CAMPGROUND & RV PARK E-news

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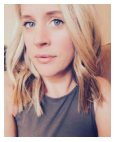
Campground News, your **FREE** weekly online magazine ISSUE **613** | **April 9th**, 2021



Summer vacation rentals already at a premium

IF you've thought about booking a summer vacation rental, it already might be too late.

Across the country, a pent-up demand for travel combined with a loosening of restrictions and more and more people being vaccinated has manifested itself in a massive amount of reservations at motels, hotels, resorts and home and condo rentals.

It's a huge boon to an industry that, at one point last year in the midst of the coronavirus pandemic, saw occupancy rates drop to 41.6 percent nationwide – the lowest it's been since The Great Depression of the 1930s.

Now? The New York Times noted that domestic reservations on the booking website Hopper were up 58 percent in March of this year compared to March of 2019.

Mark D'Ambrogi, a vacation rental realtor for Crowley Real Estate in Delaware Beach, told FOX5 Washington D.C. that his available bookings are already at 90 percent capacity for the popular summer months.

"I think people are just eager to get back to normal, take a vacation, and be with their loved ones which is pretty obvious based on the amount of rentals we're doing," said D'Ambrogi.

D'Ambrogi believes vacation rentals are so becoming even more attractive these days because it provides a private, safe space to be secluded with loved ones.

"We still have the policies and protocols in place, but you can be normal, enjoy your time with family – you don't have to worry about strangers because you'll be with your family the whole time," he said.

Another popular eastern seaboard vacation destination, Virginia Beach, is seeing a 25 percent increase in hotel and short-term vacation rental bookings over the same time last year.

"Thirty miles of publically owned and public access beach that will allow people to spread out and be safe. Also, lots of waterways. We have state parks here," said Virginia Beach Deputy City Manager Taylor Adams, said.

Full Article: https://bit.ly/3wDJiuX

Jellystone top recession-proof franchise

CINCINNATI, OH – Yogi Bear's Jellystone *Park Camp-Resorts was recently named a Top Recession-Proof Franchise by Franchise Business Review. This honor is the latest in a string of accolades the brand has received this year including being named a Top Franchise overall by both Franchise Business Review and Entrepreneur magazine and being named a Top Franchise for Women by Franchise Business Review.*

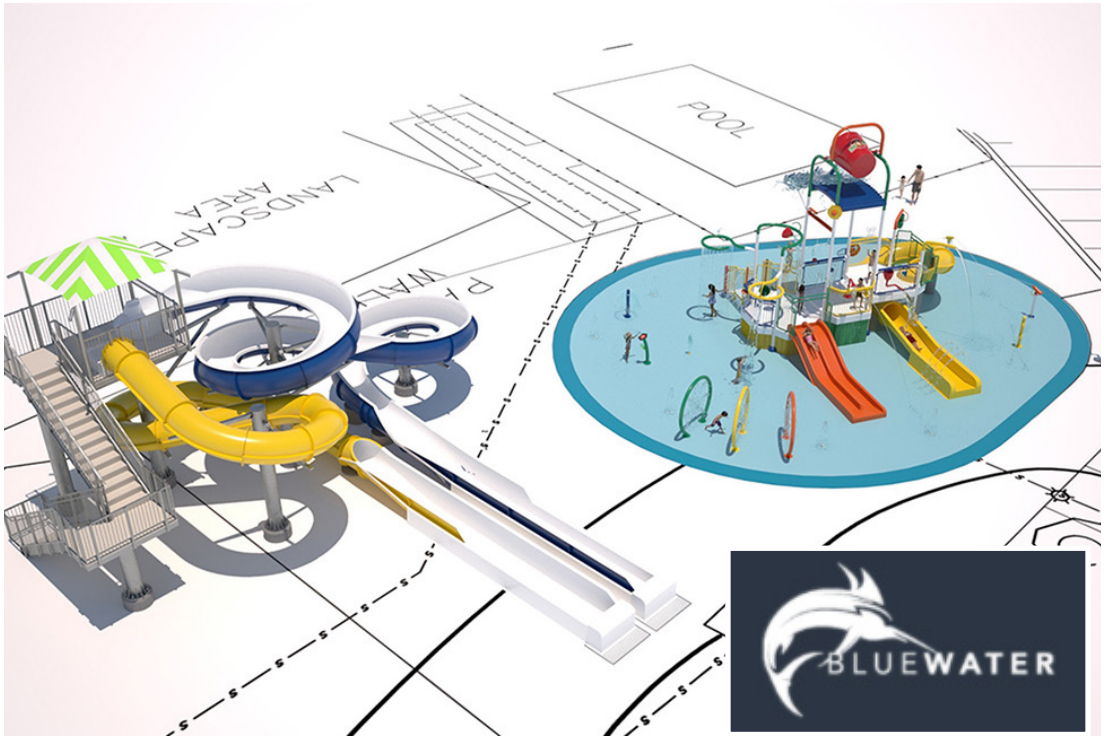
More than 31,000 franchisees representing nearly 300 franchise brands participated in Franchise Business Review's recent franchisee satisfaction survey.

