



INDUSTRY TRENDS

IN 2020



Paula Horwitz
Executive Director, Education and Events





**LEGISLATIVE ISSUES AFFECTING
RV PARKS AND CAMPGROUNDS**



**GROWTH IN
OUR INDUSTRY**



**DIGITAL EVOLUTION
DRIVING CHANGE**



SIZE OF THE INDUSTRY



POWER OF THE INDUSTRY

Outdoor recreation
represents 2.2% of US GDP

Contributes \$734

Billion to the US economy

Supports 4.5 million US jobs





ECONOMIC IMPACT

\$25.6 billion in total economic impact

130k jobs

\$2 billion paid in local, state and federal taxes



LEGISLATIVE ISSUES IN 2020

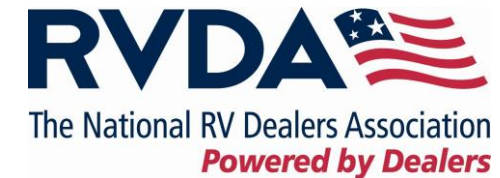
ADA Website Compliance | Inherent Risk | TIA 1474



ADA WEBSITE COMPLIANCE



- WHY is it important?





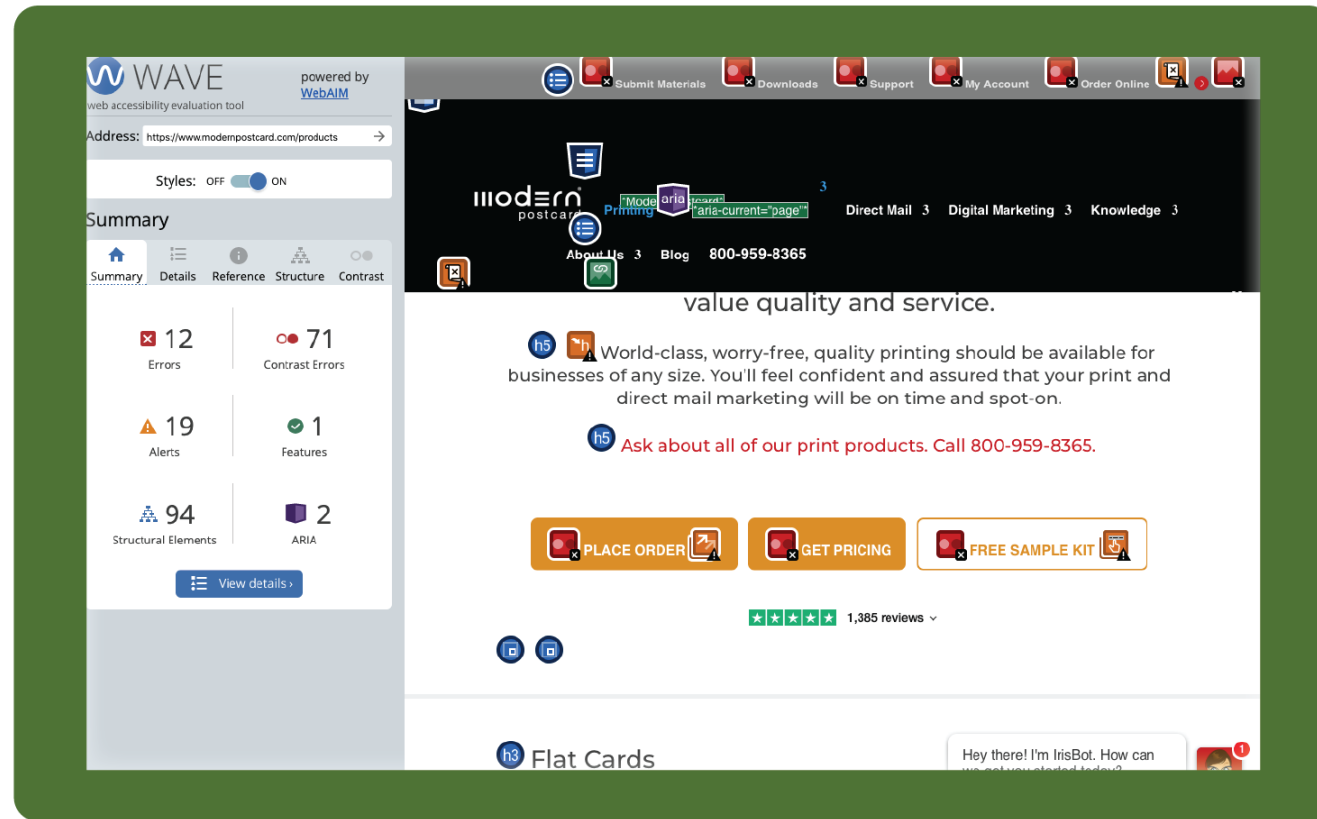
ADA WEBSITE COMPLIANCE

What can you do?

