



Developing Campgrounds for Today's Visitors: *Best Practices In Cabin, Glamping And Bike Camping*



SOCIETY OF
OUTDOOR
RECREATION
PROFESSIONALS

February 14, 2018

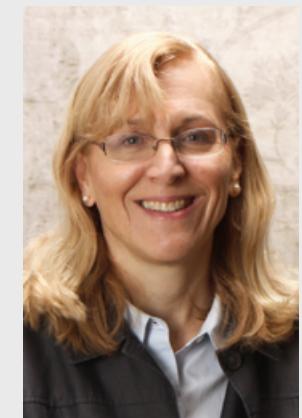


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Laurel Harkness
SORP Executive Director

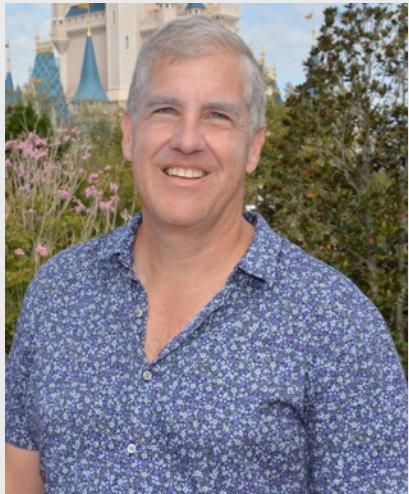


Margaret Bailey
SORP Vice President of
Development



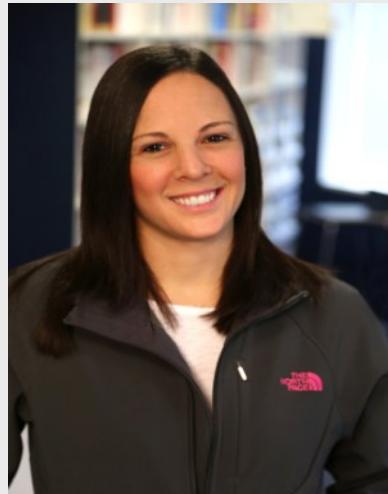
SORP is the voice for advancing the outdoor recreation profession.

Today's Presenters:



Warren Meyer

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Marissa Williams

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Saara Snow

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Question?

What type of camping do you think the head of your public/private agency would book?

1. RV Site
2. Cabins
3. Glamping
4. Bike Camping
5. Tent



CABIN CAMPING

Camping Cabins

- By far the #1 capital investment in the private campground industry over the last 10 years
- Growth enabled by availability of attractive, easy to install, factory-built cabins and park models
- A 2016 survey of Texas campground owners found:
 - 17% of campers stayed in cabins
 - 27% of new campers chose cabins
- KOA in 2016 reported 33% of its campers chose cabins

Cabins Can Range From “Wooden Tents”....



- **24 Cabins (2 ADA) on a single camping loop around a bathhouse at McArthur-Burney Falls SP in CA**

- Wired for lights and power, but not hooked up
- No water or sewer.
- Propane catalytic heater
- Insulated all 6 sides
- Engineered by manufacturer for snow load



...To Mini-Homes with Multiple Bedrooms, Kitchens, and Bathrooms



Why Does the Public Love Cabins?

Direct from KOA's Website Marketing for Cabins

- **Ease into camping:** No camping experience? No problem! Our Camping Cabins are the perfect way to test the camping waters - no camping skills required. It's also a good way to convince those reluctant campers in your group to give it a try.
- **Easy packing:** With Camping Cabins you don't need to own a tent or even bring one...Whether you're planning a motorcycle trip or simply don't want to mess with all the gear, Camping Cabins let you show up with a sleeping bag and a much shorter packing list.
- **Extended camping season:** Don't let the changing seasons keep you from camping. When you reserve a Cabin, you can comfortably camp into fall and earlier in the spring, so you can pack in as much camping fun as possible each year.

Why Does the Public Love Cabins?

