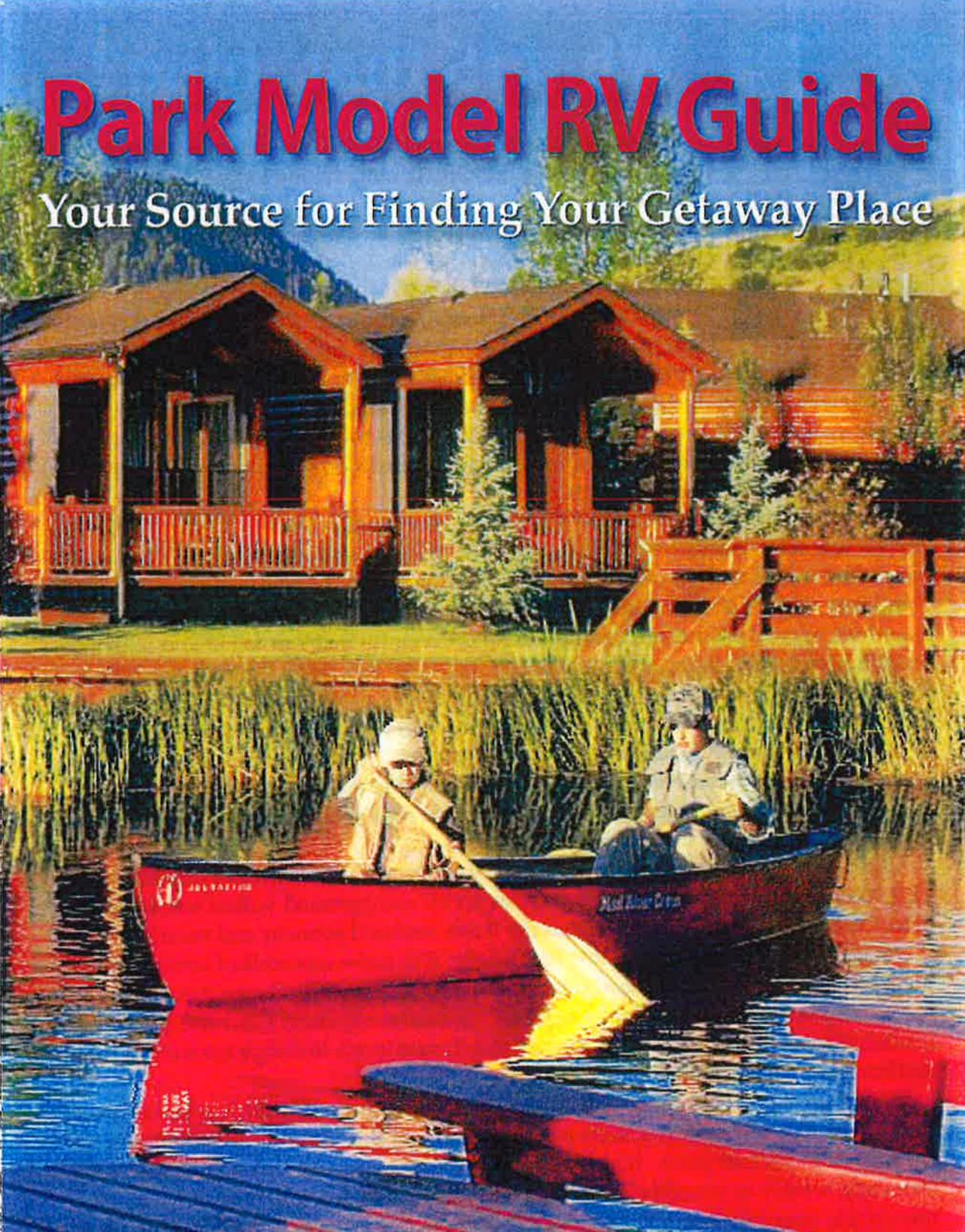


# Park Model RV Guide

Your Source for Finding Your Getaway Place

- 
- Enjoying a Leisure & Entertainment Lifestyle in Your Seasonal 'Getaway'
  - Savor the Experience — Before You Buy — at Campgrounds & Resorts
  - An Inside Look at 19 Top Park Model RV Manufacturers & RVIA Members



## What IS that thing?\_\_\_

It looks like a small camping cabin! It looks like a tiny beach cottage! It looks like a hunting/fishing/hiking lodge!...but why is it on wheels?

This confusion is actually understandable because, in fact, it is all of these things.

It's a Park Model RV!

Park Model RVs are among the most luxurious and spacious camping/recreational/seasonal RV products available. Despite their creative outward appearance, they are indeed a type of RV that meets the essential RV purpose of providing temporary recreational living accommodations. Although they are less easily mobile than a travel trailer or fifth-wheel RV, Park Model RVs provide amenities such as full-size appliances, bathrooms and bedrooms — all designed and built for a campground or seasonal setting.

Typically, Americans embrace the RV lifestyle because they want to roam the country and explore its wonders...with all the comforts of home at their fingertips: Their own place, their own bed, their own environment, on the go.

But very often, after roaming for a while, RVers find their own favorite getaway place: a destination or lakeshore or RV campground community that they fall in love with and want to keep coming back to. That's where Park Model RVs shine. For people who have found their special RV getaway place, Park Model RVs allow those RVers to put down some roots, spread out a little and surround themselves with comfort — while still having all of the fun that the RV camping lifestyle has to offer.

And the beauty of these vacation/seasonal RVs is that they are *affordable*. These movable resort units designed exclusively for part-time recreational use sleep up to 10 and typically cost anywhere from \$25,000 to \$80,000.

Although the ways in which Park Model RVs can be utilized is virtually limitless, most Park Model RV owners locate their units in an RV campground within several hours drive from their primary residences and use it as a weekend getaway and vacation place.

Others RVers have discovered that Park Model RVs make an excellent seasonal/temporary getaway place so they can comfortably reside in a warm Sunbelt location for a few months to escape the cold gray weather of the northern winters. Conversely, southern families often place Park Model RVs in a cooler climate locale to escape the summer heat and humidity back home.

In addition to giving experienced RVers the ability to buy an affordable getaway place, Park Model RVs are playing an increasingly important role in introducing families to the RV lifestyle in the first place. Many RV campgrounds now offer Park Model RV rentals on a daily, weekly or monthly basis. This provides Americans who don't have an RV, a tow vehicle or even a tent with the ability to spend some quality time in a campground. And as we all know, anyone who spends time in an RV campground is bound to fall in love with the RV lifestyle!

So I encourage you to learn more about park model RVs and think about whether and when a Park Model RV might fit your RVing lifestyle.

Because everyone deserves to have their very own getaway place!

*Matt Wald*

*Park Model RV Executive Director*

*Recreation Vehicle Industry Association*

## Park Model RVs Fuel An Explosion In Seasonal 'Destination' Camping

For many of us, the American dream is not only to own a home, but a vacation place as well.

And, yes, you can afford it.

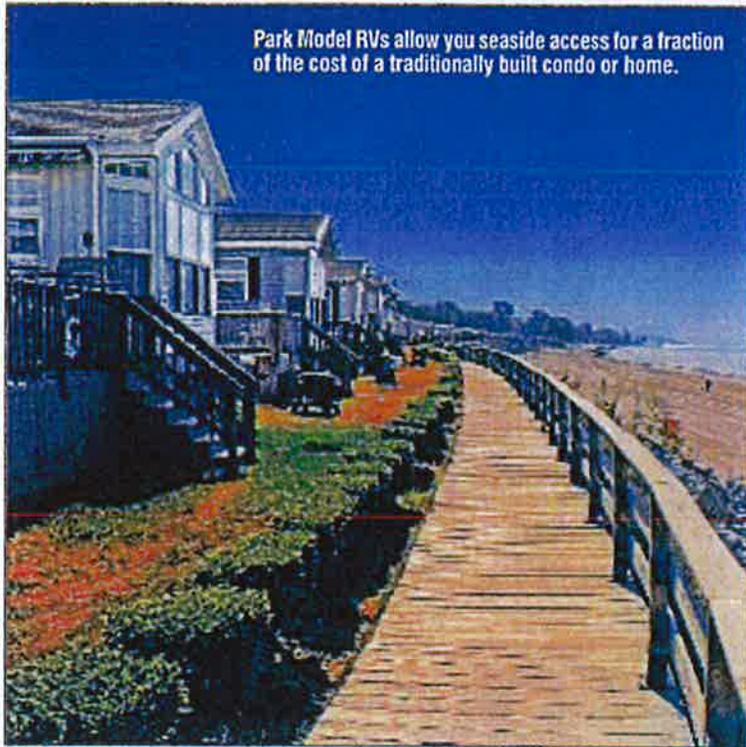
While stagnant salaries and rising real estate prices have made it increasingly difficult for most people to even think about having a second "traditional" brick-and-mortar home, there is a solution that most Americans have never heard of.

