

Responsible Camping Strategy

for the Queenstown Lakes District

2022-2027



Message from the Mayor

Queenstown Lakes has always been an extremely popular destination for campers, both domestic and international.

People are drawn to our region's dramatic landscapes, rich history, weather and the vast array of recreational activities that are on offer.

Camping is a key part of being a Kiwi – it allows us to connect with nature, make memories with our loved ones and explore new places. It has also become a popular method for overseas tourists holidaying here.

In 2018, the Queenstown Lakes District Council released a joint Responsible Camping Strategy with a wide range of local and central government partners to address increasing demand for camping across the region.

A lot of progress has been made since 2018, and this strategy builds on this great work.

However, it has also been a tough few years for our region, so dependent on tourism and visitors during the COVID-19 pandemic. This new strategy will leverage on the strong working relationships we have fostered and build on resources that already exist, so that we do not reinvent the wheel. We cannot wait to welcome back visitors to our region and show manaakitanga. However, it is crucial that our district re-opens itself to visitors who show stewardship – we want them to respect, honour and give back to our environment and communities.

We cannot continue to operate as we always have – we must put the environment first, and ensure that our camping behaviours are sustainable and regenerative.

Given the uncertainties of our region's recovery to pre-COVID-19 levels, our priorities are to use our resources wisely, explore financial options where campers pay for the facilities they use while in our region, and use management tools that give us the greatest return on investment.

We will always welcome responsible campers to our district. We will also continue to educate and manage campers to ensure that they behave appropriately, and that both residents and visitors can enjoy the places they love.

I am pleased to present Queenstown Lakes District's refreshed Responsible Camping Strategy. Haere mai, and welcome back to our region!



Glyn Lewers
MAYOR
Queenstown Lakes District Council

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Strategy at a glance

Our Vision

All campers who visit our region respect our environment, give back to our communities, and enjoy our beautiful landscapes sustainably.

Our Principles

 Guardianship	 Manaakitanga	 Regeneration at the heart of everything	 Partnership
 We work together	 Agile, adaptable and flexible	 Data and evidence-driven	

Our Goals



We are all guardians of the environment



We provide a positive visitor experience



Our communities are included in shaping outcomes



We effectively and efficiently manage our resources



Introduction

There were 488,361 overnight stays across our beautiful region between January 2018 and March 2022*

There are many reasons why Queenstown Lakes is an extremely popular camping destination. People come to camp in the region for many reasons.

- > Visiting our world-recognised landscapes
- > Getting an adrenaline rush
- > Meeting friends or family for a vacation
- > Partying, shopping and splurging
- > Getting back to nature and to unwind
- > Trying recreational activities
- > Eating and drinking at our incredible hospitality venues
- > Resting and relaxing
- > Staying for a short time before travelling elsewhere
- > Creating memories with loved ones.

Our visitors camp at different sites: zero facilities, minimal facilities, basic facilities, or full facilities. They might camp on Department of Conservation (DOC) or Council land, at DOC campsites, at commercial holiday parks, or in the backcountry.

We welcome campers to our district. Camping provides affordable options for visitors who want to stay in our district or for locals to explore their backyard further. Camping allows us to reconnect with nature and make memories with our loved ones.

However, given the popularity of camping in our region (both from domestic and international tourists), and the impact that camping can have on the environment and local communities, it is crucial that it is managed effectively.

*CamperMate data, of overnight stays, defined as someone using the app in the same region on two consecutive days with an assumption that they stayed the night.

Key Concepts

These terms are used throughout the document and shape the context of the strategy.



CAMPING

“Staying overnight for recreation in an outdoor area for one or more nights, usually in a tent, cabin, caravan, campervan or other kind of vehicle.” Camping excludes people staying in campgrounds or other public places for temporary or permanent accommodation.



COMMUNITY

In this context, community refers to residents, businesses, and local government; those with a stake in responsible camping.



GUARDIANSHIP

Everyone collectively acting to minimise and mitigate the negative impacts of camping on our natural environment and climate. This strategy acknowledges the te ao Māori principle of kaitiakitanga, where Kāi Tahu and tangata whenua are kaitiaki of natural and physical resources in our region.



MANAAKITANGA

Hospitality, kindness, generosity, support – the process of showing respect, generosity and care for others.¹



MANAAKI MANUHIRI

Visitors arriving as manuhiri and leaving as whānau.²



REGENERATIVE TOURISM

Centred around five key dimensions. These include taking a holistic approach to the management of tourism. The approach must also look long-term and take into account future generations. The third dimension is that we recognise that a thriving environment is needed to support resilient communities. A regenerative approach also focuses on relationships; an interconnected approach means we all have a role to play. Finally, our economy should be diverse and resilient to support regeneration.³



TIAKI PROMISE

A wero has been presented to visitors; a challenge and commitment to care for Aotearoa New Zealand. This wero is the Tiaki promise. It is encouraged that all visitors pick up this wero; to act as a guardian, protecting and preserving our home. The Tiaki promise has three key components: to care for land, sea and nature, treading lightly and leaving no trace; to travel safely, showing care and consideration for all; and to respect culture, traveling with heart and mind. These commitments are underpinned by a Māori worldview and hope to inspire everyone to connect to the natural world.⁴

¹Te Aka Māori Dictionary, ‘Manaakitanga’, [maoridictionary.co.nz search/?idiom=&phrase=&proverb=&loan=&keywords=manaakitanga](http://maoridictionary.co.nz/search/?idiom=&phrase=&proverb=&loan=&keywords=manaakitanga)

²New Zealand Māori Tourism – He Toa Takitini, ‘Our values’, maoritourism.co.nz/about/our-values