Direct from KOA's Website Marketing for Cabins (continued)

- **Stay warm and dry:** There's nothing wrong with a rainy-day hike or fishing adventure, but at the end of the day, you want a warm, cozy place to sleep. Our Cabins keep you out of the elements, no matter what Mother Nature has planned.
- **Sleep comfortably:** Tired of roughing it on a tent floor? Our Camping Cabins feature comfortable full beds and bunk beds - no need to crawl down to the ground or sleep on a hard surface....You don't have to duck down to get into your bed or walk around your Cabin, either.
- **Affordable option:** Our Camping Cabins offer an inexpensive way to experience camping. You can skip all the expensive gear. Our Cabins offer competitive rates, often cheaper than hotel stays, to keep your vacation on budget.

Cabins as A Gateway into Other Outdoor Experiences



- We try to include standard camping amenities with each cabin, including tent pad, fire ring, and picnic table
- “Grandma and Grandpa slept in the cabins, the kids slept in a tent outside”
- Even if there is a kitchen, it is still fun to have a campfire

Benefits of Cabins for Public Agencies

- Helps meet goals to attract new visitors and demographics
- Master plan friendly -- can increase revenues without changing the campground footprint (cabins placed on existing sites). Can even be removable
- Marketing is easy – camping customers see them and inquire about them
- With factory-built options, requires almost no in-house engineering or construction resources
- Many private companies are eager to construct them for you and operate them on a concession basis.

How To Add Cabins

- Approach #1: “stick build” the cabin in place using traditional construction



- Requires in-house expertise
- Time-consuming and often expensive
- Hard to complete in a short season
- Substantial ground disturbance
- Allows cabin sizes impractical in pre-fab models
- May help achieve other goals (e.g. California State Parks wanted to employ their youth CCC in constructing Clear Lake SP cabins)

How To Add Cabins

- Approach #2: Use factory-built models



- Requires almost no in-house engineering or construction expertise
- Can be done with almost zero ground disturbance – placed just like an RV and skirted
- Generally limited to standard trailer widths (12 foot width or 24 foot with two units combined).
- From \$20,000 to \$40,000 delivered but not installed. Transportation costs are a huge part of the expense so seek out manufacturers near your location

Handling Utilities

- Often the hardest part in adding cabins is the cost and permitting of adding utilities
- Here are a few possible approaches
 - At Burney Falls SP we added primitive cabins which only have propane heaters. They are wired for power in case of future approvals. Customers use campground bathrooms.
 - Placing cabins on existing campsites allows use of existing utilities (cabin power no more than for an RV)
 - Sewage can be via a shared vault or septic tank, or else via pumping individual units every few days

Using A Concessionaire to Add Cabins

- Example Contract (RRM Experience, there are probably many other ways to do it)
 - 20-year term (Range of 15-30)
 - 8 to 25 cabins, usually installed on existing camp sites.
 - Concessionaire responsible for all operations, customer service, maintenance, insurance, etc. Contracts generally include one host site
 - Reservations may be on concessionaire system or on agency's preferred system
 - Percentage rent with a minimum annual payment.
 - Alternative: When placed on existing sites, payment of the nightly campsite fee plus a percentage of the cabin premium
 - Full agency pre-approval of cabin design, colors, finishes, locations, etc.
 - All improvements become property of the agency after 5 years (delay for modular building financing)
 - Early cancellation clause includes investment repayment on pro rata basis

Risks and Considerations

- The biggest operating decision is often whether to provide linens or have customer bring their own bedding.
- Cabins require much more daily cleaning time than do campsites, especially if you provide linens
- While cabins are pretty worry free for the first few years, they are structures with systems and over time take more maintenance than a campsite
- Having a reservation system is generally a must
- Taking a security deposit is a good idea, and that adds operational complexity as well
- It's a nice visitor perk to allow pets in cabins, but large pets can wreak havoc with cabin interiors
- The over-development debate



GLAMPING

Types of Glamping

- Bell Tents
- Safari Tents
- Tented Cabins
- Tipis
- Tree Houses
- Yurts
- Domes
- Barns
- Huts
- Campervans
- Caravans
- Igloos
- Caves
- Log Cabins
- A-frame Cabins
- Elevated Cabins
- Cabins
- Cottages
- Pods
- Floating
- Towers
- Cabooses
- Villas
- Nature Lodges
- Islands



