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We welcome responsible campers

Foreword

Camping has formed part of our heritage. For generations people have come to our district to enjoy the mountains and lakes and escape the routine of their daily lives.

As the district has become more popular, the pressures on our treasured places has increased. We need to protect our environment from these pressures and maintain the international reputation of the district as New Zealand's premier alpine and lake destination.

This is the first strategy that has engaged a wide range of our partners including Land Information New Zealand, Department of Conservation, New Zealand Transport Agency and the neighbouring Councils of Southland and Central Otago. It has also been strongly supported by the Ministry of Business, Innovation and Employment.

All the partners have joined together to address the issues associated with camping and have committed to work together to provide a range of camping opportunities for our visitors in the future.

We will continue to welcome responsible campers and ensure that camping remains an option for those who wish to visit and stay in the district. We will also continue to manage poor behaviors to protect our environment and ensure residents have access to the places they love.

Happy Camping!



Jim Boulton
Mayor, Queenstown
Lakes District Council

The Strategy in a nutshell

Vision:

Leading the way for sustainable and responsible camping in Aotearoa

Working together, we will be a sustainable responsible camping destination by controlling non-self contained camping and developing more opportunities for self-contained and basic camping at a reasonable cost.



Control freedom camping

Unmanaged non-self-contained camping harms the environment and frustrates our community. We will remove camping from the sites where this activity is concentrated and control it on-site or elsewhere.



Maintain responsible camping

There are opportunities for self-contained camping in permitted zones¹. These will continue under continuous review.



Develop basic camping

Develop more opportunities for reasonable cost basic camping facilities.



Unified approach

Agencies work together in unified manner to manage camping, improve knowledge and provide consistent information, education and compliance.



Understand demand

Gain a better understanding of the demand, motivations, costs and benefits of camping across the typologies so that we can be responsive and agile.

¹. See definitions

Introduction

The purpose of this strategy is to promote the sustainable use of our environment for visitor and community experience through well managed, coordinated and responsible camping in the district.

The continued and increasing popularity of camping in the district is impacting on the local environment, increasing costs and frustrating the community.

The public agencies involved in camping in the district being the Department of Conservation (DOC), Land Information New Zealand (LINZ), NZ Transport Agency (NZTA) and Queenstown Lakes District Council (QLDC) have been supported by the Ministry of Business, Innovation and Employment (MBIE) to develop this strategy.

The Central Otago District Council (CODC) and Southland District Council (SDC) have also participated in the development of this strategy to ensure a broader regional approach is taken. It is important that consideration is given to the impact of decisions made within the district on neighbouring councils to avoid unintended consequences.

How the strategic document is structured

Part 1 - Strategy

Setting a collaborative vision, principles and objectives for camping in the district.

Part 2 - Action Plan

How and when the objectives will be achieved and by whom.

Part 3 - Background

More detailed information that has informed the strategy.

DOC is developing National Camping Principles for Responsible Camping due for release in October 2018. Consideration will also be given to these principles.

This strategy has been developed at pace to ensure alignment with actions for the coming camping season of 2018/19.

It is seen as an initial step only with a review planned in two years to take advantage of improved information about campers and to ensure alignment with proposed legislative changes and outcomes from the Responsible Camping Working Group.

It is acknowledged that a nimble and responsive approach to camping issues is required as data and knowledge on camping behaviours improves.

What is camping and why is it important?

Definition of camping for the purpose of this strategy:

"Staying overnight for recreation in an outdoor area for one or more nights, usually in a tent, cabin, caravan, campervan or other vehicle."

What do we mean by camping?

In the context of this strategy camping is *"staying overnight for recreation in an outdoor area for one or more nights, usually in a tent, cabin, caravan, campervan or other vehicle."* It excludes staying in campgrounds or other public places for temporary or permanent accommodation.

Why is camping important?

Camping provides an affordable option for visitors who want to stay in the district and for residents who want to explore and holiday in other parts of the district.

Campers can experience and connect with nature, often learning about and potentially contributing to the conservation and protection of New Zealand's special places.

Background to the supply of camping opportunities across the agencies is provided in Part 3: Background

Why it needs managing

The sheer numbers of campers coming to our district means that campers need to camp responsibly and that facilities need to be provided to minimise the impact on our environment and residents.

Not all campers are alike

We cannot treat all campers alike. Different groups have different needs, expectations, mindsets, skills and equipment. Camper typologies (see figure 1) were developed to inform this strategy and are shown below. Solutions to camping issues require specific responses targeted at each typology. For further information about the typologies refer to Part 3: Background.

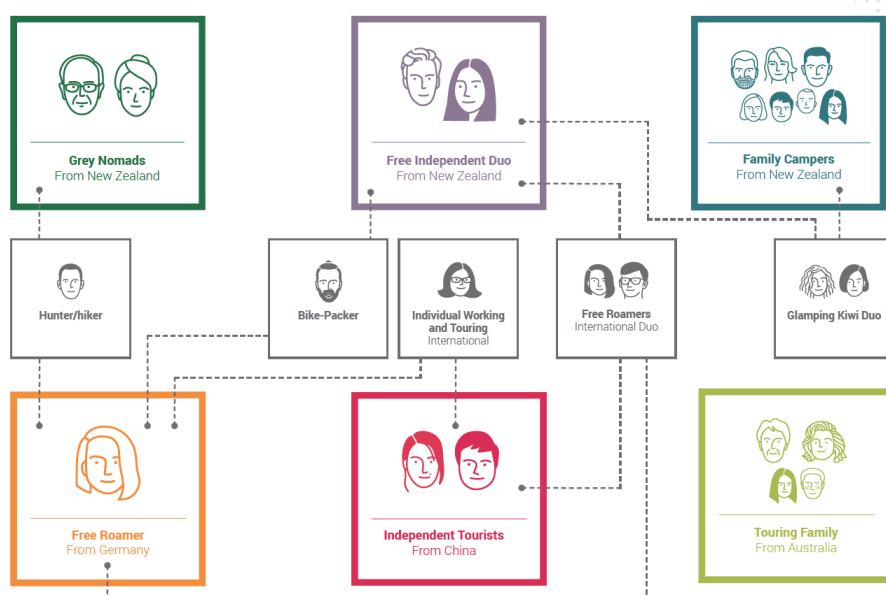


Figure 1 - Camper Typologies

Turning Strategy to Action

The partners to this strategy have committed to working in a unified way. They are guided by the principles, to realise the vision and achieve the goals set through this strategy.

Commitment to the actions will bring the strategy to life.

Vision

What the partners to this strategy aspire to for the future

Principles

The fundamentals that guide decision making

Goals

The results and outcomes that we are aiming for organised under four pillars

Actions

The specific actions that need to occur to reach our vision and goals

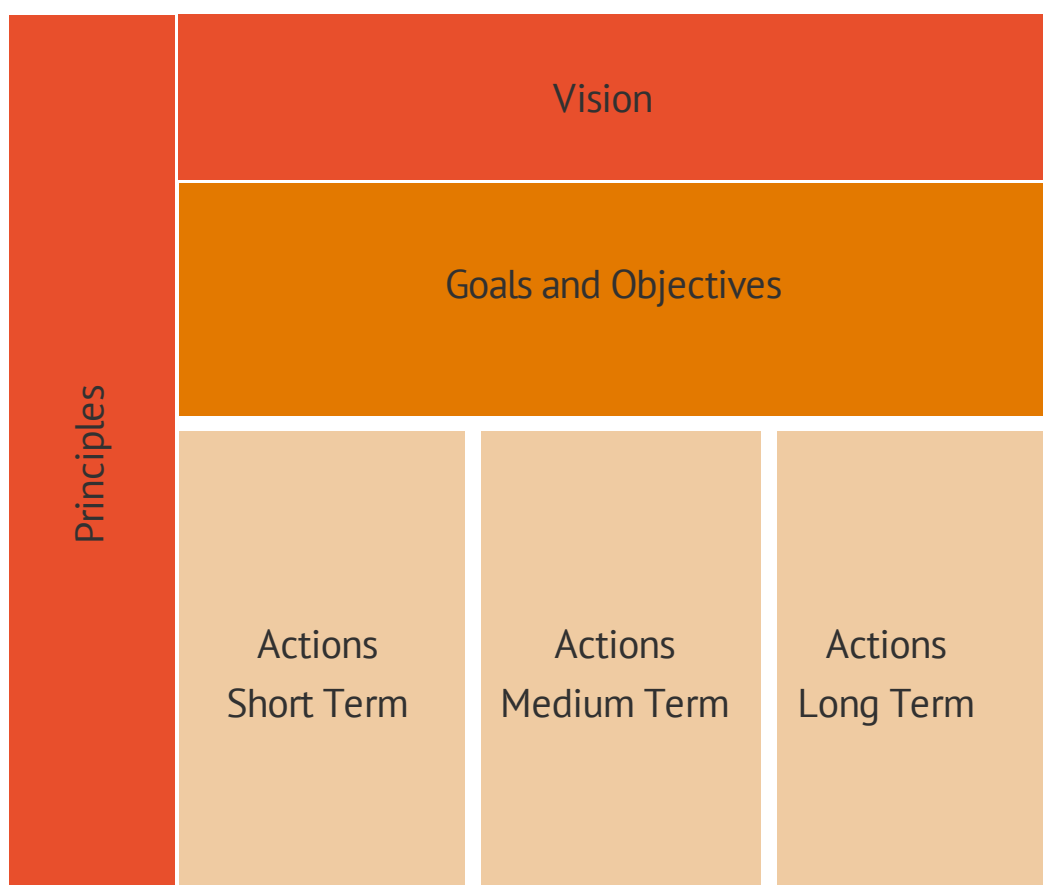


Figure 2: Structure of this strategy

Principles

The following principles have guided thinking on this strategy and are applied consistently throughout all decision making on camping.

Kaitiakitanga and manaakitanga

Kaitiakitanga and manaakitanga are two concepts central to Māori. As managers of public lands, the agencies share a responsibility with treaty partners Ngāi Tahu to care for the land (kaitiakitanga) and be good hosts to visitors (manaakitanga).

Unified approach

Both the public sector and private sector have a role in providing camping opportunities. All agencies and the private sector need to work together to have a united approach that is clear and easily understood by campers and the community.

Retaining a sense of community is important to us

The popularity of camping and the increased number of vehicles being used for camping has caused issues for the community in the past. Locations set aside for camping need to minimise the impact on local recreation opportunities and provide residents with adequate privacy and peace.

Encourage good behaviours

We want to encourage good behaviours by providing appropriate facilities at a reasonable cost. We will provide good information about how to camp responsibly but for those that ignore that advice there will be enforcement of the rules that have been established to protect our environment and residents.

Protect and enrich our environment

We need to protect and enrich our environment from the effects of camping. We take our water from the lakes and we have pride in our clean and natural environment. It is the reason that many visitors come to our district.

Responsible camping is an important part of our culture

The district has a long tradition as a camping destination. Camping adds value to our district and we want to provide it in a way that is sustainable and enriches everyone's experience.

Deliver a memorable camping experience

Camping in the district is about enjoying our mountains and lakes, having easy access to nature and the many activities and adventures on offer. Camping opportunities provide access to this at reasonable cost as well as giving people the opportunity to experience getting back to basics in the outdoors.

Agile, responsive and resilient

We need to better understand campers needs, reactions and values. Change can occur rapidly and our responses need to be agile and resilient. Embracing an environment of trying new technologies and ideas based on increased knowledge, will encourage continuous improvement over the short, medium and long term.

Goals and objectives

Our goals and objectives are organised under four pillars that are established under the principles described above and aligned to our vision.

Protecting our Environment



1.1 Campers enjoy and experience the district leaving no trace.

1.2 Visitors and residents have confidence that our natural treasures, lakes and rivers are protected from the effects of camping.

1.3 Camping in the district is sustainable in the long term.

Improved Community Experience



2.1 Camping is managed in a way that residents can enjoy the recreation opportunities that they value. There is a coordinated response to compliance.

2.2 Camping areas are managed to avoid conflicts with residents.

Improved Visitor Experience



3.1 There are a wide range of opportunities for responsible camping in the district.

3.2 Facilities are appropriate to visitor needs and approaches to communication and supply are unified and well coordinated.

3.3 Locals, domestic and international visitors all rate the district highly as a camping destination.

Effective and efficient use of resources



4.1 The costs and benefits of camping are distributed fairly.

4.2 Public sector agencies work together with a unified approach and provide good information so that campers know what's on offer and what is expected of them.

4.3 The private sector works with the public sector to develop and operate facilities and manage the effects of camping.

4.4 The motivations, demand from and benefits of each typology is monitored and increasingly understood.

A background to the goals and objectives is provided in Part 3

Goal 1 - Protecting our environment

Objective 1.1 Campers enjoy and experience the district leaving no trace.