³Regenerative Recovery Advisory Group, July 2021, ‘Final Report’, Queenstown Lakes District Council, www.qldc.govt.nz/media/rosjz4s5/regenerative-recovery-advisory-group-final-report.pdf

⁴Tourism New Zealand. “The Tiaki Promise.” Tiaki New Zealand, www.tiakinewzealand.com/about-tiaki

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#TIAKIPROMISE



TIAKI PROMISE

WHILE TRAVELLING IN NEW ZEALAND I WILL

CARE FOR LAND, SEA AND NATURE,
TREADING LIGHTLY AND LEAVING NO TRACE

TRAVEL SAFELY, SHOWING CARE
AND CONSIDERATION FOR ALL

RESPECT CULTURE, TRAVELLING
WITH AN OPEN HEART AND MIND

HOW TO CARE FOR NEW ZEALAND



PROTECT
NATURE



KEEP NZ
CLEAN



DRIVE
CAREFULLY



BE
PREPARED



SHOW
RESPECT

Camp with care in New Zealand

If you're planning on camping, here's how to do it responsibly for the best experience.

Plan your journey.
Visit camping.org.nz
or come inside

Stay at one of our
many campsites

Use the toilet in your
vehicle or a public toilet

Leave no trace or litter



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Context

WHAT'S HAPPENED SINCE THE 2018 STRATEGY WAS RELEASED?

When the Council co-drafted the 2018 Strategy, there was a significant problem in our region. Increasing numbers of domestic and international campers were putting significant strain on our communities, facilities, and infrastructure. The supply of facilities could not meet the high demand of campers who did not follow the rules while in our beautiful region. The high volume of campers inappropriately using our reserves, inadequately disposing of their waste, and using our waterways to bathe in was not acceptable to our communities who treasure these special places.

We knew that if we did not seek to address the negative impacts of campers in the region, we would experience more negative behaviours, which has a significant affect on our communities and environment. The 2018 Strategy was developed at pace to respond to the pressures seen across the district with our neighbouring Councils and central government agencies. Despite this, the 2018 Strategy was well received and seen as a positive step forward to ensure camping behaviours were properly managed. Huge improvements were made across the district, including decreased infringements, tonnes of waste disposed of correctly, and evidence of campers doing the right thing when they had the tools to camp sustainably.

The 2018 Strategy aimed to “promote the sustainable use of our environment for visitor and community experience through well managed, coordinated and responsible camping in the district.” The Council always planned to review the 2018 Strategy after two years in light of new information about camper trends and to ensure alignment with proposed legislative and policy changes.

The Freedom Camping Act 2011, Camping-ground Regulations 1985 and NZS 5465:2001 Self-containment of motor caravans and caravans legislates and regulates the management of freedom camping nationally. While the Council needs to work within the constraints of the legislation, it has numerous tools it can use and leverage to manage campers' behaviours, including the Freedom Camping Bylaw 2021 and this strategy.

The camping sector is faced with upcoming proposed changes to support more sustainable freedom camping across Aotearoa, which is being led by the Ministry of Business, Innovation and Employment.

However, in March 2020, our world shifted dramatically. The international borders were shut and as we went into lockdowns, our tourism industry, that originally employed almost half of the region's local workforce, ground to a halt. The mechanisms and programmes previously used to manage camping were stopped. However, this unprecedented time has allowed us to pause, reflect and take stock of responsible camping across the district.

This strategy presents a clear roadmap for the next five years for managing responsible camping across our district.

It continues and clarifies the strategic direction from the last four years, and builds on all that has been achieved since 2018. We've created a strategy that is bold, aspirational and uplifting, but also allows the Council to be flexible and adaptable to future changes in this sector.

The strategy places guardianship and stewardship at the centre of everything. The strategy seeks to push sustainable, resilient and regenerative tourism. The hauora of the land and people in the region are pivotal in this strategy and will guide everything we do. This is supported by the Tiaki Promise; a commitment that visitors can make to care for our land while visiting Aotearoa. This commitment is a challenge to visitors; shared by tourism businesses, mana whenua, government and more. We will leverage these offerings by increasing promotion of tools to help campers do the right thing.

The strategy balances the rights and interests of the community and the importance of providing a great experience for all visitors. The importance of this is reflected in the Parliamentary Commissioner for the Environment's Report: *Not 100% – but four steps closer to sustainable tourism* highlights that the wishes of communities and mana whenua should be a key input into decisions about tourism developments, particularly those that would impose significant increases in environmental pressure that have to be paid for.

We will lead the strategy but will work collaboratively and closely with regional and national stakeholders to achieve its desired outcomes. We will partner with tangata whenua and iwi, and work with campers, residents, commercial holiday park owners, dump station managers, rental vehicle companies, regional tourism organisations, issuing authorities, camping membership clubs, and technology developers.

The strategy aligns and supports the district's Destination Management Plan which is currently under development, in partnership with Destination Queenstown and Lake Wānaka Tourism. The goal of the Destination Management Plan is to achieve regenerative tourism by 2030.

We will also work closely with neighbouring territorial authorities (Central Otago, Westland, and Southland District Councils) and central government agencies (Ministry of Business, Innovation and Employment, Department of Conservation, Toitū Te Whenua Land Information New Zealand, and Waka Kotahi New Zealand Transport Agency).

We will focus on exploring alternative funding models, such as user pays models, so that campers pay for a fair share of their stay in our region.

It is not clear how long it will take for the district's visitor numbers to reach pre-COVID-19 levels. However, this strategy will guide the Council and its partners, stakeholders and community to manage camping as people return to our region. It will be adaptable, flexible, and able to respond to changes to demand, and collect data to understand what the 'new normal' looks like.

We all have a part to play in positively influencing and promoting responsible camping.