"Franchisee satisfaction is one of the most important factors to consider before investing in any franchise opportunity," said Eric Stites, CEO of Franchise Business Review. "For people seeking to be their own boss, the recession-proof businesses we identified not only have outstanding satisfaction among their owners, but we feel they hold a strong advantage to outperform their competitors in the years ahead."

"We're thrilled to receive another honor which reflects the continual sales growth the Jellystone Park brand has seen in both strong and weak economic conditions," says Jim Westover, Vice President of Product Development and Sales. "Despite the onset of the pandemic, the Jellystone Park franchise system capped 14 years of consecutive growth by setting a new all-time sales record in 2020."

Source: Press Release

Blue Water Development has acquired the Delaware Beaches Jellystone Park



LINCOLN, Delaware — Blue Water Development has acquired the Delaware Beaches Jellystone Park Camp-Resort and is racing to complete major new attractions, including two water slides and a splash pad, in time for Memorial Day weekend.

"We are very excited to add the Delaware Beaches Jellystone Park to our growing portfolio of parks," said Blue Water CEO Todd Burbage, CEO, whose Ocean City, Maryland-based company develops and manages campgrounds, hotels and attractions from Maine to Florida.

"Jellystone Park is a family brand that, just like Blue Water, focuses on delivering the best experience possible to each guest, each and every time. We're excited to build on the legacy of the park's previous owners and elevate the resort with new attractions, activities and a unique service culture that will help guests create priceless memories that last a lifetime," Burbage said.

Blue Water is investing millions of dollars in improvements at the Delaware Beaches Jellystone Park location and hopes to complete installation of a 2,844-square-foot splash pad and two water slides that are nearly 16-feet-tall and 120- and 140-feet long in time for Memorial Day weekend. The company is also improving many of the park's RV sites, upgrading its Wi-Fi system, expanding the camp store, renovating the park's arcade with new games, and installing new playground equipment. New golf cart rentals will also be available at the park, which complements the location's RV sites with tent sites and rental cabins.

Jellystone Park locations are famous for their attractions, organized family activities, and theme weekends with plentiful interactions with Yogi Bear, Boo Boo, Cindy Bear, and Ranger Smith. Minutes to Dewey and Rehoboth Beach, Delaware Beaches Jellystone Park showcases a full season of themed weekends from Easter through Halloween, including Sprinkle Mom with Love Weekend, Holly Jolly Christmas in July and multiple Halloween Spooktacular Weekends.

Nearby attractions to the Delaware Beaches Jellystone Park location include the Rehoboth Boardwalk, Cape May Lewes Ferry, Cape Henlopen State Park, Prime Hook National Wildlife Refuge, and tax-free shopping at Tanger Outlet Center. To support the local community, the park will provide a complimentary shuttle to local shops and regional attractions. For more information about the Jellystone Park in Lincoln, Del., please visit https://bit.ly/3s2hDAh

ABOUT BLUE WATER DEVELOPMENT

Founded by Jack and Todd Burbage in 2002, Blue Water specializes in developing and managing campgrounds, hotel, and attractions. Blue Water's integrated approach to marketing, revenue management, and operations has quickly established it as a hospitality industry leader. With two dozen resort-area properties in East Coast states from Maine to Florida, the Blue Water family is committed to creating elite assets, delivering exceptional guest experiences, and enhancing the communities we serve. To learn more, visit www.BWDC.com.

Source: Press Release

Lessons from a year without trade shows

RIGHT now, in a typical year, we'd be gearing up for another Outdoor Retailer trade show: whirlwind days spent reconnecting with industry pals and our favorite brands. There would be parties and press events, hugs and high fives. But the past 12 months have been a lot of things. Typical isn't one of them.

This year, we've all had to make changes. And amid the pivoting, we've learned a few things—about how we do business, and how we relate to one another.

LESSON 1: EMBRACE NEW TECH, FAST

"The pandemic has taught us, if nothing else, how to adapt," says GearJunkie reporter Mary Murphy. "Our industry is going to rely a lot more on the technologies that let us connect, look at products, talk to athletes, and interview people virtually."

That's been the case for Thule, which chose to look at the need for new technologies as an opportunity, not a chore.

In March, when the summer trade show schedule started to look tenuous, the roof rack gurus were quick to adopt an interactive, 360-degree video platform. The self-directed, virtual walk-through lets retailers and journalists explore a staged warehouse full of elaborate product displays. The platform has seen 2,524 unique visitors from more than 160 companies to date. "A big thing for me as a buyer is getting to really experience a product firsthand," says Nathan Grothe, category merchandise manager for REI. What Thule did by creating a rich virtual environment is the next best thing.