The problem:

Poor behaviour from some campers is leaving an environmental impact. We want campers to be responsible; with the equipment and knowledge to minimise their environmental impact and the respect for our land and people.

What we are going to do about it:

- improve self containment standards
- stop camping that is not self-contained or not in a designated site with facilities
- close sites used for non-self-contained camping
- provide new opportunities for staying in basic camps at reasonable cost
- improved coordinated compliance and monitoring

Objective 1.2 Visitors and residents have confidence that our natural treasures, lakes and rivers are protected from the effects of camping.

The problem:

In some cases people are avoiding recreation areas because of human waste and poor camping behaviour. Residents believe not enough is being done to protect the environment from the effects of camping.

What we are going to do about it:

- improve provision of temporary and permanent public toilets
- clean up sites that have been heavily used for non-self contained camping and prevent their future use
- monitor sites where self-contained camping is permitted for environmental damage and reassess their suitability for camping at regular intervals
- communicate the work that is being done to manage camping and protect the environment

Objective 1.3 Camping in the district is sustainable in the long term.

The problem:

Free camping areas have become quickly overwhelmed and have resulted in unacceptable on-site and off-site effects.

Knowledge about the demand and economic impact of various camper typologies is limited. The costs and benefits of providing and managing camping are unclear across the markets and typologies.

What we are going to do about it:

- prevent camping in locations where there are no facilities or where camping impacts on local recreation users, the cultural and natural values
- provide new opportunities for staying in basic camps at reasonable cost
- Implement an on-going programme of monitoring and data gathering to inform future decision making

Goal 2 - Improved community experience

Objective 2.1 Camping is managed in a way that residents can enjoy the recreation opportunities that they value. There is a coordinated approach to compliance.

The problem:

Camping (both self-contained and non-self-contained) can limit local's access to recreational facilities and sites and detract from their local experience.

Compliance activity is disjointed.

What we are going to do about it:

- prevent camping in locations where camping conflicts with local recreational use
- a unified education, compliance and communications approach will be taken

Objective 2.2 Camping areas are managed to avoid conflicts with residents.

The problem:

Frequent and persistent camping (both self-contained and non-self contained) can impact on resident's privacy and quiet enjoyment of their property.

What we are going to do about it:

- review existing camping zones to ensure they keep camping away from residential areas and townships

Goal 3 - Improved visitor experience

Objective 3.1 There are a wide range of opportunities for responsible camping in the district.

The problem:

Demand for camping is exceeding supply as some camping opportunities are lost.

What we are going to do about it:

- redevelop existing camps to improve capacity
- provide new opportunities for staying in basic camps at reasonable cost
- provide opportunities for walkers and cyclists who are touring the country

Objective 3.2 Facilities are appropriate to visitor needs and approaches to communication and supply are unified and well coordinated.

The problem:

There is a lack of agreed standards between agencies and facility provision may not comply with current and future camping ground regulations.

Communication to visitors is disjointed and inconsistent.

The effect of changing supply impacts on other agencies and neighbours.

What we are going to do about it:

- support review of camping regulations
- develop and implement agreed service and design standards
- Ensure there is a unified approach to communication
- Changes to supply are considered and communicated between the parties prior to implementation

Objective 3.3 Locals, domestic and international visitors all rate the district highly as a camping destination.

The problem:

There is little if any feedback to agencies on visitor needs or satisfaction with the provision of camping opportunities.

What we are going to do about it:

- Develop and implement feedback mechanisms on camping opportunities across typologies

Goal 4 - Effective and efficient use of resources

Objective 4.1 The costs and benefits of camping are distributed fairly.

The problem:

The costs of maintaining and managing camping is largely met by ratepayers and taxpayers which campers and providers of rental vehicles contributing little or nothing to the costs of facilities and services.

What we are going to do about it:

- Implement charges for campgrounds proportionate to the facilities provided
- Recover fines issued for breaches of Freedom Camping Act 2011(FCA) via rental vehicle companies
- Encourage rental vehicle companies to take more responsibility for facility provision for their customers

Objective 4.2 Public sector agencies work together with a unified approach and provide good information so that campers know what's on offer and what is expected of them.

The problem:

Agencies have previously worked largely independently of each other on camping issues.

Communication and messages to campers is not well coordinated.

What we are going to do about it

- QLDC, DOC, LINZ and NZTA will manage camping through a unified approach
- Communication and education to campers will be coordinated and common across all agencies
- Recover fines issued for breaches of FCA via rental vehicle companies

Objective 4.3 The private sector works with the public sector to develop and operate facilities and manage the effects of camping

The problem:

Opportunities for the private sector to assist in the resolution of issues are not well leveraged.

What we are going to do about it:

- Seek private sector investment in the development and management of camping opportunities

Objective 4.4 The motivations, demand from and benefits of each typology is monitored and increasingly understood

The problem:

There is limited information and knowledge on the demand for camping from each typology, their specific motivations and the economic benefits to the district.

What we are going to do about it:

- Decisions on adjusting supply of camping opportunities will be made collectively
- A common monitoring strategy will be designed, implemented and shared to accurately understand, respond and influence supply and demand.

Monitoring and review

Monitoring Plan

There is a lack of reliable information on demand, costs, benefits and impacts of the various camping typologies and sub groups.

The development and implementation of a cross-agency camping monitoring plan is recommended. While the monitoring plan is recommended as a key action through this strategy, suggested types and sources of information may include;

Quantitative Data

- Bed nights from all camps (including private where available)
- Observation counts from compliance officers
- Traffic classification counts – observe number of camping vehicles of each time relative to other road users in total vehicle stream
- Numbers utilising TIF Funded hubs
- Numbers and types of campers at 25 Mile, Craighburn and Kingston Rest areas
- “Super Tuesday” Census style snapshot of total campers in system at any one time

- GeoZone data of camper locations and numbers, length of stay, location before camping in district and location after camping in district
- Number of campers using conventional accommodation in district
- Expenditure (including cash expenditure) by typology (diary)
- Travel group size (number per vehicle)
- Vehicle ownership

Qualitative Data

- Intentions and motivations for campers staying at other TA adjoining sites Bendigo, Lumsden
- Attitudes towards enforcement, camper behaviour, motivations etc
- Facility requirements
- Use of self-containment/waste practices
- Price points
- Satisfaction
- Preparedness including awareness of kaitiakitanga and leave no trace
- Information sources

Environmental Data
















- Site environmental impact assessment
- Water quality monitoring

Strategy Review

























It is recommended that this strategy be reviewed following the implementation of the visitor monitoring plan, site suitability assessments and any relevant legislative or environmental change. This is likely to be within 2020-2023.

Short term actions

The short term actions planned for the 2018/2019 summer season are summarised here. Further detail is provided in the detailed action and implementation plan.

		Supporting which goal?			
		Protecting our Environment	Improved Community Experience	Improved Visitor Experience	Effective and efficient use of resources
STA-1	Develop the unified approach between key stakeholders by extending the Agency MOU and involving wider interest groups to ensure the effective and efficient development of a system solution approach. This would include an invitation to representatives of Ngāi Tahu, Westland District, Southland District and Central Otago District to participate.				
STA-2	Develop Implementation Plan Partners to prioritise actions collaboratively in a full implementation plan, confirming lead and support agencies, timing, resources and investment required.				
STA-3	Unified approach agreement to communications, compliance and monitoring for short term.				
STA-4	New Self-Containment Standard Advocate for and support the government review of the administration system for the New Zealand Standard for self-containment of motor caravans (NZS 5465:2001), including whether that certification should be overseen by a national body, in a similar way to the warrant of fitness system for vehicles. Update QLDC bylaw to recognise new standards and procedures for self-containment when released.				
STA-5	Enforcement of Self-Containment Continue to actively check that vehicles displaying a self-containment warrant comply with the current self-containment standards using TIF funded ambassadors and compliance staff.				

Short term actions

		Supporting which goal?			
		Protecting our Environment	Improved Community Experience	Improved Visitor Experience	Effective and efficient use of resources
STA-6	Dump Stations Provide additional dump station in Frankton in conjunction with NZMCA.				
STA-7	Temporary Hubs (TIF funded) Provide temporary hubs for limited overnight camping and for washing and waste disposal and monitor community and user feedback. Supported by Ambassador/education programme.				
STA-8	Provide additional public toilets (TIF funded) Improve provision of public toilets at day use areas				
STA-9	Remediate sites (planning) Investigate sites across district and create priority list for remediation in partnership with all agencies (through united approach).				
STA-10	Site assessments Undertake site by site assessment (including Ngāi Tahu) of all potential public camping areas in district against site-suitability criteria with recommendation to either prohibit, restrict or permit self-contained camping and identify potential locations for establishment of additional paid basic camping sites.				
STA-11	NZMCA Sites Identify an area in the Wanaka ward and Wakatipu for NZMCA to operate as a NZMCA member only campsite.				
STA-12	Frankton Camp Begin planning for redevelopment of Frankton Camp Ground as a as a seasonal camp ground with +/- 200 sites for tents, caravans and caravans.				
STA-13	New Wakatipu Site Undertake assessment of need for additional larger scale (200+ site) basic camping site or holiday park in the Wakatipu. Identify potential locations for the new site.				
STA-14	Camping Regulations Support review of the Camping Ground Regulations 1985 as recommended by Responsible Camping Working Group.				

Short term actions

Supporting which goal?

Protecting our
Environment

Improved
Community
Experience

Improved
Visitor
Experience























Effective and
efficient use
of resources

- STA-15 **Data gathering** Implement a survey of visitors to TIF funded camping hubs.
- STA-16 **Investigate and engage with private sector** for future investment into camping provision.
- STA-17 **Communication** Develop immediate short term unified communication approach including a partnership with TNZ, DOC and MBIE on a pilot programme to provide nationally consistent information on expected behaviours throughout the country.
- STA-18 **Compliance approach** Develop immediate short term unified education and compliance approach.
- STA-19 **Bylaw** Implement outcome of QLDC 2018 Bylaw review.
- STA-20 **Monitoring** Develop and implement a camper monitoring programme (including enrolling in the MBIE funded camper data collection program) resulting in an economic assessment of contribution across each typology, camper demand, behaviours and attitudes.
- STA-21 **MBIE/ Geozone / Campermate Data Partnership**
Provide monthly information report to Council, including, but not limited to, data on camper arrival, length of stay, travel pattern and behaviours within Council districts, benchmarked against regional and national averages. The reports will be supplied for the months of December 2018 – April 2019 inclusive, and can inform future policy and bylaw decision making.
- STA-22 **Data and technology pilot** to guide camper behaviour and influence destination choice. The pilot programme will utilise sensor and camera technology at two sites in the Queenstown Lakes district (out of ten nationally) and transmit data in real time to campers, providing information on (any) available capacity, and alternative sites nearby, including commercial campgrounds.
- STA-23 **Distribution** Explore opportunities for development of basic camping areas in neighbouring communities.



Medium term actions

The medium term actions planned for 2020 - 2023 are summarised here. Further detail is provided in the detailed action and implementation plan.

		Supporting which goal?			
		Protecting our Environment	Improved Community Experience	Improved Visitor Experience	Effective and efficient use of resources
MTA-1	Commission unified approach options investigation, feasibility and business case.				
MTA-2	Review implementation plan This will include MBIE end of season review.				
MTA-3	Unified approach planning. Develop; <ul style="list-style-type: none"> · Systems planning (including transparent pricing) · Communications plan (including education) · Compliance strategy (including education) · Monitoring, review and improvement strategy (including joined up approach with TNZ) 				
MTA-4	Review strategy (minor reviews/adjustments likely to also occur in short term).				
MTA-5	Higher Self-Containment Standard Investigate introducing a higher standard of self-containment than NZS 5465:2001 if there is a delay in national standards or national standards are inadequate for local environment.				
MTA-6	Dump Stations Assess need for further dump stations as remote township sewage schemes become operative.				
MTA-7	Positive contribution opportunities development Through the united approach, develop coordinated opportunities system for enabling campers and industry to positively contribute to the camping experience (for example, through clean-up initiatives, planting initiatives, self-monitoring).				

Medium term actions




Supporting which goal?

