

# CamperMate

Powering thl & Visitor Centre of Australia apps





## Why CamperMate?

- Audience - highly engaged & high value
- Discoverability - users actively looking for accommodation & activities around landmarks & road trip routes
- Marketing - target niche audience based on preferences, location and travel behaviour helping you reach active planners & travellers
- Our partners - Official app of Maui, Britz, Apollo & Mighty Campers and Visitor Info Centres
- New technology - allows for seamless customer journey
- App translation - ready for Chinese, German & French visitors

# The CamperMate app



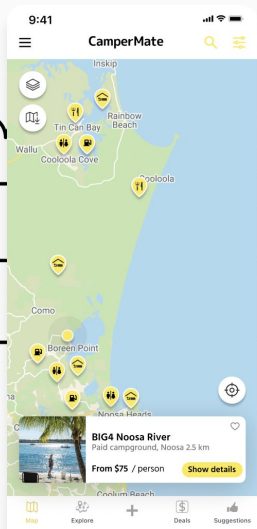
Our audience uses our app to find inspiration, search, plan and book. They also take us on the road.

Australia & New Zealand's  
#1 free planning & road  
trip companion



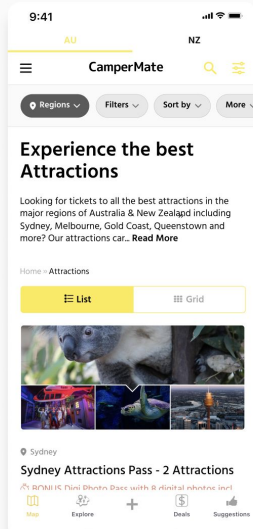
Find it

Search from 1000s of places &  
