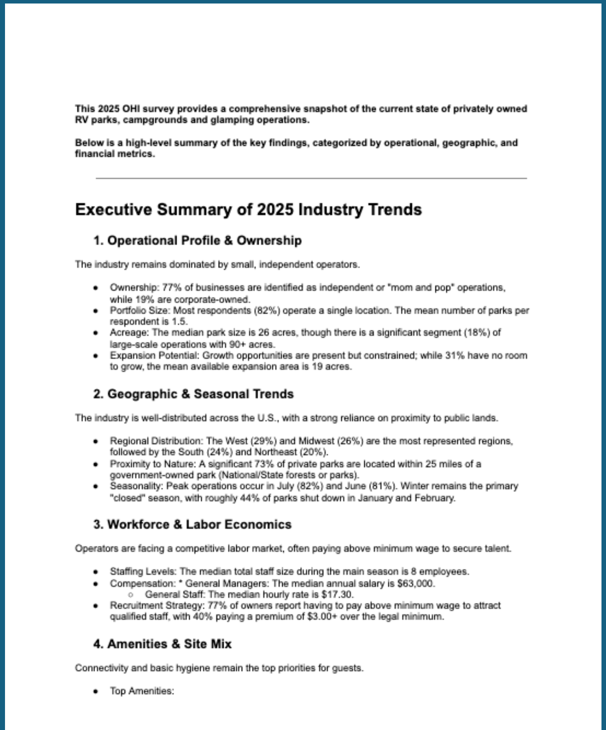
Integrated communications: Industry trend report

Raw data > Executive Summary > Ebook



This 2025 OHI survey provides a comprehensive snapshot of the current state of privately owned RV parks, campgrounds and glamping operations.

Below is a high-level summary of the key findings, categorized by operational, geographic, and financial metrics.

Executive Summary of 2025 Industry Trends

1. Operational Profile & Ownership

The industry remains dominated by small, independent operators.

- Ownership: 77% of businesses are identified as independent or "mom and pop" operations, while 19% are corporate-owned.
- Portfolio Size: Most respondents (82%) operate a single location. The mean number of parks per respondent is 1.5.
- Acreage: The median park size is 26 acres, though there is a significant segment (18%) of large-scale operations with 90+ acres.
- Expansion Potential: Growth opportunities are present but constrained; while 31% have no room to grow, the mean available expansion area is 19 acres.

2. Geographic & Seasonal Trends

The industry is well-distributed across the U.S., with a strong reliance on proximity to public lands.

- Regional Distribution: The West (29%) and Midwest (26%) are the most represented regions, followed by the South (24%) and Northeast (20%).
- Proximity to Nature: A significant 73% of private parks are located within 25 miles of a government-owned park (National/State forests or parks).
- Seasonality: Peak operations occur in July (82%) and June (81%). Winter remains the primary "closed" season, with roughly 44% of parks shut down in January and February.

3. Workforce & Labor Economics

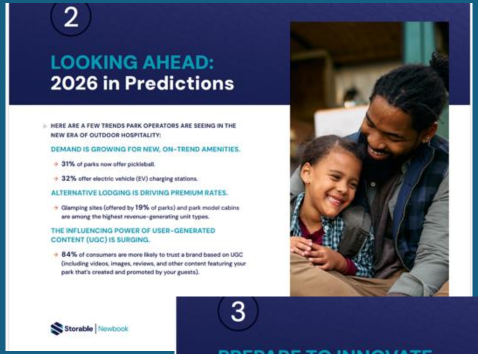
Operators are facing a competitive labor market, often paying above minimum wage to secure talent.

- Staffing Levels: The median total staff size during the main season is 8 employees.
- Compensation: * General Managers: The median annual salary is $63,000.
    - General Staff: The median hourly rate is $17.30.
- Recruitment Strategy: 77% of owners report having to pay above minimum wage to attract qualified staff, with 40% paying a premium of $3.00+ over the legal minimum.

4. Amenities & Site Mix

Connectivity and basic hygiene remain the top priorities for guests.

- Top Amenities:



2

LOOKING AHEAD:
2026 in Predictions

HERE ARE A FEW TRENDS PARK OPERATORS ARE SEEING IN THE NEW ERA OF OUTDOOR HOSPITALITY:

DEMAND IS GROWING FOR NEW, ON-TREND AMENITIES.

- 31% of parks now offer pickleball.
- 32% offer electric vehicle (EV) charging stations.

ALTERNATIVE LODGING IS DRIVING PREMIUM RATES.

- Glamping sites (offered by 19% of parks) and park model cabins are among the highest revenue-generating unit types.

THE INFLUENCING POWER OF USER-GENERATED CONTENT (UGC) IS SURGING.

- 84% of consumers are more likely to trust a brand based on UGC (including videos, images, reviews, and other content featuring your park that's created and promoted by your guests).

Storable | Newbook

3

PREPARE TO INNOVATE
(With Tech ... and Without It)

What's the key to successfully scaling your business into the future? Keep your eyes on the prize: creating the ultimate guest experience. Today's camper is there to make memories, not just sleep for a night or two, and they want a seamless experience from booking to checkout.

It's time to get creative. Innovation–both technological and good old "thinking outside the box"–is necessary to move beyond simple occupancy growth to strategic RevPAS (Revenue Per Available Site) optimization.

STEP ONE: KNOW YOUR BUSINESS.

- Review your occupancy rates and revenue.
- Prioritize RevPAS: Remember, maximizing the value of each booking is more critical than just maxing out the number of bookings.
- Benchmark your average daily rate (ADR) against industry rate data for competitive positioning.
- Analyze critical reservation trends, such as Length of Stay and Lead Time (how far in advance guests book) to optimize inventory.
- Identify which guest profiles and site types (e.g., glamping vs. RV) are driving growth to help decide where you prioritize your marketing dollars.

Storable | Newbook

Integrated communications: Industry trend report

Ebook paid advertising & social media promotion