Protecting our
Environment

Improved
Community
Experience

Improved
Visitor
Experience

Effective and
efficient use
of resources

					
MTA-8	Site remediation Remediate sites that have been degraded and protect from further degradation.				
MTA-9	Develop a network of low cost basic camping sites with emphasis on additional sites in the Wakatipu with simple facilities managed by app based booking system.				
MTA-10	Review the existing camping zones to ensure they are consistent across the agencies and appropriate given proposed changes to legislation and residential growth.				
MTA-11	NZMCA Site Lease and open NZMCA campsite. Consider using NZMCA sites to assist in management of existing hot spots for non-self contained camping.				
MTA-12	Support the activation of additional Nohoanga. Consider potential for Nohoanga to assist in management of existing hot spots for non-self contained camping.				
MTA-13	12 Mile Camp Develop capacity for an additional 400 campers at 12 Mile Camp (DOC).				
MTA-14	Frankton Camp Redevelop Frankton Camp Ground as a seasonal camp ground with +/- 200 sites for tents, caravans and caravans.				
MTA-15	New Wakatipu Site Confirm new site(s) and begin planning for development				
MTA-16	Bikepacker Camps Identify in conjunction with Queenstown Trails Trust, Upper Clutha Tracks Trust and Te Araroa Inc opportunities for basic campsites that are only accessible by foot or bike for short stay tent camping by touring cyclists and walkers.				
MTA-17	Private Hosting Investigate potential opportunities and barriers to private hosting of camping opportunities with respect to District Plan visitor accommodation rules and low uptake on existing booking platforms.				
MTA-18	Service Standards Develop agreed service and best practice design standards across agencies for basic camps, standard camps and holiday parks (ideally consistent with proposed revised Camping Regulations).				

Medium term actions























Supporting which goal?

Protecting our
Environment

Improved
Community
Experience

Improved
Visitor
Experience

Effective and
efficient use
of resources

MTA-19	Rental Vehicle Park Over Properties Advocate for rental vehicle companies to provide park over camping opportunities for their customers.				
MTA-20	Messaging for outdoor signs Develop consistent messaging for outdoor signs and use across agencies including placement at key sites outside of the district such as Bendigo, Lumsden and Pleasant Flat.				
MTA-21	Seek private sector investment to develop and operate new and or existing camping opportunities.				
MTA-22	Develop Communications Plan that embraces the unified approach.				
MTA-23	Develop education and compliance plan and increase efforts on education and compliance of existing Bylaw's camping zones including informing residents of actions to manage camping.				
MTA-24	Review bylaw to widen and align camping zones with other agencies.				
MTA-25	Review and refine monitoring plan Undertake regular review and monitoring of locations to ensure camping is sustainable at each location. Monitor key sites used for self-contained camping to assess suitability and environmental impact. Monitor satisfaction with camping experiences across typologies and camp types through existing mechanisms such as camping apps and social media. Monitor use of existing camping opportunities and assess demand given changes to camping system and visitor arrivals.				
MTA-26	Implement live demand management of camping opportunities to improve efficiency of supply and enhance campers experience.				
MTA-27	Regional Alignment Advocate for widening of common approach across South Island and ultimately New Zealand.				

Long term actions

The long term actions planned for 2024 and beyond are summarised here. Further detail is provided in the detailed action and implementation plan.

		Supporting which goal?			
		Protecting our Environment	Improved Community Experience	Improved Visitor Experience	Effective and efficient use of resources
LTA-1	Implement unified approach subject to options investigation, feasibility and business case.				
LTA-2	Review implementation plan				
LTA-3	Review and update unified approach documents as per MTA-3				
LTA-4	Review strategy (minor reviews/adjustments likely to also occur in medium term)				
LTA-5	Review and update unified approach documents as per MTA-3				
LTA-6	Review positive contribution opportunities and make enhancements to successful approaches.				
LTA-7	Review Camping Zones every three to five years to enable adaptation to changes.				
LTA-8	Develop a low cost network of basic campsites for walkers and cyclists that support the trail networks and touring road cyclists.				
LTA-9	Implement agreed service and design standards for all camps				
LTA-10	Communication Monitor, evaluate and improve effectiveness of communication message and adapt accordingly.				
LTA-11	Bylaw Monitor and adjust camping zones as required with partner agencies.				

Background to development of this strategy

This strategy has been prepared by the public agencies involved in camping in the district and by the Ministry of Business, Innovation and Employment under the direction of a multi-agency project control group and project governance group.

How has this strategy been prepared?

This strategy has been prepared by the public agencies involved in camping in the district under the direction of a project control group and project governance group. Central Otago District Council and Southland District Council have also participated in the development of this strategy to ensure a broader regional approach is taken.

Investment logic map

In late 2017, representatives from the Department of Conservation (DOC), Land Information New Zealand (LINZ), Ministry of Business, Innovation and Employment (MBIE), NZ Transport Agency (NZTA) and Queenstown Lakes District Council (QLDC) attended a one-day Investment Logic Map (ILM) workshop to flesh out the problems, benefits, strategic responses and changes required to address the problems associated with camping in the district.

What is the problem?

Three core problems have been identified:

1. The high demand for camping is increasing costs, impacting the environment and frustrating the community.
2. Inconsistent data, rules and regulation is leading to perverse behaviours.
3. Supply is poorly matched to demand leading to less than optimal outcomes.

Memorandum of Understanding

Following the ILM the parties signed a MOU to develop a camping strategy.

The purpose of this strategy is *"to promote the sustainable use of our environment for visitor and community experience through well managed, coordinated and responsible camping in the District."*

In particular the camping strategy seeks to provide a framework for:

- a) the collection of evidence in order to obtain a comprehensive understanding of the impact that camping is having in the District;*
- b) the establishment of a collaborative approach to addressing the issues caused by camping in the District;*
- c) consideration of new governance and delivery models; and*
- d) improved communications between the parties in respect of camping related matters.*

Camping in the Lakes District

The Queenstown Lakes District has always been a popular destination for camping, especially for summer camping holidays beside the lakes of Wakatipu, Wanaka and Hawea.

Background

Early Māori passed through the Wakatipu during seasonal hunting and gathering expeditions and camped at sites such as Kingston and Lake Hayes.

For generations families from Otago and Southland have ventured to the Southern lakes for camping holidays. Some brought sections which were used for camping until cribs were built and even then camping supplemented accommodation needs for family and guests.

Formal camping grounds were established by the Crown and in the 1930's, the first being the Wanaka Domain. Camping areas were established by the Department of Lands and Survey in the Mount Aspiring National Park and in other reserves across the district. Council leased land for the establishment of camping grounds in Arrowtown, Wanaka and Queenstown.

Issues of "freedom camping" as it is known today have also existed for many years.

The rise in international tourism has seen significantly increased demand for camping.

In response to the concerns of New Zealanders, anticipated large number of campers for the Lions Tour and a growing negative perception of freedom camping the Freedom Camping Act 2011 (FCA) was created.

Council responded quickly to the freedom camping issue with the development of a strategy and bylaw under the FCA. A concerted compliance effort reduced the majority of issues in the town centres and residential areas however there lacked a joined up approach to camping in the district with many agencies taking different approaches to camping issues and opportunities.

THE WANAKA DOMAIN.

TO THE EDITOR.

SIR,—May I be permitted to warn visitors to Wanaka not to pitch camp in the domain? There is no notice to say that camping in the domain is prohibited. The gate stands invitingly open, and possibly some half dozen camps have already been installed. After a day or two there one is approached by the chairman of the Domain Board, who demands to know what right the visitor has there, and warns him that if he has not cleared out by 9 a.m. the next morning the police will help him out. This quite uncalled-for experience has been the lot of a number of campers for the past three years, as I afterwards learnt. It seems a pity that this happily-situated area is not made the recognised camping ground, or, if this is not desirable, that the authorities do not post a notice at the gate intimating that camping is prohibited.—I am, etc.,

HOLIDAYMAKER.

Figure 3. OTAGO DAILY TIMES, ISSUE 21227, 7 JANUARY 1931

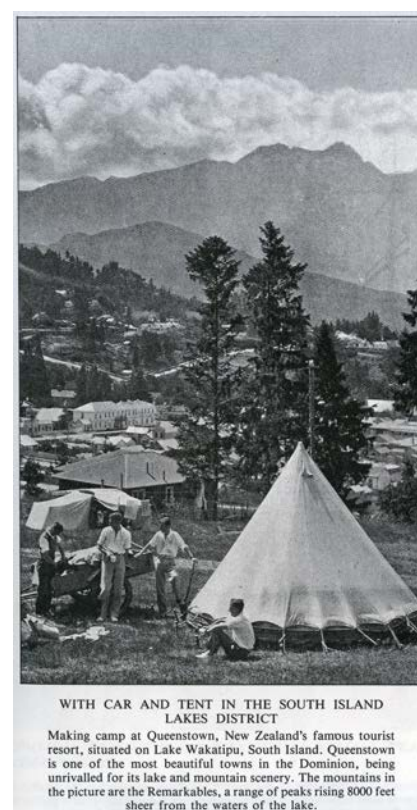


Figure 4. Image Lakes District Museum

Common forms of camping

There are many forms of camping. Other than camping associated with tramping and mountaineering, camping is generally associated with some form of vehicle (including bicycles). Camping can also occur in cabins at holiday parks.



Backcountry camping

Mountaineers and trampers who are self-sufficient and carry their camping equipment on their back.

Generally well prepared and skilled at burying toilet waste away from waterways and carrying out rubbish.

Low numbers spread across a large area.



Bike packing

Cyclists who are self sufficient and carry their camping equipment on their bike,

Generally well prepared and skilled at burying toilet waste away from waterways and carrying out rubbish.

Low numbers spread across a large area but on reasonably well defined touring routes.



Car camping

Travelers who camp in a tent along side their vehicle or inside the vehicle which may or may not have been modified for sleeping in. Not self-contained. Generally well prepared but with variable skills and motivations. Large numbers and can be highly concentrated at popular sites on key tourist routes.



Caravan and Tent

Campers using caravans or larger tents generally staying at traditional camping grounds with facilities or will bring toilet facilities with them.

Generally well prepared and skilled at camping. Numbers concentrated over peak summer period.



Campervan

Campers using generally self contained purpose built vehicles which are either privately owned or rented.

Variable skills and knowledge.

High numbers, particularly over summer season.



Recreational Vehicle (RV)

Campers who either permanently reside or spend substantial periods of time touring and camping in their RV.

Vehicles fully self-contained and generally able to be self sufficient for several days.

Goal 1 Explanation: Protecting our environment

Areas for non-self contained camping

There has been a significant increase in the number of travellers using non-self contained station wagons, people-movers and vans for touring the country.

Sites have been popularised on social media and apps such as campermate and these sites attract large numbers of campers seeking free overnight accommodation.

In the Queenstown Lakes District opportunities for non-self contained camping have been very limited since the adoption of the Freedom Camping Bylaw which has prohibited all camping in town centres and residential areas and restricted camping on Council land to self-contained camping in all but the remote parts of the district. Non self contained camping has therefore been limited to accessible LINZ managed land and the State highway network. The only remaining 'hotspots' for legal non-self-contained camping is the Craigburn, Lake Hawea (LINZ) and the Newmans rest area, 7 km north of Kingston (NZTA). Both these sites are continuing to attract large numbers of campers including non-self-contained vehicles.

For camping to be sustainable, there needs to be conditions where the environment can sustain the numbers of campers staying at a site and the community can sustain the cost of providing and maintaining facilities, managing compliance and complaints. The cost of lost recreation opportunities for local residents also needs to be accounted for.

There is clear evidence that free camping sites in proximity to main touring routes are no longer able to be sustained due to their popularity and cost to the environment and community.

Sites such as the Pines (Lake Pukaki), Ahuriri (Oamarama) and Bendigo (Lake Dunstan) have become heavily overcrowded. The picnic area at Bendigo had over 23,000 vehicles recorded between Mid Oct 2017 and early March 2018. There is no doubt that the popularity of these sites is because they are free and that even a small charge would moderate use and lessen the impact on the community.

Case Study: Rafter's Road

At the end of Rafter's Road, Gibbston is located the Rum Curries historic reserve managed by DOC. It was used primarily by kayakers accessing the adjacent rapids in the Kawarau River. Community efforts to improve the amenity of the reserve included planting and picnic tables. DOC provided and maintained a toilet.

The site was "discovered" (possibly after publication in Campermate) by campers in 2016 who were seeking a free camp site in proximity to Queenstown. Within a matter of months some 200 campers overwhelmed the site each night. After strong complaints by residents, DOC and Council responded by closing the site to vehicle camping and restricting camping to tents only. [Source](https://www.odt.co.nz/regions/queenstown-lakes/camp-site-refugee-camp)

<https://www.odt.co.nz/regions/queenstown-lakes/camp-site-refugee-camp>

Self-containment

There is considerable community concern of the effects of camping in non-self contained vehicles. This includes vehicles that purport to be self-contained but are not, those that are certified as self-contained but are simply not used for containing wastes due to cost of cleaning, impracticality or inconvenience.

The *Responsible Camping Working Group* (RCWG) has recommended a review of the administration system for the New Zealand Standard for self-containment of motor caravans (NZS 5465:2001), including whether that certification should be overseen by a national body, in a similar way to the warrant of fitness system for vehicles.

Improving the performance requirements and practicality of waste containment is likely to have an immediate effect in removing many campers from the environment who are unable to practically contain and manage their waste.

The Council may impose a higher standard of self-containment than is specified in the New Zealand Standards. This could be achieved through a review of the Freedom Camping Bylaw if national standards are not reviewed with urgency.