It's called a Park Model RV.

Designed as the ultimate seasonal camping getaway that makes it possible to feel "at

home" while pursuing a more active, outdoor lifestyle, park model RVs differ from their recreational vehicle brethren in that they are placed at your favorite location — usually a campground or resort a few hours from home — and remain there. You don't tow them from campsite to campsite. As such, this segment of the lifestyle is sometimes referred to as "destination" camping — the ultimate "home away from home." No loading up a motorhome or trying to hook up the travel trailer all by yourself, filling onboard freshwater tanks and LP-gas containers and





Park Model RVs allow you seaside access for a fraction of the cost of a traditionally built condo or home.

scavenging household items from the kitchen — all for a weekend retreat. Everything's already there and waiting for you. You don't even need to pack a suitcase.

"The destination camping trend as a whole is very real," reported one sales manager for a northern Indiana park model builder. "It's a solid part of the industry — and it continues to grow."

And, it's growing in all directions as more outdoor enthusiasts begin to appreciate the lifestyle. "We do a lot of business with a lot of different applications," said another manufacturer's representative. "Our customers include campgrounds that use our units as rental units, resorts that sell to prospective clients — even folks who set up time-shares with them."

Obviously, a big part of their appeal is price — but Park Model RVs also are popular due to the wide range of styles available from the various manufacturers. Some look like cabins, while others look like miniature Craftsman-style homes. Others resemble beach cottages. They come with a variety of amenities, including bay windows and lofts, skylights, French doors and porches.

Dave Aungst, 61, of Grapevine, Texas,

recently purchased a park model at Mill Creek Ranch Resort in Canton, roughly an hour from the Dallas area.

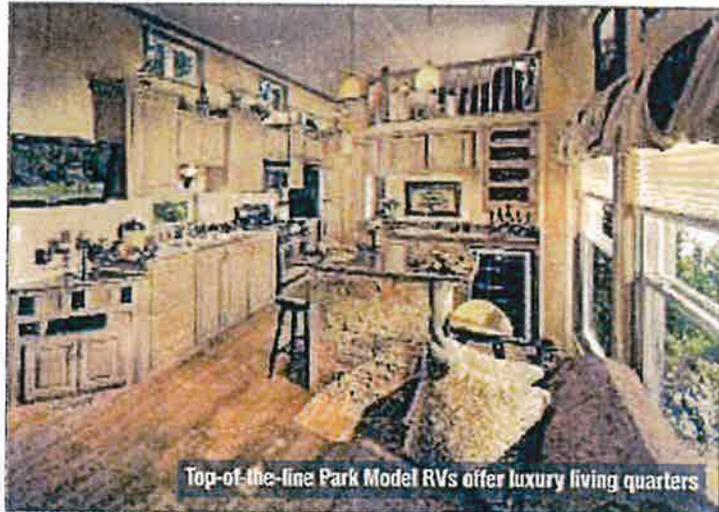
"We couldn't afford 'the cabin on Golden Pond' — but this was a very affordable alternative," Aungst said, adding that he and his wife were able to work with the builder of their Park Model RV to customize the unit to suit their tastes.

"We had it all done with pine and made it to look like a cabin in the woods," he said.

And while the Aungsts haven't retired yet, they like knowing they already have a vacation cabin for the future. Mill Creek Ranch Resort even rents it out for them while they are not

using it so that they can recoup some money on their investment.

Tracy Lucas, 49, uses her park model at Mill Creek Ranch Resort as an affordable vacation retreat from the stress of her marketing job in the Dallas area. She also likes the fact that she



Top-of-the-line Park Model RVs offer luxury living quarters

can take her dog with her to the resort on weekend getaways.

"I had never heard of a park model before," she said, but she likes the affordability as well as the fact that her park model is in a self-contained community with its own lakes and trails.

"For a single person, it's very safe here," she said. "I'm a very outdoors-oriented person.

## >> Dutch Park Homes



Larry Weaver doesn't want you to take his word for it that the amount of storage, the quality and the fit-and-finish of Dutch Park Homes' lines are the best out there.

Instead, he suggests people look around and compare the details.

"The amount of storage in our units, there's no possible way to have more storage than us. Every place that's possible, we have it there," said Weaver, the sales manager of the



company which has been around since the late 1990s.

"Our quality, our fit-and-finish, I will put up a gainst everybody,"

he said. "I've 'only' been in this business for 34 years, but we have a trimmer that's the best I've ever seen. Ever. He personally is in charge of every unit," Weaver said.

"I'm not going to knock anybody else's product. I'm just going to show you what I have."

Shelves above windows, valances with hook-and-loop attachments, and Dutch Park's willingness to customize are all hallmarks of the Goshen, Ind.-based company, which is especially big along the East Coast and in the upper Midwest. "It's the little things we try to bring out," Weaver said.

Women especially like the customization options, Weaver said. "If a lady wants something within reason changed to make it fit her lifestyle or her liking, we will change it for her," he said. □

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## >> ESCAPE Park Models



"We make small spaces feel bigger," said Dan George, CEO and founder of ESCAPE. "It's all about the design."

While the company officially launched in 2013, ESCAPE is actually the culmination of 20 years of resort and design experience. "We build ESCAPE from the campground/resort owner perspective," explained George, who also owns Canoe Bay Resort in Chetek, Wis.

"ESCAPE is built to last. Clients from all over the country come to see the original and once they see it

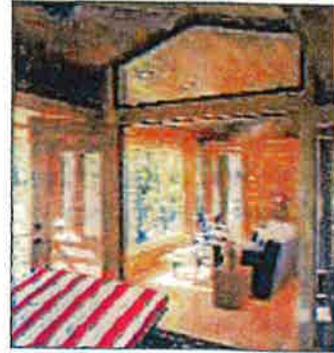
— they buy it," said George. "Campground owners deserve to have a new park model option built to last, too."

Quality is what George said differentiates ESCAPE.

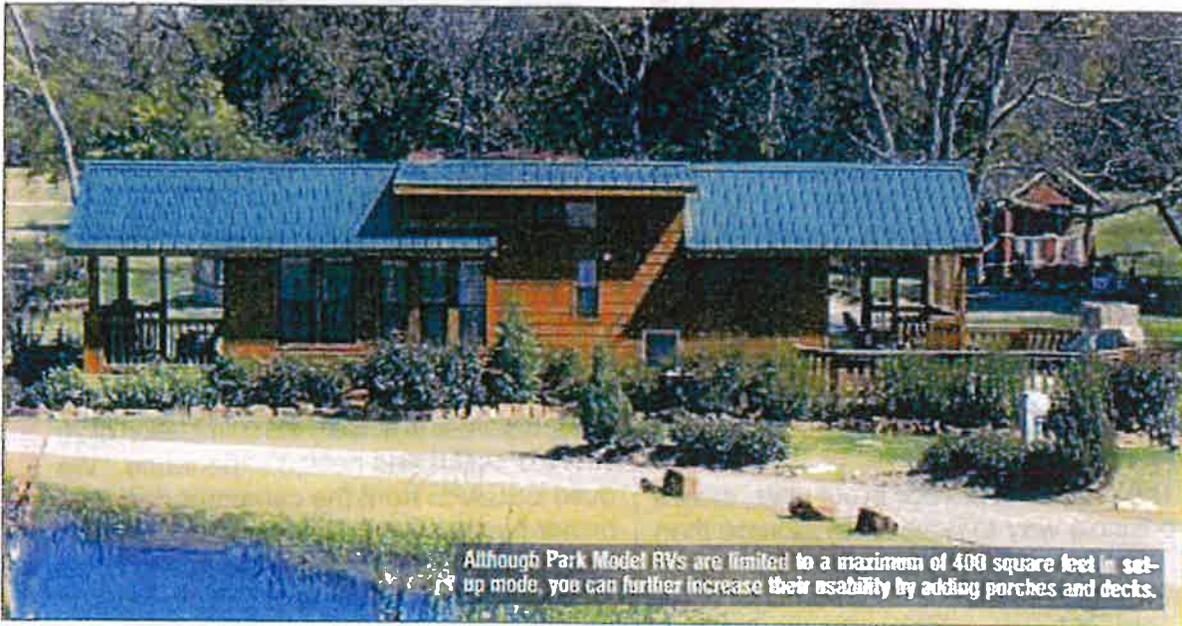
"We're using the same master carpenters, master plumbers, master electricians who have worked with us for 20 years," George said. "There's a lot to be said for decades of experience. Everyone on our team will accept nothing less than excellence."

