

CamperMate

Powering thl & Australian Visitor Centres apps





Our story



Global Expertise: Backed by thl, leading global RV company, listed on the ASX and NZX, offering significant expertise and innovative solutions in travel and tourism.

Leading Drive App: Seamlessly connecting independent travelers with exceptional local experiences and tourism providers.

User-Friendly Trip Planning: We facilitate bookings delivering a user-friendly travel experience. Featuring offline maps our app allows travelers to explore with ease, even in the most remote areas.

Catalyst for Tourism Growth: Expands the reach of tourism operators, boosts sales, and attracts more visitors to regional destinations, driving economic growth and enhancing travel experiences.



Camper Mate

Find, book, plan and share.
A trusty companion for your next road trip!

Our key features



High-Value Audience: Engage with passionate travelers who are eager to explore and spend.

Expand Reach: Connect with users actively seeking travel inspiration and activities.

Precise Marketing: Target niche audiences based on preferences, location, and travel behavior.

Seamless Journey: Leverage innovative technology for a smooth end-to-end customer experience.

Multilingual Ready: Provide translations for Chinese, German, and French visitors.

★★★★★ 4.5 • 1.1K Ratings

5M+ downloads



2024 Performance indicators

UNIQUE ACTIVE USERS
665k

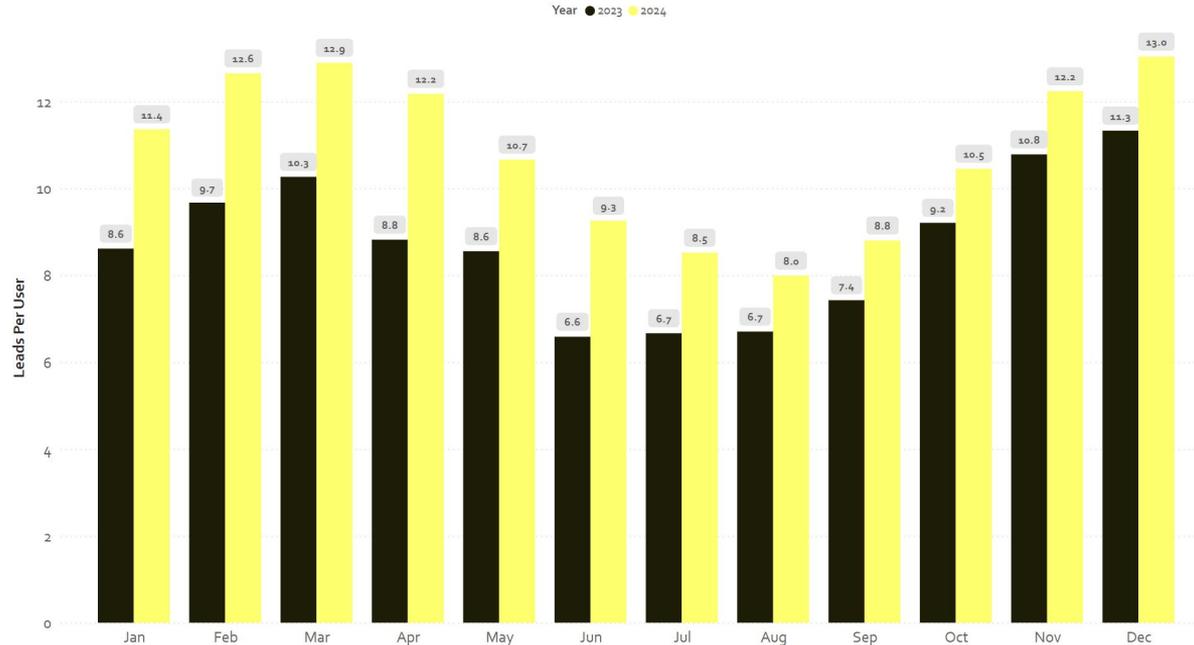
APP DOWNLOADS
500k

APP SEARCHES
43m

POI PROFILE VIEWS
26m

LEADS
5m

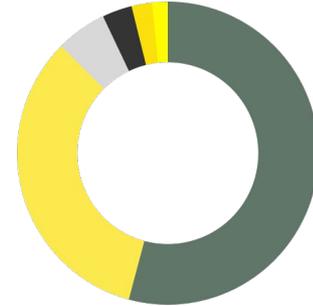
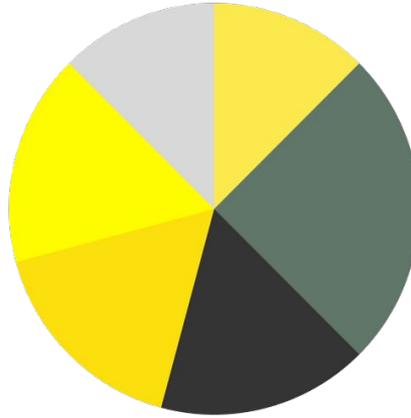
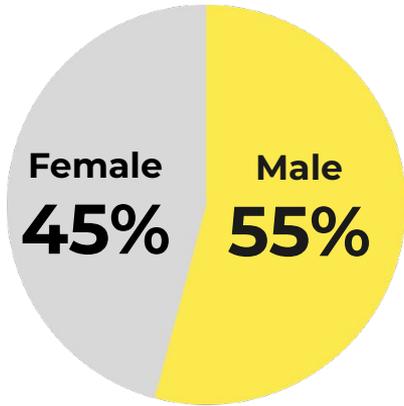
POI Engagement per engaged user per month





Audience demographics

User origin



- AUSTRALIA
- NEW ZEALAND
- GERMANY
- FRANCE
- UK
- USA

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

thl Roadtrip App



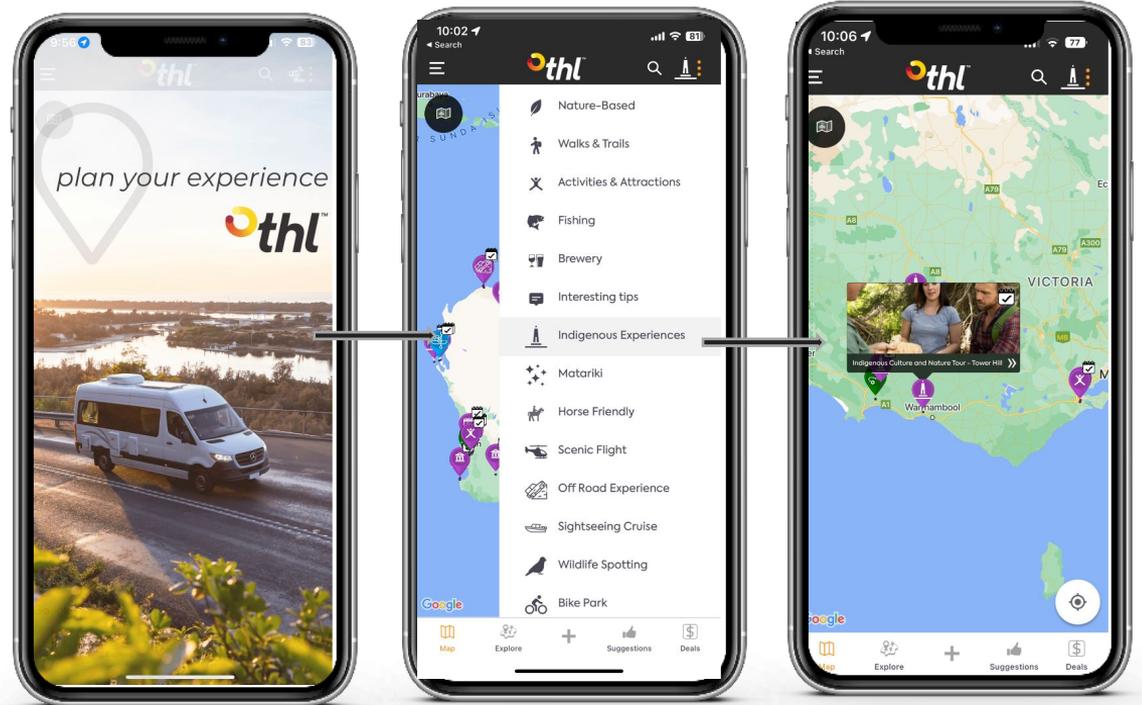
The **thl** Roadtrip app, powered by **CamperMate** is the ultimate travel companion that enables our visitors to quickly familiarise themselves and navigate their vehicle and their holiday destination, including searching by filters for products.

thl host thousands of travellers across Australia each year.

Each travellers as part of their booking journey must download the *thl* roadtrip app, powered by CamperMate

The app is a travel companion, designed to support travellers on the road while exploring Australia.