Other effects of camping

While the environmental effects of poor camping practices are principally around waste management (self-containment of toilet waste, grey water waste and refuse, there are other effects.

These include potential negative effects such as trampling of vegetation, lighting of fires, pollution of waterways through dishwashing/clothes washing and personal washing in waterways.

Ensuring that vehicles are fully self-contained and that campers use the self-containment facilities within the vehicles is key to ensuring our lakes and rivers remain clean when campers do not have access to camp facilities or public toilets.

Behaviour

While initiatives such as the camping care code and leave no trace provide excellent guidance on how to camp within minimal impact, there is a need to provide improved education to visitors both before they arrive in New Zealand and on-arrival.

A marketing and education campaign run by Tourism New Zealand is being run in the coming 18/19 season to provide information to campers on expected behaviour. This will supplement existing information such as Camping in New Zealand which provides excellent information on camping responsibly.

Camping websites, apps and social media

There is no shortage of information available online on camping responsibly and providing locations for camping sites including free and paid sites. Rental vehicle companies also have good information on camping responsibly including options available for self-contained and non-self contained vehicles. Generally these are accurate, widely available and provide good information on costs, amenities, self-containment requirements and site capacity.

Goal 2 Explanation: Improved community experience

Displacement

Many areas favoured by residents for recreation have also become favoured camping spots. Where camping has been permitted in local reserves, residents have expressed that they cannot enjoy their favourite recreation areas without being faced with campers wash lines and ablutions and they feel displaced by the presence of campers.

This has led to resentment by some residents that they have been pushed out of their own backyard

.A negative perception of campers, many who are international visitors, risks damaging New Zealand's reputation as a friendly safe county to visit.

Location

Many well established camping grounds are located in proximity to residential areas with few issues. These camping areas generally pre-date the adjoining residential development. Placing new camping sites in close proximity to established residential areas may prove difficult. Establishing clear and agreed criteria for siting of camping opportunities will help identify appropriate locations.

While many of the camping areas in high value recreation areas have now been closed to camping, issues still exist in certain hotspots and the wider effects of tourism on road network and parking is a cause of frustration for many.

Ensuring that sites are identified for camping that minimise the impact on local recreation needs is critical for the long term success of this strategy.

Goal 3 Explanation: Improved visitor experience

Opportunities

There are a wide range of opportunities for camping in the district from the back-country to camping in downtown Queenstown.

There is capacity for some 7,500 guests each night in formal camping sites across the district however there are pressures on supply in several areas.

Basic camping

In Wanaka the Albert Town Campground (QLDC) provides significant capacity for low cost camping with basic facilities and this is likely to be sufficient for the foreseeable future (although improvements to facilities are needed).

In the Wakatipu, there is a shortage of low cost, basic camping opportunities with the only such camps in proximity to Queenstown being Moke Lake and the 12 Mile Delta (DOC). Demand for the 12 Mile Delta site has increased at a rate of 25% per annum and while there are plans to expand the camp by another 400 sites, this is likely to be quickly absorbed.

Self-Contained camping

There are many opportunities at present for distributed and low impact camping along the roadside in the district outside of the town centres and residential areas. Some of these are formalised and promoted such as the 12 restricted camping sites managed by DOC whereas others are simply roadside areas in the QLDC managed self-contained camping zones.

Despite the widespread availability of self-contained camping opportunities, use of these locations is limited with most campers preferring to be located at designated sites that are signposted for self-contained camping found on camping apps.

Member only sites

The NZMCA has established a network of 43 camping parks for members across New Zealand. The sites are either owned or leased by NZMCA. The closest parks to the district are at Lowburn (under development) and Rotary Glen (Alexandra). Some parks provide basic facilities, while others simply provide a safe place to park overnight. The current fee is \$3 per night.

NZMCA have a property acquisition strategy to expand the network of NZMCA Parks and have identified Wanaka or Arrowtown as a potential location for property acquisition however given the high property prices and long payback period, it is unlikely that NZMCA will be in a position to purchase its own property.

NZMCA has sought opportunities for leasing land from Council in the past. While it is unlikely that suitable land (flat and greater than 4000m²) will be available near the town centres there may be opportunities outside of town centres. There is also potential to address problem freedom camping areas, where enforcement is difficult, by leasing these sites to NZMCA so that the NZMCA members have exclusive rights and self-manage camping activity. Opportunities for NZMCA parks to be located on Council or other crown managed land should be investigated.

Holiday Parks

In Wanaka, there is sufficient capacity in the existing holiday parks to accommodate the expected number of campers in all but the busy Christmas holiday period.

In Queenstown, there will be a significant shortage of camping opportunities in Holiday Parks after the planned removal of all camping at the Queenstown Lakeview Holiday Park. It is likely that there will be insufficient capacity to accommodate the demand for camping in the winter period let alone the more popular summer period.

Further opportunities for the development of camping opportunities in the district should be explored including the redevelopment of the Frankton Motor Camp as a seasonal or year round camping ground for tents, campervans and caravans. This will require the removal of existing privately owned leased cabins which are preventing the recreational use of the site.

Private sector investment and development of further camping opportunities should also be encouraged although high land prices may limit the development of camping opportunities to land which cannot be readily developed for residential housing due to environmental or regulatory constraints

Private land owners

The district has a strong residential visitor accommodation market stimulated by offerings such as Air BnB. The Council is proposing changes to visitor accommodation rules to increase housing stock for longer term rentals. Services such as Campermate and Campable offer residents the means to offer their property or driveway for short term camping. While the uptake of this does not appear to be very strong, there is potential for enabling greater uptake of camping on private property without impacting on the long term rental market.

New opportunities

The multi-agency approach taken by this strategy offers potential for a wider search for other public land that may be suitable for establishment of formal camping sites whether they be basic sites or holiday parks. Identifying new sites is particularly important as some of the existing sites used for camping are closed for environmental reasons. A 'single agency approach' would see all camping opportunities considered using the same criteria and considering the impacts and opportunities on the whole camping system.

Demand Management

Improving the real time information available to campers will assist in enabling campers to make informed choices about camping opportunities and enable camping providers to direct campers to available sites.

Service standards

There are no common service standards applied to the provision of camping opportunities at present. Some restricted sites have no facilities at all whereas others provide basic facilities. Many sites used for camping were not intended or designed as camping areas and as such the camping experience is marginal (no flat ground) or the environmental risks are high (camping too close to waterways or bird nesting areas).

Developing more curated camping opportunities with designated vehicle spaces with appropriate space between vehicles will enhance the camping experience, reduce the impacts and reduce the concentrations of large numbers of campers at single sites.

Developing agreed service levels across the agencies will also manage visitor expectations and help agencies provide good quality camping experiences as if the service was provided by a single agency.

Satisfaction

Camping is an important part of the visitor accommodation mix for the lakes district with some 25% of all commercial accommodation in the district being satisfied by holiday parks. This excludes camping that takes place outside of holiday parks. While there is strong demand for camping in the district, little is known about the quality of the experience and issues that campers face. Improved visitor monitoring is an important action identified in this strategy.

Goal 4 Explanation:

Effective and efficient use of resources

Unified approach

At present the four primary public agencies involved with managing land used for camping are DOC, QLDC, LINZ and NZTA. This strategy has been the first step in recognising that a more unified approach is required to address the issues with camping and create new opportunities

Upcoming opportunities with legislative reform are likely to improve the ability of the agencies to work under a common legislative framework whereas at present the FAC only applies to land managed by DOC and councils.

Taking a single agency approach to communication, assessments of sites and potential impacts, the application of restrictions or prohibitions, compliance, education and development of new opportunities will improve outcomes for all and be more efficient and effective..

User pays

At present many of the costs of managing freedom camping fall on ratepayers or tax payers. While there is a need to understand the economic benefits that the various forms of campers bring to the district, there is a general desire to ensure that campers and the suppliers of camping vehicles contribute to the cost of providing, managing, maintain and renewing camping sites.

The benefits of camping opportunities accrue to both the campers (who in some instance contribute through camp fees) and to the rental vehicle companies who at present do not make any direct contribution to the cost of maintaining camping opportunities.

Improving our understanding of the benefits and finding away to improve the distribution of costs to the beneficiaries of camping is a key challenge.

Private sector involvement

While public agencies have land that can potentially be made available for camping as a recreation activity, resources are often limited for the development of camping facilities.

Public private partnerships with agencies leasing land to private companies or associations such as NZMCA are likely to increase the pace of facility development and lessen the administrative and operating costs and risks for the public sector.

Greater involvement of the rental vehicle sector in the provision of facilities for their clients should also be considered.

What is the financial cost of freedom camping?

As sites become more popular, the costs associated with servicing camping increase. The annual spend on maintaining recreation areas around Lake Dunstan (including general recreation areas where camping does not take place was over \$200,000 in 2017/18 with an additional \$57,000 spent specifically on addressing issues associated with freedom camping.

Not all campers are alike - typologies

We cannot treat all campers alike. Different groups have different needs, expectations, mindsets, skills and equipment. Solutions to camping issues require specific responses targeted at each user group.

As part of the development of this strategy existing research from around New Zealand on camper behaviour was reviewed and specific camper typologies were developed to help inform responses by ThinkPlace.

The following key camper insight themes based on typologies are:

1. More of the same

- NZ has a reputation as a free camping paradise. Free Roamers will keep coming expecting to camp freely. Seasonal and across season increases.
- More Free Independent New Zealanders across seasons with Queenstown Lakes growing calendar of events and unique adventurer attractors.
- Increasing arrivals of Grey Nomads but currently avoiding certain areas by season due to crowding and poor behaviours.

2. More of the new

- Emerging groundswell of Asian Independent Tourists as they are moving from touring in organised groups, to touring in self organised groups/convoys, to touring as

individuals/duos

- International Touring Families seeking authentic experiences with the kids. Potential for shoulder season growth with northern hemisphere summer school holidays in our winter/spring.

3. People learn from people

- Mixing with locals has the potential for positive role modelling of NZ nature behaviours and norms.
- Mixing with locals increases the probability for internationals to talk and learn about NZ culture and ecology. To understand why positive nature behaviours are important.

4. People regulate people

- People diversity within sites builds groups norms based on empathy and tolerance of others. Homogenous sites increase the risk of undesirable pack behaviours.
- Self regulation of behaviour is more sustainable than external regulation through rule setting
- Individuals self regulate through knowledge – knowing the why.
- Managed sites with people interactions are likely to have less incidences of undesirable behaviour.

5. Roamers prefer to roam

- Staying in one site for many nights is not a natural behaviour for Roamers.
- Roamers are forced to 'Stay' for laundry drying, lack of other free/low cost facilities nearby. 'Stay' sites for Free Roamers are at risk of becoming dominated by one Camper type and do not benefit from group diversity
- Roaming promotes disbursement of people across the district. It reduces the likelihood of negative pack behaviours in one site.

6. Diversity in sites frees up and aids supply

- Sites which become known as no go zones, due to the dominance of some Camper groups, reduces the positive effect of people diversity in sites
- Everyone has a right to camp freely and feel safe.

7. Authentic travel experiences

- A current worldwide tourism sweet spot is authentic travel and this will be a big value opportunity for the district going forward.
- From observing nature to connecting with nature.

8. Demand for comfort camping & glamping

- Increasing desire and freedom to stay comfortably in beautiful places.
- People are paying similar or higher prices for RVs, not hotels. Why? For the freedom and the NZ outdoor experience.
- Asian Independent Tourists are seeking more comfort in their van and from the site facilities.

Key System Responses Based on Insights Themes

1. Understand Free Roamers with higher confidence

- Free Roamers are currently a high cost typology for the system due to their high volume.
- Their value is largely unknown and untapped.
- If we undertook a small deep dive anthropological study we could gather behavioural insights specific to their time in and through our district.
- This could be a real time travel study. A small group vehicle and phone geo tagged. A time and motion study tracking movement, stops, stays, activities and spend.
- Investigating and capturing behavioural drivers using live Instagram style visual stories and WhatsApp style impromptu intercepts.

2. Understand the future with confidence

- Who is Queenstown Lakes future tourist potential?
- Asian Independent Tourists? Are they ready for the realities of NZ Camping? Are we ready for their high end outdoor adventure appetite?

- Touring Family? Are we ready for families with holiday spend seeking nature learning experiences?

Potential for transformational experiences.

- How can we learn from the current cultural and nature behaviour norms study conducted by TNZ and DOC?
- How can we learn from the current Destination Readiness study by TNZ?

3. Explore non-traditional facilities and sites

- Use existing laundry, dryers and shower facilities in commercial sites. These could be offered free for all campers, including Roamers. Use is managed by off peak/limited hours. Advantage of mixing Campers. Businesses are subsidised by QLDC
- Activating small managed low cost sites with shower and laundry facilities to encourage people disbursement (\$5-15pn x 2pax). Seasonal opening. Mixing Campers
- Strategic placement to test effect along Feeder Corridors and popular free camping longer stay areas.
- Dynamic capacity management of sites. Before building the capability we can learn from the current Campermate Wellington pilot.