ESCAPE quickly established itself as a darling of the "tiny house" movement, and there's a good reason for that, according to George. "The building feels like a house. There's nothing miniaturized about it. People don't believe it's an RV. I literally have to show them the wheels.

"You can have a king bed, steam shower, full-sized appliances just like you would at home," George said. "I love small spaces used efficiently. Then we add the beautiful architectural details like the overhangs. Everything about ESCAPE is different and beautiful." □



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Although Park Model RVs are limited to a maximum of 400 square feet in set-up mode, you can further increase their usability by adding porches and decks.

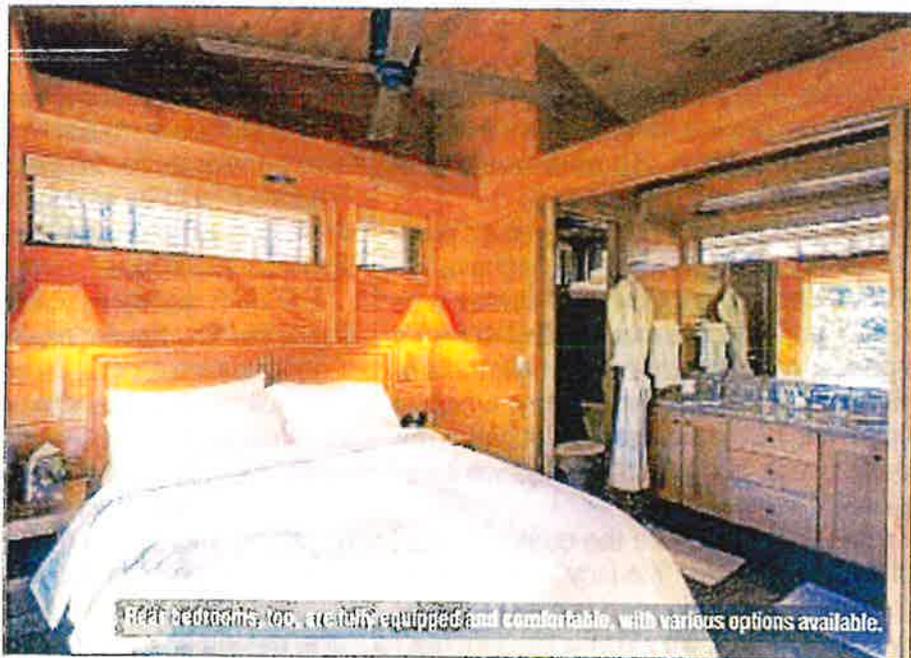
front and rear porches and decks to take maximum advantage of the outdoor lifestyle. Nor does a loft — part of the design feature with many models — count against the unit's 400-square-foot limit so long as the distance between the floor of the loft and the ceiling at its highest point is less than 60 inches. So, it's easy to see how you can order a Park Model RV that's custom-tailored to your family's needs both now and in the future.

Two different types of Park Model RVs are offered. One type is less than 8 feet, 6 inches in width and is designed for frequent travel on the highways, while the other — and more popular — type is much wider (usually 12 feet in width, although some manufacturers offer 13-

and 14-foot-wide models), and must be transported with special movement permit. The main difference between the two is that the narrower 8-foot, 6-inch unit typically is expandable when it reaches its destination; much like a typical RV, it utilizes slide-out

rooms to increase the living area.

As the manufacturers profiled among these pages demonstrate, the number of different models, floorplans and exterior and interior designs available are nearly limitless. Some offer gabled windows with siding choices ranging from cedar and aluminum to vinyl, Masonite or — if you're looking for the



Bed bedrooms, too, are fully equipped and comfortable, with various options available.

ultimate cabin-in-the-woods look, split logs. Moreover, contemporary exteriors embrace everything from the look of an upscale "mini-chalet" to cutting-edge design.

Inside, the choices are just as endless. Suffice to say, if you could have it installed or

## >> Fairmont Park Models



Unlike most other Park Model RV builders — who may have gravitated to the park model industry after initially building recreational vehicles or even gazebos — Fairmont Homes is, first and foremost, a home builder. And that's an advantage you don't want to overlook when looking for a Park Model RV you may be enjoying for 20 years or more.

"We don't just build park models — our main business is housing," said John Soard, general manager of Fairmont Park Model RV Division of Fairmont Homes Inc. "And we use our 40-plus years of housing experience



when we build a park model. Most of our competition talks about building 'residential style' — but Fairmont is the only company that uses the same equipment and build quality in our park models that we use in our residential housing."

That means employing such solid construction features as 2 x 6 floors with R-19 insulation, 2 x 4 walls with R-13 insulation, weather wrap, 1/2-inch vinyl covered drywall and OSB plating on exterior walls.

Fairmont offers two lines: its Harmony Park series and higher-end Country Manor series, with loft models comprising about 95% of all orders. In fact, using proprietary technology, Fairmont builds one of the tallest lofts available in its SuperLoft series, offering nearly 59 inches of headroom. Another unique feature exclusive to Fairmont is its movable island. "Unlike a solidly mounted kitchen island, it allows a customer to place the island just as they would their kitchen table," Soard added. □

### FAIRMONT PARK MODELS.

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## >> Forest River Park Models



Founded in 1996, Forest River, Inc. has grown to become one of the largest recreational vehicle manufacturers in the United States.

"As a division of Forest River, Inc., a wholly owned subsidiary of Berkshire Hathaway, Forest River Park Models offers the financial stability afforded to their customers that no other recreational products company in the industry can. Combining superior construction, quality components and rich comfortable furnishings have made our products the best in the industry," the company states.



Forest River Park Model Division builds products under the "Quailridge" and "Summit" model lines. Both lines come standard with high-end amenities and features such as residential appliances, thermopane windows, tongue-and-groove floor decking, OSB sheathing, house wrap, 30-year architectural shingles, and life-time vinyl siding.

Forest River also manufactures its America's Cabins line, which also encompasses its rental units. They are designed with 'cabin-like' amenities and features, including log exteriors, metal roofs and cedar or pine tongue-groove paneling.

In addition to being one of the largest Park Model RV manufacturers in the U.S., Forest River Park Models is one of only two approved U.S. suppliers to KOA for their Deluxe Cabins. □

### FOREST RIVER PARK MODEL DIVISION

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added to a luxury apartment, you can order it for your Park Model RV. A gourmet kitchen with island, hardwood cabinets, pull-away faucet, custom backsplashes and more? No



Most Park Model RVs are intentionally designed with plenty of windows to "bring the outdoors in."

problem. Leather recliners, flat-screen TV and electric fireplace in the living room? Check. Some manufacturers use a combination of products, appliances and accessories designed for the recreational vehicle market, while others elect to use only products developed and used for traditional housing. In fact, depending upon the manufacturer, you can choose pretty much everything that goes into your Park Model RV, from the floor and wall coverings to the siding — and everything between.

Park Model RVs are built to stringent ANSI construction standards. Depending upon the manufacturer, build quality can include 2 x 6 floors, 2 x 4 walls, vinyl-covered drywall, commendable R-ratings for insulation, Thermo-Pane windows and more. Suffice to say, a contemporary Park Model RV is built for the long haul.