Chris Ritchie, Thule's PR and communications manager, sees his company's fast adoption of the new tech as a win-win: Since virtual tours offer no real space constraints, they let Thule show off far more products than it could in a booth, and the viewers can learn at their leisure and return any time.

LESSON 2: LEAN ON YOUR NETWORK

Meghan Highland, buying coordinator of casual and outdoor apparel for Western

retail chain Jax Mercantile Co., says the helpfulness and camaraderie that have characterized this year have taught her how to lean on her industry network. This season—her first in the apparel buyer role—she's had to rely heavily on her reps for advice. That includes recommendations on product aesthetics, especially color-ways, and how to coordinate items on store display racks.

"I'm really trusting my reps a lot and asking for their support, whereas in a normal buying season, I might not be in that same position," she says.

That "lean on me" mindset has also been helpful when

muddling through new Covid-19 rules and regulations. Darby Communications was able to compare notes with fellow Southeast-based public relations firm Groundswell PR during the initial transition back to in-person office work. The two agencies also knocked around ways to plan effective virtual media events. "We had an ally," says Angie Robinson, Darby's vice president. "It was nice to be able to bounce ideas off someone who's in the same boat as you."

LESSON 3: APPRECIATE QUALITY OVER QUANTITY

Many PR firms have hosted smaller press events to comply with social distancing best practices, and Murphy of GearJunkie says she's appreciated the close-knit vibe.

The agencies have noticed the difference, too. This summer, Big Fish Collective invited three writers (a much smaller-than-usual group) to a socially distanced, on-water event for Mustang Survival. "It was like we were having a one-on-one at a trade show, but we were also able to test the product and have some more intimate time," says Big Fish's Brooke Fifield. "In the future, we'll keep in mind that smaller events are something journalists are asking for."

KEEN Footwear has also followed that "bigger isn't necessarily better" mantra and reined in its 2021 line. Erik Burbank, chief brand officer, notes that with fewer SKUs, they've been able to zero in on their consumer.

"We asked, 'What are our fans doing?' 'What problems are we trying to solve for them?'" Burbank explains. "This has been an opportunity to be more focused than we would have been."

LESSON 4: FORGET OLD RIVALRIES

In a move uncommon among competitive PR firms, California-based OutsidePR and ECHOS Brand Communications joined up in April to create a two-day virtual brand showcase, dubbed the REVEAL Global Media Conference. The two firms managed to rally 46 brands, including some outside of their portfolios, which presented to the 212 journalists who attended the conference. Later in the summer, PR firms Momentum and Akimbo founded a similar partnership for their Virtual Showroom series.

The benefits of collaborative events extend beyond the media attendees: Jennifer Kriske, founder of women's cycling brand Machines for Freedom, says REVEAL helped level the playing field between major industry players and boutique brands like hers. "With my limited budget, I wouldn't be able to

get that kind of concentrated attention in a real-life trade show," she says. "This is a really efficient way to get our brand in front of an audience."

LESSON 5: RETHINK THE BUDGET

Uncertainty has been a mainstay of the pandemic, especially in terms of budgeting. NEMO Equipment reacted quickly back in March, revising its operating model, slashing expenses, and making sure it was putting its money where its values were. "We decided to base our sales target on what it would take to retain our people and not have to furlough or lay off," says CEO and founder Cam Brensinger. The one area they didn't touch: research and development. "We saw a big competitive advantage in being a brand that never took its foot off the gas on new product development."

Of course, brands with a line item for trade shows suddenly had some extra cash. Emergency kit manufacturer Uncharted Supply used it to beef up its marketing and advertising spending. After seeing search frequency for terms like "emergency kit" and "air mask" skyrocket, the small brand invested in search engine optimization and online ads, something it might not have been able to do at the same scale in a trade show year. It was successful, too: "At times, a dollar spent would return nearly $100 in sales," says owner Christian Schauf.

LESSON 6: GRUMBLE LESS, ENJOY THE LONG DAYS MORE

There's no escaping it: Trade shows are just as exhausting as they are exciting. "The long, consecutive days would wear us down, and we'd think, 'Oh, we have to go do this,'" recalls Highland of Jax Mercantile Co. "But now that Outdoor Retailer is gone, I really miss those long days full of meetings and in-person interactions."

