

Wisconsin Association of Campground Owners



WACO

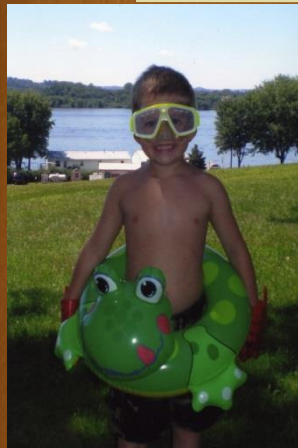
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The Wisconsin Association of Campground Owners was founded 56 years ago. Our mission is to promote, usage, growth and improvement of private campgrounds in the State of Wisconsin.

- WACO is an association that made up of 174 campgrounds in Wisconsin.
- We represent some of the largest and best run campgrounds in the state.
- WACO boasts the largest camping trade show in the United States.
- We conduct fall workshops to tour parks & discuss best practices twice per year.
- WACO is a great resource for anyone in the camping industry.
- We provide valuable information about campgrounds and how they affect their communities, and provide perspective on a wide variety of information on topics that are important like: Decks, seasonal camping, rental units, yurts, ponds, fire rings, cabins and more.
- Our goal is to ensure a safe, positive visitor experience for Wisconsin campers and tourists.
- Our member campgrounds focus on creating a successful experience through owner & employee education, best practice sharing, collaboration with other associations, relationships with DATCP officials and other regulators.
- Our members have the opportunity to attend a yearly 4 day convention that boasts 192 suppliers and hosts over 53 educational seminars that keep our members informed of best business practices, campground code, marketing ideas and community involvement.
- We work hard to align ourselves with other associations to share ideas and information.
- Another of our goal is to educate our communities on what campgrounds really are.
- WACO participated in the Campground Code Rewrite and are committed to educating our members on the importance of safety and changes to campground regulation.
- Tourism had a \$20.6 billion economic impact on Wisconsin in 2017, up nearly 40% from \$14.8 billion in 2011. This was the seventh year in a row of increases in visitor spending. Campgrounds contribute through the lodging, food, and retail sectors.
- Tourism's Halo effect is a positive influence on how people think of Wisconsin as a place to live, work, attend college, retire or buy a vacation home.
- Current trends in the tourism industry include accessible travel, millennials and RV camping, photography, pet-friendly travel, local food and experiences, multigenerational travel, and achievement travel.

We encourage you to get to know your local campgrounds!

License category (# of campsites)	Number of *Licensed, Privately-Owned Campgrounds	Estimated Total Number of Campsites at *Licensed, Privately-Owned Campgrounds
(1-25)	326	4,936
(26-50)	195	7,780
(51-100)	160	11,967
(101-199)	109	15,891
(200+)	67	22,188
ALL	857	62,762

We:

- Are a major local employer.
- Are a major taxpayer.
- Have attractions which bring customers to other local businesses.
- Participate in RV shows bringing guests to Wisconsin.
- Promote family fun.
- Are a part of the local community!
- Donate over \$100,000 to community fundraisers in Wisconsin.
- Are a friend of town government.

Local Jobs

- There are 857 private campgrounds in Wisconsin. WACO represents a large number of these campgrounds.
- We generate thousands of year-round and seasonal jobs. Our campgrounds provide job opportunities for college students and others looking for seasonal employment. We are expanding and hiring more people.
- Tourism supported a total of 195,255 jobs in 2017, up from 172,000 in 2011.
- WACO is a solid employer to area high school children, who often grow up and stay in our communities.

Solid Taxpayers

- Campgrounds around Wisconsin pay millions of dollars in property, sales, and other taxes. We're proud to support town government.
- Tourism generated \$1.5 billion in state and local tax revenue. Without tourism, each Wisconsin household would pay an additional \$660 to maintain existing services.
- Many campgrounds contribute to room tax in their communities.

In Wisconsin, outdoor recreation is growing. The RV industry expects to ship 383,000 trailers, and 55,000 motorhomes this year alone. This is the 8th consecutive year of growth for the industry.