**PROTECT YOUR
CAMPGROUND!**



ADA WEBSITE COMPLIANCE





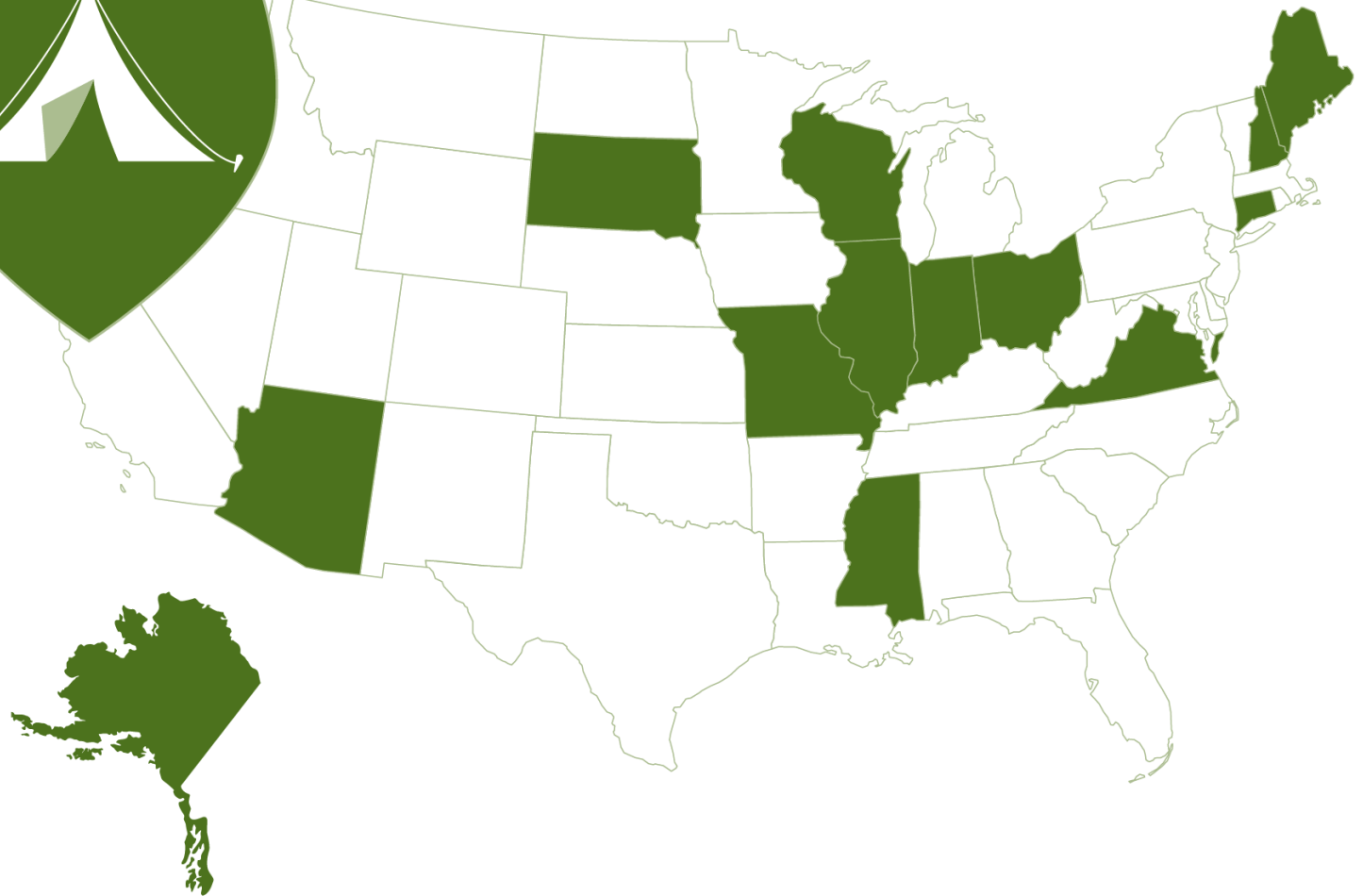
ADA WEBSITE COMPLIANCE

- Create a link in your footer for “Accessibility” or “ADA Compliance Policy” which drives to a page featuring your policy:
- Utilize the ADA Toolkit on Document Library—
arvc.org/Document-Library



INHERENT RISK

- What is it and WHY is it important?





INHERENT RISK

How to get involved

1 state executive
contact
information

2 link to ARVC's
legislation tracker:
arvc.org/Current-Legislation



TIA 1474

\$400 per pedestal to get
up to code = **\$40,000**
for 100-site park

**600 LETTERS
SENT**





TIA 1474

What can you do?

- **STAY INFORMED**
- **CONTINUE LEARNING**
- **TAKE ACTION**



GROWTH

Profits/Occupancy increasing | Parks expanding/being built | Glamping on the rise