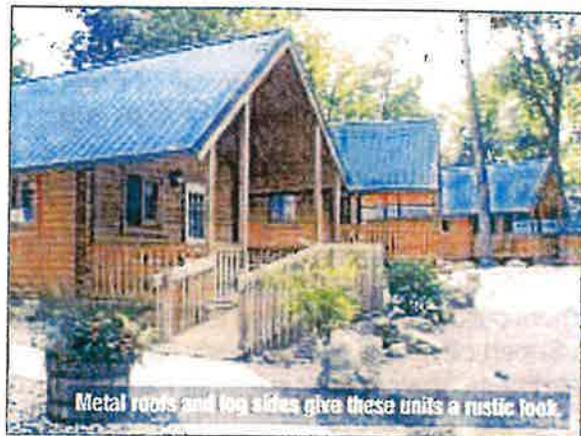
Obviously, your choice of model and floor-plan and how it's equipped will play into the cost — but where else can you purchase a seasonal cottage that fits your lifestyle at water's edge for, on average, prices that range from \$25,000 to about \$80,000?

And speaking of site locations, while it's possible to obtain permits to put a park model on private property, most people have their park model placed on a leased site in a

campground or RV resort in a popular vacation destination. Placing park models in RV parks or resorts is a cost-effective strategy because it enables consumers to have a vacation home in pricey vacation destinations for a fraction of what they would pay for a site-built home or condo in the same area. Some parks sell their campsites, though most parks lease their sites at

rates on an annual basis, with price depending upon the desirability of the location.

Another point well worth considering is that, because park models are technically classified as recreational vehicles, they are



Metal roofs and log sides give these units a rustic look.

exempt from real estate taxes in most jurisdictions — which also makes them more affordable than site-built homes or condos. But even classified as RVs, they nonetheless afford owners the typical tax breaks enjoyed when buying a second home.

Edson Robertson knows a thing or two about Park Model RVs, both in his role as an

## >> Fork Creek Cabins



Custom-builder Fork Creek Cabins is based in Christiana, Pennsylvania, in the heart of Amish country. So it's no surprise that the family-owned and operated business offers years of expertise and pride of craftsmanship along every step of the way in the manufacturing process. "Fork Creek park models evolved from building do-it-yourself cabins, bunk houses and custom pre-built structures, gradually developing into park models by customer



request," said owner Dan Allgyer.

Fork Creek cottages are available in a number of one- or two-

bedroom floorplans, with plenty of opportunity for the buyer's input on the final layout. This, coupled with a high standard for construction techniques, has led to the company's success over the past few years. Things like "Custom-built production methods with solid wood interiors," said Allgyer. "And also things like ventilating and insulating procedures that ensure comfortable and long-lasting, year-round use."

Today, Fork Creek strives to raise awareness of park models as a vacation option through various industry partnerships. "Fork Creek is expecting to partner or merge its resources with another builder to better take advantage of the rapidly growing park model market," said Allgyer. "We'd really like to have the resources of RVIA to promote the many benefits and advantages of park models to campground and resort owners as well as consumers, in order to ensure a steady increasing demand for this quick and easy getaway." □

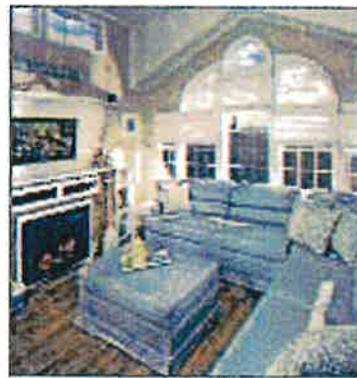
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## >> Kropf Industries



Founded by Solomon Kropf in 1946, Kropf Industries Inc. cuts its teeth on the claim that it is the oldest park-model company in the United States.

Solomon Kropf built his first trailer in his garage and eventually his sons, Bob and Vern Kropf, joined the business in later years and began producing manufactured homes. In the late 1970s, Kropf began building park models along with manufactured homes —



but the company began to concentrate solely on park models a decade later. Don Kropf and Curt Yoder purchased Kropf Industries from the brothers in 1998.

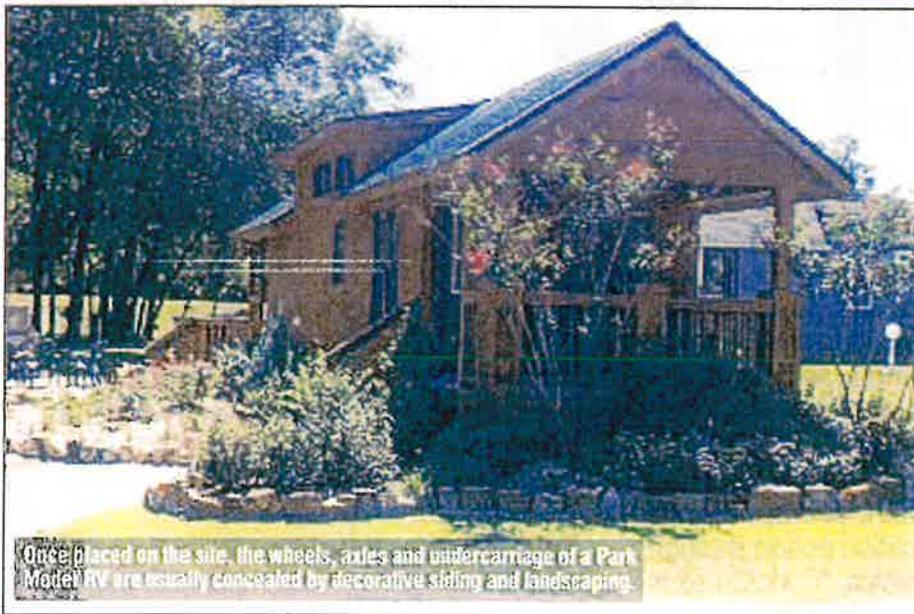
"Kropf Industries has built its reputation on quality and service," said Curt Yoder. "Kropf has always been a leader in new trends, floorplans and innovation, and is a true customer builder, not a cookie-cutter builder. Every park model is individually custom made."

Kropf Industries is a self-sufficient manufacturer of a large portion of components that go into each unit, and works very closely with its dealers and maintains what it refers to as a true partnership with each dealer — a partnership that allows Kropf to stay on top of current trends, while enabling the manufacturer to look toward the future. "Kropf Industries will continue to lead the park-model industry and expand the destination camper concept throughout the U.S. and Canada," said Yoder. □

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Left floorplans are extremely popular among owners of Park Model RVs, and especially with their kids.



Once placed on the site, the wheels, axles and undercarriage of a Park Model RV are usually concealed by decorative siding and landscaping.

RV dealer and in his involvement in developing three campgrounds in New Jersey.

One thing that's attractive about Park Model RVs, he said, is "It's a summer home. It gives them the capacity of two bedrooms, the living room, the loft.

"It gives them a way to save fuel." Instead of hauling an RV to a campground a few times a year, people can leave park models at campgrounds for the full season. "Compared to using a travel trailer three to five weeks a year, they can use these every weekend."

They make for an affordable getaway in

popular vacation spots, either near the shore or near the mountains, said Robertson, of Driftwood RV Center in Clermont, N.J.

"Our average real estate, the cheapest home is about a million dollars. Here, for \$80,000, they can get a place at the shore."

But even people who have the money for a beach home like Park Model RVs because of the community and the lifestyle, Robertson said. "I had a guy come in here the other day who had a park model in the campground. He had a \$1.5 million yacht. People like that camping experience," he said, thanks to "so many different flavors of campgrounds."

Instead of a travel trailer or a fifth-wheel RV, which

need loaded, hauled, and then cleaned up after a weekend getaway, "you leave Friday afternoon, you beat the traffic, you get there, you click on the AC, grab a beer and relax. It's your private getaway place," Robertson said. "You don't have to check out. It's a good lifestyle."

It's also one that tends to be pretty stable, with Park Model RVs generally holding their value well, Robertson said. "The average person who buys a park model is in the campground for 13 to 15 years. If you buy a park model, you're usually there a long time." □

## >> North Park Cabins & Park Models



There's a lot to be said for any product built in a quasi-assembly line environment, which tends to reduce costs — but when you're making a purchase that you will live with for 10 or 20 years or more, there's nothing like customizing it to fit your lifestyle.