Our key partners



Kāi Tahu



Waka Kotahi New Zealand
Transport Agency



Westland District Council



Department of Conservation



Central Otago District Council



Destination Queenstown



Toitū Te Whenua Land
Information New Zealand



Southland District Council



Lake Wānaka Tourism

Our stakeholders

Campers from our region, New Zealand, and overseas

Residents' Associations and our communities

Ministry of Business, Innovation and Employment

Rental vehicle companies

Camping lifestyle clubs

Tourism businesses

Holiday parks

Trails Trusts

Turning Strategy into Action

Vision: the strategy's overall goal, which will guide the Council's direction for the next five years

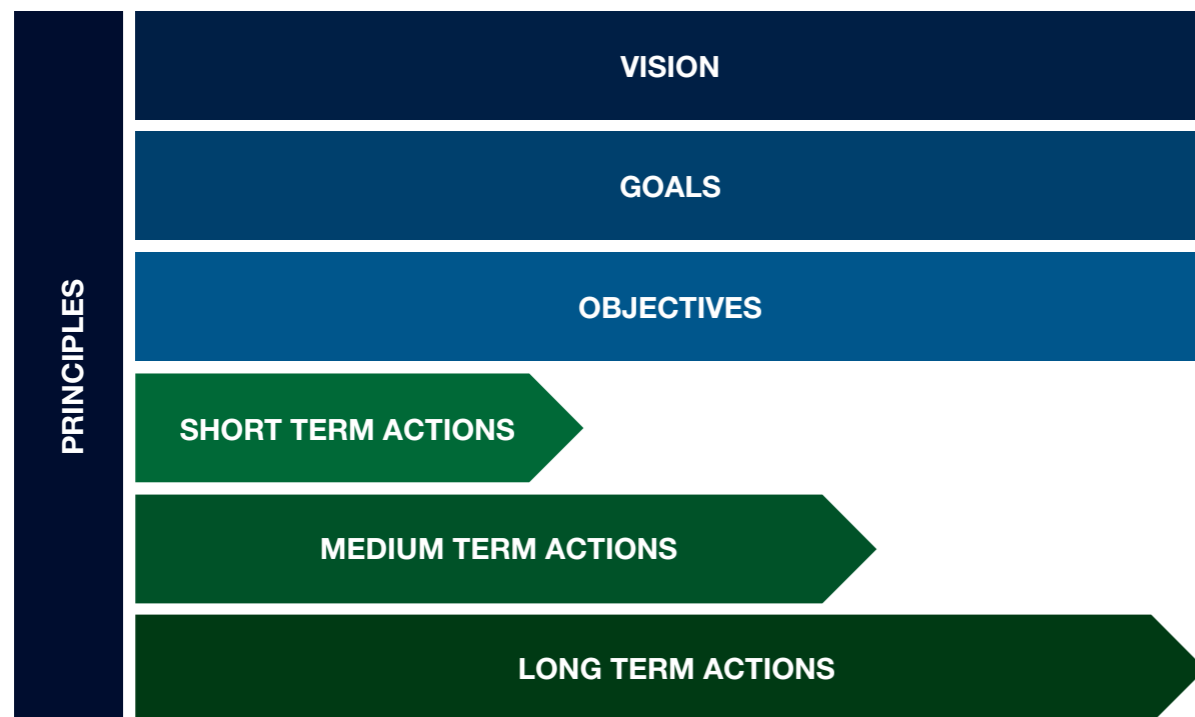
Principles: how we'll behave along the way and the principles that will guide our decision making

Goals: the high level, broad aims that we want to achieve over the life of the strategy

Objectives: the smart, measurable steps that we will take to achieve the goals

Actions: the specific actions that need to occur so we can achieve our goals and ultimately realise our vision

The strategy's hierarchy is very similar to the structure used in the 2018 Strategy.



The strategy's hierarchy

Responsible Camping Strategy

Vision

All campers who visit our region respect our environment, give back to our communities, and enjoy our beautiful landscapes sustainably.



The concept of regenerative tourism will underpin all aspects of the strategy. Our region's goal in the Destination Management Plan is that all tourism is regenerative by 2030. Using this new method to shape a positive future for tourism, responsible camping will be managed in a way that aims to improve the district's environmental, social, cultural and economic wellbeing. If camping contributes to the above outcomes, we can ensure wellbeing is improved and camping is available for generations to come.

Regenerative tourism opportunities will be available for campers to create a situation where the visitor economy is in service of, and adds value, to our district. We want campers to look after our district like it's their own.

The Council, along with its partners and stakeholders, will create opportunities where campers can give back to our local communities by donating their time or money to important projects across the district. These projects will be contribute to the district's environment, social, cultural or economic wellbeing.

A Regenerative Tourism Model, adapted from: www.thetourismspace.com/blog/supersixofbettertourism3

Role of Council

ADVOCATE

The Council is a Treaty partner with Kāi Tahu. The Council also has a role to advocate for our people, and the environment. We have advocated strongly to ensure that people camp responsibly in our region, and we will continue to do this going forward. Our region is special, and we'll continue to protect it.

SUPPORT

Council has been working with local businesses, neighbouring local councils and central government agencies to provide a unified approach to manage camping. We'll continue to encourage and promote a shared response which supports our community, uses resources wisely and allow opportunities for visitors to give back to our communities.


LEAD

The way we work and invest in responsible camping across our region matters. This strategy will take into consideration our other key plans and strategies, particularly those that prioritise the climate and environment.



Principles

The following principles will guide the way we behave and help support decision making.

