pace of work in this direction.
Westland	More DOC free campsites being made available would take some of the pressure off WDC to find sites for campers. Measures to cover outstanding fines from campers set to leave the country as the current payment rate of infringements is quite low (around 60%). Hire companies should take more responsibility for their offending customers. For instance, rules like campervan companies refunding the \$250 bond if the self-contained toilets are



	returned with the seals unbroken need to be updated. The ease with which vehicles obtain self-contained stickers is problematic.
Grey	MBIE's contribution to ongoing maintenance of parking areas, toilets and waste management will be helpful, as these costs are currently borne by ratepayers. A national oversight of the Self-containment standard is needed, so that there is some consistency in guidelines nationwide. Councils should be granted the ability to ban Freedom Camping in their area.
Rotorua	The guidelines for containment certification need to be revised as they are inadequate and confusing. The council has benefited from MBIE's financial support for the peak season activities.
Tauranga	Review legislation to add more robust enforcement. Prohibit people with unpaid fines from leaving the country.
Mackenzie	MBIE's funding has been immensely helpful in developing and enhancing some freedom camping initiatives in the region. The self-containment guidelines need to be tightened to prohibit inadequately furnished vehicles from being certified self-contained. Consistent signage across the country, as varying signage leads to misinterpretation of district/region specific rules. The ambassador programme should be centralised. Shift burden of educating campers and timely infringement payment to vehicle hire companies.
Gisborne/ East Coast	Support local government to address the issues including new assets and the long-term management of them. Encourage the use of the chemical toilets in their vehicles by freedom campers.
Coromandel	Clear guidance on freedom camping. Ensure freedom camping is away from sensitive areas. Explore land boundaries and ways to share powers.
Nelson	A review of the position of freedom camping in the government's overall long-term tourism strategy. Data on: Yield of average freedom camper – money spent/time in NZ/cost of maintenance of sites. Analysis on the displacement effect on other visitors due to overcrowding/over tourism at attractive sites or from towns. Clear national guidance on freedom camping. Long-term analysis of the effects on NZ's tourism effort.
Franz Joseph	Streamline information across the country so the rules are the same everywhere, it can be confusing for visitors as they go through different regions and the rules change. Guidance on freedom camping. An official online site where visitors can get their information that is run by the government and is regulated to ensure accurate and up to date information on sites to camp. Increase resources for compliance and enforcement. Review the system for self-contained vehicles. Approve of the increased funding for local freedom camping compliance.
Punakaiki	Education of freedom camper and vehicle renters.
Haast	Consideration of the unique needs and restrictions of each region. The community needs, desires and limitations could be canvassed. Greater education and a campaign for Freedom camping education in our region would help prime people's expectations of the area, deliver a positive preconception of our limitations to visitors and also turn a perceived 'negative' into a positive education. Ensure accurate information and signage on freedom camping sites.



8.5 Process used to analyse GeoZone data