Full Article: https://bit.ly/2PKbMm6

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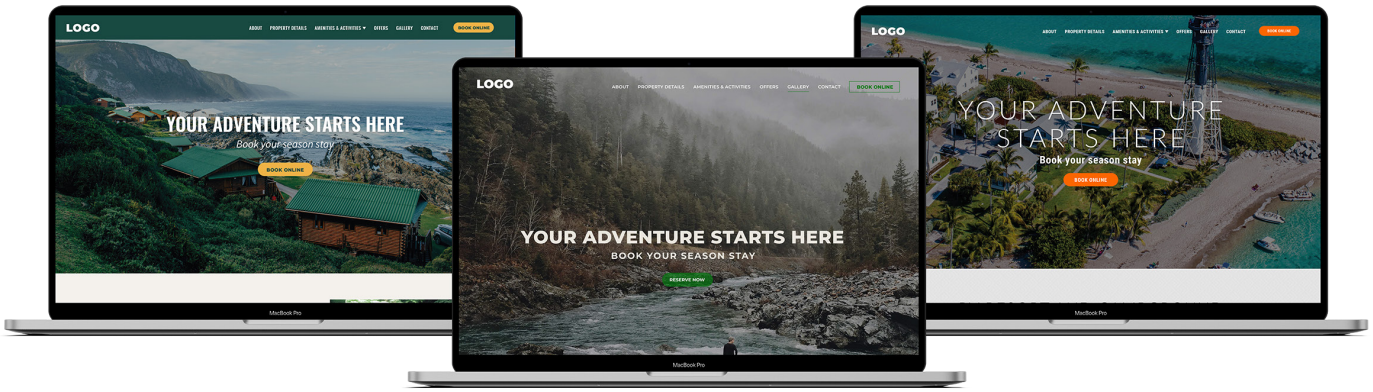
RMS launches web builder as outdoor hospitality seeks to leverage record growth



SAN DIEGO, CA- RMS North America, a leading provider of property management systems to the hospitality industry, announced the launch of RMS Web today. For those campgrounds and RV parks looking to capitalize on the spike in local, outdoor, remote destination travel – RMS Web is a website development service that is available to all hospitality businesses looking to grow their brand and online presence.

The surge in RV and Campground travel is continuing into 2021, with reservations during the first 3 months of the year showing a 138% increase from 2019. Recognizing that more consumers are using the internet to research accommodations and may judge a brand's credibility based on website design, the need for businesses to update their sites is more critical than ever. Another shift taking place is the move away from a social media only presence where some businesses have relied heavily on Facebook and Instagram in lieu of a website. In light of the constant flow of algorithm changes, rule shifts, and the unpredictability of consumers moving their allegiance from one platform to another, the website is regaining its digital significance.

RMS SIMPLIFIES THE WEB PRESENCE

RMS Web integrates with RMS's cloud-based property management system or can act as a stand-alone site and features professionally-designed websites with reservation integration. Customized to individual customer needs and led by its specialized team of marketing experts, RMS Web is designed to increase search engine ranking, website traffic, and bookings and revenue for campgrounds, hotels, lodges, and inns.

"With the likelihood of travel increasing considerably by the end of 2021, the need for our clients to have access to cost-effective solutions that will directly impact their bottom lines is more critical than ever," noted Matthew Galbraith, Director of Operations at RMS. "Across the outdoor hospitality industry, our clients are facing increased demand at a time when their customers are demanding enhanced online experiences. By integrating custom website solutions with our current property management and reservation technology, we are bringing easy-to-maintain interfaces to our customers that will, in turn, enhance their customer's booking experience."

REACH NEW CUSTOMERS

While primarily an outdoor opportunity in 2020, both industry segments have a chance to capture the new remote workforce that experts predict will hold for some time. Per a recent American Express Global Travel Trends Report, 54% of consumers say that the freedom and flexibility of being able to work while they travel or vacation is appealing. These behavior shifts may also offer opportunities for changing demographics; that's where an updated or new website design, content, and imagery can better reflect a property's expanded customer base.

RMS Web is available beginning April 6.
For more information, visit https://bit.ly/3fRQ6z3 or call 858-617-8959.

Source: Press Release

Northern campgrounds hoping for Canadian guests

AS summer approaches and the U.S.-Canada border remains closed, some city campground managers in North Dakota and Minnesota are concerned about potential lost revenue for a second straight year.

The border between the United States and Canada closed, by mutual agreement of then-President Donald Trump and Prime Minister Justin Trudeau, on March 20, 2020, to mitigate the spread of COVID-19. Since then, Trudeau has extended the border closure on a month-by-month basis. The latest target date is April 21.

But many people, including city campground managers, are dubious about whether that will happen because Trudeau appears to still be concerned about COVID-19, saying in a March 18 comment on Twitter that "We'll continue to do whatever is necessary to keep you and your loved ones safe."

Over the past few decades, campgrounds in the region's towns and cities, including Grafton and the Minnesota cities of Warren and Lancaster, have become popular places for Canadians to stay for the summer. They use the campgrounds as a base

while they go shopping, see local entertainment and participate in outdoor activities, such as golf.

The lost revenue from the campground fees and from the money the campers spend while staying in the cities is a financial hit.

In Lancaster, Minn. — located just south of the border in northwest Minnesota — at least 90% of the town's 12 long-term camping spots typically are filled with Canadians, said Carol Johnson, Lancaster city clerk-treasurer. In 2020, the Lancaster City Council didn't charge the campers for the long-term spots because there weren't others seeking to fill them.