	<p>Guardianship</p> <p>Without our environment and iconic landscapes, we have nothing. We all have a part to play as guardians and stewards, to protect and improve the environment. Collectively, we will work to minimise and mitigate the negative impacts of camping on our natural environment and climate. We will prioritise sustainability, carbon reduction, waste management and the protection of our waterways and natural spaces. If we all act as guardians of the environment, our iconic landscape will remain pristine and available for generations to come.</p>
	<p>Manaakitanga</p> <p>We welcome visitors to our region with open arms. While the Council shares this responsibility with Kāi Tahu as Te Tiriti o Waitangi partners, everyone has a part to play. We value the visitors who camp in our region, as they enrich our lives and stimulate our economy. We offer experiences that are inclusive and allow a diverse range of people to experience our region. However, we also have tools that we can use to prevent bad behaviour such as education and infringements.</p>
	<p>Regeneration at the heart of everything</p> <p>The Council, visitors and businesses work collectively to live principles of regenerative tourism – there is a commitment to improve our region’s social, cultural, economic and environmental wellbeing. This will help protect our district’s pristine landscapes and recreational areas for future generations. We will encourage businesses to explore options for visitors to give back to local communities while travelling in our region.</p>
	<p>Partnership</p> <p>We have a partnership with Kāi Tahu through Te Tiriti o Waitangi. This strong partnership with Kāi Tahu will guide the decisions that are made about camping across the region.</p>
	<p>We work together</p> <p>He waka eke noa, we are all in this journey together. It is important that as owners of this strategy, the Council, prioritises building and fostering strong working relationships with key partners, stakeholders, communities, tangata whenua and visitors. If we work together, we move beyond our individual sphere of influence and collectively take ownership of the management of camping.</p>
	<p>Agile, adaptable and flexible</p> <p>While this strategy is a long-term document, it needs to be flexible and adapt to new trends or situations. This includes changes in demand, supply, legislative and regulatory changes, climate change, etc. We also need to use our resources efficiently and effectively by prioritising key outcomes that will have a positive impact in multiple areas.</p>
	<p>Data and evidence-driven</p> <p>Where possible, we will use data and technology to help make decisions about what investments we make.</p>

Goals and Objectives

 <p>We are all guardians of the environment</p> <p>Campers understand their impact on the environment and act responsibly</p> <p>Camping opportunities are available for future generations</p>	 <p>We provide a positive visitor experience</p> <p>Campers have the tools and knowledge to camp sustainably and do the right thing</p> <p>Our region’s facilities are fit for purpose for all types of campers</p> <p>Campers’ positive behaviour means they are welcomed in our region</p>
 <p>Our communities are included in shaping outcomes</p> <p>Our communities benefit from the positive impacts of effectively managing camping</p> <p>We work collaboratively with businesses to manage sustainable camping</p> <p>We prioritise strong working relationships across government</p>	 <p>We effectively and efficiently manage our resources</p> <p>We realistically manage camping in the region with the resources available</p> <p>We prioritise economically sustainable models to manage camping</p> <p>We understand changes in the camping system</p>



OBJECTIVES 1

We are all guardians of the environment

OBJECTIVE 1.1:

Campers understand their impact on the environment and act responsibly

CONTEXT

Camping can have a toll on the environment.

It is important that all people camping in our region understand their impact on the environment and know how to camp sustainably.

Campers need to know what the expectations are when they arrive – they should understand how to follow the rules, do the right thing, and protect the environment.

ACTIONS

We will explore new opportunities with private businesses so campers can dispose of their waste and water in a way that protects the environment.

We will encourage the Regional Tourism Organisations (RTOs) to increase promotion of the Tiaki Promise in our region, so campers recognise and live the Tiaki Promise's values. Campers will also have the opportunity to camp sustainably through low-carbon itineraries.

We will explore technology options so we can ensure campers have the knowledge to camp sustainably.

OBJECTIVE 1.2:

Camping opportunities are available for future generations

CONTEXT

Camping activities need to be sustainable to protect and prioritise the hauora of our landscapes, waterways and environment. The impact of camping should be minimised and managed to ensure it can be enjoyed for years to come.

Our community and visitors show respect for our pristine environment and region.

ACTIONS

In the longer-term, we will reassess our QLDC sites (managed and leased) and DOC sites to understand the impact of camping on these sites.





OBJECTIVES 2

We provide a positive visitor experience



OBJECTIVES 2

We provide a positive visitor experience

OBJECTIVE 2.1:

Campers have the tools and knowledge to camp sustainably and do the right thing

CONTEXT

It is important that campers understand how their behaviours impact on our environment, landscapes, waterways and precious flora and fauna.

Often, campers may not realise that they are acting unsustainably.

We will ensure that campers have the tools and knowledge to make sustainable choices, while enjoying their stay. This will preserve our incredible region for everyone.

ACTIONS

We will jointly promote educational tools and communications about camping sustainably at a local and regional level.

We will re-establish the Responsible Camping Ambassador programme to monitor campers' behaviours and provide them with educational tools while camping.

OBJECTIVE 2.3:

Campers' positive behaviour means they are welcomed in our region

CONTEXT

Campers provide economic, social and cultural value to our region. However, some campers require support to ensure they do the right thing while visiting our region.

Our communities will show manaakitanga to our guests who do the right thing.

ACTIONS

We will encourage the RTOs to promote positive visitor behaviour through communications channels before, during and after visitors' journeys.

OBJECTIVE 2.2:

Our region's facilities are fit for purpose for all types of campers

CONTEXT

It is important that we offer a range of camping facilities for all types of campers who come to visit. We have a finite number of spaces suitable for camping so we must use our resources wisely.

ACTIONS

We will explore alternative funding models to deliver a range of camping facilities, infrastructure and technology with private businesses, so that the Council is not predominantly paying for camping in the region. This could include exploring options for new types of camping.



