

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



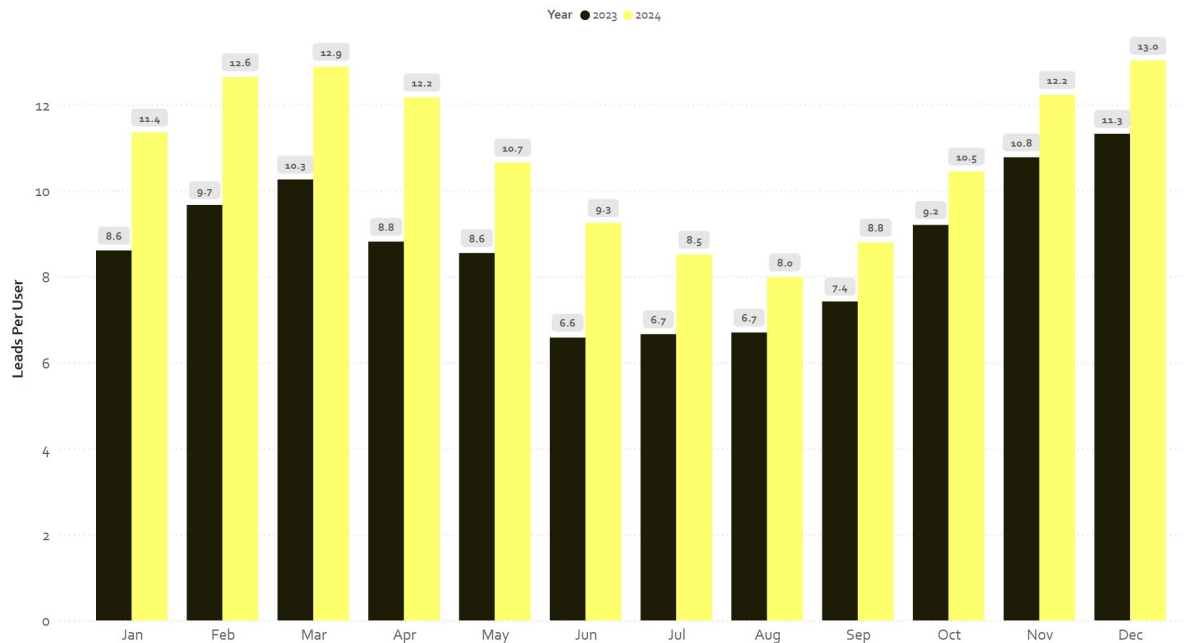
26m

LEADS



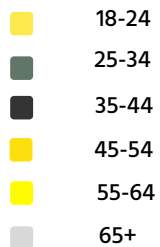
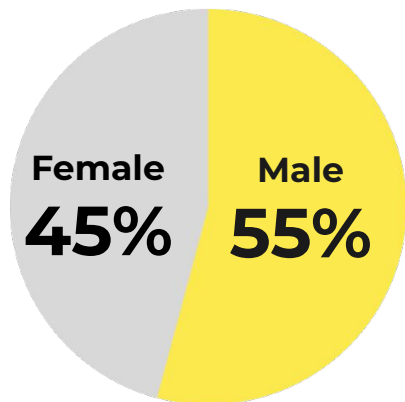
5m

POI Engagement per engaged user per month

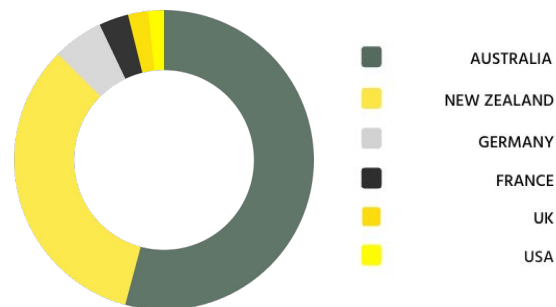




Audience demographics



User origin



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.