In 2020, the city collected only $654, which was revenue from campers who stayed in some of the additional 13 short-term spots. The amount was less than 5% of the $15,470 it collected in 2019 when the border was open.

Whether that will be the case this year depends on whether Trudeau will add more extensions to the border closure.

"If the border doesn't open, we will have the same exact problem," Johnson said.

Farther south, in Warren, Minn., the revenue loss from the lack of Canadian campers also is significant, said Brent McMillan, city operations manager. About 60% of Warren's 40 seasonal sites

are reserved by Canadian campers, some of whom have returned there each summer for decades.

"Campground income was down 42% in 2020 versus 2019," McMillan said. "There was roughly a $30,000 drop in revenue from 2019 to 2020."

The money is used to fund Warren parks and recreation programs and for other parks and recreation department expenses.

Meanwhile, there's a trickle-down effect from the revenue loss because the city's Riverside Golf Course loses memberships, the municipal swimming pool sells fewer passes and there's less business at grocery stores, gas stations and liquor stores.

A few of the Canadians who annually reserve camping spots have contacted the city to say they are canceling their summer reservations, while others are waiting to see if the border opens, McMillan said. He hopes a decision will be made one way or another so he can plan.

"It's been a year now and they keep moving it, one month at a time, which is bad. If we knew they wouldn't be coming back, we could potentially rent those out," McMillan said.

In North Dakota, the uncertainty has prompted Grafton Parks and Recreation to advertise its camping sites for the first time since it opened about a decade ago, said Bill Dahl, Grafton Parks and Recreation director.

Last year, construction and pipeline workers filled the sites the Canadians didn't use, but that won't be the case this year, so the city is ramping up an advertising campaign and working with businesses that sell recreational vehicles to promote the Grafton campground.

"We've never had to market our campground before. This year we started marketing," he said

Over the years, 24 sites — or one-third of the city's 72 campground sites — have been reserved by Canadian visitors who stay the entire summer, Dahl said. On summer weekends, the city typically rents another 15 to 20 sites or cabins to friends and family members of the summer-long campers, he said.

All told, about 60% of the summer reservations are from Canadians, he said.

The city will continue to hold the sites for the Canadian campers who have long-term reservations, but rent them out for short periods, such as a week or a weekend, until there's a decision about the border reopening, Dahl said. If the border does reopen, he's confident the Canadians who have reserved the sites will return to Grafton.

"They keep saying 'As soon as the border opens, we're coming down,'" he said.

Source: https://bit.ly/3cWWXFB

Care Camps fundraising training sessions

AS we gear up for the kickoff to peak camping season, Care Camps is hosting 3 quick campground fundraising training sessions next week for EVERY CAMPGROUND owner, manager, and their teams to make it easier than ever to do a fundraiser for the kids camping charity that helps children with cancer experience the healing power of the outdoors in every one of our communities.

These training sessions can save you hours of planning and execution time by providing the 4 easiest campground fundraising ideas, including insider "tips and tricks" for maximizing the money your campground can raise with minimal work! (They will even teach you how to get OTHER people to do your fundraisers FOR YOU!)

In addition, Care Camps will also share some of the newest, creative fundraising ideas and allow you to ask questions and give feedback on what else is needed to make your fundraising easier than ever.

Choose from 3 training times this coming Monday, Tuesday, and Wednesday, April 12th - 14th and get everything you need to do an easy, successful fundraiser.

Please sign up for one of these quick 45-minute training sessions. Your campground's participation is essential to keeping these Care Camps alive for our kids!

To view and register for one of the 3 sessions visit: https://bit.ly/2PMSjRM

For questions or more information, reach out to Jennifer Mercer at 406-671-0447 or email her at jmercer@carecamps.org.

Source: Press Release

NewBook secures major investment to accelerate market growth

POWERHOUSE Campground Management Suite, NewBook, has secured a major investment from Potentia Capital, a leading technology-focussed private equity firm. NewBook Founder and multi-generational RV Park operator, Brad Illich, has been the driving force behind the company's success over the past 11 years and a thought leader for the Campground industry worldwide.

Since Illich debuted NewBook at ARVC's Oklahoma Conference in November 2018, it has taken the industry by storm and experienced strong growth in the US campground market. In late 2020, the company secured a major contract with Equity LifeStyle Properties (ELS:NYSE), powering 200+ parks with their online booking engine and central reservation system. Potentia Capital's significant investment from its $400m Fund 1, will undoubtedly support this phenomenal growth and catapult NewBook's global success while continuing with Illich's innovative and customer-focused way of business.

Potentia Capital holds a solid track-record in scaling tech businesses and was attracted by NewBook's innovative software, market-leading brand, skilled team, and strong growth profile. It plans to back the NewBook team in accelerating the growth trajectory in its local and international markets by investing in the company's software, customer support and go-to-market capabilities.

Illich will move from the role of CEO to Founder & President, allowing more time to focus on key industry relationships and his passion for the research and development of NewBook.