That, in a nutshell, is what North Park Cabins and Park Model RVs provides.

"We originally started out in 2006 by building park sheds, gazebos and that sort of thing," said Steve Humblet, president. "Today,

though, park models are the largest part of the business. Our claim to fame is complete customization — we virtually never build two of the



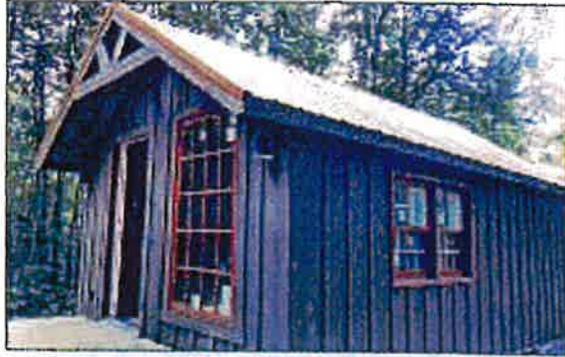
same models. Every single unit is designed specifically for that customer. We sit down with them, sketch out a plan or start with an existing plan, then change it to their liking. They are involved as far as what type of floor covering, wall covering, roofing, siding — absolutely everything from the bottom to the top is dictated by the customer."

And, as Steve noted, the company also utilizes mostly products from the housing industry in order to create a true residential atmosphere.

Among North Park's most popular models is the Bakken Foreman, a two-bedroom single-level ranch model, and the Grand View. "That's our favorite loft model," Steve said. "It has a stairway in the center and still affords a lot of loft space." □

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## >> Petite Cottages



Petite Cottages is focused on designing and building quality, energy-efficient park model RVs with low operational costs. The company focuses on serving the East Tennessee market for the individual buyer or campgrounds — and its wide range of building experience over several decades allows it to serve the park model RV market with creative ideas and unique solutions. This experience includes: residential and commercial buildings, ZEB (Zero Energy Buildings), off-grid homes, and factory built barns and, of course, Park Model RVs.



While Petite Cottages can provide custom designs on an individual basis, the company's standard models are built to a 12-foot-width and can be ordered in lengths of 20-, 24- or 32 feet. Regardless of the size of the unit, they give a great deal of thought to how space will be used — and pack a lot of function into each design. As such, Petite Cottages fill a niche for a wide array of uses, from vacation homes to hunting lodges and many other recreational endeavors. The Tennessee company also can deliver your new Park Model RV to your selected site and optionally assist in setup. □

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## Want to 'Test Drive' a Park Model RV Before Buying? Try A Night's Rental



Renting a cabin at campgrounds such as a KOA franchise not only allows people who don't own a typical RV to enjoy camping, but they provide potential Park Model RV owners with an inkling of how much enjoyment these units can provide.

If you're like most folks, when you think of a campground or RV park you immediately picture row upon row of travel trailers, fifth-wheels and motorhomes.

That's to be expected. Owners of such temporary — and highly roadworthy — living quarters have, for the most part, been the primary focus for RV parks. Even those campgrounds with the foresight a generation ago to offer a few rustic cabins weren't able to provide much in the way of kitchen or bathroom facilities with the admittedly rough units of the era.

It's a different story today.

From the oak and pine covered foothills of California's Sierra Nevada Mountains to the kayak friendly lakes of Maine, America's privately owned-and-operated campgrounds

now offer a new kind of rental accommodation — a Park Model RV.

Unlike the minimally furnished, bare bones cabins that our parents and grandparents slept in, park models resemble modern, compact homes, complete with full-size kitchens, bathrooms and queen-size beds.

These 400-square foot units are oftentimes designed to resemble mountain cabins or coastal or lakefront cottages, depending on the needs of the campground, RV park or resort. They're also packed with modern residential amenities, including flat-screen TVs, microwave ovens, bay windows, lofts and skylights.

Designed for people who enjoy the outdoors, Park Model RVs also tend to come equipped with sliding glass doors and big porches with

## >> Platinum Cottages



While Platinum Cottages may be a relatively new name in park model RVs, the company boasts personnel with hundreds of years of combined experience in building high-quality accommodations.

"We're building them like a little house," said De-Ann Ames, vice president of sales and marketing for the Malakoff, Texas-based company. "Our motto here is 'Bringing Quality Back.' When Platinum Cottages formed in 2013, we saw a great need for a better-quality park model in the industry," she added. "We have brought together the best management, sales team, craftsmen and customer support team in the industry."



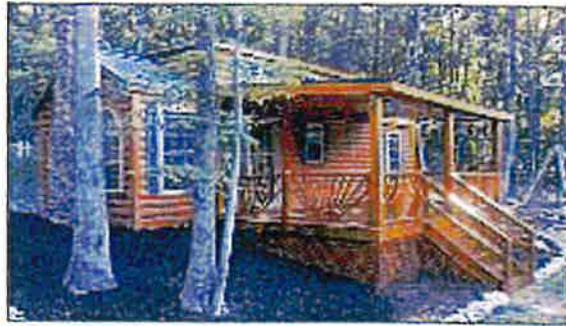
The company focuses on craftsmanship, quality, energy efficiency and functionality — but most of all, De-Ann noted, they focus on the reputation they're building.

Platinum Cottages provides park models to RV resorts, campgrounds, developers and providers of workforce housing. Plus, the company also has a retail sales center at the factory. "We will ship throughout the United States," De-Ann said.

"We've taken all of the comments and suggestions that we have received in the previous years from our customers and implemented them into our new layouts. We think the flow of our designs are superior to anything we've ever done before," De-Ann explained, adding that they truly make park models for the discriminating eye. □

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## >> Rocky Mountain Structures



Based in Pennsylvania, Rocky Mountain Structures LLC is quickly making a name for itself across the country.

When Rocky Mountain opened in 2004, its primary focus was to offer high-quality Amish-built structures utilizing the latest advancements in building materials and construction knowledge.

In the beginning, the business focused on playhouses, but as sales grew, Rocky Mountain began adding other products to its line, including storage sheds, garages, pole buildings, modular garages, dog barns, horse barns, chicken coops and Florida rooms.

More recently, Rocky Mountain has added cabins and park models to the production line.

The cabins and park models are available in a wide range of sizes, floorplans and exterior and interior options. Rocky Mountain performs all electrical and plumbing installation in-house, and offers metal and shingle roof options. Known for tongue-and-groove knotty pine interior walls, the cabins, which are available with vinyl and log siding, have proven popular with campgrounds.

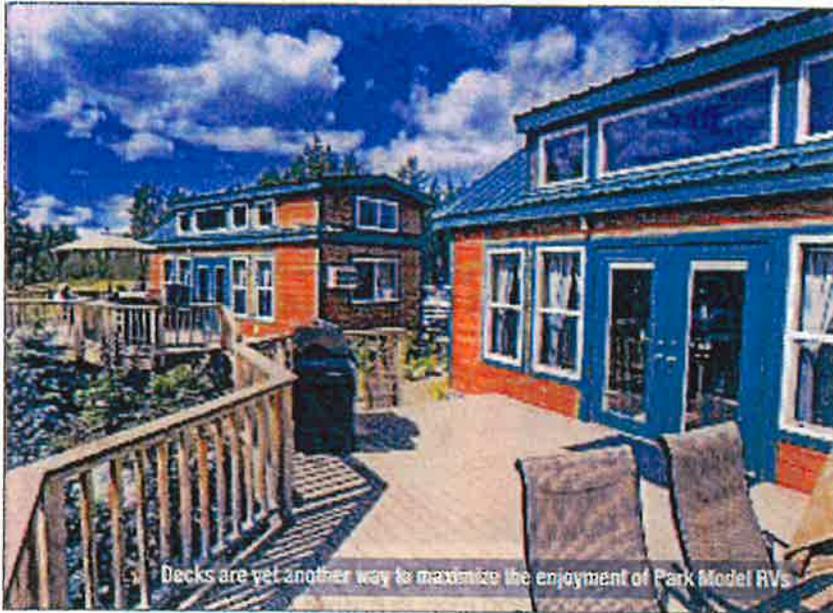
While busy adding more product lines, Rocky Mountain also was adding to its production facility. The company started with a 5,000-square-foot building in 2004, then built three more additions since — to what is now a 14,500-square-foot facility.

