



WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

WACO

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OUR MISSION

promote, usage, growth
and improvement of
private campgrounds in
the State of Wisconsin.



WHO WE ARE

WACO represents some of the largest and best-run campgrounds in Wisconsin, located in every region of the state.



**THINK OF US AS THE COLLECTIVE
VOICE OF OUR 215+ MEMBERS**





AN EXCELLENT RESOURCE FOR THE CAMPING INDUSTRY

WHAT WE DO

- Host annual trade show including a 4-day convention that boasts 192 suppliers and over 53 educational seminars, keeping our members informed of best business practices, campground code, marketing ideas, and community involvement.
- Conduct Fall workshops to tour parks & discuss best practices twice per year.
- Provide valuable information about campgrounds and the impact their business makes on their communities.
- Offer perspective on a wide variety of industry-specific topics like building codes, structural and engineering changes, seasonal camping, rental units (cabins, lodges, yurts, etc.), ponds, fire rings, and more.



**OUR GOAL IS TO ENSURE A
SAFE, POSITIVE VISITOR
EXPERIENCE FOR WISCONSIN
CAMPERS AND TOURISTS.**

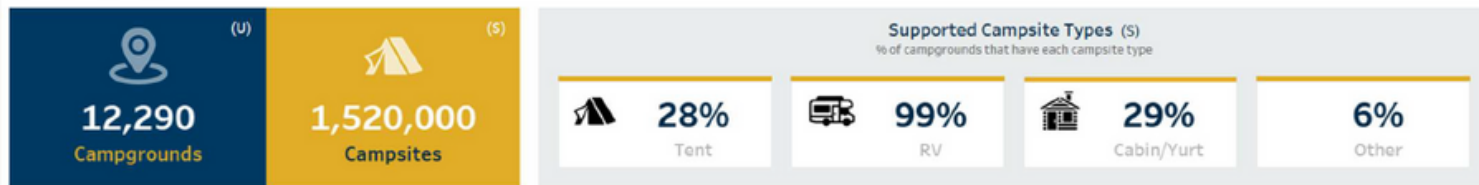
WHAT WE DO

- 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.
- We work hard to align ourselves with other associations to share ideas and information.
- We use this collaboration and information to educate our communities on what campgrounds provide their families.
- We grow tourism dollars, create employment opportunities, and contribute to four of the five sections of visitor spending in the state of WI.

BY THE NUMBERS

Private Campgrounds Overview

(U) = Universe, (S) = Sample n = 1,064



RVIA RECENT SURVEY SHOWS: CAMPGROUND SUPPLY DURING PEAK SEASON NEARING FULL CAPACITY

RVIA, in partnership with CHMGS made it possible to estimate the current supply and demand position of the campground industry based upon the industry segments defined in their 2021 Report. CHMGS combined the supply data from this report, camper nights demand data from the 2021 North American Campground Report and other relevant data sources to develop an estimated peak and off-peak occupancy profile for the campground industry.

Supply and Demand Analysis 2020	Peak Season (J,J,A) (2)	Annual (4)
Total Demand (1)	149,374,653	331,943,673
Supply (3)		
Public	55,845,288	143,862,318
Private	139,840,000	472,720,000
Total Supply	195,685,288	616,582,318
Campground Occupancy Estimates	76%	54%

Notes:

(1) Demand estimates developed through review of 2021 North American Camping Report for locations matching RVIA/CHMGS campground definition.

(2) Seasonality estimated by evaluating 2021 KOA Monthly Research November; Camping Households March through November 2021.

(3) Supply determined by RVIA/CHMGS Campground definition for inventory of sites. Days of operation developed through a review of ARVC 2020 Industry Trends & Insight Report on Private Sector Days Open and Public Data sources. Number of Sites from RVIA Study using "Average Sample" for private and "Actual" for public.

(4) Annual Supply represents an average number of sites available by day across the nation based upon four regions. This national occupancy profile does not reflect regional occupancies which may vary based upon regional supply and demand characteristics.

