



# **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.**

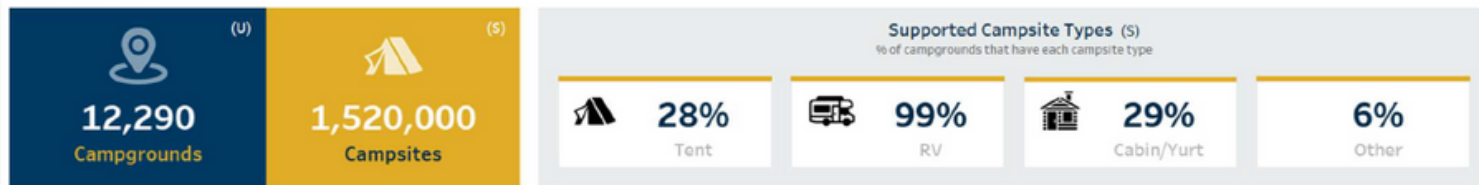
## **WHAT WE DO**

- 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

**RV**INDUSTRY  
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 (2022)

### TOTAL ECONOMIC IMPACT



**\$23.7B**

Total  
Economic  
Impact



**174,600**

Total  
Jobs  
Generated



**\$1.5B**

State & Local  
Taxes  
Generated

## VISITS & VISITOR SPENDING



**111.1 MILLION**

Visits to Wisconsin in 2022



**\$14.9B**

Direct Visitor Spending

The direct visitor spending impact of \$14.9 billion generated a total economic impact (total business sales) of \$23.7 billion in Wisconsin in 2022 including indirect and induced impacts. This economic activity sustained 174,600 jobs and generated \$1.5 billion in state and local tax revenues in 2022.

**WISCONSIN**  
— DEPARTMENT OF TOURISM —

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

# THE IMPACT WE MAKE

## WISCONSIN TOURISM'S RECORD-BREAKING 2022

**\$ 23.7 BILLION**

**TOTAL ECONOMIC IMPACT**

2021 ..... \$20.9 BILLION **+13%**

Wisconsin tourism's record-breaking economic impact in 2022 surpassed the previous record of \$22.2 billion set in 2019. The highest-ever overnight visitation helped fuel the growth. Additionally, all 72 counties showed an increase in total economic impact year-over-year, proving that every corner of the state helps position Wisconsin as a premier travel destination and the perfect place to make travel memories.

**1 IN 21**

**JOBS SUSTAINED  
BY TOURISM**

**174K+**

2021 ..... 169K+

**FULL-TIME &  
PART-TIME JOBS**

**+2.9%**

### VISITS TO WI

**111.1 MILLION**

2021 ..... 102.3 MILLION

**+8.7%**

### STATE & LOCAL TAXES

**\$ 1.5 BILLION**

2021 ..... \$1.4 BILLION

**+9.2%**

### FEDERAL TAXES

**\$ 1.3 BILLION**

2021 ..... \$1.2 BILLION

**+10.1%**

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

**\$ 620** 2021 ..... \$580

**+6.3%**

**WISCONSIN**  
— DEPARTMENT OF TOURISM —

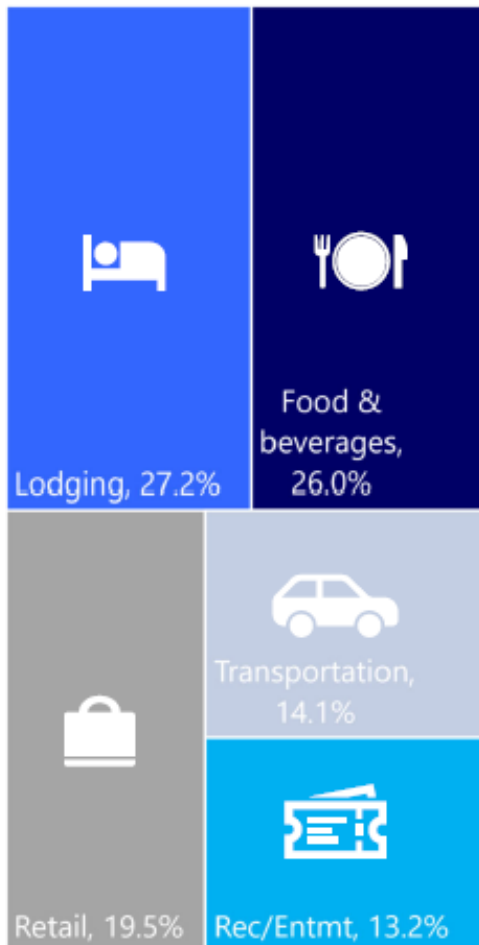
**SOURCES**  
Tourism Economics  
Longwoods International

# THE IMPACT WE MAKE

**\$14.9 BILLION**



Total Visitor Spending in 2022



Source: Tourism Economics

Note: Lodging spending is calculated as an industry. Spending also includes dollars spent on second homes. Transport 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.