Through the app, travellers can easily discover accommodation, services or utilities through the filtering functionality.





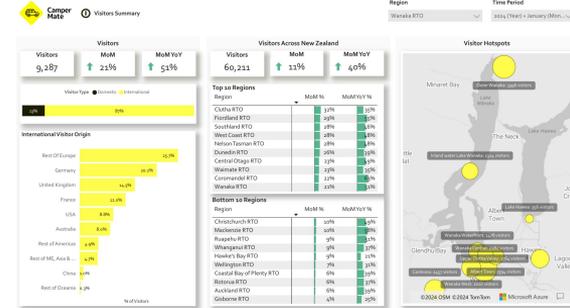
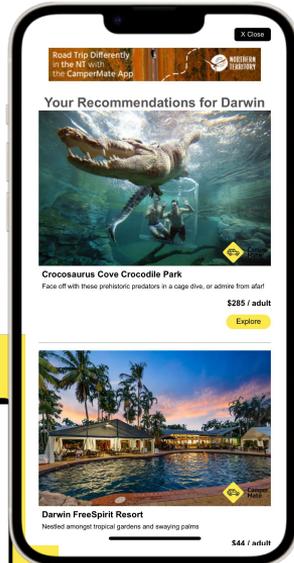
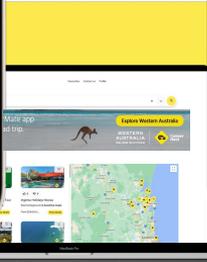
Our marketing tech capabilities

In-app & web ad unit takeover highlighting aspirational brand creative

In-app inbox delivers broad or hyper-focused drive messaging & personalised recommendations based on user engagement

Tourism product integration through bookable points of interest (POI) listings

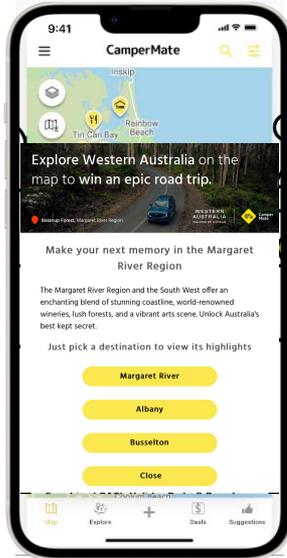
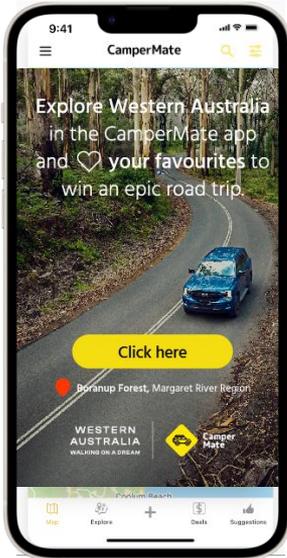
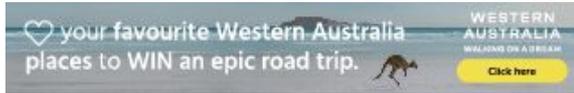
Data capabilities provide passenger engagement & movement pre, during & post campaign





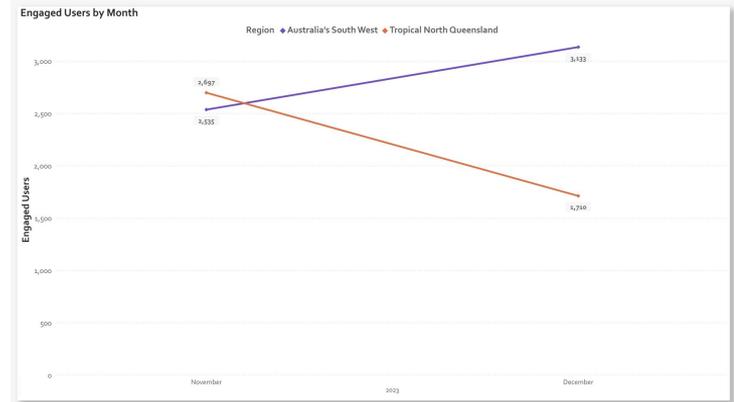
Tourism Western Australia

Deliverables



Results

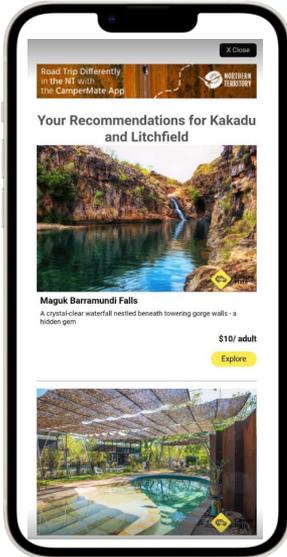
- Searches 38% increase YOY
- Product Views 54% increase YOY
- Leads 29% increase YOY





