



## TripTech & the CamperMate app Announce Partnership With Tourism Australia

Partnership with Tourism Australia helps travellers explore the magic of the outdoors and connect them to tourism businesses

SYDNEY, Australia - 18 March 2021 - TripTech and the CamperMate app are excited to announce a partnership with Tourism Australia. As part of the Holiday Here This Year campaign the partnership aims to inspire people to explore their own backyard by discovering new and diverse experiences.

The CamperMate app is uniquely designed to help independent travellers plan and book pre-trip and in-trip experiences, while taking advantage of timely deals and the best camping & road trip tips.

TripTech & CamperMate CEO Nick Baker said “we have the platform capable of giving the independent traveller the one stop shop that they need to plan short and long getaways in and around Australia.”

Tourism Australia Managing Director Phillipa Harrison said, “We are pleased to be partnering with CamperMate as part of our ongoing efforts to stimulate domestic tourism demand and provide support to the industry by getting Australians out and exploring our country.”

With 4500+ experiences available on the CamperMate app and 200+ Tourism Australia signature experiences in multiple categories available to be searched and booked, CamperMate users have the ability to uncover what interests them the most.

One month into the partnership and results show promising signs of growth and user activity with over 259,000 places and experiences explored and 66,000 businesses engaged with. Data also indicates culture and nature to be the strongest categories of growth with almost 2,500 conversions in those categories and 6,500 total across all experiences.

Commenting on the campaign Nick said “through this partnership we’re seeing positive results which support our mission of helping Australians explore the magic of the outdoors and providing industry with engaged, ready to book consumers.”

While the app’s reviews highlight its positive and easy user experience, TripTech has the industry front-of-mind. Armed with real-time data insights and multiple contact methods, tourism operators are empowered to connect with consumers and tailor marketing strategies to suit their needs.

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Note to editors:

TripTech’s social media account:

<https://www.linkedin.com/company/triptechdata/>

CamperMate’s social media accounts:

<https://www.facebook.com/campermate> and Instagram @CamperMate

Images:

CamperMate Geofence image

CamperMate in-app banner placement image

CamperMate app video demo

About TripTech: TripTech is a travel technology company operating across Australia and New Zealand. Our apps include CamperMate and custom

branded travel apps in multiple categories. These assets connect businesses to travellers to plan and book in-trip and the data generated enables comprehensive, real-time dashboards and reports on tourist movement. This powerful combination arms the industry with access to new audiences and real-time data on their travel patterns and behaviour.

**About CamperMate:**

The CamperMate app inspires Australians & New Zealanders to explore the magic of the outdoors through curated pre and in-trip experiences, timely deals and the best campaign tips for the independent traveler both young and old at heart.

**Contacts**

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