OBJECTIVES 3



OBJECTIVES 3

Our communities are included in shaping outcomes

OBJECTIVE 3.1:

Our communities benefit from the positive impacts of effectively managing camping

CONTEXT	ACTIONS
<p>Our region has always been a popular camping destination for residents, and domestic and international tourists alike.</p> <hr/> <p>We particularly welcome campers visiting from elsewhere who take pride in our region and look after it like it is their own home.</p> <hr/> <p>Our local communities and residents can provide campers with opportunities to add economic, cultural, social, and environmental value to our region.</p>	<p>We will provide opportunities for residents to engage in camping management through the Responsible Camping Ambassador programme or other similar initiatives.</p> <hr/> <p>We will also partner with community groups and businesses to ensure visitors have opportunities to participate in or contribute to projects linked to sustainability or regeneration.</p>

OBJECTIVE 3.2:

We work collaboratively with businesses to manage sustainable camping

CONTEXT	ACTIONS
<p>Before COVID-19, Queenstown Lakes was experiencing significant demand for camping across the region.</p> <hr/> <p>The future demand for camping is unknown – we do not know when the tourists will return or how long it may take to reach pre-2020 demand levels.</p> <hr/> <p>However, our region needs to be prepared for changes to visitor trends. We need to consistently collect data.</p> <hr/> <p>When visitors do return, we need to ensure they travel safely and responsibly.</p>	<p>We will work with organisations to collect and share camping data in a consistent way to better understand visitor behaviour and trends. We'll use this to make informed decisions.</p> <hr/> <p>We will also work with organisations to ensure visitors drive safely while in New Zealand.</p>

OBJECTIVE 3.3:

We prioritise strong working relationships across government

CONTEXT	ACTIONS
<p>Government agencies and businesses all have a stake in responsible camping in the region. To ensure we work efficiently together, strong relationships must be maintained.</p> <hr/> <p>Each agency has capability that can be leveraged to create positive change.</p> <hr/> <p>A number of legislative and regulatory changes are being made that will have implications for the management of responsible camping.</p>	<p>We will collaborate with neighbouring Councils to promote a unified approach to camping communications and enforcement.</p> <hr/> <p>We will implement the new sustainable freedom camping legislative changes with MBIE, and advocate for a national camping strategy and a review of the camping legislation.</p>



OBJECTIVES 4



OBJECTIVES 4

We effectively and efficiently manage our resources

OBJECTIVE 4.1:

We realistically manage camping in the region with the resources available

CONTEXT

Resource allocation is uncertain. The limited economic resources available need to be understood and used in a way that provides the best return on investment.

It is important that funding allocation and management tools used are flexible as circumstances (demand, legislative changes and behaviours) change.

The Council has a number of tools it can use to manage camping including regulation and enforcement.

ACTIONS

We will prioritise management tools that have the best return on investment, and we will redirect funds based on what the most effective initiatives for managing camping are.

We will evaluate the initiatives we implement within this strategy.

The Council will regularly review its regulatory and enforcement systems.

OBJECTIVE 4.2:

We prioritise economically sustainable models to manage camping

CONTEXT

The management approach and related funding should be proportionate to the tourist demand and its impacts where possible.

Enforcement approaches should be targeted to ensure funding is used to focus on high priority areas.

Facilities for camping are costly. It is important they are fit for purpose and directly impact visitor experience and the pressure on the environment.

ACTIONS

We will explore a user pays model for components of the camping stay, so campers contribute to the facilities that they use.

OBJECTIVE 4.3:

We understand changes in the camping system

CONTEXT

In order for camping to be sustainable, changes in the system need to be understood in order for appropriate action to be taken.

The uncertainty created by the impacts of COVID makes making decisions difficult. It is important that data be used to inform decision making.

ACTIONS

The Responsible Camping Ambassadors and DOC Rangers will collect data on campers in our region so we can understand them better.

Monitoring and review

It is important that the Council dedicates time to monitor and review this strategy to ensure its long-term success.

It is unclear how long it will take for visitor numbers in our region to reach pre- COVID-19 levels. However, we will use monitoring and reviewing tools to ensure that our management of camping is effective, efficient and matches the level of demand within the district.

In addition, effective monitoring and review will help the long-term sustainability of this strategy, as it will provide clear opportunities to identify what is working well and where areas for improvement lie. It will also allow the Council to work closely with key partners and stakeholders to share experiences and provide joint solutions to areas of concern.

The Council may consider the following components as part of its ongoing monitoring and review:

- > enforcement and infringements
- > expenditure within the district from visitors
- > planned visits to the region
- > environmental impacts on campsites
- > impact on resources and infrastructure throughout region for camping
- > recognition of the Tiaki Promise
- > feedback from regenerative projects.

Data can be collected using a variety of methods, including through Ambassadors, Enforcement Officers and/or volunteers, mobile applications, surveys of campers and residents, the Council's website data, and the Council's partners within the strategy (i.e., businesses).