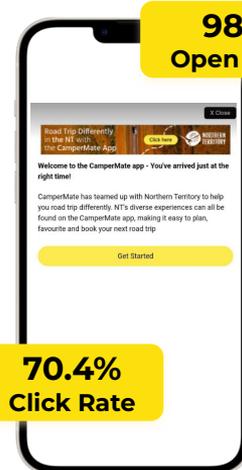
Tourism Northern Territory

Deliverables



Results

Searches	26% increase YOY
Product Views	33% increase YOY
Leads	32% increase YOY



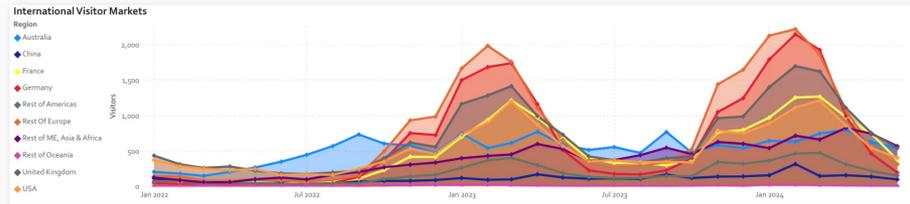
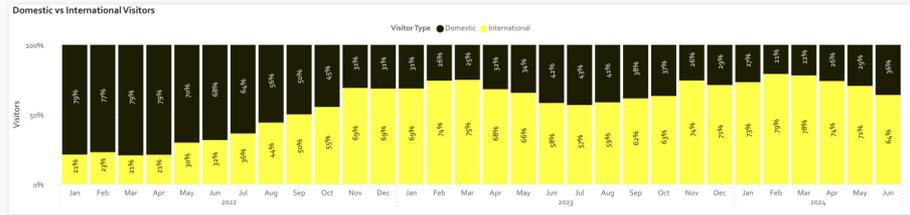
1.12M impressions

130 pieces of creative

Highest paid media CTR of shared audience



Campaign partner data



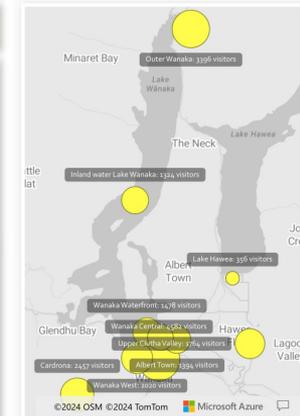
Top 10 Regions

Region	MoM %	MoM YoY %
Clutha RTO	32%	35%
Fiorland RTO	29%	35%
Southland	28%	6%
West Coast RTO	28%	8%
Nelson Tasman RTO	28%	8%
Dunedin RTO	26%	39%
Central Otago RTO	23%	9%
Wairarapa RTO	23%	35%
Coromandel RTO	22%	5%
Wanaka RTO	21%	31%

Bottom 10 Regions

Region	MoM %	MoM YoY %
Christchurch RTO	10%	9%
Mackenzie RTO	10%	8%
Ruapehu RTO	9%	5%
Whangarei RTO	9%	37%
Hawke's Bay RTO	9%	23%
Wellington RTO	7%	31%
Coastal Bay of Plenty RTO	6%	39%
Rotorua RTO	6%	37%
Auckland RTO	6%	39%
Gisborne RTO	4%	25%

Visitor Hotspots





New tech

AI Itinerary Builder

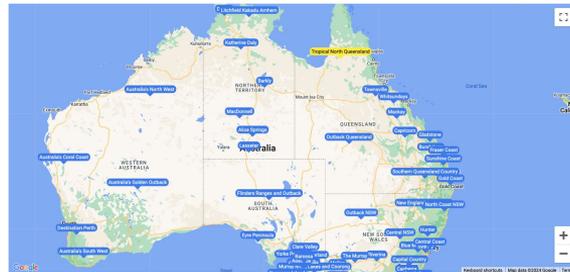
Build your itinerary

Preview Alpha

This is our CamperMate itinerary builder Billie. All we need you to do is select the country from the drop down and then select your regions and Billie will put together places to go and things to do in those areas.