RVs MOVE AMERICA

ECONOMIC IMPACT OF THE RV INDUSTRY

Wisconsin



569

**# of RV
BUSINESSES**



94

**# of RV
DEALERSHIPS**



\$91.4 Million
TOTAL TAXES PAID
by RV Industry



TOTAL DIRECT ECONOMIC OUTPUT

\$474.4 Million

RV Manufacturers
and Suppliers

\$228.5 Million

RV Sales
and Service

\$89.6 Million

RV Campgrounds
and Travel

\$156.2 Million



\$139.9 Million
DIRECT WAGES

RV Manufacturers and Suppliers

\$37.4 Million

RV Sales and Service

\$41.6 Million

RV Campgrounds and Travel

\$60.9 Million



3,179
DIRECT JOBS

RV Manufacturers and Suppliers

542

RV Sales and Service

777

RV Campgrounds and Travel

1,860

OVERALL INDUSTRY IMPACT

\$876.5M

Total Economic
Output

\$268.9M

Total Wages

5,626

Total Jobs

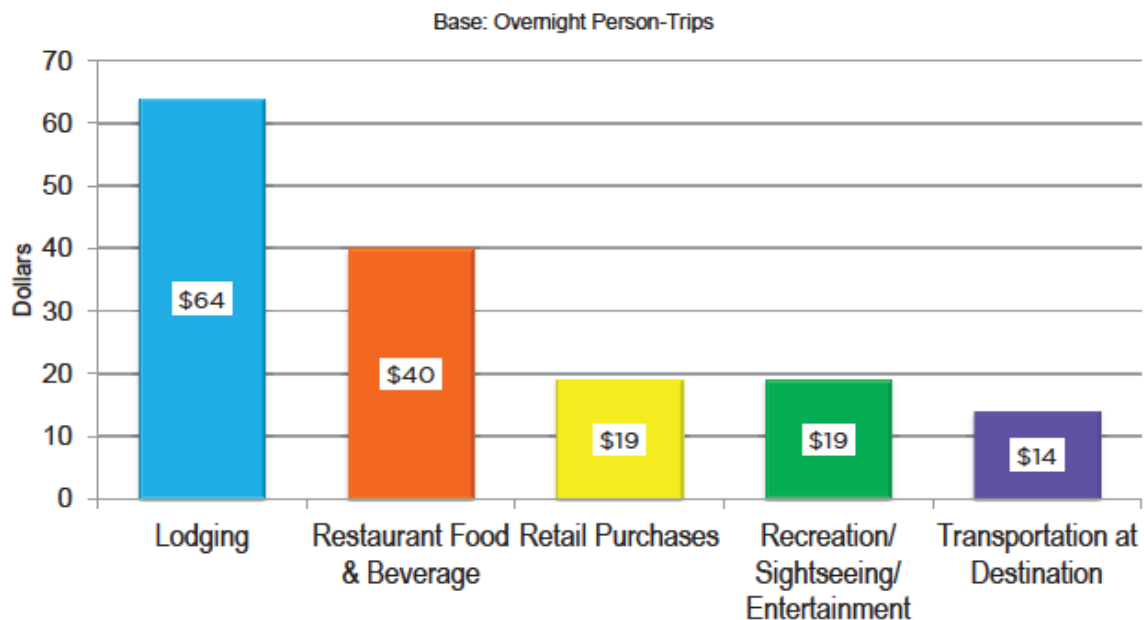


Bringing Visitors

- Wisconsin boasts 110 million visits, an increase of 17.5 million, compared to 92.5 million seven years ago.

Traveler spending on recreation experienced the fastest growth at 5.5 percent in 2017. Recreation is defined as the activities travelers choose to do while on vacation. The top four visitor spending categories are lodging, food, retail and recreation. Campgrounds contribute to all of these! Overnight travelers spend \$144 per day vs. day trippers who spend \$64 per day. Hotels and resorts, online travel agencies, and destination websites were the most common planning sources for a Wisconsin overnight trip. Hotels and resorts were the most common booking sources.