Action Plan





GOAL 1

We are all guardians of the environment

Action	QLDC Responsible Teams	Partnership	Year of Delivery	Cost	
Objective 1.1 Campers understand their impact on the environment and act responsibly					
1.1.1	The Council explores opportunities to jointly fund more waste disposal facilities (for rubbish and wastewater) for campers in the region with private businesses.	Responsible Camping Programme Manager, Regulatory, PCG	DOC, private businesses, tourism operators	2023-ongoing	
1.1.2	Destination Queenstown, Lake Wānaka Tourism, and tourism organisations share the Tiaki promise with visitors and promote commitment to the wero within the region.		RTOs, Tourism New Zealand, DMP Steering Group	2022-23	
1.1.3	The Council explores opportunities for technology solutions that supports real time communication to campers to ensure they stay in the right places and act responsibly (e.g. phone applications with GPS markers).	Responsible Camping Programme Manager	Technology partners, tourism businesses	2022-24	
1.1.4	The Council supports Destination Queenstown and Lake Wānaka Tourism to create a Low Carbon Camping Itinerary. Links to CCBAP 1.13	PCG	RTOs	2025-2027+	
Objective 1.2: Camping opportunities are available for future generations					
1.2.1	The Council encourages reassessment of the impact of camping on public campsites (QDLC managed and leased sites and DOC sites) and their facilities in the region to ensure they are fit for purpose. Links to Spatial Plan Outcome 1 Strategy 9	Responsible Camping Programme Manager, PCG	Leased campsite operators, DOC	2025-2027+	

Key

2022-2023 = short term | 2023-2024 = medium term | 2025-2027+ = long term

Costings to be determined. Due diligence required to determine cost and prioritisation based on resource available.



GOAL 2

We provide a positive visitor experience

Action	QLDC Responsible Teams	Partnership	Year of Delivery	Cost	
Objective 2.1: Campers have the tools and knowledge to camp sustainably and do the right thing					
2.1.1	The Council jointly promotes educational tools and communications about camping sustainably across local and regional levels. Links to Spatial Plan Outcome 1 Strategy 8	Responsible Camping Programme Manager, Regulatory, PCG	DOC, private businesses, tourism operators camping clubs, DOC	2023-ongoing	
2.1.2	The Council re-establishes the Responsible Camping Ambassador programme relative to increased visitor numbers in the 22-23 or 23-24 peak camping season.	Responsible Camping Programme Manager, PCG	MBIE, DOC	2022-2023	
Objective 2.2: Our region's facilities are fit for purpose for all types of campers					
2.2.1	The Council explores alternative funding models with private businesses to deliver a range of camping facilities, infrastructure and technology across the region (for example, joint ventures, public-private partnerships), including new types of camping (e.g. EVs).	Responsible Camping Programme Manager, PCG	Private businesses, tourism businesses, camping clubs, technology partners	2023-2024	
Objective 2.3: Campers' positive behaviour means they are welcomed in our region					
2.3.1	Destination Queenstown, Lake Wānaka Tourism works with tourism businesses to welcome international visitors back to NZ and promote positive visitor behaviour through their communication channels before, during and after visitors' journeys.		RTOs, tourism businesses	2022-2023	



GOAL 3

Our communities are included in shaping outcomes

Action	QLDC Responsible Teams	Partnership	Year of Delivery	Cost	
Objective 3.1: Our communities benefit from the positive impacts of effectively managing camping					
3.1.1	The Council provides opportunities for residents to engage in the management of camping through the Ambassador programme or similar initiatives.	Responsible Camping Programme Manager, Regulatory, PCG	Residents' Associations	2022-ongoing	
3.1.2	The Council partners with community groups and businesses to provide opportunities for visitors to participate in or contribute to projects linked to sustainability and regeneration in the region, and ensure visitor give back opportunities in the DMP are extended to responsible campers. Links to CCBAP 5.1 and 6.8. Links to DMP				
Objective 3.2: We work collaboratively with businesses to manage sustainable camping					
3.2.1	The Council works with businesses to develop and use a consistent and statistically valid approach to collecting and sharing responsible camping data to better understand visitor behaviour and trends and to inform decision-making.	Responsible Camping Programme Manager, PCG, Spatial Plan	DMP Steering Group, DOC, private businesses, technology partners, MBIE, tourism businesses, RTOs, Tourism New Zealand	2022-ongoing	
3.2.2	The Council works with businesses to promote safe driving of motor vehicles designed for camping across the region.	PCG	RTOs, Tourism New Zealand, tourism businesses, technology partners, Waka Kotahi	2023-ongoing	



GOAL 3

Our communities are included in shaping outcomes

Action	QLDC Responsible Teams	Partnership	Year of Delivery	Cost	
Objective 3.3: We prioritise strong working relationships across government					
3.3.1	The Council collaborates with neighbouring Councils to promote a unified approach to communications about and enforcement of camping. Links to Spatial Plan Strategy 8	Responsible Camping Programme Manager, PCG		2022-ongoing	
3.3.2	The Council implements the new sustainable freedom camping legislative changes.	Responsible Camping Programme Manager, PCG, Regulatory	MBIE	2023-2027	
3.3.3	The Council advocates for a national camping strategy alongside other territorial authorities. We will also advocate for a full review of the Freedom Camping Act 2011 to enable Councils to more effectively manage camping in their regions.	PCG	MBIE, DOC, Territorial Authorities	2025-2027	



GOAL 4

We effectively and efficiently manage our resources

Action	QLDC Responsible Teams	Partnership	Year of Delivery	Cost
Objective 4.1: We realistically manage camping in the region with the resources available				
4.1.1	The Council prioritises management tools that have the greatest return on investment and redirects funds based on most effective initiatives.	Responsible Camping Programme Manager, Regulatory, PCG		2022-ongoing
4.1.2	The Council evaluates initiatives implemented over the short- and medium-term actions in this strategy.	Responsible Camping Programme Manager, PCG		2025-2027
4.1.3	The Council regularly reviews its regulatory and enforcement system to ensure it effectively manages visitor behaviour.	Responsible Camping Programme Manager, Regulatory, PCG		2022-ongoing
Objective 4.2: We prioritise economically sustainable models to manage camping				
4.2.1	The Council explores a user pays model for camping infrastructure so that campers contribute to their stay and the facilities they use (e.g. BBQs or bathroom facilities). Links to Spatial Plan Strategy 9	Responsible Camping Programme Manager, PCG, Regulatory		2023-2024
Objective 4.3: We understand changes in the camping system				
4.3.1	The Council's Ambassadors and DOC Rangers collect data on campers to increase understanding of campers in the region.	Responsible Camping Programme Manager, Regulatory, PCG	MBIE, DOC	2022-ongoing

Alignment with other key documents

It is important that this strategy aligns with the Council's other key documents, plans and strategies, as well as central government and other regional council documents.