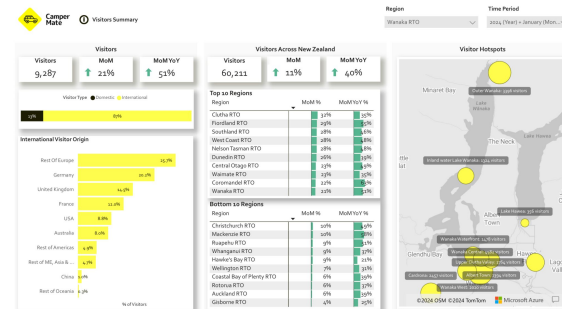
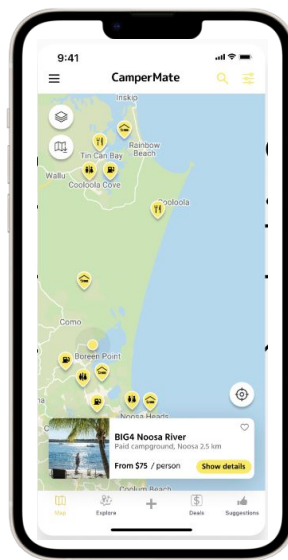
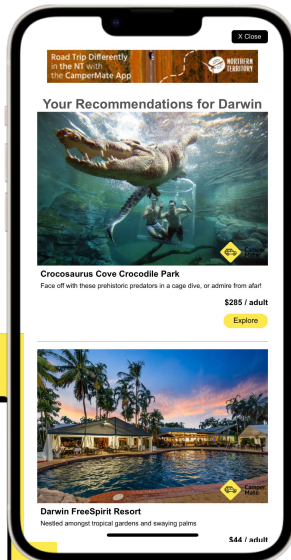
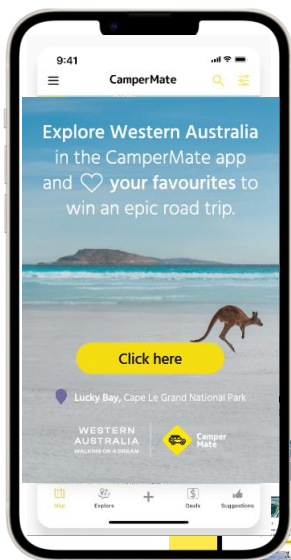
Our marketing tech capabilities

In-app & web ad unit takeover

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

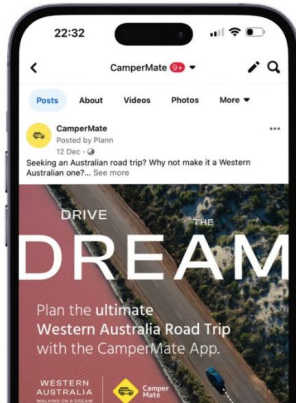
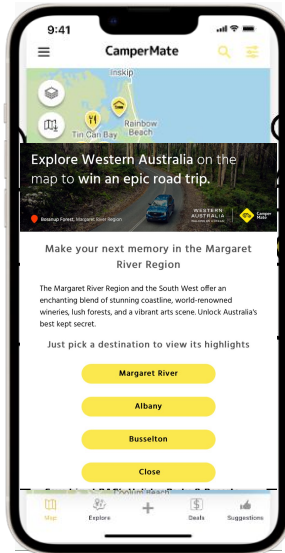
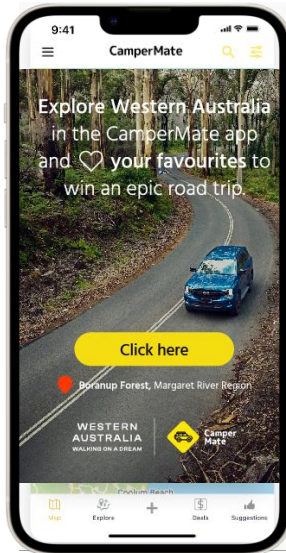
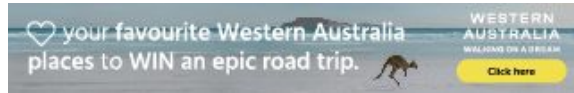
Data capabilities provide passenger engagement & movement pre, during & post campaign





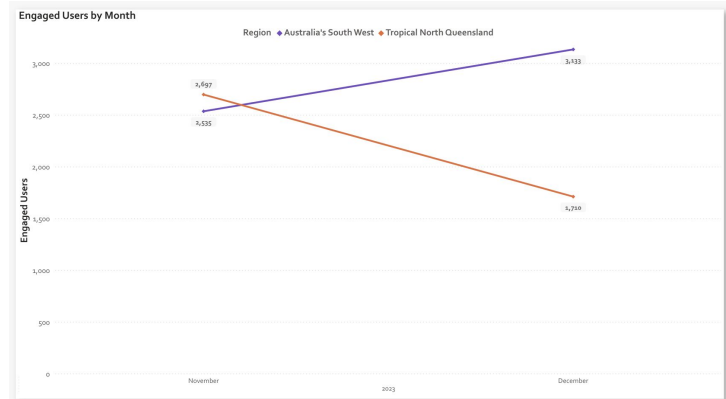
Tourism Western Australia

Deliverables



Results

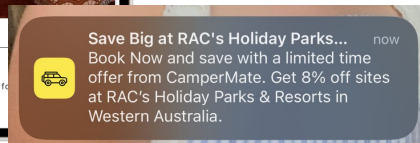
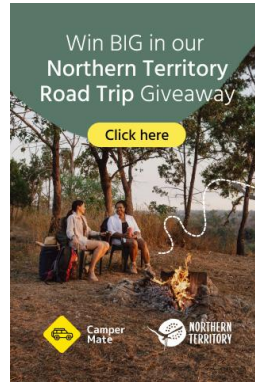
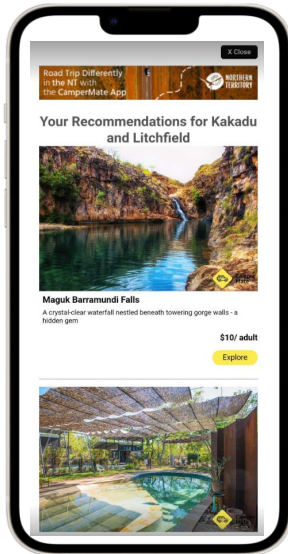
Searches	38% increase YOY
Product Views	54% increase YOY
Leads	29% increase YOY





