

4 May 2026

[REDACTED]
C/- [REDACTED]
Sent via email to [REDACTED]

Request for Official Information LG26-0104 - CamperMate Annual Data

Dear [REDACTED],

Thank you for your request for information held by the Queenstown Lakes District Council (QLDC). On 15 April 2026 you requested the following information under the Local Government Official Information and Meetings Act 1987 (LGOIMA):

- 1. This LGOIMA request seeks copies of all data provided to QLDC by CamperMate over the past two years.**
- 2. Our main interest is in understanding the nature and scope of the information supplied by CamperMate that is used to inform Council decision-making in relation to freedom camping policies and bylaws.**

QLDC RESPONSE

In response to your request, the QLDC Community Partnerships Team was consulted.

Decision to release information

- 2. Our main interest is in understanding the nature and scope of the information supplied by CamperMate that is used to inform Council decision-making in relation to freedom camping policies and bylaws.**

CamperMate supplies aggregated, dashboard-based data on camper activity and behaviour across the district. This includes information on usage trends, engagement with camping locations, travel patterns, demand for facilities, and differences between camping experiences.

This dashboard data is primarily used as an operational monitoring tool to help QLDC understand camping trends within the district and to provide broader context about the environment in which freedom camping occurs. Its function is descriptive rather than directive, supporting visibility of seasonal patterns, the spatial distribution of camping activity, and general user behaviour.

The dashboard is not determinative and does not, in itself, direct Council policy or bylaw outcomes. While it may be referenced as part of the broader information base considered by Council, its primary role remains operational—providing high-level, contextual insight into camping patterns and activity. Any Council decision making in relation to freedom camping policies and bylaws draws on a range of information sources, of which this dashboard is only one component.

Decision to withhold information

- 1. This LGOIMA request seeks copies of all data provided to QLDC by CamperMate over the past two years.**

QLDC has good reason under section 7(2)(b)(ii) of the LGOIMA for withholding the requested information. QLDC consider it is necessary to withhold this information on the basis of the following grounds:

- Section 7(2)(b) - the withholding of the information is necessary to protect information where the making available of the information—
 - (ii) would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information.

Section 7(2)(b)(ii) of the LGOIMA provides for the withholding of information where its release would be likely to unreasonably prejudice the commercial position of any person or organisation. This provision recognises the need to protect commercially sensitive information, the disclosure of which could undermine competitive positions or adversely affect the ability of parties to operate effectively in the market.

In this instance, the information at issue relates to commercially sensitive performance and usage data associated with a privately operated digital platform (CamperMate), including metrics such as user numbers, engagement levels, and/or adoption trends arising from its use within or in connection with Council-related services.

This type of information is not publicly available and is closely linked to the commercial value of the platform. Disclosure would be likely to provide competitors with insight into market penetration, product performance, and user behaviour, which could reasonably be expected to undermine the operator's competitive position in a commercial market. This would create an unreasonable level of prejudice, particularly in a sector where such metrics are critical to commercial decision-making, partnerships, and advertising or investment arrangements.

While there is a general public interest in transparency, that interest does not outweigh the need to protect commercially sensitive information where disclosure would cause actual competitive harm. The public interest is adequately met through the availability of high-level information, without requiring release of detailed commercial metrics.

Accordingly, withholding the information is necessary to avoid unreasonable prejudice to the commercial position of the affected party.

Public interest considerations

In assessing whether to withhold information, QLDC carefully evaluates the public interest—particularly whether disclosure would enhance transparency, accountability, or informed public engagement. This assessment includes weighing those benefits against the potential harm that could result from releasing the information.

QLDC recognises the public interest in promoting transparency and accountability of local authority members and officials, as well as the broader interest in good governance. We are committed to

releasing information wherever possible. However, in this instance, QLDC considers that the need to protect information where release would be likely to unreasonably prejudice the commercial position of the party that supplied, or is the subject of, the information. Release could enable competitors to infer commercially sensitive data insights and methodologies, thereby undermining CamperMate's commercial value and competitive position.

Therefore, QLDC has determined that section 7(2)(b)(ii) of the LGOIMA applies. In this case, no overriding public interest has been identified that would justify its release.

Right to review the above decision

Note that you have the right to seek an investigation and review by the Ombudsman of this decision. Information about this process is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with QLDC, please contact Naell.Crosby-Roe@qldc.govt.nz (Director Democracy Services).

QLDC trusts that the above information satisfactorily answers your request.

Kind regards,

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Democracy Services Team
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