PROFITS/OCCUPANCY INCREASING

90%

PROFITS
INCREASED

78%

OCCUPANCY
INCREASED

51%

RATES
INCREASED



PARKS EXPANDING/BEING BUILT

44%

Parks that reported adding sites in
the past 5 years

27

Average number of Sites
Added in Past 5 Years

78,253 Approximate New
Sites in Past 5 Years



PARKS EXPANDING/BEING BUILT

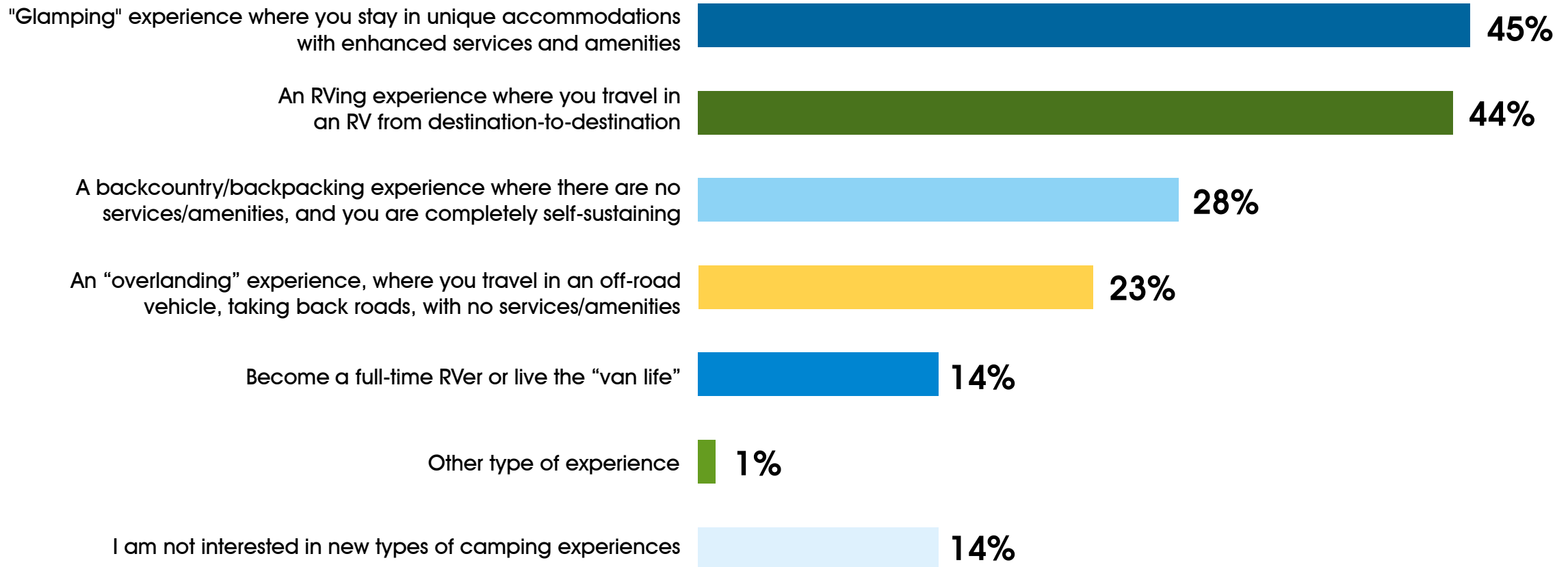
52,169

Total New Sites Expected in Next 12 Months



GLAMPING ON THE RISE