4. Facilitate the right narrative

- Queenstown Lakes control site descriptions and regulations in Camper info sources i.e. Campermate, van operator apps, Rankers.
- Why free camping in NZ is upheld as a right for all and comes with environmental responsibilities.
- Locals dialogue with Campers is

encouraged to be constructive and informative, rather than reprimanding.

- Trained local Ambassadors – in the towns and on sites demonstrating and educating NZ norms/culture and positive nature behaviours

5. Activate business collaborations

- Business POP sites along the well travelled and less travelled routes and activities. One night stays i.e. wineries, local hotels, activity sites if booked in for that day/next day.

6. Activate local collaborations

- Campable support by QLDC – Locals get to know tourists as people who are interesting and add value to the richness of the community. Campers have an authentic local experience.
- Shifting the momentum of the current 'them and us' divide.
- Closer ties between DOC volunteers at home and DOC Campers on holiday.

Choosing who to create a typology of

Analysis of the research and knowledge of the tourism market from various people identified initially 12 main types of campers in the District.

Six were chosen as primary because,

- They are likely to be of significant volume in the district
- They are likely to be of significant value to the district
- They are likely to be a significant cost to the district - financially or environmentally.

The three domestic visitors were:

1. Grey Nomads
2. Free Independent Duos
3. Family Campers

The three international visitors were:

1. Free Roamers
2. Independent Tourists
3. Touring Family

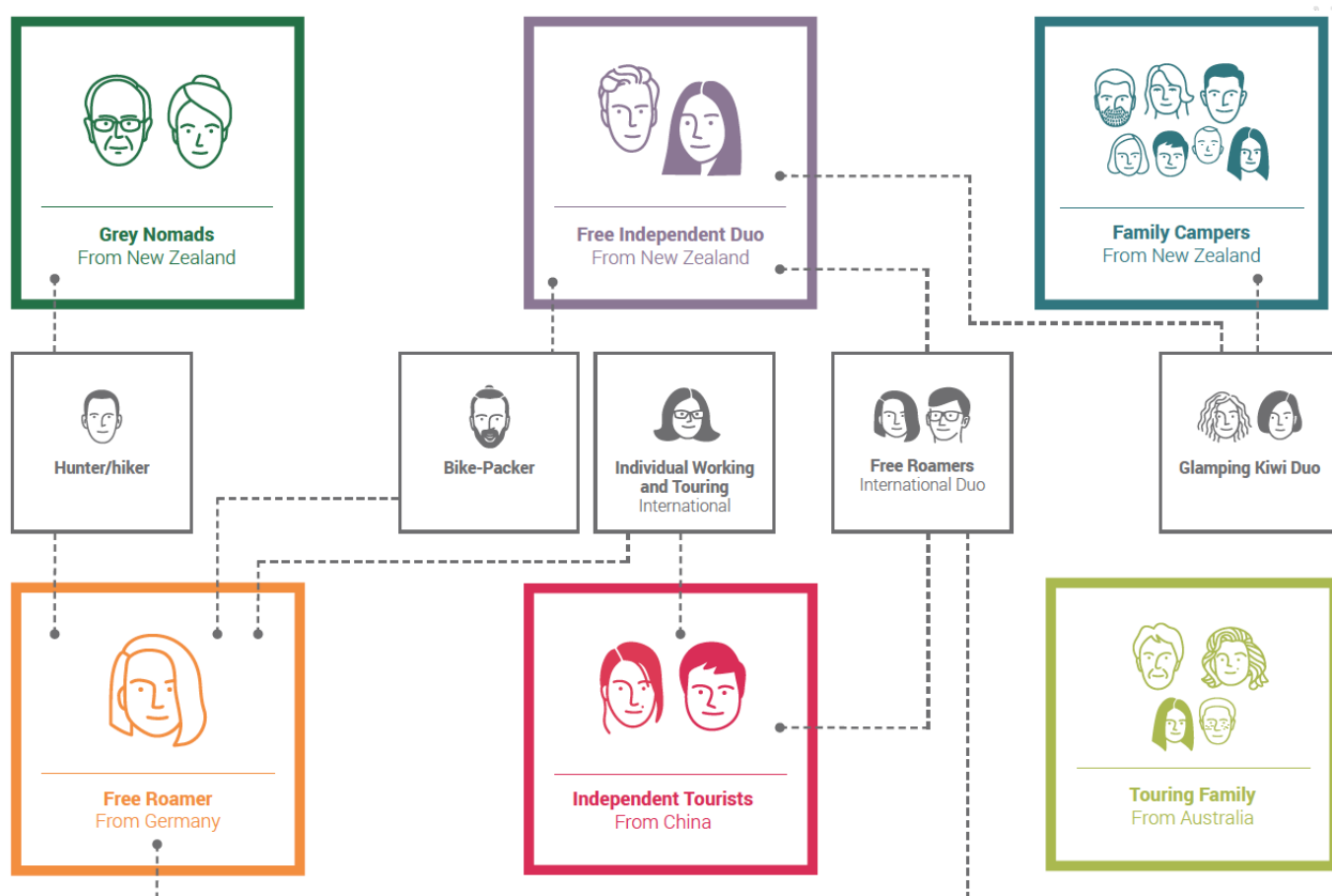



Figure 5: Typologies (ThinkPlace)

Free Roamer



Free Roamer From Germany

I am a free roamer from Germany with a converted van travelling alone and in van convoys with friends and others I meet along the way. I'm roaming to be free from the day to day and love being spontaneous and

CONFIDENCE RATING 3/5

MY STORY

We bought a converted Estima in the Ellerslie car market the week we got here. It has everything we need, a bed, a cooker that runs of the cigarette lighter and shelves for food and a 20L water can. The van has a self contained sticker on the back. We know its not, but it's useful to have. We don't know all the rules for free camping here but the French couple says you can always find a spot, just to be careful in town carparks where the Locals can get irritated and might dob you in.

The German couple we bought it off showed us on Google Maps and Camper Mate some good free camping spots and some beautiful secluded spots to stay.

At times we will travel in a small convoy with likeminded people we have just met or friends over to join us from Germany.

BEHAVIOURAL INSIGHTS

If we are staying by a main centre, we are more likely to be attending to practical matters such as getting the van fixed/ready for sale, picking up friends from the airport, selling the van, getting ready to leave the country. **1**

If we are using a converted van with no sink or water tanks, we may sneak into campgrounds for showers, wash our dishes, brush our teeth, sponge bath in the open and potentially leave personal debris such as cotton buds, baby wipes and hair ties. **1**

If we are staying in a place for a few days at a time things may fall out of the van and get trampled dirt/not be picked up. Things like pegs, plastic ties, bottle tops and shop receipts. **1**

If the signs say no camping yet there are other vans parked yet camping there, we will too. **9**

If camping is not allowed, they should say so clearly, as places with toilets, bins and park up spaces look like the Freedom Camping places we have in Germany. **7**

If I am not asked for payment outright, I will actively try to avoid paying. **9**

DATA POINTS

41% of respondents stating that the ability to freedom camp was part of their motivation to visit New Zealand. **22**

A majority of those using tents or passenger vans and cars did emphasise the cost benefits of these forms of accommodation (55.6%). **12**

International visitors are primarily motivated to freedom camp for financial reasons; 60% said they choose to camp because it is the most affordable option. By contrast, domestic visitors (28%) are primarily motivated to camp because they want the outdoors experience. **1**

Foreign freedom campers have risen from 60,000 to about 110,000 over the past two years. **14**


We are doing everything on the cheap. Using apps like Campermate and Gaspy fuel to find the free and cheap places. Instead of using laundromats, we'll wash our clothes in a bucket or stream. Touristy things are a rip off anyway. We may have a beer in a local pub if our supplies are out or a place recommended by other FIT, like Ferg Burger. Couldn't travel around here without having a Ferg Burger, it's an institution.

Freedom camping also means we don't have the hassle of booking. With no rules we can choose where, when and how long to stay. We're roaming freely, it's up to us a group. Saving on accommodation means we can spend money on food and drink.

\$526,904 projected loss of DOC revenue over six (summer) months from people using free Camping Sites instead of DOC sites. **3**

Key informants reported a key issue with visitors lighting fires. Those responsible include both domestic and international visitors. **1**



















Observational findings reveal a noticeable amount of tissue and toilet paper particularly in areas furthest away from the toilet facilities. This suggests people camping further away from the toilets use the bushes as toilets instead of the toilets provided. **1**



Free Roamer From Germany

I am a free roamer from Germany with a converted van travelling alone and in van convoys with friends and others I meet along the way. I'm roaming to be free from the day to day and love being spontaneous and

CONFIDENCE RATING 3/5

MODE	 Tent / hut  Converted van/car  Camper van / RV					
SITE	 Zero facilities  Minimal facilities  Basic facilities  Full facilities					
MINDSET	 Sleep  Treat  Roam  Comfort  Doing it on the cheap					
MENTAL MODE	 Freedom from the day to day  Freedom to be spontaneous  Freedom to stay in beautiful remote places  Observe nature  Nature connect  Avoid rules and regulations					

RISK PROFILE


VOLUME HIGH
Estimated number of this Typology in the Camping System at any one time.

VALUE LOW/MEDIUM
Estimated value of this Typology in the Camping System. It includes financial and any reputational value.

COST MEDIUM
Estimated impact of this Typology on the Camping System. It includes financial and ecosystem services (provisioning, regulating and cultural).

COST AND VALUE DATA POINTS



















- Bed night trend
- Time in district
- Daily spend on accommodation
- Daily spend on food and activities



Free Roamer From Germany

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RISK PROFILE

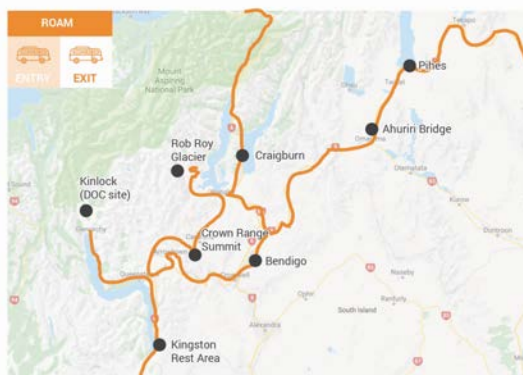
VOLUME HIGH
Estimated number of this Typology in the Camping System at any one time.

VALUE LOW/MEDIUM
Estimated value of this Typology in the Camping System. It includes financial and any reputational value.

COST MEDIUM
Estimated impact of this Typology on the Camping System. It includes financial and ecosystem services (provisioning, regulating and cultural).

COST AND VALUE DATA POINTS

- Bed night trend
- Time in district
- Daily spend on accommodation
- Daily spend on food and activities



This is an Indicative Roaming Journey of a Free Independent Traveller. It is not based on actual data.

Family Campers



Family Campers

From New Zealand

We are a blended family of six from Dunedin staying in tents in a place where we can connect with nature and as a family have free outdoor experiences and be free from the day to day.

CONFIDENCE RATING

3/5

OUR STORY

We are staying in Glendhu Bay campsite with our caravan and tents for the kids. We've stayed here once before so we know it works for us. We often camp with other families, this means we can share the childcare and stay for longer if one of us parents needs to go back to work early (and return in the weekends).

We bring all our camping kit and toys, set up camp and stay. It's important to us our kids experience and enjoy the outdoors like we did as kids. We fish, ride bikes, swim and go for short walks. It's simple living and it's healthy for the kids to be outdoors.

BEHAVIOURAL INSIGHTS

-  If there is a booking system for freedom camping we would use it as it would secure us a place for the time, especially over summer. **9**
-  If we are a way from the toilet block and it's the middle of the night or it's really filthy, we might go out into the bush making sure we cover it up with toilet paper and branches/leaves. **1**
-  If we are going remote, we stay remote and don't go back into town for anything unless absolutely urgent.
-  If we can give our kids a camping experience like I had as a kid, I will.

DATA POINTS

Domestic visitors were most interested in fishing, lakes and rivers (55%), and 47% were very interested in natural attractions. **1**


Domestic visitors primarily want to camp for the outdoors experience, and consider camping a rite of passage for all New Zealanders, but especially for children. **1**

We're provisioned and set up for a week of self sufficiency, though we may buy daily supplies and ice cream treats from the camp store. All we need is fresh water and toilets. It's not too far from home and it's valuable family time we can have together. Being less expensive we can holiday away for longer.

Staying here is also about being around other people like us who appreciate and respect the outdoor. We often make new friends and so do the kids. It's nice to see the same people back at different times.

Some respondents were enthusiastic about the value of social exchanges among freedom campers. Meaningful interactions were most commonly reported where campers were least mobile. **12**

For 67% appreciating the environment (plants and animals) was considered to be an extremely important part of camping with children. **24**





















Family Campers


From New Zealand

We are a blended family of six from Dunedin staying in tents in a place where we can connect with nature and as a family have free outdoor experiences and be free from the day to day.