"NewBook is at an inflection point following strong growth and I feel that now is the right time for NewBook to leverage its current lead on our competitors and fast-track our global expansion. I have complete confidence that Potentia Capital will help us do just that. My passion lies with software development and the processes behind creating a first-class product, so this exciting change means I can be more focused on the R&D of NewBook. To say that I'm proud of everything the NewBook team has achieved in the last 11 years is an understatement and I couldn't have done it without them. Onwards and upwards," says Illich.

Cheyne Tan, Operating Partner at Potentia Capital, will be appointed as the interim CEO while NewBook undertakes a rigorous talent search for the right candidate for CEO. Tan stated, "I've been incredibly impressed by the NewBook team's relentless focus on customer support and continued drive to innovate. I look forward to working with the team to cement NewBook's global market leadership". Also joining NewBook as Chairman is Tim Reed, the current Managing Director at Potentia Capital, and former CEO of 12 years at successful accounting software company, MYOB.

Discover more about NewBook and their innovative platform here: https://bit.ly/3fRaxvU

Source: Press Release

Floating play structures and water features are being added to 16 Jellystone locations

JELLYSTONE Park locations are known for their exemplary water attractions such as splashgrounds, water slides and water zones with interactive water features.

This year, the water attractions will be even more plentiful as 16 Yogi Bear-themed campgrounds across the country debut major new water attractions ranging from a zip line into a lake to new water slides, lazy rivers, and floating obstacle courses with climbing structures and slides.

"Our guests love swimming, sliding, and getting drenched so many park operators are making major investments in new water attractions this year," said Trent Hershenson, vice president of marketing for Leisure Systems, Inc., which franchises more than 75 Jellystone Park locations across the U.S. and Canada.

New water attractions are being added at Jellystone Park locations in the following cities:

— Bostic, North Carolina: This park's new water attractions include a zipline into the lake! The park is also adding more kayak, paddleboat and stand up paddle board rentals.

https://campgoldenvalley.com

— Bremen, Georgia: This park is adding an inflatable water slide and replacing all of its playground equipment with new equipment. https://www.gajellystone.com/

— Carsonville, Michigan: New attractions at this park include a Wibit floating obstacle course. https://northporthuronjellystone.com

— Fort Atkinson, Wisconsin: This park's newest amenities include a Wibit floating aqua park that can accommodate up to 70 people. https://jellystonefort.com

— Glen, New Hampshire: This location is adding a water zone this year, which it hopes to open by July. The water zone will include a 3,800-square-foot swimming pool and a large interactive play structure with water cannons and blasters, plus two water slides. https://glenellisjellystone.com

— Gloucester Point, Virginia: New attractions at this park include an obstacle course and an inflatable water slide, which will open subject to local pandemic guidelines. https://jellystonegp.com/

— Larkspur, Colorado: Last summer, this location opened a new 40,000-square-foot water zone that includes six water slides, water cannons, a 250-gallon dump bucket, and an adjacent family pool with basketball hoops.

www.jellystonelarkspur.com

— Lincoln, Delaware: Located minutes from Lewes and Rehoboth Beach beaches, this park is completing a multimillion-dollar improvement program that includes installation of a 2,844-square-foot splash pad and two water slides that are nearly 16-feet-tall and 120- and 140-feet long. The 265-site park, featuring full hook-up RV sites, vacation rental cabins, and primitive tent sites, and seasonal/extended stay opportunities, is also improving many of its RV sites, including new fire rings. The park is also upgrading its Wi-Fi system, expanding the camp store, renovating the

park's arcade with new games and installing new playground equipment. New golf cart rentals will also be available. https://www.delawarejellystone.com

— Mannford, Oklahoma: This park is doubling the size of its Wibit floating obstacle course, which will make it one of the largest Wibits in Oklahoma. https://keystonelakejp.com

— Horn Lake, Mississippi: This park is installing new inflatable water slides, which it hopes to have in place by May. https://memphisjellystone.com

— Milton, Pennsylvania: This park plans to add another water slide to its existing water play area as well as a Water Wars game in time for

Memorial Day weekend.

— Monticello, Iowa: This park is nearly tripling the size of its aqua park from a 72-person capacity to 200 people. https://monticellojellystone.com

— North Java, New York: This park is opening two new swimming pools. https://wnyjellystone.com

— Pittsfield, Illinois: This park is doubling the size of its beach as well as doubling the size and capacity of its Wibit floating obstacle course from 100 to 200 people.

The park is also adding beach volleyball, a Water Wars game, and adding more water toys, including paddle boats and kayaks. https://jellystonepinelakes.com

— Warrens, Wisconsin: This park is adding a new massive six-person water slide as a new premier attraction. https://jellystonewarrens.com

— Williamsport, Maryland: This park is building a lazy river, which is expected to be completed in time for the summer camping season. https://jellystonemaryland.com/

For more information, visit www.jellystonepark.com and www.jellystonefranchise.com.