Tourism Northern Territory

Deliverables



Results

Searches 26% increase YOY

Product Views 33% increase YOY

Leads 32% increase YOY

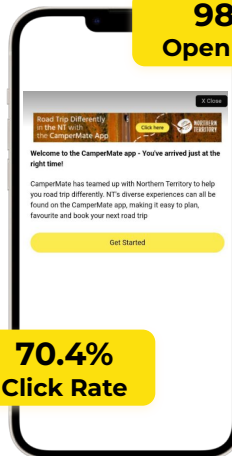
**98%
Open Rate**

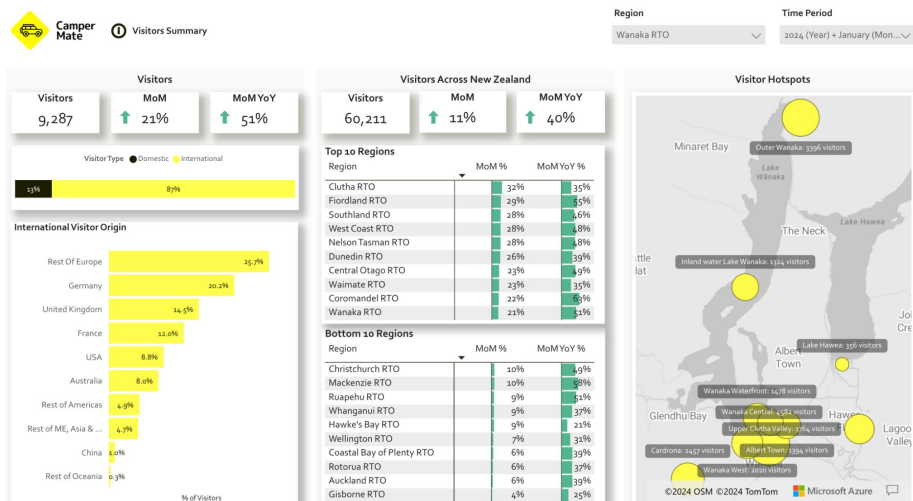
1.12M impressions

130 pieces of creative

Highest paid media CTR of
shared audience

**70.4%
Click Rate**







New tech

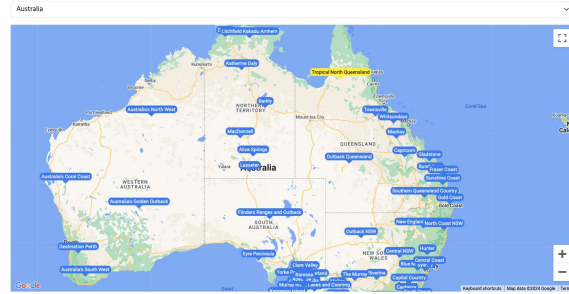
AI Itinerary Builder

Build your itinerary

Preview Alpha

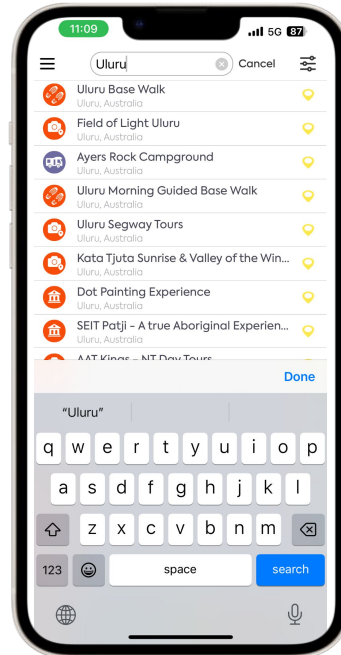
This is our CamperMate itinerary builder Billie. All we need you to do is select the country from the drop down and then select your regions and Billie will put together places to go and things to do in those areas.

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.

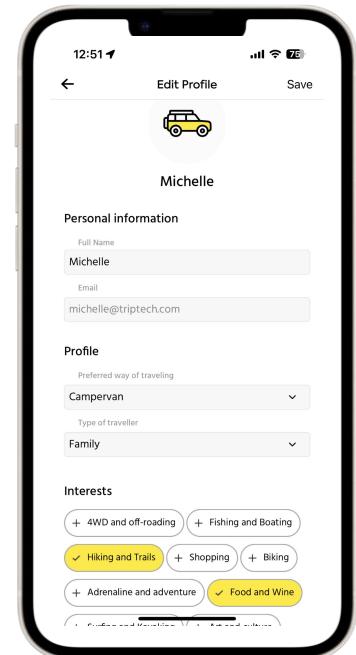


Generate Itinerary

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