Who We Are

- AU and NZ travel and tourism technology company
- Campermate, Roadtrippers and 13 other custom branded apps
- We are owned by Thl, Discovery Parks and Jayco
- Help travellers plan, book and explore everything they need for their trips
- We build comprehensive, real-time dashboards and reports on tourist movement and journey behaviours
- We support the industry with real time data and actionable insights
Our Audience

Traffic: 55.5 million annual sessions

Weekly Active users: ~100,000

Apps: Campermate, Roadtrippers & 13 custom branded apps

App Downloads: 1.85m+

Market: Self-drive & FIT

Users: Domestic (70%) International (30%)

Data Source: App network
Impact Dashboard

- Developed to help support the industry to respond to the ongoing impacts being faced
- Monitor changes in traveller behaviour in your region
- Help maximise efforts for growth through measuring impact and insights and recommending ways to grow length of stay and reason to visit
Impact Dashboard

- Users in region by country and %
- Overnight visitor numbers by region
- Cluster map to show user dispersal
- Overnight visits location clusters
- Entry & exit time
- POI search: changes in and out of region
Movement Visualisation
January 2020 saw a 55% decrease on the forecasted user numbers based on growth trend seen in October 2019.
Total Users Sydney Surrounds South

Increased domestic visitation numbers

2018 / 2019 Sydney Surround South

2019 / 2020 Sydney Surround South

Growth and decrease in domestic travellers month over month
Week 1 in January saw a 77.8% decrease in overnight visitation YoY.

By the last week of February, the YoY drop in overnight visitation was at 32.2%.
Days Spent: Kiama

Indirectly affected regions such as Kiama, saw a 23.5% decrease in days spent in region against previous months.

2863 Travellers Recorded in October

2192 Travellers recorded in January
Impact Dashboard: DSSS

Using visitors overnight locations in December/January/February we've created clusters to show month on month variance in hotspots and spread of visitation.
Dec 18 - Jan 19 saw a 12% growth rate in total visitation to DSSS. Expecting a similar increase in visitation, Dec 19/Jan 20 instead saw a 20% decrease in visitation. Despite visitation numbers being down, domestic demand from Dec 19 - Jan 20 grew by 6.4%.

Australians are getting back out there.

<table>
<thead>
<tr>
<th>User Home</th>
<th>% of Users December 2019</th>
<th>% of Users January 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>53.3%</td>
<td>59.7%</td>
</tr>
<tr>
<td>Germany</td>
<td>11.9%</td>
<td>10.9%</td>
</tr>
<tr>
<td>France</td>
<td>7.3%</td>
<td>6.6%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>6.7%</td>
<td>5.5%</td>
</tr>
<tr>
<td>United States</td>
<td>4.3%</td>
<td>3.5%</td>
</tr>
</tbody>
</table>
Days Spent in Shoalhaven

Visitation numbers in directly affected locations saw major drops in visitation.

38.5% growth since January.
Visitor Economy Dashboard

Real time analysis of the road trip market
easy-to-digest actionable insights
designed to drive impact

- Unlock audiences with real-time movements, behaviours and trends
- Inform infrastructure development and funding with commercial insights
- Improve visitor experience with targeted investment armed by in-trip insights
Our Dashboard

The most requested data from our 37+ available reports

1. Unique users
2. Entry and exits
3. Time spent in region
4. Most popular POIs
5. ‘Hotspot’ locations
6. Prior and next Regions