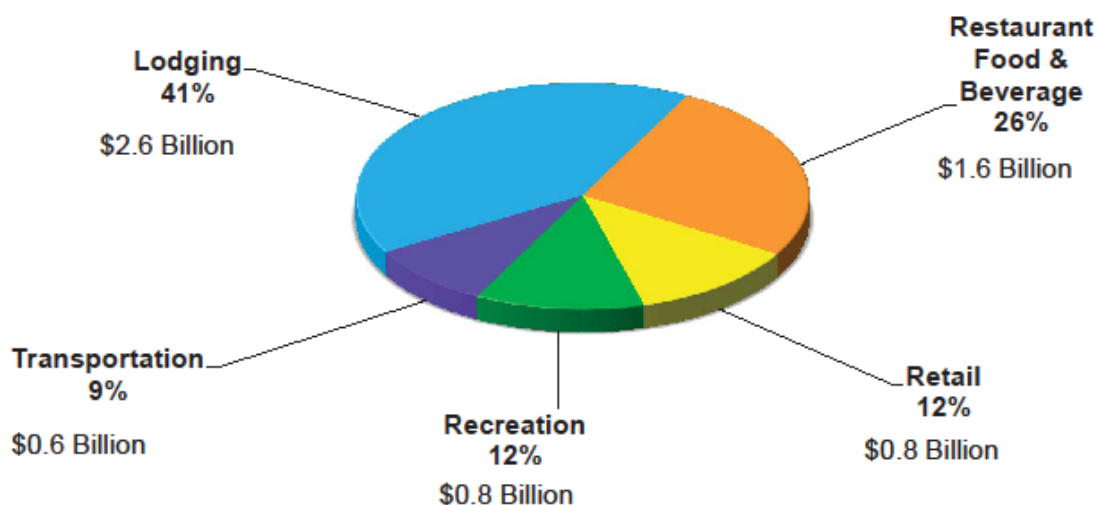
Average Per Person Expenditures on Domestic Overnight Trips — By Sector