25 different types of glamping accommodations

THE MARKET

100k+
Glamping Sites

8
Units per Site

\$320
Per Unit / Per Night

\$45 BILLION
MARKET and Growing



The Operational Side of Glamping

- Temporary Structures are a natural fit for public lands and parks.
 - Safari and Bell tents are easy to put up and leave very little damage after removal.
 - More and more product vendors offer tents made of sustainable or recycled materials.
 - The cost of labor is minimal.
- Traditional campsites are reserved for \$35 (approx.), glamping sites are offered between \$75-\$300 (approx.)
- Vendors now offer composting toilets as an additional option if restrooms are necessary.
- Tents can be rented from vendors by season if an outright purchase doesn't make monetary sense.

The Customer: VALENTINA, 31

BUENOS AIRES, ARGENTINA



Full Passport



Artsy



HOW WE CAN HELP HER:

- Explaining the confirmation process for bookings
- Creating filters that helps her narrow her options
- Giving her options for creating moments (activities)
 - Sharing host stories, instilling trust +safety
 - Reviews that will get her to commit
- Getting an answer quickly on her bookings (instant book)
 - Curating budget friendly glamping sites
 - Quick symbols that point to exactly what she needs
(ex. meals included)

HOW WE CAN REACH HER:

- Send her last minute deals
- Engage her via instagram (get her to participate)
- Ask for a review and highlight experience that feels personal
- Write blog posts "that speak" to her
- Inspire her through campaigns
- Page of Inspiration boards (more visuals to consume)

Why Allow Glamping on Public Lands?

- Glamping Hub attracts the same consumer audience that public lands may desire. This audience has the following:
 - Desire to be out in nature, yet comfortable.
 - A willingness to seek out eco-friendly tourism options.
 - Respect for “leave no trace”.
 - The attitude that the experience is the destination.
 - Demographics: 24-32 years old.
- The reason to put up temporary structures on private land is the same as public land.
 - Additional revenue streams.
 - Attract new audiences to Parks.
 - Control over how the land is used.



BICYCLE CAMPING



Adventure Cycling Association

- 53,000 members globally
- Resources & inspiration:
 - Routes & maps
 - *Adventure Cyclist* magazine
 - Tours
 - Advocacy

What is bicycle camping?



SALEM
VILLA
Classic



Who does bicycle camping serve?



Adventure Cycling Route Network



In creating the ever-growing Adventure Cycling Route Network, we've researched and developed 46,846 miles of prime cycling routes in the U.S. and Canada to date. These routes follow some of the most quiet, scenic roads and bike trails in North America.

For more information on the routes and to find out how to purchase our maps, please visit www.adventurecycling.org.

Last Updated: May 15, 2017

Over 46,000 miles of mapped routes

No-Turn-Away Policy

Division of State Parks

General Title #00-23	General No Turn Away from Campgrounds	3/2010	Page 1 of 1
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REFERENCES: Nevada Bicycle Advisory Board memo, dated November 11, 2009

PURPOSE: It is the policy of the Division of State Parks to help promote bicycle touring within Nevada. This policy should guarantee that touring bicyclists would not be turned away from a park should they be full, especially since campgrounds are sometimes the only option these riders have after a long day.

ORGANIZATION: This policy provides guidelines for employees to follow when touring bicyclists are looking to camp in our parks.

PRIOR POLICY: New policy.



