



Responsible Camping Tech Discussion Paper

Responsible Camping
Submissions

APPLYING TECH

Changing Traveller Behaviour

You may be aware of another camping app which currently reports traveller behaviour to councils and industry.

We'd like to take this one step further. There's a huge need to not only report on behaviour, but to change it.

Our platform allows us to provide messages which are targeted to the Campervan traveller based on their:

- Geo location
- Travel preferences
- Personal background

The working group has stated that each council needs to have greater access to the traveller.

Every region in NZ is represented by a council. Each has their own needs in regards to Responsible Camping, based on a wide number of factors. Currently a campervan traveller is very un-aware of the regional nuances as they travel from region to region. Alongside this, there's a set of nationwide rules which need to be clearly outlined.

Rankers has the technology to communicate these nuances to the traveller as they travel into each region in NZ, alongside the clear nationwide message.

We propose to work alongside each region to communicate the needs of each council. These messages will be specific to each council and delivered to travellers as they move between regions.

Messages can also be customised to best fit travellers chosen behaviour. For example, we can measure what style of camping each person predominantly looks for e.g. Holiday Parks, DOC or Freedom Camping and adjust messages to suit.

MESSAGING

Communication Style

The Rankers website and app are both very busy, yet we've never paid for traffic. We're busy because we've chosen a communication style that connects with travellers. Thus we're trusted and benefit strongly from word of mouth.

This style works on the carrot (benefit and reward) instead of the stick (punishment method). It's flexible enough to speak to any age group, but importantly reaches travellers aged 18-35, who we most need to connect with when it comes to solving Responsible Camping issues.

The style is relaxed, informal and already proven to work. Here's some examples of pages which we introduced 18 months ago and have since become the most visited pages on our app.

See examples below and the entire suite of messages at camping-nz.rankers.co.nz

Alongside the Rankers Camping NZ map we provide messaging with a communication style that connects with travellers.



Our style takes a personal approach to bring travellers along on a ride to have their best time alongside kiwis.

All DOC Campsites

The wairua (spirit) of DOC campsites is - you give, and in turn, you get. If you care for something, it reveals itself to you in a different way.

Get the Printed Map →

You get: nature immersion with authentic, back-to-basics camping.

You give: caretaking of a wonderful place, supporting the local DOC crew. They do a great job of looking after Aotearoa NZ's special places. The smallest deeds are appreciated.

Robin Hood Bay Campsite
BLENHEIM AREA

- Free Camping
- Camping and any vehicle
- DOC Managed
- 59% from 50 rankings

Details

All Free Camping

Travelling with your heart

Get the Printed Map →

All Free Camping

With great freedom comes equal responsibility.

Get the Printed Map →

A few unprepared freedom campers in the past have affected Aotearoa, socially and environmentally. New Zealanders are very aware of this, and some now see freedom campers as a threat to the environment and our collective ability to enjoy it. I don't want you to be seen in this light. Get the most out of Freedom Camping... [Here's how!](#)

Beachfront Reserves, Cooks Beach
OVERNIGHT CAMPERVAN PARKING

- Free Camping
- Self-contained motorhomes only
- 79% from 36 rankings

Details

RANKERS TECH

Methodology and Adaptive Solutions

Alongside the tech solution suggested above, there's so many more opportunities.

Our tech platform plugs into 3rd party software which gives us access to the latest technology without needing to make huge builds.

As technology moves, we're able to quickly move with it.

This ultra lean methodology allows us to move super fast and not get stuck on any large 'In house builds' which inevitably become fossilised in quick time :)

Technology available through Rankers Camping NZ includes;

- Remote configuration, which gives us the control to change the app experience dependent on traveller behaviours.
- Machine learning to help predict future behaviours.
- A-B testing allows us to run experiments to test ideas and their effect on traveller behaviour.
- Latest analytics and reporting.

Access to this latest tech is great, but as anyone involved in tech knows, that anything can be built.

But what time and money is involved to create this tech?

Our difference is our lean methodology. It's enabled us to compete for 14 years on a limited budget by focussing on quality code and lean systems (The Callaghan Innovation "Build for Speed" team were impressed by our code foundations).

The upshot of this for NZ councils and tourism industry is, we're proven, local and careful to avoid sending projects down expensive rabbit holes (a common issue in the tech world). We're also adaptive and can easily pivot according to changing needs.

RESPONSIBLE CAMPING TECH FUNDING

The Current Model is Creating a Monopoly

We're concerned that by providing significant funds to just one tech partner - Campermate. The Responsible Camping working group is creating a monopolistic situation. It's also putting all the eggs into one tech basket, which we think is not in the best interests of NZ inc.

By bringing up the issues below, we aren't suggesting that Campermate shouldn't be funded. We think it's important that they are. We're just saying that funding should be open to other tech partners. It will bring transparency to the process, greater reach and we believe, a better outcome for all.

Other issues with the current funding situation are:

- Although we've been part of the Responsible Camping Forum for longer than Campermate, we've never been informed about the significant tech partnership funding. We've only very recently found out about it, off our own bat.
- The CEO of Campermate is also part of the same working group which makes the decisions on the future pathways for Responsible Camping. It's currently a very 'in house' situation.
- By funding only one app, it helps create the situation where Campermate has the funds to buy app store ad space to compete for searches both intended for Rankers and in the Camping space in general. This means that anyone searching for the Rankers Camping NZ App on the app store always has Campermate showing above it.
- Campermate is part owned by international interests. Rankers is 100% locally owned.
- Despite receiving substantial funding, Campermate declined to work with a very active sustainable travel partner - RefillNZ, to show all refillable water locations in NZ. It required us to clean up a lot of data, but Rankers took this on and has funded a lot of this cost itself, as it's the right thing to do for NZ inc. It fits with the sustainable pathways and values outlined by the NZ tourism industry.

A Fresh Way Ahead

We have spoken with industry and understand the working group has tried three principle projects alongside Campermate. Two of the three have been dropped. The remaining project reports on traveller behaviour.

We propose to use different algorithms alongside our tailored communication style to help change traveller behaviour.

We're ready to use our lean methodology to work alongside industry. Constantly measuring to bring findings back to the working group. Working lean means we test from multiple perspectives, to see what works best.

We look forward to the opportunity to help create positive change.

Nick

Privacy of natural persons

Cymen

Privacy of natural persons

Rankers owners