Source: Press Release

Campgrounds booking up quickly, RVs selling fast due to the pandemic

PLAINFIELD, CT – If you thought summer rentals were rare to secure because of the pandemic, it seems to be the same for popular camp sites and RV's are going fast.

The Connecticut Department of Energy and Environmental Protection is getting the parks ready. The campsites open the Friday before Memorial Day and DEEP filed a plan of action with the Dept. of Public Health to make sure people stay safe.

DEEP anticipates approval by the DPH for a full operations season. They stress though that all campsites are by reservation only through the Reserve America website.

Even private campgrounds like KOA in Niantic are filling fast.

"It's tough. It's very hard. We booked ours a while back, so we knew we were doing this," said Donna Cochrane.

"We got a waiting list of over 100 people for seasonal sites, and for this year, it seems like there's not a lot of seasonal inventory out there available," said David Nowakowski, owner of SUNFOX Campground.

Dave Nowakowski opened his SUNFOX Campground in Lisbon last week. He says they are already booked weekends through Father's Day.

"I would say as soon as they could make their reservations, wherever they may be going, whether SUNFOX or anywhere else, don't wait too much longer because there's not a lot of availability, especially for seasonal sites," Nowakowski said.

If you want to go RVing, you better be ready to buy. Longview RV in Windsor Locks is one of the biggest.

"Lot of first time buyers, a lot of existing buyers trading in and trading up, and the rentals have been absolutely exploding," said Todd Emerson of Longview RV.

People were out shopping to buy on Tuesday at HiWay Campers in Plainfield.

"It goes quick and there's not a lot of inventory," said Brad Remillard.

There is a limited supply of camping trailers because the manufacturers are having a tough time getting materials to build them because of the pandemic.

"The stock is so limited and if they hesitate, they're not going to be able to buy because the shortage is unbelievable," said Ken Riley of HiWay Campers.

Source: https://bit.ly/3wQ6EO6

> WE HAVE A WAITING LIST OF OVER 100 PEOPLE FOR SEASONAL SITES, AND FOR THIS YEAR, IT SEEMS LIKE THERE'S NOT A LOT OF SEASONAL INVENTORY OUT THERE AVAILABLE

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Photo: New Bern KOA

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Outdoor industry welcomes introduction of Civilian Climate Corps Act

BOULDER, Colo. – Outdoor Industry Association (OIA) today applauded a new bill to provide $10 billion to create a Civilian Climate Corps. The legislation is based on the framework outlined in President Biden's American Jobs Plan announced on March 31.

"Investing in the outdoors provides opportunities for people, businesses, and the environment to thrive. This important measure would create new jobs, help address challenges like catastrophic wildfires and other impacts of a changing climate, and ensure the outdoor economy remains a key part of our country's economic recovery," said OIA executive director Lise Aangeenbrug. "It could also help the nation fully realize the tremendous potential of the 'Great American Outdoors Act,' which is still in the process of being implemented. We commend the leadership and foresight of U.S. Representatives Joe Neguse and Abigail Spanberger and Senators Chris Coons, Martin Heinrich, and Ben Ray Lujan."

OIA executive director Lise Aangeenbrug

ABOUT THE OUTDOOR INDUSTRY ASSOCIATION

Based in Boulder, Colo., with offices in Washington, D.C., Outdoor Industry Association (OIA) is the leading trade association for the outdoor industry. OIA unites and serves 1,200 manufacturer, supplier, sales representative and retailer members through its focus on trade and recreation policy, sustainable business innovation and outdoor participation.
For more information, visit www.outdoorindustry.org.

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This chic new campground has designer airstreams and a drive-in movie theater

UTAH - Located amidst the magnificent Grand Staircase-Escalante National Monument near Bryce Canyon National Park, Yonder Escalante may just be what social distancing dreams are made of.

In April, Yonder, a collection of modern hybrid resort concepts designed to provide travelers with a new way to experience America's most beautiful national parks, announced the opening of its inaugural property in Utah, which comes complete with 20 acres to roam, several accommodation types to choose from, and access to some of the most stunning outdoor destinations of the American West.

"We are thrilled and fortunate to officially establish our new company, Yonder, today with the opening of our first property in the spectacular Southern Utah destination of Escalante," Charles Tate, chairman and co-owner of Yonder, shared in a statement. "The concept is rooted in the spirit of the American road trip, with the goal of connecting travelers to timeless Americana — the nostalgia of our past, an appreciation for the present-day, and a bright outlook toward the future. Guests are afforded an immersive connection to nature and the opportunity to partake in new experiences to explore the outdoors while staying true to a well-appointed lifestyle and never sacrificing on comfort, quality, or style."

Built on the grounds of a former drive-in movie theater, Yonder Escalante comes with 32 different accommodations, including 10 vintage airstreams that have been fully renovated to include all the modern amenities one would need while keeping their '60s nostalgia charm thanks to pops of vintage decor and Western-inspired pieces.