Domestic Overnight Expenditures — by Sector

Total Spending = \$6.4 Billion

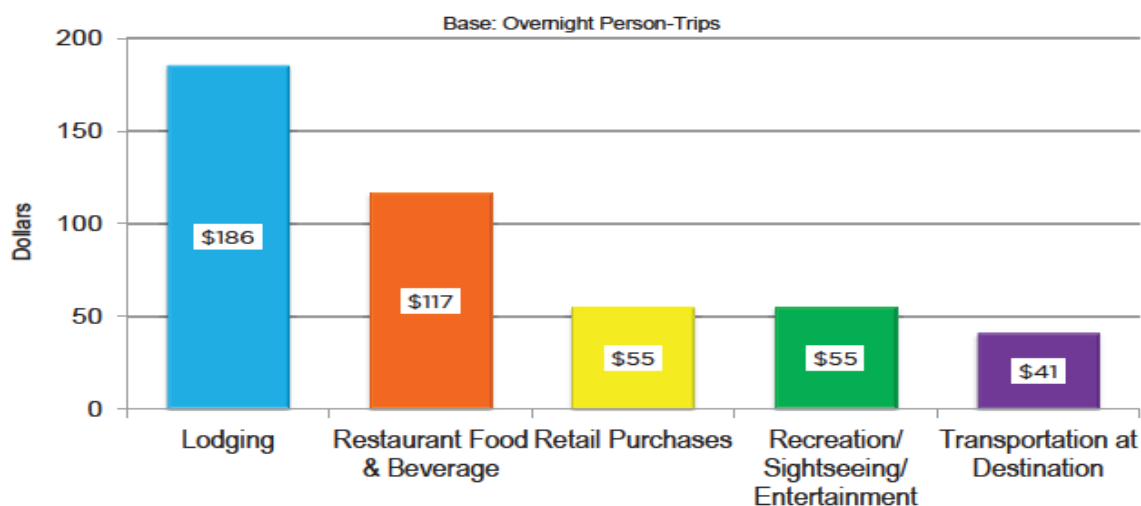
+2.8% vs. 2016



Longwoods
INTERNATIONAL
40 YEARS TOGETHER

22

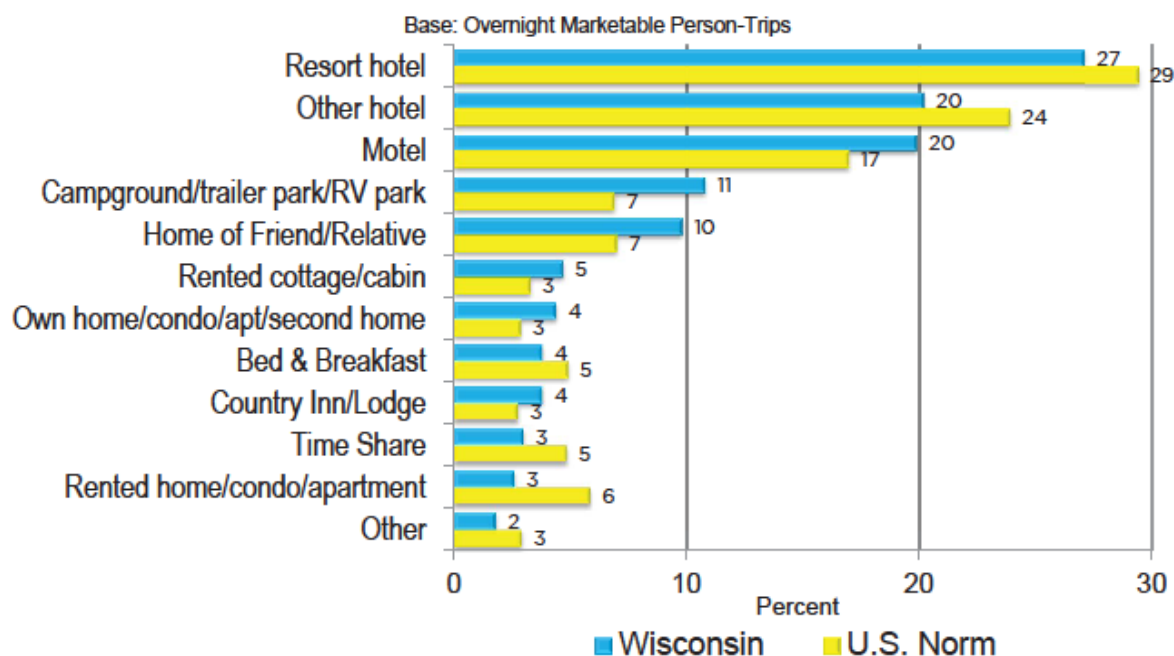
Average Per Party Expenditures on Domestic Overnight Trips — By Sector



Longwoods
INTERNATIONAL
40 YEARS TOGETHER

25

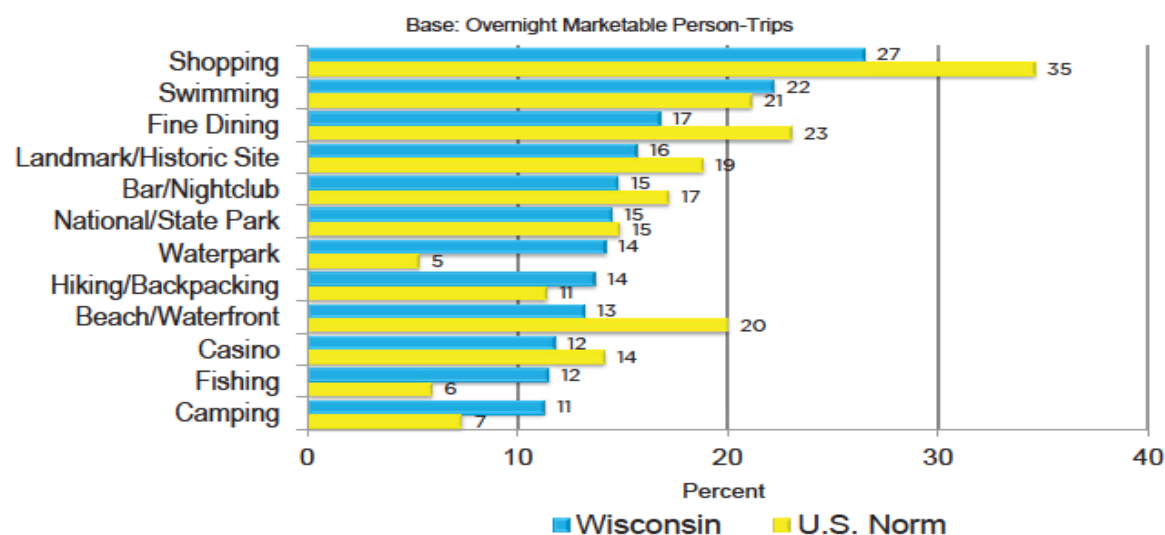
Accommodations



51

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Activities and Experiences



52

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WACO is a proud supporter of the Gilbert Brown Foundation



WACO campgrounds contribute to their local community through fundraising and donations. The Gilbert Brown foundation, with over 31 other former & current Green Bay Football players assist in the efforts to promote the camping experience and raise money for worthwhile causes all over Wisconsin. Unlike other Foundations, the campground owners, Executive Director and Gilbert himself all donate their time and effort to these causes that bring visitors to our towns. Gilbert has partnered with other celebrities like Jared Blake & Colt Ford to broaden the appeal and add a wider demographic to bringing new visitors to Wisconsin. Gilbert and friends visit 15 schools every year bringing a message of respect and the value of getting along to our communities.

