

MEDIA RELEASE

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KEEP IT GREEN, KEEP IT CLEAN

AVOID THE FINES WHEN FREEDOM CAMPING IN NEW ZEALAND

Popular youth rental company Hippie Camper is backing New Zealand's recently upgraded 'freedom camping' laws.

A creative marketing campaign has been rolled out nationally in New Zealand to inform campers of their responsibilities, and of the risk of on-the-spot fines if caught disregarding the restrictions on camping in non-designated caravan parks, known as freedom camping.

CEO Luke Trouchet said the many motorhome holidaymakers visiting New Zealand each year could play a big part in keeping the country's free camping sites clean and beautiful.

"Unfortunately because New Zealand is such a great place to visit, the increasing number of visitors meant more people were not respecting and caring for the country's pristine natural areas," he said.

"Holiday makers in a Hippie campervan now have all the information they need to avoid on-the spot fines and to keep New Zealand beautiful for generations to come."

Key information has been added to www.hippiecamper.co.nz to inform travellers of the most considerate way to camp, and how to avoid a fine. There's also a detailed interactive map showing free campsites and dump locations in New Zealand – useful for all holidaymakers, as council officers can now issue on-the-spot fines to the vehicle for anyone breaking these laws.

Tourism Industry Association NZ's (TIA) Advocacy Manager Geoff Ensor who chairs the NZ Responsible Camping Forum said it was great to see Hippie taking a series of actions to help visitors camp in the right way and place.

"Visitors generally want to do the right thing, but they need good visitor-friendly information that is accurate and accessible so they can make good decisions," he said.

By following seven key guidelines, travellers can be sure they're doing the right thing:

1. Don't litter – use the bins provided.
2. Recycle where possible and use the correct bin.
3. Use designated toilet and shower facilities only. If there aren't any, use your vehicle's onboard showers and toilets if possible.
4. Only dump grey water and toilet waste at designated dump stations.
5. Don't wash yourself or your clothes in any rivers or lakes.
6. If you're in doubt about whether you can camp in a specific spot (such as there are no signs), then ask at an i-SITE, department of Conservation visitor centre or Holiday Park.
7. Check out the NZ's official site for camping information www.camping.org.nz

Visit: www.hippiecamper.co.nz/FreedomCamping.aspx; <http://map.hippiecamper.co.nz/>

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Hi-res images: <https://www.dropbox.com/gallery/50901746/1/HIPPIE%20Camper%20Images?h=a08566>

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