Guests can also choose to sleep in one of its 22 custom-designed A-frame cabins made out of exposed birch plywood and glass walls to look out to the desert views and take in the star-filled skies at night.

Travelers can even choose to roll up in their own RV to park at one of its 67 RV sites. Each site offers a variety of hook-up options and a private fire pit. Guests in the park will also have access to a full suite of amenities, including shower and laundry facilities, access to the central general store, and use of the property's lounge pool and hot tub. Classic cars are also parked for guests to attend a "drive-in" movie on certain nights. And though Yonder's first property feels an entire world away, it's actually just a three-minute drive from the town of Escalante, which is home to a handful of cafes, diners, and shops full of artisan goods for guests to take home.

Source: https://bit.ly/39SMOba

INDUSTRY E NEWS

PUBLISHED BY

Industry E News
419 Saint Francis Avenue,
Smyrna TN 37167

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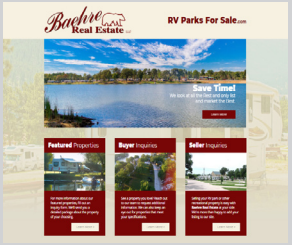

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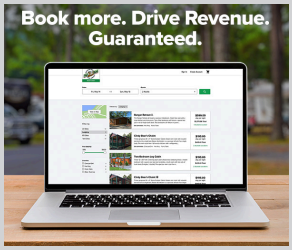

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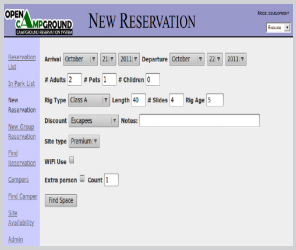

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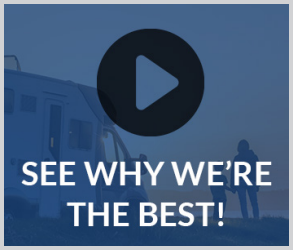

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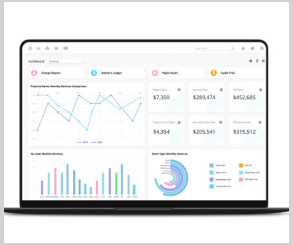

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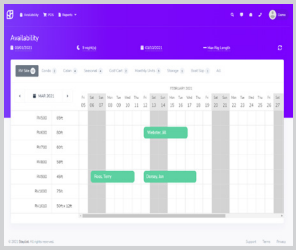

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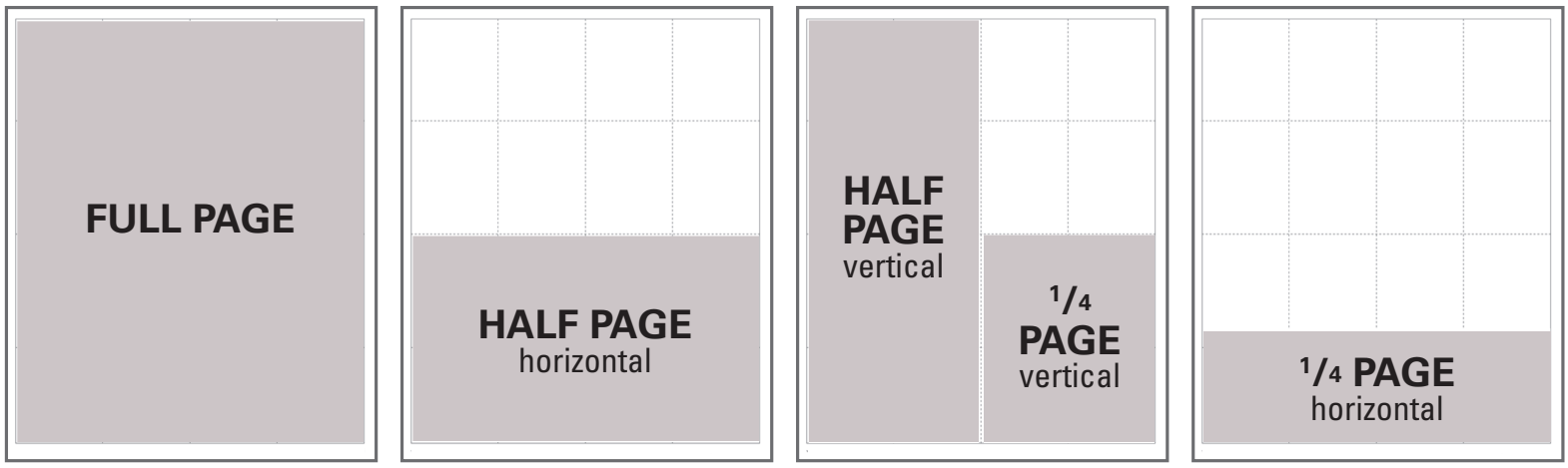

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