When drafting the strategy, we considered the following Council, central and local government and industry body documents.

QUEENSTOWN LAKES DISTRICT COUNCIL DOCUMENTS	CENTRAL GOVERNMENT DOCUMENTS	ADDITIONAL STRATEGIC DOCUMENTS
Climate Action Plan Te Mahere Āhurangi o Ngā Tau 2019-2022	Department of Conservation Heritage and Visitor Strategy	New Zealand
Climate and Biodiversity Plan 2022-2025	New Zealand-Aotearoa Government Tourism Strategy 2018	Central Otago Responsible Camping Strategy 2010
Community Wellbeing Strategy Te Rautaki Whakamana Hapori 2021	Tiaki Promise	Tasman Responsible Camping Strategy 2020 Australia
Economic Development Strategy 2015	Tourism Industry Aotearoa Tourism 2025 & Beyond	Albany, WA Nature Based Camping Strategy 2018-2022
Parks and Open Spaces Strategy 2021	Additional Strategic Documents	Baw Baw Shire Council RV Strategy 2020-2023
Spatial Plan 2021	A number of recreational vehicle and camping strategies were reviewed to inform the development of this strategy. The strategies were collated from New Zealand regions which face similar demand issues and have both rural and urban camping options. As well as this, a range of Australian and UK Recreational Vehicle Strategies were reviewed.	Cook Shire, QLD RV Strategy 2021
Waste Minimisation and Management Plan 2018		George Town Council RV Strategy 2012
Vision Beyond 2050		Gladstone Region, QLD RV Strategy 2019
Destination Management Plan		Toowoomba Region RV Strategy 2015
		Townsville, QLD RV and Camping Strategy 2020
		United Kingdom
		Peak District, UK Motorised Vehicle Strategy 2012

CLIMATE ACTION PLAN TE MAHERE ĀHURANGI O NGĀ TAU 2019-2022

The plan's purpose is to meet the challenges of the climate and ecological emergency that was declared in 2019. This plan discusses creating a sustainable tourism system within the region; promoting the Tiaki Promise; designing a process to understand ecological impacts at specific locations that are under pressure from climate change and/or unsustainable tourism practices; and developing a scheme to encourage visitors to 'give back' to local environmental initiatives. The plan also pushes for the district to become the most sustainable tourism system in New Zealand.

QUEENSTOWN LAKES CLIMATE AND BIODIVERSITY PLAN 2022-2025

The plan sets out how the region will respond to climate change. The plan notes that forward-thinking approaches are needed to respond to climate change, including te ao Māori principles, residents' experience, productivity, emissions reduction and environmental protection. There is a proposed commitment to ensure tourism is regenerative by 2030.

WASTE MINIMISATION AND MANAGEMENT PLAN 2018

The plan identifies that Council's visions, goals, objectives, targets and methods for achieving effective and efficient waste minimisation and management. The plan considers waste produced by both residents and visitors.

ECONOMIC DEVELOPMENT STRATEGY 2015

The strategy's aspiration is to encourage economic development that protects and enhances the district's unique environment. One key economic development goal's is to encourage higher contributions from visitors to the region.

COMMUNITY WELLBEING STRATEGY TE RAUTAKI WHAKAMANA HAPORI 2021

The strategy aims to define and guide the Council's role in promoting its residents' wellbeing. It explains that the district's economic history as a host community has instilled a strong sense of manaakitanga into the residents' DNA.

VISION BEYOND 2050

The region aspires to be a community that holds true to the values that collectively define the district. These visions include being kaitiaki of their protected and restored incredible environment, flora and fauna; and our people and visitors respect the privilege of accessing our rivers, lakes and mountains.

DESTINATION MANAGEMENT PLAN

Destination Queenstown, Lake Wānaka Tourism and the Council are partnering on a Destination Management Plan to provide a roadmap for a regenerative tourism system by 2030. It is expected that the plan will be finalised in mid-2022.

QUEENSTOWN LAKES SPATIAL PLAN 2021

The overarching goal of the plan is to 'Grow well' or 'Whaiora', which translates to 'in the pursuit of happiness' in te reo. One outcome of the plan is to create a sustainable tourism system. There is a need to balance the pressure residents can feel from increased visitor numbers with the region's tourism-reliant economy. Better coordination is needed to ensure visitors tread lightly and are welcomed.

PARKS AND OPEN SPACES STRATEGY 2021

The strategy's vision is to provide a rich and diverse network of open spaces that are valued by the community and protected and enhanced for future generations. The spaces should provide for communities, mana whenua and visitors.

NEW ZEALAND-AOTEAROA GOVERNMENT TOURISM STRATEGY 2018

The Government Tourism Strategy aims to enrich New Zealand through sustainable, productive and inclusive tourism growth. This strategy includes outcomes that New Zealanders' lives are improved by tourism; New Zealand delivers exceptional visitor experiences; and tourism protects, restores and champions the natural environment, cultural and historic heritage.

TIAKI PROMISE

The Tiaki Promise is a commitment to care for New Zealand, for now and for future generations. It is pitched at both New Zealanders and visitors. The Tiaki Promise states that while travelling in New Zealand, people will care for the land, sea and nature, treading lightly and leaving no trace; travel safely and considerately; and be respectful of cultures.