activities near & far



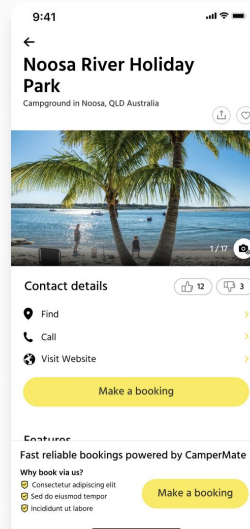
Plan it

Explore deals, add to lists  
and share



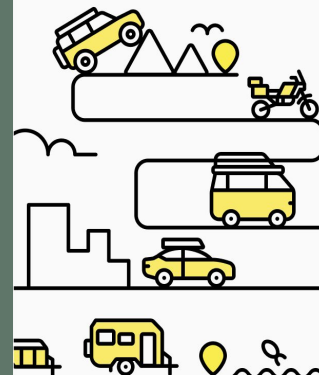
Book it

Book your road trip with  
confidence



Take us on the road

Everything you need while  
traveling. Things to do, petrol  
stations & more





# Topline User Engagement

App & POI Engagement Per User



NEW DOWNLOADS

**465k**



UNIQUE ACTIVE USERS

**600k**



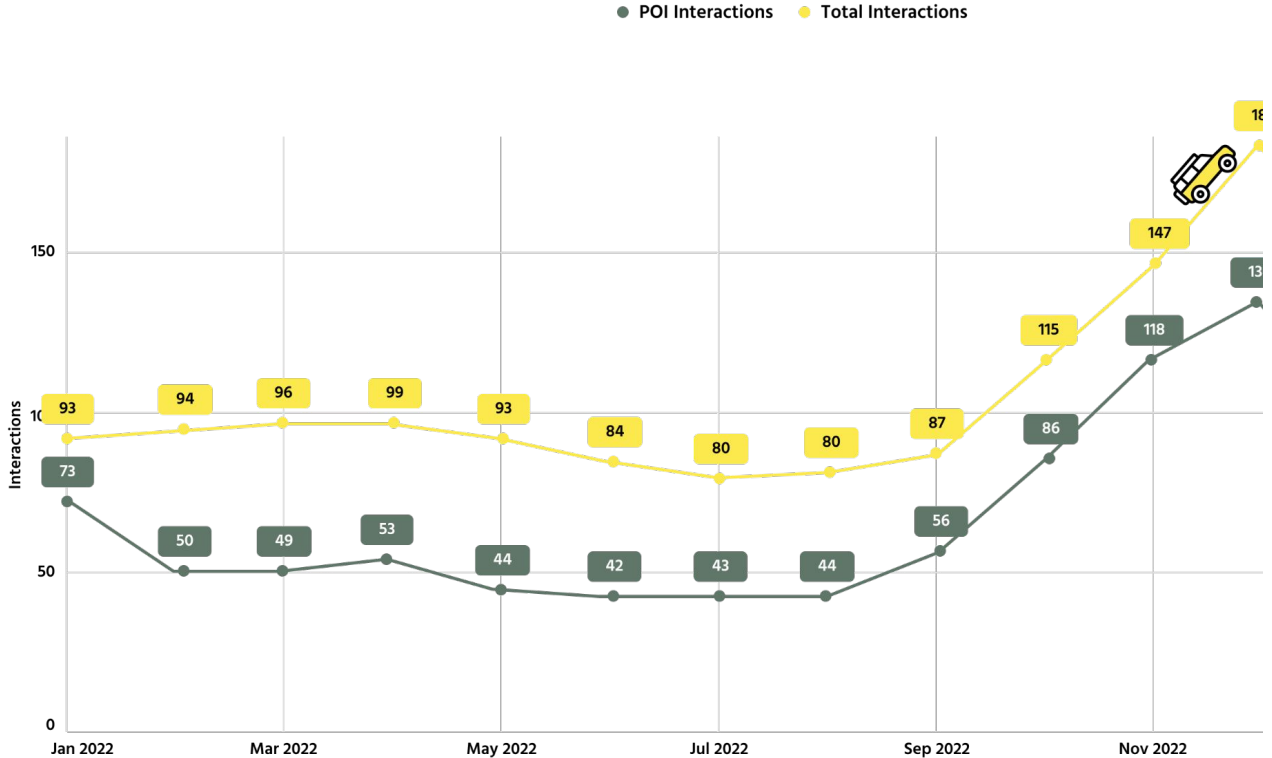
APP SEARCHES

**23m**



POI PROFILE VIEWS

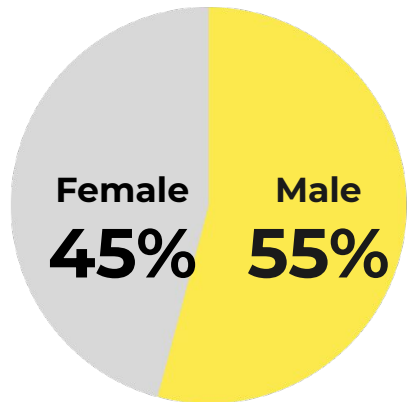
**10.6m**



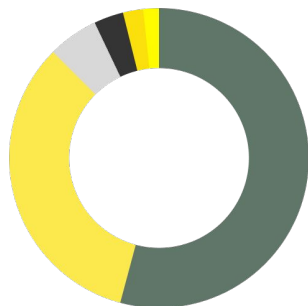


## DEMOGRAPHICS

# The CamperMate Audience



### User origin



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



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



Couples/Mates/Siblings Travelling

42%



Full or Semi Retired & Travelling

20%



Family Road Trippers (All Ages)