Rocky Mountain, which offers a 10-year warranty, can deliver its structures fully assembled and place on site. Or, if access is limited, they can build it on site. □

ROCKY MOUNTAIN RVS LLC  
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Email: [info@rockymtnsheds.com](mailto:info@rockymtnsheds.com)  
Web: [www.rockymtnsheds.com/index-RMRV.html](http://www.rockymtnsheds.com/index-RMRV.html)

comfortable lounging chairs and barbecue grills.

And if you're wondering where to build a campfire to roast some s'mores and tell stories for that old fashioned camping experience, don't worry: Park Model RVs are usually set up next to fire rings and picnic tables. Many also have lakefront views, if they're not nestled on the edge of a forest or in another scenic location.



Campground operators have found that park models are the perfect enticement for new generation of consumers that has much higher expectations than the campers of years past.

"We have a generation that isn't as rough-and-ready," said Mike Atkinson, a senior business development consultant for Billings, Mont.-based Kampgrounds of America, Inc. (KOA). "They want to go camping and not get their feet dirty. Their expectations are a lot higher."

Indeed, many campground operators have found that most of today's consumers don't like to rough it like their parents or grandparents did. But they are more than willing to give camping a try if they can do it in a fully furnished Park Model RV.

In fact, KOA has found such strong demand for park model rental accommodations that it has added nearly 500 of them to its nationwide network of campgrounds during the past three years, including more than 200 this year, Atkinson said. "Park models are bringing people into campgrounds who might not otherwise camp," he said.

Park Model RVs are also appealing to people

who do not have camping equipment or may not otherwise feel inclined to camp, such as single moms with children.

"These rental camping cabins make it easy for someone who doesn't own their own camping gear," said Miracle Martello, a single mother from San Diego, who took her daughter on a weekend camping trip at the Ventura Ranch

KOA in Santa Paula, Calif. Martello said they shared a Park Model RV with one of her girlfriends and her two daughters. "Even if you had never camped a day in your life, you'd be fine in one of these units," she said.

Martello said she and her friend simply stopped by a grocery store to pick up some food before checking into the campground. They were able to cook all of their own food in the park model kitchen and even roast hot dogs over a

campfire. "We're already talking about our next cabin vacation," she said.

Park Model RVs are generating high marks from consumers in guest satisfaction surveys, Atkinson said, adding that KOA's rental unit occupancies were up close to 13.5 percent this year by early July.

Milford, Ohio-based Leisure Systems, Inc., which franchises Jellystone Park Camp-Resorts, is seeing similar growth in demand for park model rental accommodations.

"Our most popular accommodations are the full-service rental units with bathrooms and showers. Our parks keep adding more and more each year," said Dean Crawford, LSI's executive vice president.

Rental units are also becoming an important part of LSI's revenue stream. In 2013, park models and other rental accommodations accounted for 29% of LSI's revenue, while taking up only 12% of the total number of campsites in the Jellystone Park system.

Several Jellystone Parks have significant numbers of Park Model RVs, including the park in Warrens, Wis., which has 66 of them, and the

## >> Skyline RV



Celebrating its 63rd anniversary in 2014, Skyline has enjoyed prolonged success in both the RV and Park Model market. The Elkhart, Indiana-based company actually entered the park-model arena in 1980, and has truly hit its stride over the past several years. "In about 2008 we decided to give Shore Park its own website, and Shore Park Homes is our brand name," said Terry Decio, senior vice president of sales and marketing at Skyline. "We build (park models) in a housing plant, so they're not built like an RV; they're built like a house. A lot of the materials we use are the same as we put in our own houses. Drywall, cabinetry, the counter tops, all are housing components versus being RV components," said Decio.



But there's more to it than the construction; Skyline believes companies need to get to know their target audiences and work to fit their needs. "We have really focused in on the baby boomers and people who want to recreate in weekend cabins and use park models as a cabin," said Decio.

Moving forward, Skyline is looking up north for expansion. "Besides U.S. park models, we'll be introducing Canadian Park Models at the Elkhart Open House and the National RV Trade Show in Louisville this year," said Decio. "We see a great opportunity in Canada as well as the U.S." □

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Web: [www.skylinepm.com](http://www.skylinepm.com)

## >> Woodland Park



When you step into a park model RV from Woodland Park Inc., you aren't likely to think "RV." You're more likely to think, "home."

For 31 years, the Indiana-based company has been building park model RVs exclusively, and they take craftsmanship seriously.

"We've always had a residential eye appeal and fit-and-finish," said Daryle Lambright, North American sales manager. "Since 2011 that's become a very concerted effort for us to take that to the next level and really create a differentiation in our product in everything we do," he said.

"Our talented engineering and production team allows us to do more customizing than our competition. We also have one of the largest floorplan selections in the industry," he said.

"It's a conscious approach to how we decorate the units, how they are appointed, the furniture we use. When the customer comes in it feels like home," Lambright explained.

"The feedback we've gotten at shows is that people love that. They say, 'Wow, this is actually nicer than my home.' It assures us that we're on the right track," he said.

"To help this, we have established some exclusive vendor partnership 'firsts' for the park model industry. Our wood furniture is all built by a local Amish manufacturer. We're also excited to offer the first true partnership with all Bose home theater systems and Sony LED Wi-Fi TVs." □



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Jellystone Park in Canyon Lake, Texas, which has 38 units. The Jellystone Park in Pittsfield, Ill. installed eight Park Model RVs this year.

And because manufacturers can produce park models with a variety of architectural styles, materials and price points, private park operators that are willing to invest in higher-quality Park Model RVs are finding that they can not only set new standards for luxurious, amenity-filled "glamping" experiences, but compete head to head with some of the nation's finest vacation resorts.

"We are really providing a hotel room, and a very high-end one, at that," said Andy Cates, managing partner of Memphis-based RVC Outdoor Destinations, which oversees a network of 10 private parks in eight states that the company has developed into Marriott- or Hilton-level resorts.

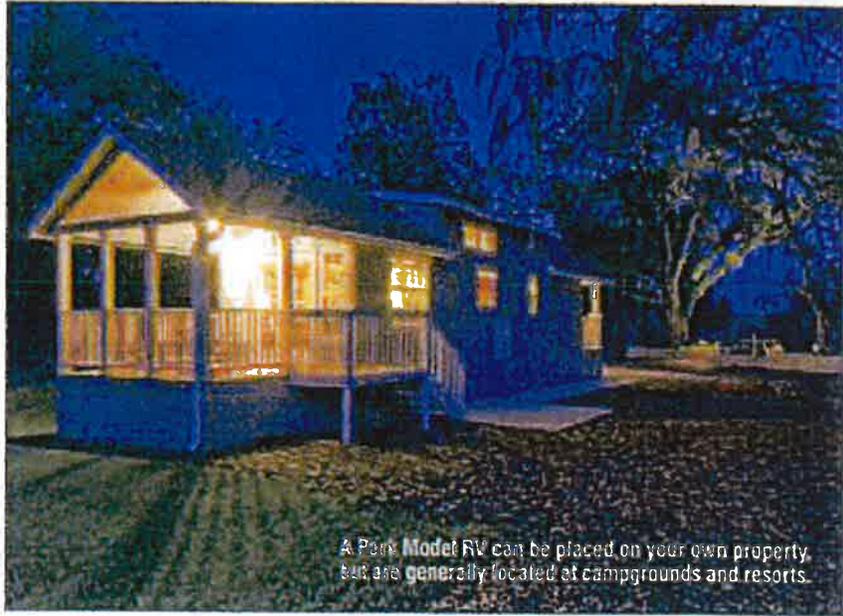
"Park Model RVs provide a more unique experience than you can have in any other type of lodging," he said. "These units are great for people who don't have an RV or don't want to rough it and want to get into some beautiful environments."

Even government-run campgrounds are starting to invest in park model accommodations now, such as the Vineyards Campground & Cabins in Grapevine, Texas,, which has purchased 15 Park Model RVs, the two newest of which overlook a feeder creek to Grapevine Lake and are positioned for excellent sunset viewing.