CONFIDENCE RATING

3/5

MODE	 Tent / hut  Converted van/car  Camper van / RV	<h4>RISK PROFILE</h4> <p>VOLUME MEDIUM (SEASONAL) Estimated number of this Typology in the Camping System at any one time.</p> <p>VALUE MEDIUM Estimated value of this Typology in the Camping System. It includes financial and any reputational value.</p> <p>COST LOW Estimated impact of this Typology on the Camping System. It includes financial and ecosystem services (provisioning, regulating and cultural).</p>
SITE	 Zero facilities  Minimal facilities  Basic facilities  Full facilities	
MINDSET	 Stay  Tour  Roam  Comfort  Living it on the cheap	
MENTAL MODE	 Freedom from the day to day  Freedom to be spontaneous  Freedom to stay in beautiful remote places  Observe nature  Nature connect  Avoid rules and regulations	
		<h4>COST AND VALUE DATA POINTS</h4> <ul style="list-style-type: none"> • Bed night trend • Time in district • Daily spend on accommodation • Daily spend on food and activities



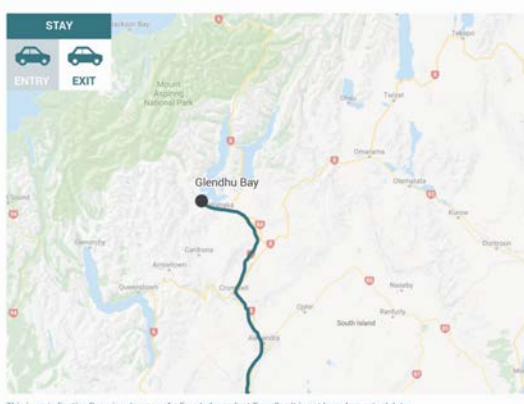
Family Campers

From New Zealand

We are a blended family of six from Dunedin staying in tents in a place where we can connect with nature and as a family have free outdoor experiences and be free from the day to day.


CONFIDENCE RATING

3/5



This is an indicative Roaming Journey of a Free Independent Traveller. It is not based on actual data.

Independent Tourists



Independent Tourists From China

We are independent tourists from China, a duo in a rented camper. Touring all the QLD tourist hotspots in comfort, staying mostly in campsites with basic or full facilities.

CONFIDENCE RATING 2/5

OUR STORY

We arrived into NZ via ZON airport for a two week holiday in the area. We booked a four berth Britz campervan online and have been planning this trip for a year or so. We're in NZ to see all the amazing natural attractions around Queenstown and do some of the cool adventure things. Although we've never camped before, driven a van or driven on the left hand side of the road, campervanning looked a cool and easy way to get round all the things to see and do in the area.

Much of the fun is in the planning and we spent more than a year prior researching and planning our trip using Trip Advisor, Campermate, the Britz Roadtrip planner. We pretty much know all the top attractions we've got to see and Insta to everyone. We've mapped out our journey route to get round them all. We've also booked most of our accommodation along the way in campsites with at least showers and kitchens and some activities like the Jet Boat and Bungee Jump along the way.

BEHAVIOURAL INSIGHTS

If we know about commercial tourist attractions on our journey route we are likely to stop and spend money there, especially for gifts back home i.e. wineries, cheese shop, wool products. **1**

Walking comprised 23% Sightseeing (16%) and Biking (14%) were activities for campers. Visiting wineries has increased from 1.6 to 6.2%. **2**

If we don't know the rules or told about how to campervan and drive on NZ remote roads, I will do what is needed at the time which may not be safe or within regulations. **1**

DATA POINTS

China is our second largest visitor market. It is in a transition period as we are seeing more free and independent travellers (FIT) arrive rather than traditional group tours. Over half of our Chinese holiday visitors are Independent Professionals. 4% are Camping. **23**

Digital communications, especially apps (e.g. Campermate), are widely used by international visitors. **1**


18% of respondents were aware of Dunedin rules on camping, 45% were not aware and 37% were aware of some camping rules. **7**

70% of active considerers want from a NZ Holiday is to Get In Touch With Nature. **23**

There was a reported incident at Lake Selfie of a domestic visitor digging a toilet in the earth 10 meters from the lake. **1**

For some he 'basic' character of freedom camping posed challenges. These included a lack of space within vehicles, insufficient equipment and running out of supplies such as food and water. **12**













Demand for camping from international visitors as a form of accommodation is growing, with a 79% increase in campervan hires 2012-2015, and a 67% increase in visitors using paid camping or caravan accommodation during the same period. **9**



Independent Tourists From China

We are independent tourists from China, a duo in a rented camper. Touring all the QLD tourist hotspots in comfort, staying mostly in campsites with basic or full facilities.

CONFIDENCE RATING 2/6

MODE	 Tent / hut	 Converted van/car	 Camper van / RV
SITE	 Zoo facilities	 Mini-mat facilities	 Basic facilities
MINDSET	 Sleep	 Tour	 Relax
MENTAL MODE	 Freedom from the day to day	 Freedom to be spontaneous	 Freedom to stay in beautiful remote places

RISK PROFILE


VOLUME MEDIUM
Estimated number of this Typology in the Camping System at any one time.

VALUE HIGH
Estimated value of this Typology in the Camping System. It includes financial and any reputational value.

COST MEDIUM
Estimated impact of this Typology on the Camping System. It includes financial and ecosystem services (provisioning, regulating and cultural).

COST AND VALUE DATA POINTS

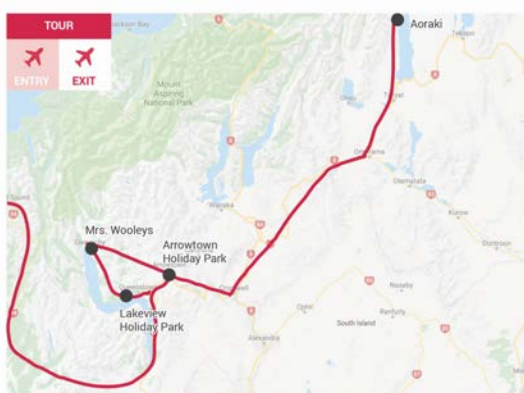
- Bed night trend
- Time in district
- Daily spend on accommodation
- Daily spend on food and activities



Independent Tourists From China


We are independent tourists from China, a duo in a rented camper. Touring all the QLD tourist hotspots in comfort, staying mostly in campsites with basic or full facilities.

CONFIDENCE RATING 2/4



This is an Indicative Roaming Journey of a Free Independent Traveller. It is not based on actual data.

Touring Family



Touring Family From Australia

We are a family from Australia touring in an RV in Comfort staying in full facilities campgrounds.

CONFIDENCE RATING 1/5

OUR STORY

We drove into the area from Christchurch after picking up our RV at the airport there. We ticked most of the boxes in our Maui 6 berth RV including bikes for us all. This is our holiday we budgeted a healthy amount for. We want to learn about New Zealand together as a family and share outdoor experiences to remember when the kids get older.

We're getting to know the van better now. It's a bit like a small holiday home with a place for everything, we've learnt how to park it up pretty good to get the best view from a carpark or side of the road.

Because we didn't want to miss out we booked all our camp sites before we left home finding ones with things for kids like good pools, jumping pillow, climbing walls... Maui Roadtrippers was a big help in

BEHAVIOURAL INSIGHTS

If we know about commercial outdoor activities that are family friendly we will plan and possibly book them into our touring route ie. TreeTops.

If we need something like food, supplies, petrol we'll find the closest shop and buy it.

If we know how and where to dump our black and grey waste we will do it the right way in the right places. **1**

DATA POINTS

Australia is our largest market accounting for 40% of total arrivals. Australian visitors spent \$2.5b in the past year, 11% go camping. **23**

Walking comprised 23% of all activities listed. Sightseeing (16%) and Biking (14%). Heritage and Fishing both around 8%. Swimming, boating. Visiting wineries has increased from 1.6 to 6.2% **2**

International visitors, natural attractions recorded the highest level of interest at 87% **1**


reaseching and planning our route including the activities along the way. We've already booked all our campsites and things like the Onsen, Gondola, Ziptours and Amisfield for lunch one day. We would love to take a box of wine home with us.

We stay in nice campgrounds preferring safe places with full facilities. We use camp rubbish bins, laundry, kitchen and toilet/shower as more space, no mess in van, van like a tidy bach.

We eat out - mostly cafes, family type restaurants, also takeaways like pizza and takeaway coffees, try the local food. Petrol whenever we need it.

We might park up at Wanaka waterfront car park for 3 hours making lunch, kicking a ball around.

Commercial holiday park accommodation is growing, both International and Domestic for example the YE April 2018 figures show that our guest nights grew to 8.2 million at 7%. In the same period hotels grew at 3.9 and motels 1.5%. We are however operating at only 20% occupancy nationally. **20**



Touring Family From Australia

We are a family from Australia touring in an RV in Comfort staying in full facilities campgrounds.

CONFIDENCE RATING 1/4

MODE	SITE	MINDSET	MENTAL MODE
Tent / hut	Zero facilities	Stay	Freedom from the day to day
Converted van/car	Minimal facilities	Tour	Freedom to be spontaneous
Camper van / RV	Basic facilities	Relax	Freedom to stay in beautiful remote places
	Full facilities	Comfort	Observe nature
		Doing it on the cheap	Nature connect
			Avoid rules and regulations

RISK PROFILE

VOLUME HIGH
Estimated number of this Typology in the Camping System at any one time.

VALUE HIGH
Estimated value of this Typology in the Camping System. It includes financial and any reputational value.

COST LOW
Estimated impact of this Typology on the Camping System. It includes financial and ecosystem services (provisioning, regulating and cultural).

COST AND VALUE DATA POINTS

- Bed night trend
- Time in district
- Daily spend on accommodation
- Daily spend on food and activities



Touring Family From Australia

We are a family from Australia touring in an RV in Comfort staying in full facilities campgrounds.


CONFIDENCE RATING 1/4

TOUR



This is an indicative Roaming Journey of a Free Independent Traveller. It is not based on actual data.

Free Independent Duo



Free Independent Duo From New Zealand

CONFIDENCE RATING 3/5

We're a duo of Independent Travelers from New Zealand touring and roaming in a rented campervan staying in places with zero to basic facilities.

We're free from the day to day, connecting with nature loving the freedom to be spontaneous and stay in remote places. We are having free and paid experiences, abiding by the regulations we know of.

OUR STORY

We flew in from Rotorua and picked up a Jucy camper for a few days. We have an idea of where we will roam but haven't booked any sites as yet.

It's not a problem with Campermate, we're hybrid campervaners and know we can easily find a place around this area - free, DOC or paid campsites. If available we booking facilities on the day of arrival - online or phoning. Otherwise just turn up. We're relaxed if a place is full and we have to find another.

Time is fluid for the extent of the holiday time take. We're free to roam, stay where ever we get to each night. It's a great feeling and we're happy to take our chances. If its full we can drive on. Its about Freedom more than being Free.

We try and do a lot of the unique or world class outdoor activities you can do here. We know enough of the area to know some spots and then open to learning new places and outdoor experiences along the way. We use Jucy as you get a free ski pass but we're happy to pay for new or good outdoor experiences.

We don't want all the hassle of booking ahead to camp sites as we are not sure where we are going to be each night. Commercial campsites can often feel crowded, everyone all hedged in and they are other located in more mainstream areas where its not really getting out into nature and seeing this part of NZ. We know a bit about DOC and what it takes to protect NZ ecology so if we can pick up a bit of rubbish, educate other travelers about NZ wildlife, we will. The interesting international travelers are often at the Freedom and DOC campsites

We cook most of our own meals and also like go out for a drink and pub meal to meet the locals. We often get lunch and coffees on the road in remote places. We use Campermate and site signage to find out the camping restrictions on a place. We know we are not self contained.

Because rely on peoples reviews a lot, we also contribute on Campermate to help others out, especially if a commercial business to help them get more customers. But we don't really want to add a place in case it gets known and is crowded with tourists for next time we are here.

BEHAVIOURAL INSIGHTS

If we need a shower or the free/ DOC sites where we are look dodgy/ unclear/poor reviews, we'll book into a commercial site in a more remote location. **1**

If we know there are interesting commercial places along our journey for the day, we will stop and be customers ie. salmon farm, winery, famous pie shop, local fruit shops with local seasonal produce.