13%



# Traveller Info

User origin



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

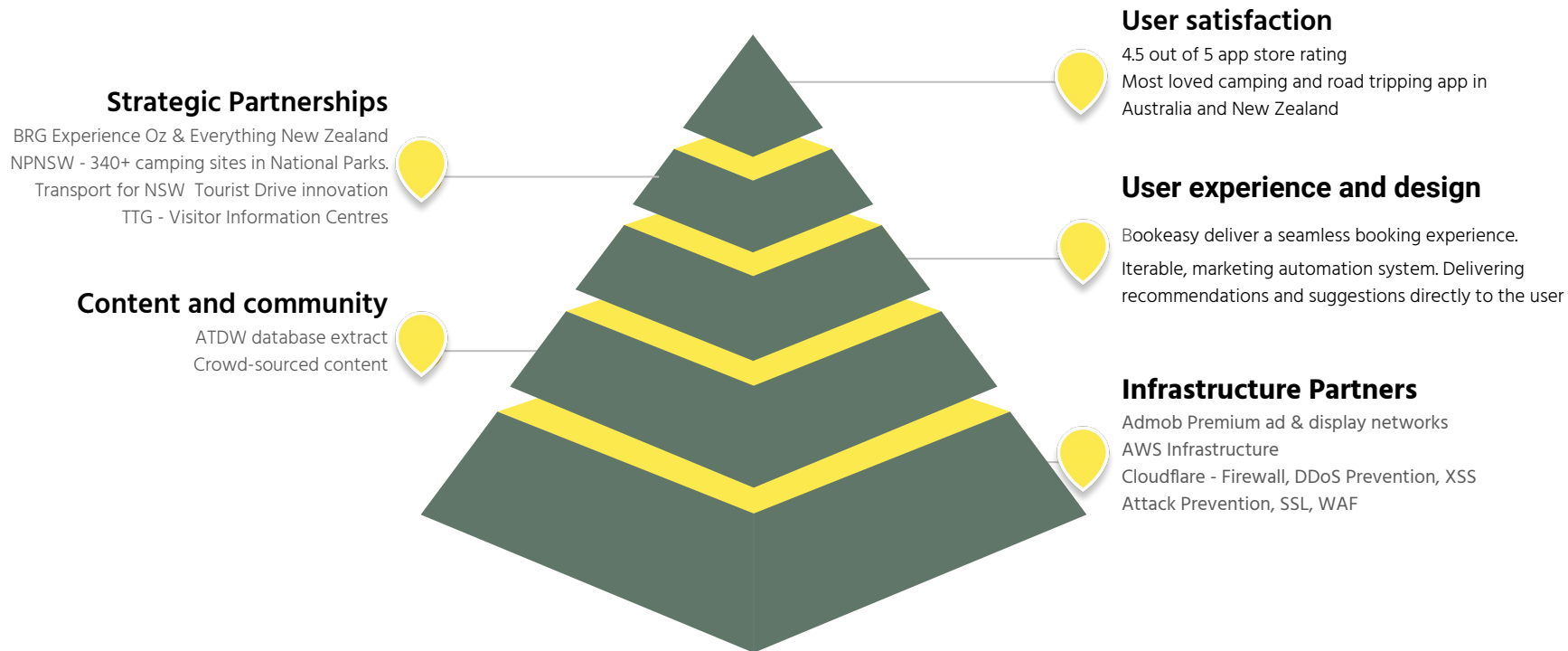
Ave. booking value

**\$5k - 7k**

Ave. Trip Length

**31% (1 - 2 months)**  
**25% (2 weeks)**

# Foundations of CamperMate



## A Travel Tech Business

Focusing on each of these foundations and investing in their development, CamperMate has created a comprehensive and user-focused product that delivering value to both users and the tourism industry.

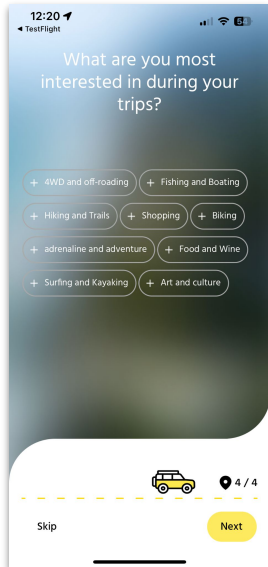


# What's New With CamperMate

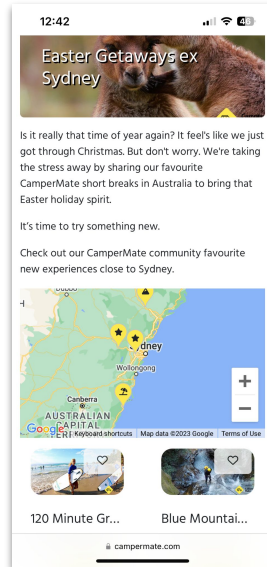
Our tech stack gives partners the ability to deliver content & tourism products to our highly engaged audience:



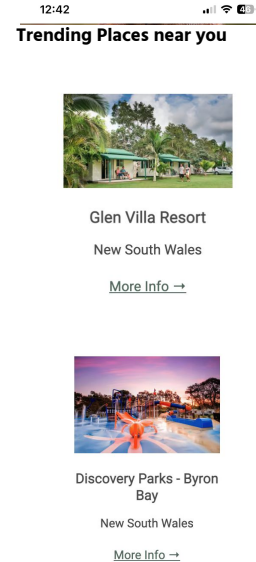
Understand the self drive markets interests travel styles



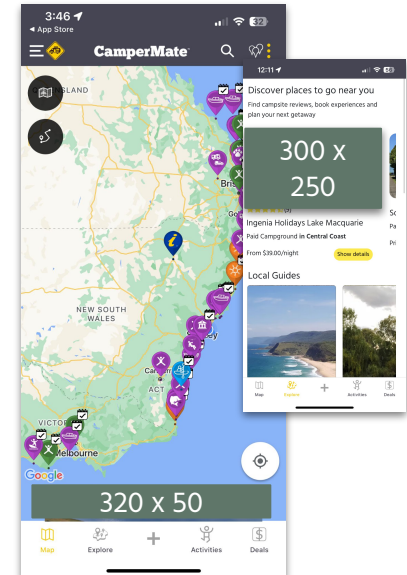
Create custom tourism content through our curated lists feature



Send bookable product recommendations based on user interests



Use powerful targeting options through premium ad and display advertising networks



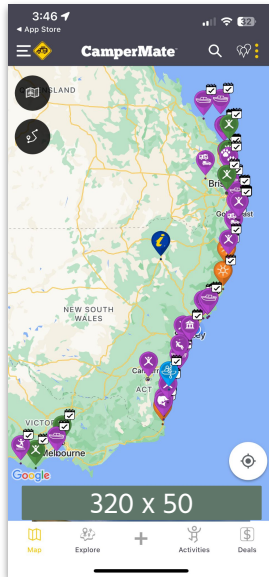


# Marketing campaign ad assets



Utilize our premium ad & display network assets in-app and on CamperMate.com

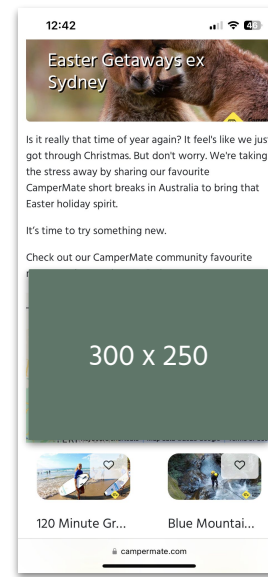
## Map Banner



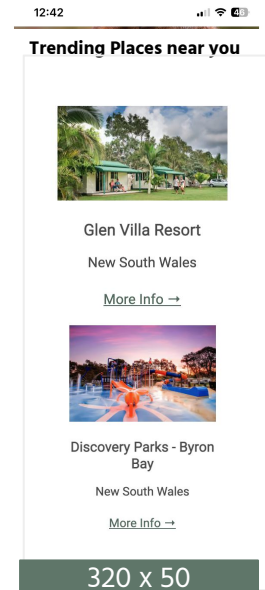
## Interstitial



## MREC



## Email recommendation banner



## CAMPAIGN PARTNERS

# TESTIMONIALS

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### TOURISM AUSTRALIA

“We engaged CamperMate to assist with our Holiday Here This Year campaign as we wanted to utilise the services of a mobile travel app with a unique highly engaged user base. The purpose of this campaign was to inspire people to do more and promote experiences throughout Australia in the summer period. CamperMate delivered outstanding results in the campaign and were quick to activate.”

**Edea Lu**  
**Country Manager New Zealand**

### REFLECTIONS HOLIDAY PARKS

“Reflections has partnered with the team at CamperMate for over the last 3 years and their platform has been instrumental in contributing over \$861,000 in revenue in FY20.”

**Michelle Griffin, Group Manager**  
**Corporate Services**

### TOURISM NT

“We appointed CamperMate to activate our Drive Campaign in May 2021 initially for a 6 week period and then extend for a further 6 weeks due to the success of the campaign. CamperMate ran a successful multi channel campaign to promote drive content and experience partners and were able to activate and deliver the results we required for the quieter period.”

**Tourism NT Marketing Manager**



THANK YOU