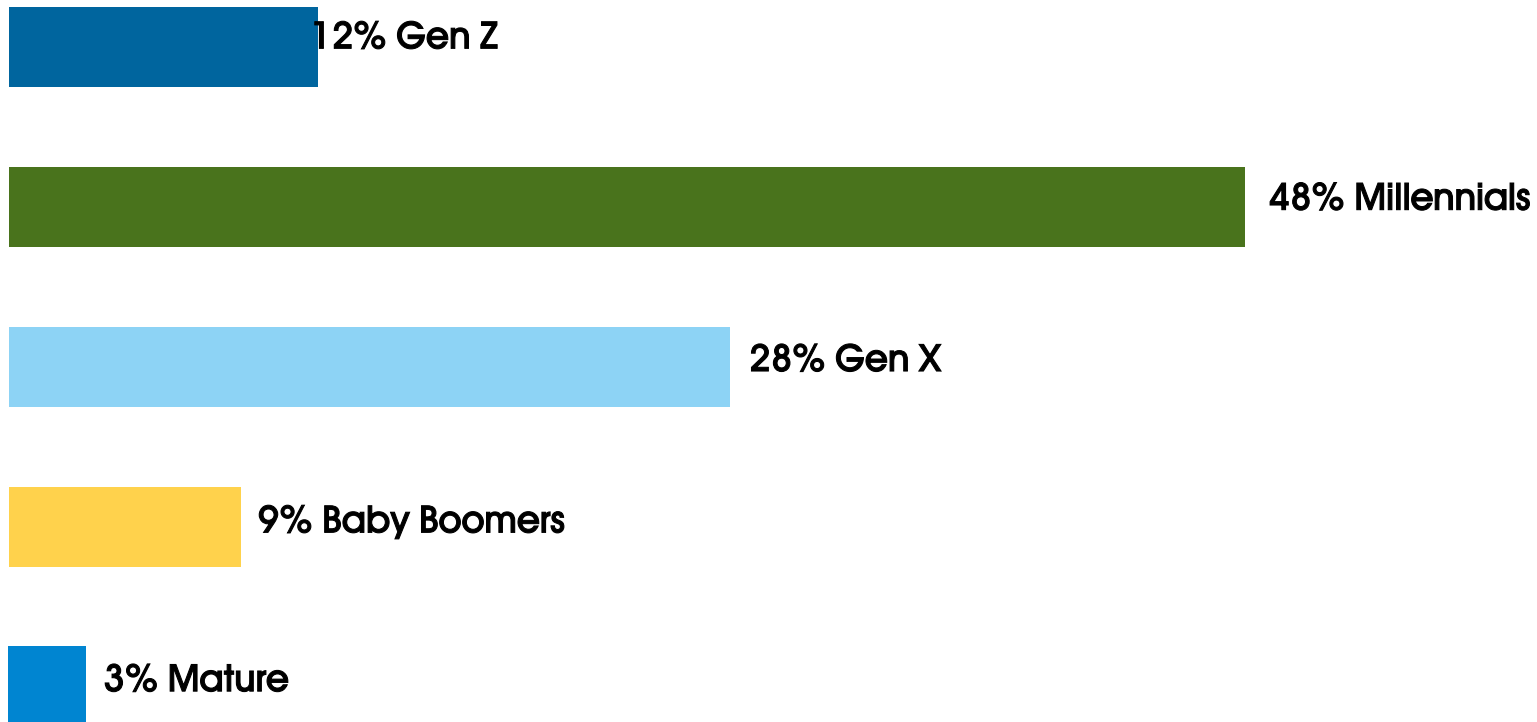
PREFERENCES FOR TRYING NEW CAMPING EXPERIENCES, ALL AGES





GLAMPING ON THE RISE

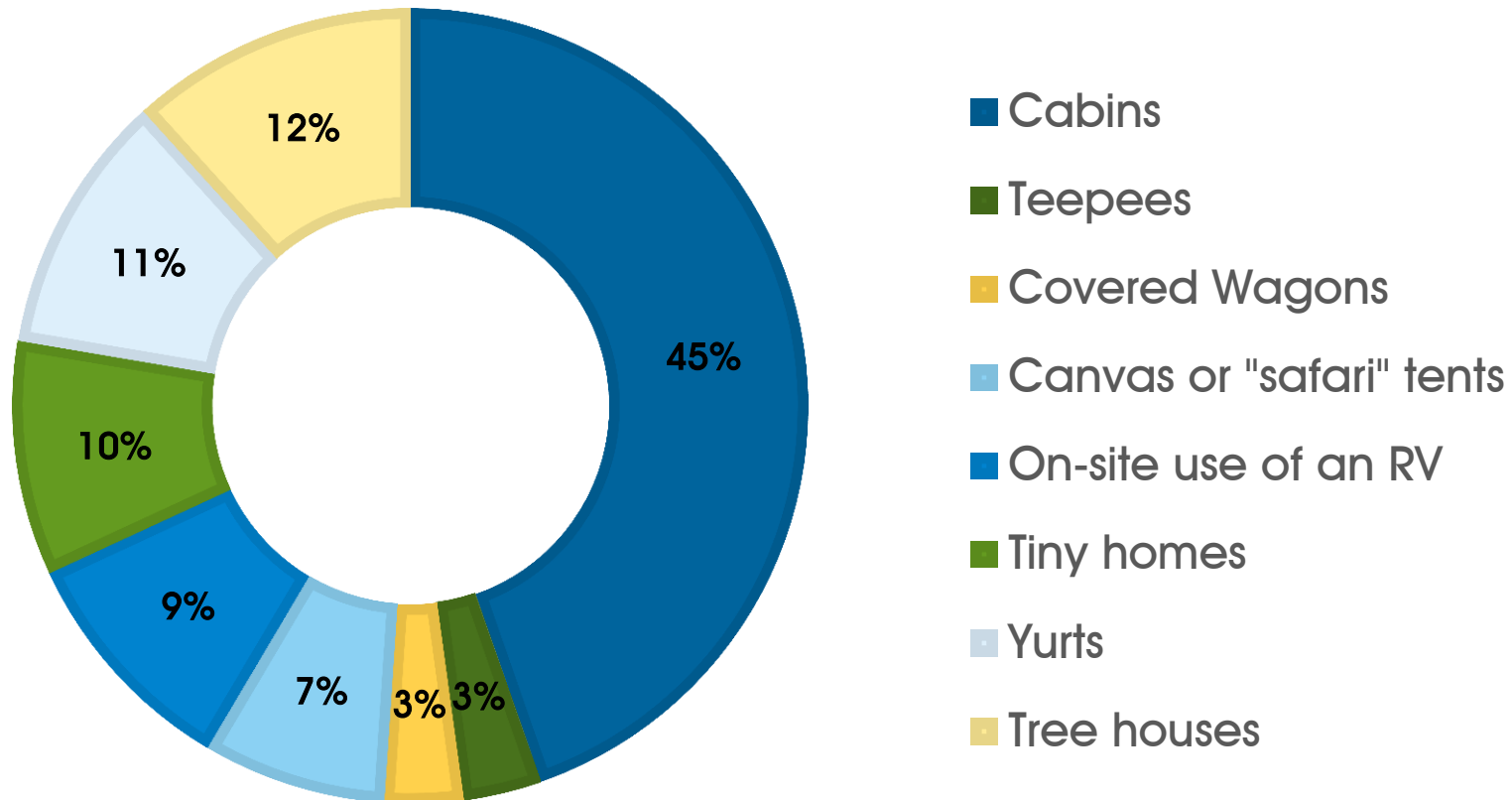
LEISURE TRAVELER PARTICIPATION IN GLAMPING BY GENERATION





GLAMPING ON THE RISE

ACCOMMODATIONS SOUGHT BY TRAVELERS INTERESTED IN A GLAMPING EXPERIENCE



Download the full 2019 Trends and
Insights Report and others at
arvc.org/Industry-Reports

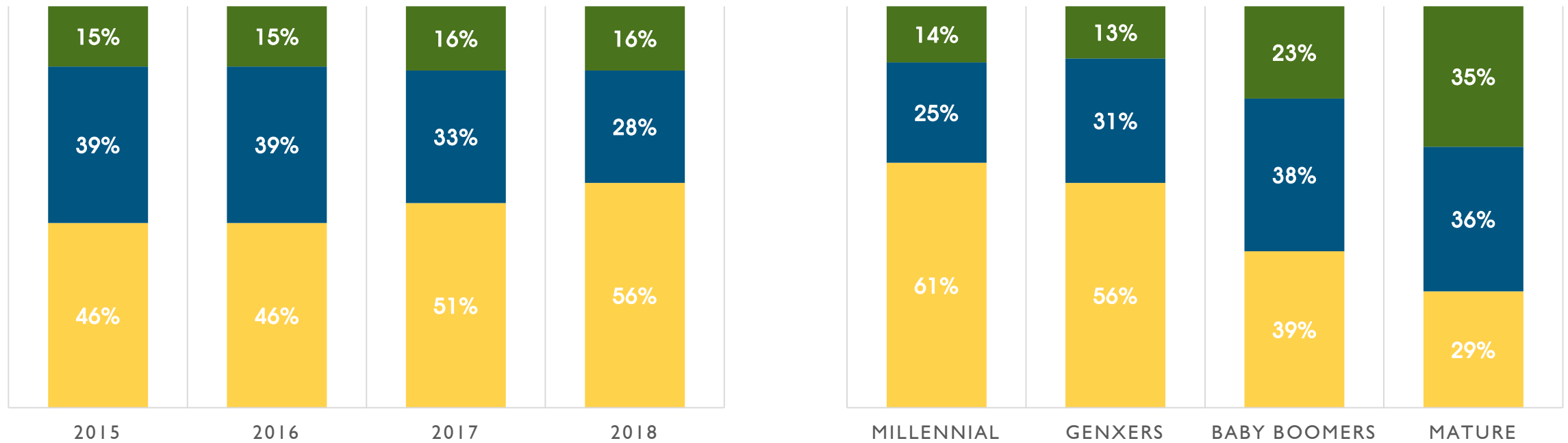


DIGITAL EVOLUTION



CAMPER TRENDS

CHANGE IN NIGHTS PLANNED FOR THE COMING YEAR (2015-2018)



■ I plan to spend fewer nights camping
■ I plan to spend the same number of nights camping
■ I plan to spend more nights camping



INCREASING MOBILE MARKETING OPPORTUNITIES

WHAT CAN YOU DO?

- Integrate more mobile-friendly experiences into your website
- Work with your reservation systems provider or an outside developer to build an app for your campground.



GO CAMPING AMERICA.COM REDESIGN WITH INTRODUCTION OF MOBILE APP

- FREE with ARVC Membership. Upgrades available. Non-members will be able to participate at a much higher price—incentivizing them to join ARVC instead.
- Marketing of GoCampingAmerica.com to consumers will include road trips; influencer promotions; RV shows; NASCAR and college/pro sporting event tailgates; and experiential events and challenges.
- Launching in Spring 2020





QUESTIONS?