If we know a site has restrictions on no. of vans, time of leaving etc. and we know about it, we will abide by it and drive to find another site - even if this means a commercial site. **1**

If a paid site was in a remote place of beauty (similar to where freedom sites tend to be) and they we not packed in with the more commercial camping 'Stayer's we would stay there and be happy to pay a small amount if it was easy to pay. **1**

DATA POINTS

Of the 12% NZers who have spent time helping on a conservation project, 25% have stayed in a DOC campsite. **8**

One camp owner near Thames said he dropped his prices from \$15 to \$10 a night to compete with freedom camping spots in prime locations. **14**

Sixty-one percent of campers were from New Zealand, this compares to 78 percent in 2014 and 68 percent in 2011 (Freedom Camping). **2**

Cost/affordability less relevance in terms of why domestic visitors freedom camp. **1**


More than half of respondents would pay between \$5 and \$10 for a 'remote' campsite (toilet plus water supply only) and 20% would pay between \$10 and \$20. Only 4% of respondents said they would pay nothing. **7**

The majority of domestic campers originated from the North Island (67 percent), particularly the Upper North Island (Freedom Camping). **2**

In addition to place appeal, site selection was often guided by flexible travel routes and particular points in time: e.g. 'we came here for the bird reserve, saw the freedom camping signs and decided to stay the night' 'we drove past and said "that looks good"'. **12**

No conclusive evidence to suggest whether or not freedom campers choose to freedom camp in order to spend money on activities, rather than on accommodation. **9**

Some drivers avoid using the on-board toilet altogether **1**






















Free Independent Duo From New Zealand

CONFIDENCE RATING 3/5

We're a duo of Independent Travelers from New Zealand touring and roaming in a rented campervan staying in places with zero to basic facilities.

We're free from the day to day, connecting with nature loving the freedom to be spontaneous and stay in remote places. We are having free and paid experiences, abiding by the regulations we know of.

MODE	 Tent / hut  Converted van/car  Camper van / RV	RISK PROFILE	<p>VOLUME HIGH Estimated number of this Typology in the Camping System at any one time.</p> <p>VALUE MEDIUM Estimated value of this Typology in the Camping System. It includes financial and any reputational value.</p> <p>COST MEDIUM Estimated impact of this Typology on the Camping System. It includes financial and ecosystem services (provisioning, regulating and cultural).</p>
SITE	 Zero facilities  Minimal facilities  Basic facilities  Full facilities	COST AND VALUE DATA POINTS	<ul style="list-style-type: none"> • Bed night trend • Time in district • Daily spend on accommodation • Daily spend on food and activities
MINDSET	 Sleep  Tour  Roam  Comfort  Doing it on the cheap	MENTAL MODE	 Freedom from the day to day  Freedom to be spontaneous  Freedom to stay in beautiful remote places  Observe nature  Nature connect  Avoid rules and regulations



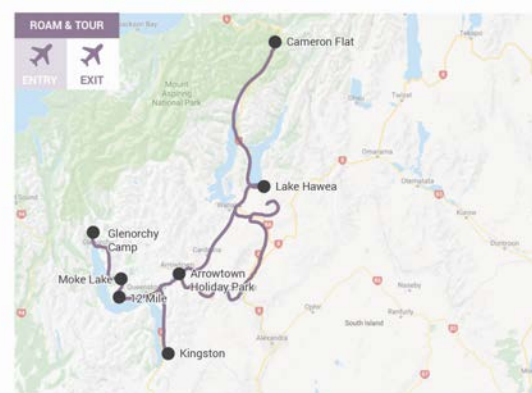
Free Independent Duo From New Zealand

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ROAM & TOUR



This is an Indicative Roaming Journey of a Free Independent Traveller. It is not based on actual data.

Grey Nomads



Grey Nomads

From New Zealand

CONFIDENCE RATING 4/5

OUR STORY

We're semi retired and like to spend much of the extra free time we now have roaming places in our RV. We research areas before we go, asking other NZMCA members and using the internet private, for attractions and potential places to stay including camping restrictions. We don't want to break any rules and put pressure on facilities and destroy the nature

We go on long trips, sometimes months on end. We stock the van before leaving home and pick up the rest of supplies at a large supermarket. We do eat out at cosy clubs and RSA's. We plan it to buy supplies and petrol in bulk in the cities and bigger towns. Being self sufficient and being judicious on what and when we spend money on while travelling means can follow the sun and go further afield without needing supplies from expensive remote store.

BEHAVIOURAL INSIGHTS

-  If we go away in our RV, its for the scenery, natural surroundings and peace and quiet, not for going out to restaurants, retail/tourist shopping or participate in tourist activities that cost us money. **1, 12**
-  If there is a way to reduce the cost of anything related to the trip, we will do it, however personal safety, respecting nature and abiding by the law always prevails. **1**
-  If we need to have a proper shower, do laundry, dump waste, power up, we will book into a paid campsite with facilities. **1**
-  If we are looking to stay in Freedom sites, we will take the time to research the access regulations prior or look for the signs on site and abide by them. **1**

DATA POINTS

The term 'freedom camper' also applies to Grey Nomads. While Grey Nomads don't have a bad image among the local population, that doesn't stop them worrying about the possibility of 'being tarred with the same brush'. Therefore, they are keen to differentiate themselves from international freedom campers, and they perceive NZMCA membership as offering protection against this happening. **1**

Grey Nomads primarily seek enjoyment and relaxation through their experience of traveling the country. Their surroundings are an integral part of the enjoyment factor, and they search for locations with attractive scenery and natural surroundings (e.g. lakes, rivers, woods), as well as peace and quiet. **1**


We stay at mostly POP and NZMCA sites. Investing in an RV and joining NZMCA means we are serious about getting outdoors regularly for longer periods of time, keeping healthy and experiencing the peacefulness and scenery of a place and getting out for short and long walks.

We have NZMCA membership because it gives us more safe camping options and we meet like minded people who are interested in RV's and share the RV lifestyle.

Grey Nomads pay for accommodation, but only as and when they need something extra, e.g. laundry, electricity for re-charging vehicle battery. Typically, they book into a paid campsite every few days. **1**

The NZMCA handbook, which contains a dearth of relevant information in an easily accessible format, is widely used for planning purposes and makes the planning process easier. Some Grey Nomads also use apps like Campermate for information about accommodation and navigation. **1**

Safe sites and safety in numbers had a strong influence on their choice of campsite, preferring those sites where like-minded people were parked up. - NZMCA study **9**
























Grey Nomads


From New Zealand

CONFIDENCE RATING 4/5

We are a duo of grey nomads from Nelson travelling in our self contained RV. Roaming in comfort staying at sites that range from no facilities to basic facilities. We're doing it on the cheap, and abiding by the regulations.

We partake in free outdoor experiences and connecting with nature. We love the freedom to be flexible and to stay in remote places. We're doing it on the cheap, and abiding by the regulations.

MODE	 Tent / hut  Converted van/car  Camper van / RV	RISK PROFILE <div style="margin-bottom: 10px;">  VOLUME MEDIUM Estimated number of this Typology in the Camping System at any one time. </div> <div style="margin-bottom: 10px;">  VALUE LOW Estimated value of this Typology in the Camping System. It includes financial and any reputational value. </div> <div>  COST LOW Estimated impact of this Typology on the Camping System. It includes financial and ecosystem services (provisioning, regulating and cultural). </div>
SITE	 Zero facilities  Minimal facilities  Basic facilities  Full facilities	
MINDSET	 Stay  Tour  Roam  Comfort  Doing it on the cheap	
MENTAL MODE	 Freedom roam the day to day  Freedom to be spontaneous  Freedom to stay in beautiful remote places  Observe nature  Nature connect  Avoid rules and regulations	
COST AND VALUE DATA POINTS		
<ul style="list-style-type: none"> • Bed night trend • Time in district • Daily spend on accommodation • Daily spend on food and activities 		



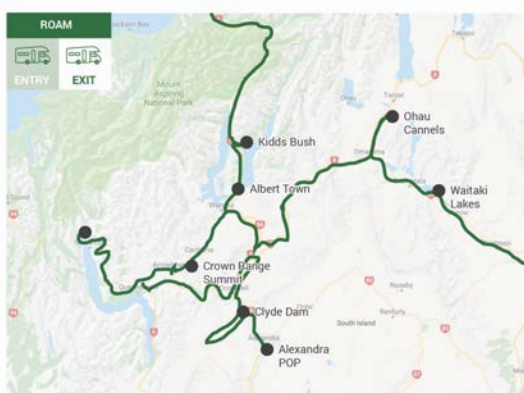
Grey Nomads

From Nelson

CONFIDENCE RATING 4/5

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We partake in free outdoor experiences and connecting with nature. We love the freedom to be flexible and to stay in remote places. We're doing it on the cheap, and abiding by the regulations.



This is an indicative Roaming Journey of a Free Independent Traveller. It is not based on actual data.

Camping opportunities



The district has a wide range of existing camping opportunities provided by both the public and private sectors. At one end of the spectrum exists camping self-sufficiency in the wilderness and at the other is staying in a fully serviced holiday park.

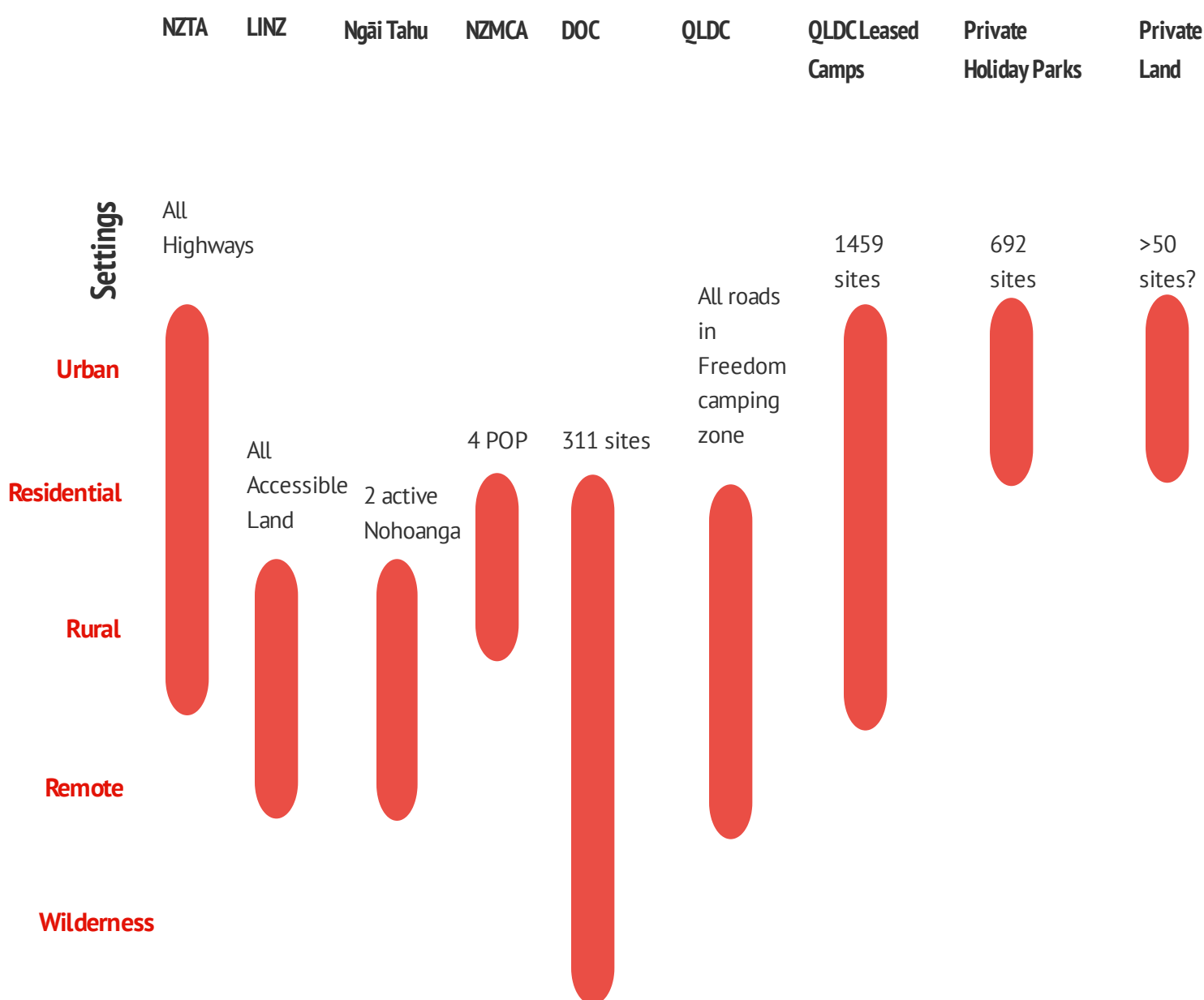


Figure 6. Spectrum of camping opportunities in the Queenstown lakes district

Current camping opportunities

There are many providers of camping opportunities in the district. Figure 1 shows the range of opportunities provided by the various types of providers and the settings with which they operate in.

NZTA does not provide any formal camping opportunities however all road verges (unless in a no stopping zone) and pull over areas can be legally camped in at present under the FCA.