<https://www.rvia.org/reports-trends>

BY THE NUMBERS



WISCONSIN'S ANNUAL ECONOMIC IMPACT

\$3 Billion



\$1 Billion

RV Manufacturers & Suppliers



\$979 Million

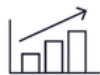
RV Sales & Services



\$1 Billion

RV Campgrounds & Travel

SUPPORTS



818

Businesses



16,226

Jobs



\$1 Billion

Wages



\$253 Million

Taxes Paid



13,236

RVs Shipped



\$463 Million

In Retail Value

RVINDUSTRY
ASSOCIATION

June 2022
rvsmoveamerica.org

BY THE NUMBERS



ANNUAL ECONOMIC IMPACT



\$74 Billion
RV Manufacturers & Suppliers



\$31 Billion
RV Sales & Services



\$36 Billion
RV Campgrounds & Travel

SUPPORTS



31,540
Businesses



678,114
Jobs



\$48 Billion
Wages



\$14 Billion
Taxes Paid



541,795
RVs Produced



\$463 Million
In Retail Value

65 MILLION AMERICANS PLAN ON GOING RVING IN THE NEXT YEAR



TOWABLE



MOTORIZED



BY THE NUMBERS

License category based on # of campsites	Number of *Licensed, Privately-Owned Campgrounds in 2017	Number of *Licensed, Privately-Owned Campgrounds in 2019	% Change	Estimated Total Sites in 2019
(1-25)	326	412	26%	10,300
(26-50)	195	271	39%	6,775
(51-100)	160	207	29%	5,175
(101-199)	109	140	28%	3,500
(200+)	67	86	28%	2,150
ALL	857	1,116	30%	27,900

Does not include State/Municipality run parks, or those without site categorization, which total 99 in 2019.

THE NUMBER OF CAMPGROUNDS IN WI INCREASED 30% FROM 2017-2019

- In 2021, camping accounted for 40% of all leisure trips taken with **more than half of travelers (53%) including camping** in some or all of their travel.
- **Higher-income earners are becoming campers.** Nearly 4-in-10 campers report a household income of \$100,000+, which is DOUBLE the percentage since 2019 (19%).
- **93.8 MILLION** Active Camper Households in the U.S. in 2021
- **56.9 MILLION** Number of Households who Camped at Least Once in 2021
- **9.1 MILLION** Number of First-Time Camper Households in 2021
- **Previously, most campers stayed within 50 miles from home. But IN 2020, MORE CAMPERS VENTURED 100 TO 150 MILES FROM HOME TO CAMP.**

SUPPORT THE BUSINESSES BRINGING VISITORS TO OUR STATE!

Source Cite: The Eighth Annual Survey of the General Population Conducted by Cairn Consulting Group | Sponsored by Kampgrounds of America, Inc.

THE IMPACT WE MAKE

WACO participated in the Campground Code Rewrite and is committed to educating our members on the importance of safety and changes to campground regulation.



**WACO MEMBERS ARE ACTIVE IN
THEIR COMMUNITIES.**



THE IMPACT WE MAKE



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 WACO Members, WACO Executive Director, and Gilbert himself 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 broader demographic, bringing new visitors to Wisconsin. Gilbert and friends visit 15 schools every year, bringing a message of respect and the value of getting along with our communities.

SUMMARY ECONOMIC IMPACTS Wisconsin Tourism (2021)



\$12.9B

Direct Visitor
Spending



\$20.9B

Total
Economic
Impact



169,700

Total
Jobs
Generated



\$1.4B

State & Local
Taxes
Generated

The direct visitor spending impact of \$12.9 billion generated a total economic impact (total business sales) of \$20.9 billion in Wisconsin in 2021 including indirect and induced impacts. This economic activity sustained 169,700 jobs and generated \$1.4 billion in state and local tax revenues in 2021.

WISCONSIN
— DEPARTMENT OF TOURISM —

<http://industry.travelwisconsin.com/research/economic-impact>

THE IMPACT WE MAKE

WISCONSIN TOURISM SURGES IN 2021

RECOVERY
CONTINUES

\$ 20.9 BILLION

TOTAL ECONOMIC IMPACT

2020 \$17.3 BILLION **+21%**

Tourism surged back in 2021, with double-digit growth in economic impact in each of Wisconsin's 72 counties. Travelers discovered the unexpected and had memory-making experiences with loved ones. Recovery is a total team effort with Wisconsin tourism partners all focused on promoting what makes Wisconsin great.

1 IN 21 JOBS SUSTAINED
BY TOURISM

169K+ FULL-TIME &
PART-TIME JOBS

2020 157K+

+7%

VISITOR TRIPS TO WI
102.3 MILLION

2020 90.7 MILLION

+13%

STATE & LOCAL TAXES
\$ 1.4 BILLION

2020 \$1.2 BILLION

+19%

FEDERAL TAXES
\$ 1.2 BILLION

2020 \$1 BILLION

+14%

**AMOUNT EACH WISCONSIN
HOUSEHOLD** would need to pay
to maintain the current level of
government services generated
by tourism spending.