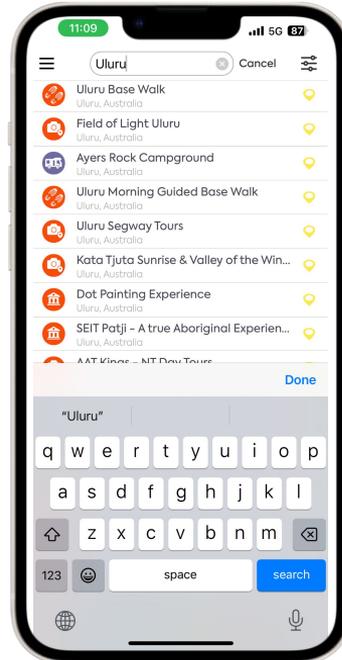
Please be aware this product is currently in preview alpha. CamperMate is not responsible for any inaccuracies in the data or any issues that may arise from using this product.

Australia

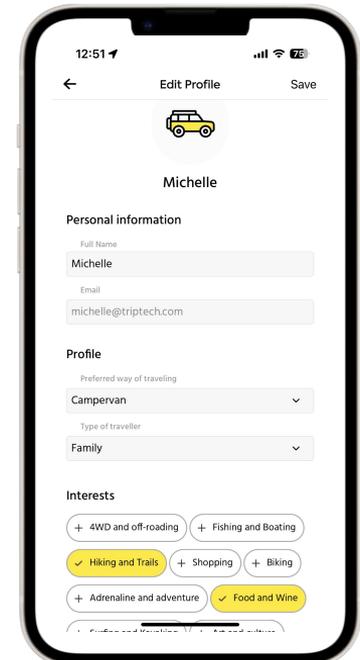


Generate Itinerary

Optimised Search



User Profiles





Recent campaign partners

VISIT *Noosa*



WESTERN
AUSTRALIA
WALKING ON A DREAM

QMF: QLD **MUSIC TRAILS**

TESTIMONIALS



QLD Music Trails

Partnering with CamperMate on the Qld Music Trails 2024 Outback Trail was a game-changer for QMF. Their innovative strategy and reach of audiences that 'hit the road' significantly boosted visibility and engagement for the Queensland Outback. The campaign's success was evident in the remarkable increase in visitor interest and engagement with points of interest across the Qld Outback. We highly recommend CamperMate to any destination seeking to increase their visibility and market share!

Oriana Wyrozebska

General Manager, Tourism, Government & Commercial

Tourism Northern Territory

Tourism Northern Territory's partnership with CamperMate delivered on all our expectations. This collaboration was successful in extending our drive market messaging and reaching an engaged audience during their trips. We were very pleased with the integration of our brand in the campaign's creative executions, deliverables, and performance. The team at CamperMate demonstrated dedication, creativity, and a strong alignment with our brand values, ensuring the campaign's success. Their commitment to bringing to life and supporting our drive market strategy was evident throughout the partnership. We are grateful to the CamperMate team for their stellar collaboration and look forward to working together again in the near future.

Melanie Mutch

Trade Marketing Manager

Tourism Western Australia

"Tourism Western Australia's partnership with CamperMate was successful in extending the State's 'Drive the Dream' road trip messaging and reaching an engaged audience whilst in-trip. The campaign encouraged travellers to fill their itinerary with tourism experiences whilst taking a road trip throughout Western Australia. We were very pleased with the integration of our brand in campaign creative, deliverables and performance, as well as the working relationship with the CamperMate team."

Chiara

Markets Manager - Domestic, NZ & USA

Dichiera

Tourism Noosa

Our recent collaboration with CamperMate, has markedly exceeded our expectations. This partnership enabled us to tap into CamperMate's diverse user base, allowing us to reach a broader demographic and significantly enhancing engagement with potential visitors.

The campaign resulted in a reportable uplift in our destination's brand awareness and consideration metrics, paramount to this success was the exceptional team at CamperMate, whose dedication, creativity, and alignment with our brand values were evident throughout - their commitment to going above and beyond ensured the campaign's alignment with our objectives. We are immensely grateful to the CamperMate team for their stellar collaboration and look forward to doing it all again in the near future.

Brent Chong

Head of Marketing