The new cabins include a one-bedroom unit with a loft and a two-bedroom unit, also with a loft. Both Park Model RVs are joined with a common entertainment deck that is 10 feet wide and 70 feet long. One of the cabins is also accessible by people with disabilities.

"The people that use the cabins are families that maybe can't afford an RV or don't like the thought of sleeping on the ground, " said Joe Moore, general manager of The Vineyards, adding, "These cabins offer a good segue into

the camping world that allows them to experience the very same outdoor environment that somebody in a motorhome or popup trailer or fifth-wheel is experiencing just a few feet away. We also try to enhance their cabin stay with



A Park Model RV can be placed on your own property, but are generally located at campgrounds and resorts.

quality views and with porches and with amenities similar to home so that the transition is as smooth as possible from home to the campground."

Another government-run campground, Santee Lakes Recreation Preserve in Santee, Calif., features seven lakefront Park Model RVs as well as three floating park models, which are operated in conjunction with the park's 312-site campground.

State and national parks are also starting to invest in Park Model RVs, with Samuel P. Taylor State Park and Lassen Volcanic National Park in California being among the latest examples.

Privately owned campgrounds, RV parks and resorts like park model rentals because they appeal to a broad range of people, from working professionals to families with kids to empty nesters and seniors.

So while family chains like KOA and Jellystone Parks use Park Model RVs to appeal to families, others, like Scottsdale, Ariz.-based Carefree RV Resorts and Chicago-based Equity LifeStyle Properties, use them to appeal to empty nesters and retirees who want to spend the winter in their RV resorts across the Sunbelt.

Independently owned and operated campgrounds, RV parks and resorts are also contin-

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Web: [www.diamondparkhomes.com](http://www.diamondparkhomes.com)

**Dutch Park Homes Inc.**  
2249 Lincolnway E., Goshen, IN 46526  
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Web: [www.dutchpark.com](http://www.dutchpark.com)

**ESCAPE Park Models**  
P.O. Box 28, Chetek, WI 54728  
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Email: [info@escapehomes.us](mailto:info@escapehomes.us)  
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**Fairmont Park Models**  
502 S. Oakland Ave., Nappanee, IN 46550  
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Email: [northparkhomes@gmail.com](mailto:northparkhomes@gmail.com)  
Web: [www.northparkhomesandcabins.com](http://www.northparkhomesandcabins.com)

**Petit Cottages/Mountain Barn Builders LLC**  
6540 S. York Hwy., Clarkrange, TN 38553  
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Web: [www.mountainbarnbuilders.com](http://www.mountainbarnbuilders.com)

**Platinum Cottages LLC**  
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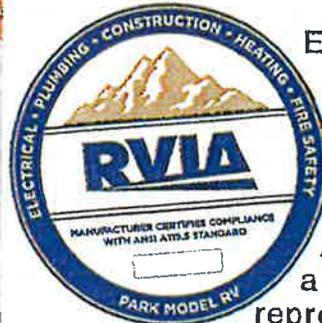
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## Look for the RVIA Seal!

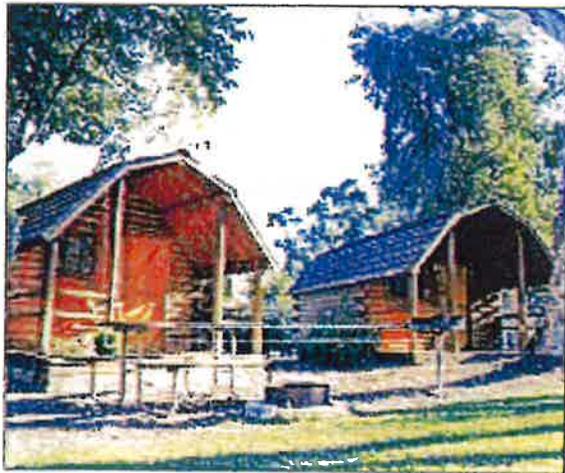


uing to invest in Park Model RVs as rental accommodations to broaden their customer base among both families and seniors.

Earlier this year, Hill Country Cottage and RV Resort in New Braunfels, Texas, added 15 more Park Model RVs to accommodate rising rental demand from families as well as "Winter Texans." The 270-site park now has more than 80 rental units, the majority of which are park models.

By late June of this year, Carefree RV Resorts had already rented 80 percent of its Park Model RVs across the Sunbelt for the upcoming 2015 winter season, said Terry Harrell, president of Zephyrhills, Fla.-based Carefree Resort Homes, LLC.

"All indications right now are that there are blue skies ahead," Harrell said. □



### Where To Rent A Park Model

Campgrounds, RV parks and resorts are popular locations where potential Park Model RV owners can experience firsthand the passion of this outdoor lifestyle. For more information about Park Model RVs or to find out where you can rent them, visit these websites:

[www.GoCampingAmerica.com](http://www.GoCampingAmerica.com)

[www.GoRVing.com](http://www.GoRVing.com)

[www.RVIA.org/PMRV](http://www.RVIA.org/PMRV)

Every manufacturer of Park Model RVs profiled in these pages is a member of the Recreation Vehicle Industry Association (RVIA), a trade association representing RV and Park Model RV builders throughout North America. With offices in both the Washington D.C. area and the RV-building epicenter of Elkhart, Ind., RVIA strives to promote the RV lifestyle, grow the market through national advertising and enhance a favorable business environment on behalf of all its members.

Also on the RVIA agenda — and of critical importance to you, as a consumer — is the association's focus on fostering continuous improvement of RV products. That includes maintaining an active Safety Standards Education Program for member companies.

As a condition of their membership in RVIA, all Park Model RV manufacturers pledge to certify that their products comply with ANSI A119.5, a code developed under the auspices of the American National Standards Institute covering specific safety standards, and the National Electrical Code NFPA70.

To ensure their compliance with this pledge, these companies also agree to initial and ongoing unannounced monitoring inspections by RVIA field inspectors. RVIA employs a staff of fulltime professional standards inspectors within its Standards Department. During these unannounced visits, the inspectors perform comprehensive audits of the entire manufacturing process — from chassis to final finish — checking representative units for compliance with the safety-related requirements of the designated standards. These inspections cover such components as 120-volt and 12-volt electrical equipment, fuel systems, fire and life safety requirements and plumbing systems.

Only Park Model RV manufacturers that are members of RVIA may affix this seal to their finished units. Look for it — it's your assurance that the Park Model RV you are looking at has been built to standards intended to protect you and your family and help to create a lifetime of memories! □

## >> Champion/Athens Park Homes



To say that Champion/Athens Park Homes has America "covered" with its Park Model RVs is an understatement — the builder has seven manufacturing plants across the country, stretching from California, Arizona and Texas to Idaho, Nebraska, Florida and New York. The Idaho and New York plants also ship into Western and Eastern Canada.

That gives the company a huge leg up on its competition, both in shipping times and delivery costs

— especially when dealing with upper-end units that represent the majority of Champion/Athens Park's lineup of 12-, 13- and 15-foot-wide Park Model RVs.



"We build more of an upscale park model," said Dick Grymonprez, director of park model sales for the Troy, Mich.-based builder. "All of our plants use tape and textured interior walls with high-pitched ceilings and offer fiber-cement exterior siding — it's all geared towards creating the ultimate residential look." Likewise, the company creates a true rustic look for its cabin models, where cedar-stained fiber cement lapped siding lends a rugged exterior appearance. The interiors have a "country" feeling with the use of pine or cedar ceilings, accents and trim.

Champion/Athens Park is a popular choice for resort and campground operators, as well. The company is the exclusive supplier to upscale RVC Outdoor Destinations, and in his home state Grymonprez estimates that it's partnered with nearly 50 member parks of the Texas Association of Campground Owners. □

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## >> Chariot Eagle



Chariot Eagle's somewhat brief yet successful history dates back to 1984, when Bob Holliday realized the southern market of the U.S. had only a single, small RV park model builder. After just 12 months of operation, Ocala, Florida-based Chariot Eagle debuted a new park model at the South Bend show in 1985. Since then, "Chariot has accumulated more than 600 (different) models and is continuing to add more," said Executive Sales Representative Joe Follman.