\$ 580 2020 \$485

+20%

WISCONSIN
— DEPARTMENT OF TOURISM —

SOURCES
Tourism Economics
Longwoods International

THE IMPACT WE MAKE



\$12.9 BILLION

Total Visitor Spending in 2021



\$3.5B LODGING

Hotels, motels, private home rentals, second homes



\$3.4B FOOD & BEVERAGE

Full-service restaurants, fast food, convenience stores, bars, grocery stores



\$2.6B RETAIL

Souvenirs, general merchandise, malls, shopping centers



\$1.7B TRANSPORTATION

Taxis, buses, parking, public transportation, car rentals, gasoline



\$1.6B REC/ENTMT

Theaters, amusements, entertainment venues, recreation, personal services

Source: Tourism Economics

Note: Lodging spending is calculated as an industry. Spending also includes dollars spent on second homes. Transportation includes both air and local transportation.

Campgrounds in WI directly and indirectly impact the Visitor Spending in the State in Lodging, Food & Beverage, Entertainment/Recreation and Retail.

Lodging and Recreation showed the most growth in 2021 at 45.1% and 34.5%.

Wisconsin visitor spending and annual growth

Amounts in \$millions, 2021 % change, and % recovered relative to 2019

	2017	2018	2019	2020	2021	2021 Growth	% relative to 2019
Total visitor spending	\$12,694	\$13,319	\$13,668	\$9,804	\$12,856	31.1%	94.1%
Lodging*	\$3,441	\$3,583	\$3,683	\$2,407	\$3,491	45.1%	94.8%
Food & beverage	\$3,310	\$3,427	\$3,549	\$2,622	\$3,407	29.9%	96.0%
Retail	\$2,511	\$2,634	\$2,690	\$2,222	\$2,647	19.1%	98.4%
Rec/Entertainment	\$1,718	\$1,862	\$1,948	\$1,221	\$1,642	34.5%	84.3%
Transportation**	\$1,714	\$1,812	\$1,798	\$1,331	\$1,669	25.4%	92.8%

Source: Tourism Economics

THE IMPACT WE MAKE

ECONOMIC IMPACTS IN CONTEXT



\$12.9B VISITOR SPENDING

The \$12.9 billion in visitor spending is TEN times the amount spent on the I-39/I-90 expansion project OR the estimated costs of the I-41 expansion project in Brown County.



\$5.8B LABOR INCOME

The \$5.8 billion in total income generated is double the income paid out by the Real Estate industry in Wisconsin.



169,700 JOBS

The total number of jobs sustained by tourism, including indirect and induced benefits, accounts for 4.7% of all jobs in Wisconsin, enough to fill the UW Madison Kohl Center TEN times over.



\$1.4B STATE & LOCAL TAXES

Each household in Wisconsin would need to be taxed an additional \$580 to replace the visitor taxes received by the state and local governments in 2021.

Lodging industry sales tax collections grew 64% in 2021 after being cut nearly in half in 2020. Collections in the industry have recovered to 84% of 2019 levels.

Restaurant sales have nearly fully recovered with sales tax collections up 29% in 2021 and at 98% of prepandemic levels, by \$380 million.

**MANY
CAMPGROUNDS
INCLUDE
RESTAURANTS AND
MOST PROVIDE
RENTAL
UNITS/LODGING.**

Campgrounds employ thousands of people, offering opportunities for students and seasonal work.

Many of the children who work at campgrounds stay in the state and run their own business.

Campgrounds around Wisconsin pay millions of dollars in property, sales, and other taxes. We're proud to support town government.



LORI SEVERSON
Owner & President



TINA SEVERSON
Chief Operating Officer



CARLA BROWN
Vice President
Regional Shows



DANIELLE TODD
Director of
Marketing & Events



CARRIE GEARY
Director of Brand
Management

WACO is managed by Severson & Associates.

Severson & Associates began in 1997 as a training and consulting company focusing on personality style of employees, increasing stability with staff training, strategic planning, and improving a company as a whole to be more efficient. In 2000, the company added in the component of association management after seeing the need with the state campground associations.

Severson & Associates has grown to include promotional merchandise services, marketing and public relations, convention and travel planning, social media management, and non-profit growth. The company has worked with over 12 other state campground associations, several small and large-scale campgrounds, 45+ NFL players, established numerous client rebrands, planned and managed 1,000+ people events, and so much more!

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