**Unique users and country of origin**

**Unique Users**
A unique user is identified by the serial number of an individual mobile device.

**Country of Origin**
Unique users where home country can be identified (subset of total users).

<table>
<thead>
<tr>
<th>User Home</th>
<th>No of Users</th>
<th>% of Users</th>
<th>GPS Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>13,797</td>
<td>59.60%</td>
<td>2,557,079</td>
</tr>
<tr>
<td>Germany</td>
<td>1,885</td>
<td>8.14%</td>
<td>407,535</td>
</tr>
<tr>
<td>France</td>
<td>1,409</td>
<td>6.03%</td>
<td>279,992</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1,396</td>
<td>6.03%</td>
<td>223,308</td>
</tr>
<tr>
<td>United States</td>
<td>1,201</td>
<td>5.15%</td>
<td>137,902</td>
</tr>
<tr>
<td>Netherlands</td>
<td>410</td>
<td>1.77%</td>
<td>97,962</td>
</tr>
<tr>
<td>China</td>
<td>375</td>
<td>1.62%</td>
<td>78,391</td>
</tr>
<tr>
<td>Switzerland</td>
<td>311</td>
<td>1.34%</td>
<td>74,201</td>
</tr>
<tr>
<td>New Zealand</td>
<td>401</td>
<td>1.73%</td>
<td>41,464</td>
</tr>
<tr>
<td>Taiwan</td>
<td>151</td>
<td>0.65%</td>
<td>32,614</td>
</tr>
<tr>
<td>Spain</td>
<td>212</td>
<td>0.92%</td>
<td>31,647</td>
</tr>
<tr>
<td>Canada</td>
<td>167</td>
<td>0.72%</td>
<td>30,860</td>
</tr>
<tr>
<td>Israel</td>
<td>141</td>
<td>0.61%</td>
<td>28,726</td>
</tr>
<tr>
<td>Denmark</td>
<td>157</td>
<td>0.68%</td>
<td>26,918</td>
</tr>
<tr>
<td>Sweden</td>
<td>84</td>
<td>0.36%</td>
<td>17,654</td>
</tr>
<tr>
<td>Italy</td>
<td>109</td>
<td>0.47%</td>
<td>17,250</td>
</tr>
<tr>
<td>Austria</td>
<td>92</td>
<td>0.40%</td>
<td>17,097</td>
</tr>
</tbody>
</table>

**Unique Users**: 23,177

MAU - Monthly Active Users

**DAU - Daily Active Users**
Distinct Users in Region by Day.

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>21,811</td>
</tr>
<tr>
<td>Tuesday</td>
<td>22,073</td>
</tr>
<tr>
<td>Wednesday</td>
<td>21,496</td>
</tr>
<tr>
<td>Thursday</td>
<td>16,688</td>
</tr>
<tr>
<td>Friday</td>
<td>17,652</td>
</tr>
<tr>
<td>Saturday</td>
<td>17,810</td>
</tr>
<tr>
<td>Sunday</td>
<td>17,979</td>
</tr>
</tbody>
</table>
Our Dashboard

Showing users movements & country of origin

<table>
<thead>
<tr>
<th>User Home</th>
<th>% of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>65.12%</td>
</tr>
<tr>
<td>Germany</td>
<td>7.01%</td>
</tr>
<tr>
<td>France</td>
<td>5.32%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>5.65%</td>
</tr>
<tr>
<td>United States</td>
<td>4.38%</td>
</tr>
</tbody>
</table>

Nights spent in region (against region temperature)
Promote Campaigns and Events

- Utilise CamperMate network to reach in-trip audience
- Geo fenced notifications: surveys, event advertising and campaigns
- Road trip guides supported by insights
- 150 Outdorian writers and producers
  - Experts in tourism-centric content
  - The travellers’ point of view
Promote Campaigns and Events to Your Audience

1. We create an adjustable geofence location in a selected area.

2. Your notification is shown to all users who come inside the geo-fence that has been set.

3. Travellers can engage directly within the app and follow the predetermined prompts in the notification.
Regional Reports

- Annual/Seasonal/Quarterly
- Trends and actionable insights
- Simplified and actionable
- Customised insights based on needs
Visitor Information Centres

- Larger POI magnifier in CamperMate app
- All in one location to share and distribute content
- Promote events and must know information
- Deals functionality
- Custom POI reports to see local audience
- Town/City POIs
How We Can Help

- Support the industry with data and insights
- Measure impact and recovery efforts
- Using data to respond
- Integrate data to drive your domestic audience
Next Steps

● Let’s connect and work to improve the experience travellers have in your region

● Come visit us at our stall

● Take a flyer
Get in touch
We’d love to chat!

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