DEPARTMENT OF CONSERVATION HERITAGE AND VISITOR STRATEGY

The three goals of the Heritage and Visitor Strategy are to protect, connect, and thrive. The purpose is to sustainably manage visitors to protect and enhance the value of New Zealand's natural, cultural and historic heritage.

TOURISM 2025 & BEYOND

The Tourism Industry Aotearoa has a goal to grow a sustainable tourism industry that benefits New Zealanders with four key goals: delivering outstanding visitor experiences, Aotearoa's environment is enhanced by tourism; New Zealanders are welcoming hosts; and the tourism industry's contribution to the national economy grows.

PARLIAMENTARY COMMISSIONER FOR THE ENVIRONMENT'S REPORT: NOT 100% – BUT FOUR STEPS CLOSER TO SUSTAINABLE TOURISM

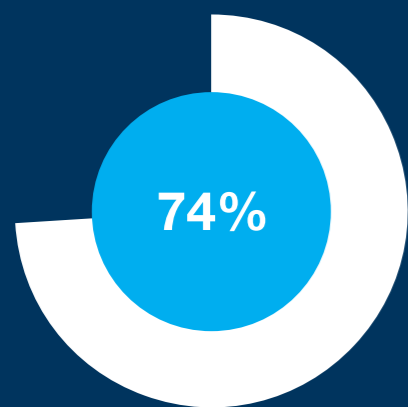
This report highlights that the wishes of communities and mana whenua should be a key input into decisions about tourism developments, particularly those that would impose significant increases in environmental pressure that then have to be paid for.

The report recommends two key policy proposals that include making any future central government funding for tourism infrastructure conditional on environmental criteria and aligned with mana whenua and the local community's vision for tourism development. The second recommendation is strengthening the existing standard for self-contained freedom camping, improving oversight of the certifying process and requiring rental car agencies to play a greater role in collecting freedom camping infringement fees and fines.

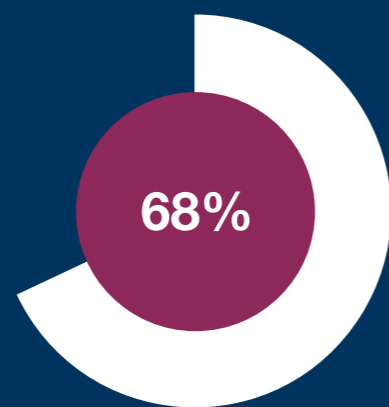


Data on domestic visitors to the Queenstown Lakes District

As at May 2022, there were **4,201,260** potential overnight trips planned to Queenstown Lakes District.



74% will be adults only while only 26% will come with children



68% will fly into Queenstown, while 32% will drive into the region



43% of planned visitors are between 18-34 years old, compared to 28% aged 35-49, 20% aged 50-64, and 8% aged 65+

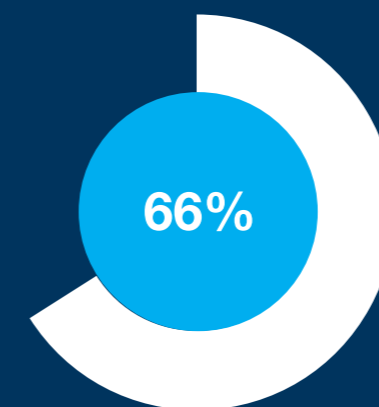
■ 18-34 ■ 35-49 ■ 50-64 ■ 65+

- 46%** want to stay in a hotel and
- 36%** want to stay with family and friends
- 7%** want to stay in a holiday park in a tent or camping vehicle
- 6%** want to freedom camp
- 4%** want to stay at a DOC campsite

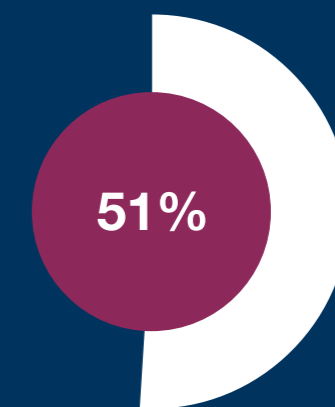
Domestic Growth Insight Tool (DGIT), May 2022, Tourism New Zealand, <https://www.dgit.nz/>

Data on domestic campers coming to the Queenstown Lakes District

As at May 2022, there are **661,023** potential overnight camping trips in freedom camping sites, DOC campsites or commercial holiday parks planned in the district.



66% will be adults, while only 34% will come with children

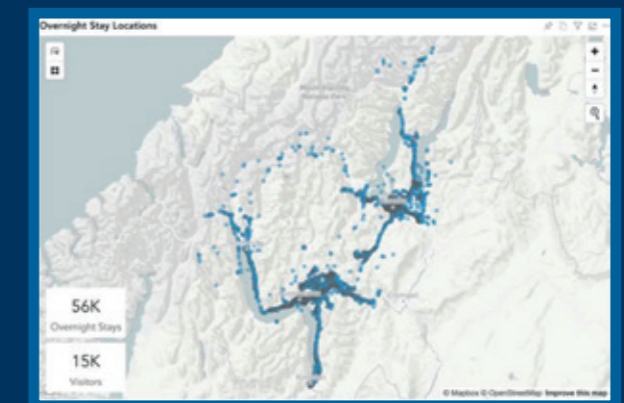


51% will fly into Queenstown, while 49% will drive into the region



50% of planned visitors are between 18-34 years old, compared to 30% aged 35-49, 13% aged 50-64, and 7% aged 65+.

■ 18-34 ■ 35-49 ■ 50-64 ■ 65+



Overnight stays in Queenstown Lakes District, January 2021-May 2022

Campermate app data of overnight stays between January 2021 and May 2022