Recreation & Lodging showed the most growth in 2022 at 19.9% & 16.1%.

## Wisconsin visitor spending and annual growth

Amounts in \$ millions, 2022 % change, and % recovered relative to 2019

	2018	2019	2020	2021	2022	2022 Growth	% relative to 2019
<b>Total visitor spending</b>	<b>\$13,319</b>	<b>\$13,668</b>	<b>\$9,804</b>	<b>\$12,856</b>	<b>\$14,880</b>	<b>15.7%</b>	<b>108.9%</b>
Lodging*	\$3,583	\$3,683	\$2,407	\$3,491	\$4,054	16.1%	110.1%
Food & beverage	\$3,427	\$3,549	\$2,622	\$3,407	\$3,871	13.6%	109.1%
Retail	\$2,634	\$2,690	\$2,222	\$2,647	\$2,894	9.3%	107.6%
Rec/Entertainment	\$1,862	\$1,948	\$1,221	\$1,642	\$1,969	19.9%	101.1%
Transportation**	\$1,812	\$1,798	\$1,331	\$1,669	\$2,091	25.3%	116.3%

Source: Longwoods Int'l; Tourism Economics

\* Lodging includes second home spending

\*\* Transportation includes both ground and air transportation

# THE IMPACT WE MAKE



## **\$23.7B ECONOMIC IMPACT**

The nearly \$24 billion in visitor spending is equal to the amount American's spend to celebrate Easter.



## **\$2B VISITOR SPENDING INCREASE**

The \$2 billion increase in visitor spending would buy nearly 267 million Curderburgers, or 45 Curderburgers for each resident of Wisconsin.



## **174,600 TOTAL JOBS**

The total number of jobs sustained by tourism would employ every resident of Kenosha and Appleton, the 4th and 6th largest cities in Wisconsin.



## **\$1.5B STATE & LOCAL TAXES**

Each household in Wisconsin would need to be taxed an additional \$620 to replace the visitor taxes received by the state and local governments in 2022.

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.

### **Fiscal (tax) impacts**

Amounts in \$ millions

	2018	2019	2020	2021	2022	2022 Growth	% relative to 2019
<b>Total Tax Revenues</b>	<b>\$2,830.0</b>	<b>\$2,905.8</b>	<b>\$2,268.5</b>	<b>\$2,601.2</b>	<b>\$2,851.6</b>	<b>9.6%</b>	<b>98.1%</b>
<b>Federal Taxes</b>	<b>\$1,243.7</b>	<b>\$1,288.9</b>	<b>\$1,064.3</b>	<b>\$1,212.9</b>	<b>\$1,335.5</b>	<b>10.1%</b>	<b>103.6%</b>
Personal Income	\$283.8	\$295.2	\$271.1	\$330.1	\$382.3	15.8%	129.5%
Corporate	\$117.5	\$120.2	\$88.9	\$100.0	\$113.5	13.4%	94.4%
Indirect Business	\$150.5	\$154.0	\$108.4	\$115.5	\$124.7	8.0%	81.0%
Social Insurance	\$691.8	\$719.5	\$595.9	\$667.3	\$715.0	7.1%	99.4%
<b>State and Local Taxes</b>	<b>\$1,586.3</b>	<b>\$1,616.9</b>	<b>\$1,204.2</b>	<b>\$1,388.2</b>	<b>\$1,516.1</b>	<b>9.2%</b>	<b>93.8%</b>
Sales	\$584.9	\$594.6	\$420.6	\$475.9	\$526.7	10.7%	88.6%
Bed Tax	\$115.6	\$120.8	\$106.9	\$118.6	\$150.6	26.9%	124.6%
Personal Income	\$136.1	\$141.5	\$114.6	\$147.8	\$160.8	8.8%	113.6%
Corporate	\$163.9	\$168.9	\$79.9	\$82.0	\$88.5	8.0%	52.4%
Social Insurance	\$12.8	\$13.3	\$8.7	\$7.5	\$7.6	1.6%	56.9%
Excise and Fees	\$141.1	\$144.5	\$56.3	\$63.2	\$69.2	9.6%	47.9%
Property	\$432.0	\$433.3	\$417.1	\$493.4	\$512.6	3.9%	118.3%

Source: Tourism Economics

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

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



**LORI SEVERSON**  
Owner & President



**TINA SEVERSON**  
Chief Operating Officer



**CARLA BROWN**  
Vice President  
Regional Shows



**DANIELLE TODD**  
Director of  
Marketing & Events

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!

**WACO**

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