A recent survey of rest areas and lookouts commissioned by NZTA identified some 34 rest areas and lookouts in the district where camping might occur. One site (the Neck) has been recommended for closure for traffic safety reasons.

NZTA do not have any enforcement powers under the FCA at present. The most popular area for camping on NZTA managed land is at Newmans Rest Area located on SH6, 7km north of Kingston. This rest area has become very popular with both non-self contained and self contained campers.

LINZ manages Crown property such as the margins and beds of lakes and rivers throughout the district on behalf of the Commissioner of Crown Lands.

Like NZTA, LINZ does not have any powers under the FCA to prohibit camping or limit it to self-contained vehicles only. LINZ can trespass people who occupy Crown land without permission (s176 Land Act) but this process is generally impractical for addressing recreational camping issues. The most popular area for camping on LINZ managed land is at Craighburn located on SH6, 9km north of Lake Hawea village.

Ngāi Tahu manages two active Nohoanga at Lake Hawea. Under the Ngāi Tahu Claims Settlement Act 1998, nohoanga sites are specific areas of Crown owned land adjacent to lakeshores or riverbanks, which can be used to facilitate the gathering of food and other natural resources by Ngāi Tahu Whānui.

”

Some 7,500 people can be accommodated within the district in designated legal camping sites each and every night

They are usually one hectare in size. Ngāi Tahu Whānui (tribal members) have temporary, but exclusive rights to occupy these sites for up to 210 days a year between the middle of August and the end of April each year. Several other sites are designated as Nohoanga within the district and these may be activated as required.



Figure 7. Craighburn, Lake Hawea

Catering for the different types of campers



The following table illustrates how each agency provides for the various typologies of campers now and the direction they intend to move in the future under a unified approach.

Typology	QLDC		DOC		NZTA		LINZ		Private		SDC/CODC	
	Now : Future		Now : Future		Now : Future		Now : Future		Now : Future		Now : Future	
Free Roamer	●	●	●	●	●	●	●	●	●	●	●	●
Family Camper	●	●	●	●	●	●	●	●	●	●	●	●
Independent tourist	●	●	●	●	●	●	●	●	●	●	●	●
Touring family	●	●	●	●	●	●	●	●	●	●	●	●
Free Independent Duo	●	●	●	●	●	●	●	●	●	●	●	●
Grey Nomads	●	●	●	●	●	●	●	●	●	●	●	●

Key ● Not provided for ● Uncertain ● Provided for

Table 1. Current and proposed agency provision

NZMCA has established a system of "Park Over Properties" where members can camp for a short period with or without a fee. Four sites are currently recognised as POP sites in the District.

The NZMCA also promotes 23 other Council managed freedom camping locations within the district that are suitable for freedom camping.

DOC provides two different types of camping opportunities within the district being Restricted camping (self contained only) or formalised camping areas.

Restricted camping occurs at thirteen popular camping areas on the DOC estate. These have been restricted such that camping is limited to self contained vehicles only for a maximum stay of four nights between the hours of 5PM to 9AM the following day.

Camping has been formalised at six self registration campsites. In addition to these six sites, the popular 12 Mile campground near Queenstown has been leased and is in the process of being expanded and redeveloped.

QLDC has adopted a Bylaw under the FCA which prohibits freedom camping within all town centres and most residential areas of the district.

Outside of the prohibited areas, freedom camping is generally restricted to self-contained vehicles for a maximum stay of two nights at any one location. There are vast areas of local roads where freedom camping can occur in self-contained vehicles.

QLDC also administers land under the Reserves Act 1977 where reserve management plans can provide for camping. Unless provided for in a reserve management plan, camping is prohibited under the Reserves Act.

The Council has leased the operation of its five campgrounds to a private campground provider. The Lakeview Holiday Park in Queenstown is to be closed for camping from 2020 as the site is being utilised for other purposes. The Frankton Holiday Park lease has expired and Council is considering options for the site. The combined capacity of the Lakeview and Frankton camps is 291 sites or 47% of the total holiday park capacity in the Wakatipu Basin.

QLDC has also leased one reserve in Luggate to the Albion Cricket Club which operates a modest campground.

Private Holiday Parks are located in Wanaka, Queenstown, Kingston and Glenorchy. They provide a range of accommodation options including motel style units and cabins. The most recent private campground development is Camp Glenorchy and Mrs Wooleys which opened in March 2018.

Private Land is used to provide accommodation for campers. While this includes 'friends and family' it is also extending into commercial offerings. Apps such as Campermate and Campable offer residents the ability to list their driveway for overnight camping however this may not meet the requirements of the District Plan. At present there does not appear to be much uptake.

Capacity - Commercial camps

Apart from the peak summer period, all camp operators report that they currently have sufficient capacity to cater for demand for camping at present

The closure of Lakeview will however mean that there will be insufficient capacity to cater for the winter demand for camping in Queenstown let alone the summer demand.

Capacity - Basic sites

In general capacity for basic camp sites such as those provided by DOC and QLDC at Albert Town have sufficient capacity other than at peak periods. The exception to this is in the Wakatipu where the 12 Mile Delta and Moke Lake campsites are experiencing

high demand. There has been a 25% growth in camper numbers at these sites each year for three last three years.

Capacity - Free sites

While there are very few free sites where camping is not prohibited, those that do exist such as the Kawarau Suspension Bridge car park (DOC), 25 Mile (DOC) and the Newmans rest are near Kingston (NZTA) are frequently overwhelmed with campers during the summer season.

Adjoining Districts

LINZ/CODC currently provides free camping opportunities at Bendigo, Champagne Gully and Lowburn. These sites are experiencing very high demand with over 46,000 vehicles

”

Camping capacity in the Wakitipu will reduce by 253 camping sites by 2020 with the closure of Lakeview Holiday Park

recorded entering Bendigo and Lowburn sites between October 2017 and March 2018.

In Southland, the free site provided by SDC at Lumsden also has experienced high demand with the area set aside for non-self contained vehicles frequently overflowing.

Table 2. Existing capacity of campgrounds for powered and unpowered camping sites in the District (2018)

Provider/Type	Queenstown	Wanaka	Total
QLDC Holiday Parks	510	774	1284
QLDC Basic Camps	0	175	175
Private Holiday Parks	216	476	692
DOC Basic Camps	201	110	311
Ngāi Tahu Nohoanga	0	20	20
Total	927	1555	2482

Notes: Excludes remote camping sites (eg Skippers, Macetown, Walter Peak, Great Walks), informal camping opportunities (eg NZTA, LINZ, QLDC), NZMCA POP sites, Glamping and private driveways.

Importance of camping in the accommodation sector

Holiday Parks remain an important part of the provision of accommodation options for visitors to the region. According to the Statistics New Zealand accommodation monitor, Holiday Parks provide 25% of the total commercial visitor accommodation capacity in the district (or 18% when residential visitor accommodation such as Air B&B and other similar private rentals are included).

Holiday parks alone (excluding basic camping opportunities) provide a similar number of accommodation units as backpackers.

Price

The price of camping ranges from free in a self-contained vehicle at a QLDC or DOC restricted area to \$75 per night for two adults at a powered site with the average nightly cost across the district being \$48 per night for two people.

A family of four would typically pay \$104 per night for a powered camp site.

Prices appear to be relatively consistent with other locations around New Zealand.

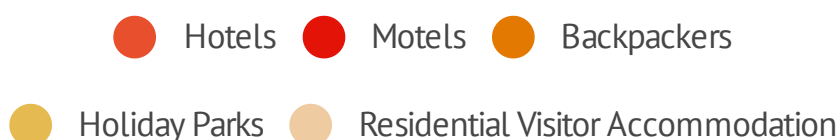


Figure 8: Capacity (Daily stay-units available) June 2018 in District
Source: Statistics New Zealand



\$16

Cost per night for two campers at a DOC campsite



\$39

Cost per night for two campers on an unpowered site at a Holiday Park



\$48

Cost per night for two campers on a site with power at a Holiday Park

Figure 9: Average nightly cost of staying at paid campgrounds in the district in January 2018 for two adults

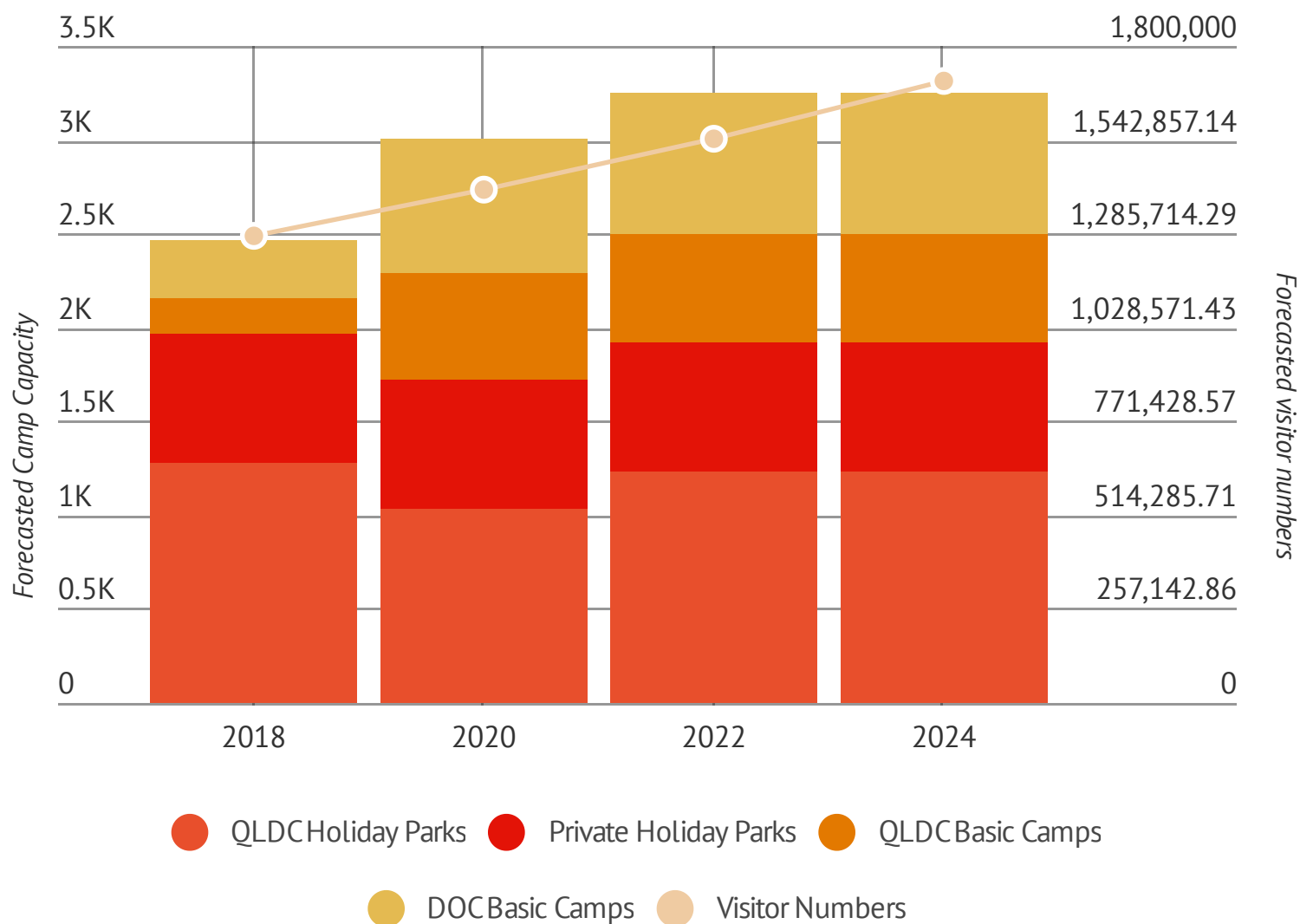


Figure 10: Forecasted visitor growth and capacity of holiday parks and basic camps based on current proposals for expansion and closure of sites.

Glossary

Bylaw	Queenstown Lakes District Council Freedom Camping Bylaw 2012 and subsequent amendments
District	The territorial boundary of the Queenstown Lakes District Council
DOC	Department of Conservation
FCA	Freedom Camping Act 2011
Kaitiakitanga	Guardianship, stewardship, trusteeship, trustee
LINZ	Land Information New Zealand
Manaakitanga	hospitality, kindness, generosity, support - the process of showing respect, generosity and care for others.
MBIE	Ministry of Business, Innovation and Employment
Nohoanga	Areas set aside for Ngāi Tahu traditional use
NZMCA	New Zealand Motor Caravan Association
NZTA	New Zealand Transport Agency
Zones	Permitted, Self-contained only and Prohibited camping zones as defined in QLDC Freedom Camping Bylaw
QLDC	Queenstown Lakes District Council
Self-Contained	Complies with New Zealand Standard for self-containment of motor caravans (NZS 5465:2001)
TIF	Tourism Infrastructure Fund (administered by MBIE)
TNZ	Tourism New Zealand