All told, "Chariot Eagle has produced more than



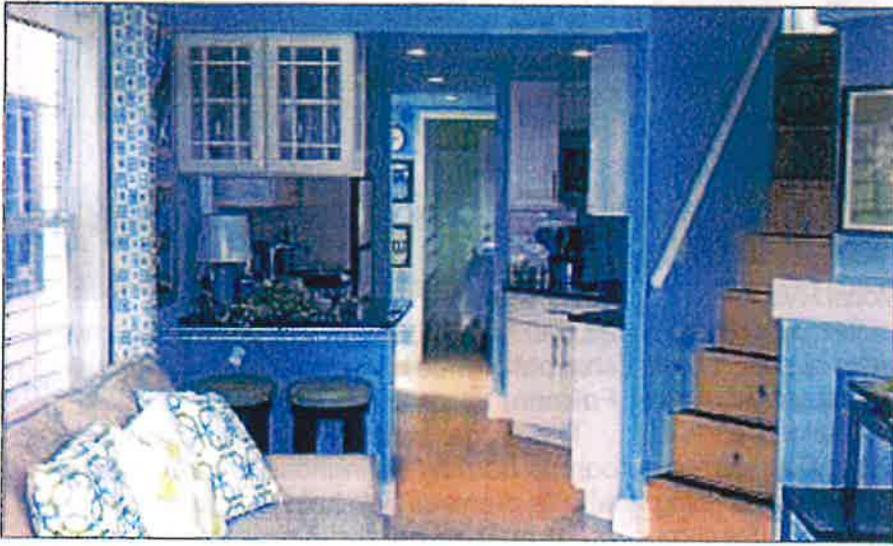
25,000 park models since its inception; we ship nationwide and export worldwide," said Follman.

The builder believes much of its success comes from its willingness to work closely with its clientele. "We help the customer create their own personal park model," said Follman. "Chariot has dedicated itself to create, custom-design and maintain a high level of quality and to provide outstanding service." But the cornerstone of Chariot Eagle remains its ability to adapt. "Today's Baby Boomers are looking for more unique and creative ideas," Follman added. "With the demand of more customizing from the consumer and park owners (for rentals), we are using higher-end products such as solid-wood cabinets, solid-surface counter tops, wood flooring and more." □

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Aside from allowing customers to outfit them to maximize their outdoor lifestyle, Park Model RVs are available in a wealth of interior and exterior colors and decor (here and below).



park model manufacturers, some of whom are building luxurious units that appeal to the most discerning tastes. Essentially, if you can put an appliance or accessory in a luxury apartment, you can put it in a Park Model RV.

Even some family campground chains have locations that will sell or lease sites for privately owned park models, including Billings, Mont.-based Kampgrounds of America (KOA).

"Oftentimes our snowbirds find more of a sense of community in these park model parks than they had in the community they came from," said Terry Shade, vice president of company-owned properties for KOA, which allows consumers to place pri-

"We wanted to create a park model community that has not been done anywhere," said Reza Paydar, CEO of SunLand RV Resorts, noting that Silver Palms' new park model community is separate from the RV section of the resort.

Silver Palms is actually selling sites specifically for park model use.

Designed to be energy and environmentally efficient, the cottages at Silver Palms feature metal roofs and deep covered porches as well as Energy Star-certified appliances. The cottages also have upscale amenities, including quartz countertops and green friendly laminate flooring.

Rising demand for park models is also stimulating creativity and innovation among

vately owned park models at its campgrounds in St. Petersburg, Okeechobee, and Naples, Fla. and Stockton, Calif.

As one Elkhart, Ind.-based builder noted, "My take on it is, Park Model RVs are still the best bet for a quality getaway place for middle-income America. Maybe your wife and kids move there for the summer and you commute, or it's a place you spend summer weekends and holidays. This is a lifestyle that, previously, only the rich have been able to afford. How many people can afford a luxury \$350,000 condo? Compare that to how many people can afford a \$25,000 to \$80,000 Park Model RV.

"They're pretty awesome — and middle America can afford them." □

## >> Clayton Homes



Ever since Jim Clayton opened Clayton Homes' doors back in 1967, the company has concentrated on building affordable manufactured and modular homes, apartments, commercial buildings, military barracks and college dormitories. But there's a growing push to add to the company's (now 10% percent and growing) market for park models.

"We now have 35 Building Centers that comprise our 'Family of Brands,'" said Bruce Baldwin, special projects. "Two of those brands are Schult and Golden West, which produce our park model RVs. We are looking to expand into other markets — rentals, smaller units for KOAs and rental sleeping units."



Such expansion is reliant on the company's past success and, more importantly, its reputation. "Every relationship is built on trust, and we are committed to continued strength and stability for years to come," said Joe Voorhees, Clayton sales manager. "Every [Clayton] park model is built to exacting standards, with features that form a solid base," added Baldwin.

And with an eye toward the future, Clayton hopes its park models set the table for the entire industry. "We are staying on the leading edge of design, comfort and energy efficiency in our park models," said Voorhees. "Examples include innovative exteriors, charging stations, flat-screen entertainment centers and innovative storage techniques." □

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## >> Diamond Park Homes



Diamond Park Homes is committed to serving its clients with quality in every aspect of the building experience. The Texas-based builder believes that communication and honesty is key in any good business relationship — and, therefore, is why they are committed to listening to our clients before, during and after the building process.

Recognizing that the clients have chosen them — and new clients are referred to them by satisfied past clients — Diamond Park Homes is dedicated to working in an honest and impartial manner with each and every client. The company and its employees possess the essential experience, knowledge and ability to build with precision and pride to provide its customers with a home that was built to their specific wants and needs.

To that end, Diamond Park Homes invites you to enjoy its nationwide valued quality and attention to detail. As the company noted, "You will be provided with a superior and luxurious home enabling you to feel that you undoubtedly chose the right park model manufacturer. It is not just our product that is superior — it is our task force, customer service, and attention to every detail that has enabled our company to expand greatly and dominate the industry every single day in every aspect imaginable!" □



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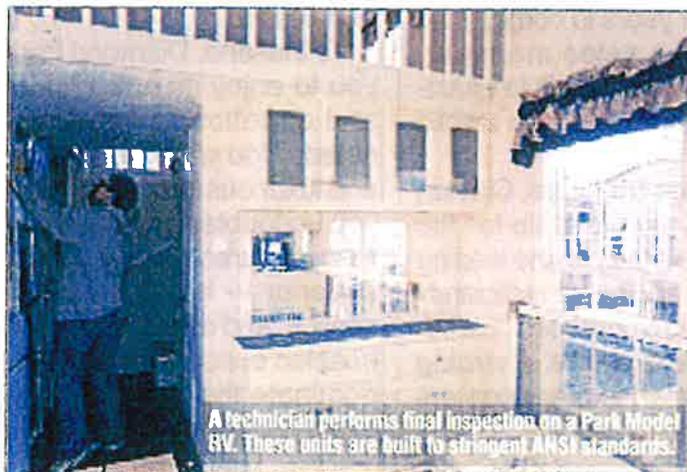
## A Look At — And In — Park Model RVs



Now that you're aware of the myriad ways a Park Model RV allows you to pursue your passions in an outdoor environment, let's spend a few minutes explaining what they are — and the benefits of ownership.

A Park Model RV may appear to be a kissing cousin to an upscale brick-and-mortar residence — but make no mistake about it, its DNA is, by definition, an RV. Built on a single chassis and mounted on permanently affixed axles and wheels (which are hidden with decorative siding once the model is placed on its intended site), they are not meant to be affixed to the property in any way and can be moved as needed. Nor, for that matter, are they intended as a permanent residence. Park Model RVs are the ultimate in seasonal camping.

Park Model RVs are limited in size to a 400-square-foot footprint (in set-up mode) for American markets — about the size of a luxury studio apartment. This is an important distinction. By remaining under the 400-square-foot threshold, Park Model RVs are not subject to regulations governing manufactured homes. Instead, the units shown on these pages — all manufactured by builders that are members of the Recreation Vehicle Industry Association (RVIA) — are designed and engineered to comply with ANSI A119.5 regulations along with the National Electrical Code



NFPA70 (see "Look for the Seal" at the end of this publication).

Once onsite, however, owners can "grow" their space dramatically with the addition of