Bike Camping Essentials

Bike Racks



Bike Repair Stations



Lockers



Group Shelters



Electrical outlets



Showers



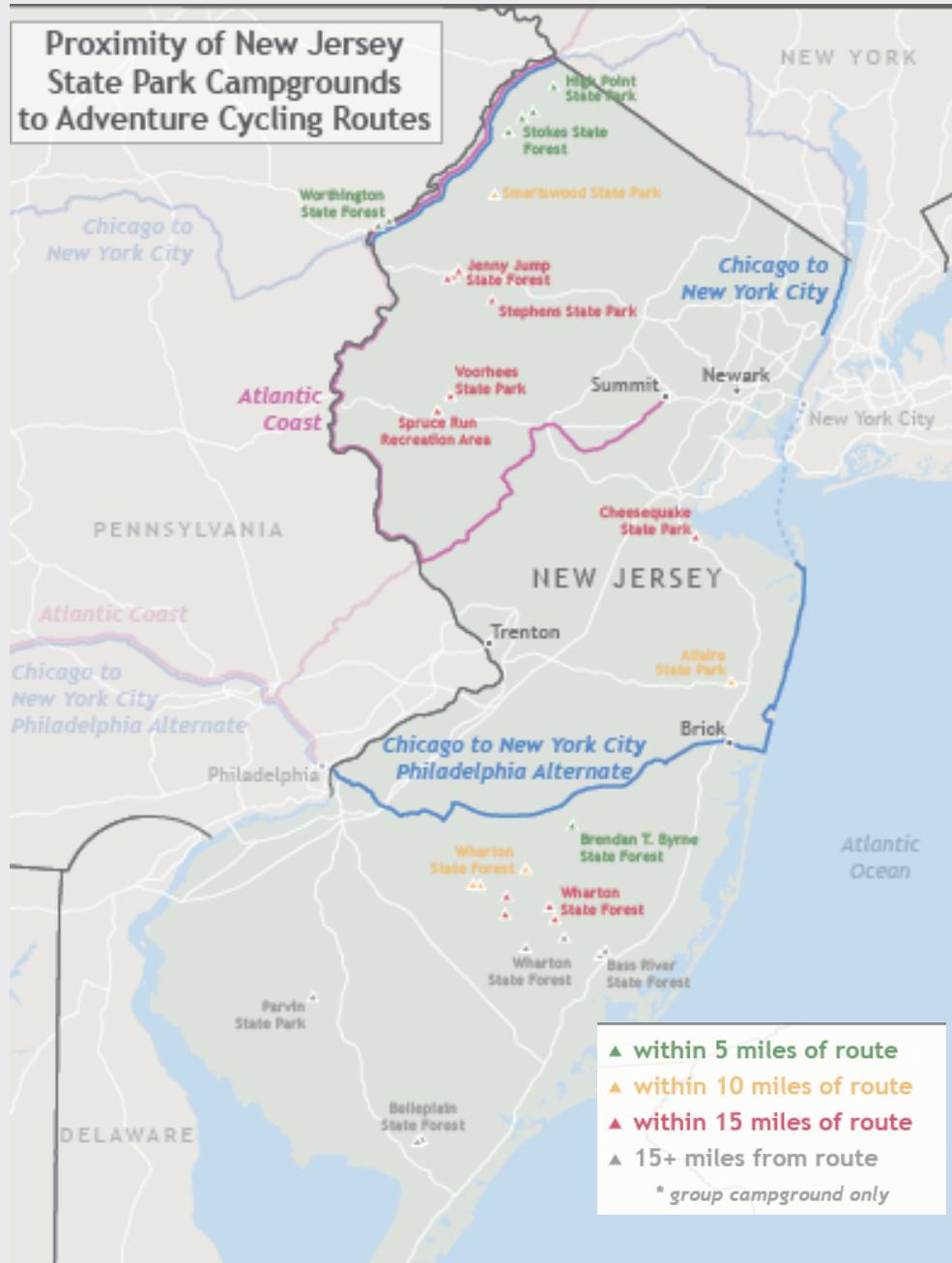
Bicycle Camping Fees

CAMPING FEES - Per Campsite Per Night (FEE INCLUDES NON-RESIDENT ENTRANCE) Select Site - Pay within 30 minutes	Montana Resident	Non-Resident	Non-Resident with State Park Pass
Campsite - With Electrical Service	\$24.00	\$34.00	\$24.00
Resident Senior (Age 62 & Older) or Disabled	\$15.00	\$34.00	\$24.00
Campsite - Without Electrical Service	\$18.00	\$28.00	\$18.00
Resident Senior (Age 62 & Older) or Disabled	\$9.00	\$28.00	\$18.00
Designated Hike/Bike Tent Site Per Person	\$6.00	\$10.00	\$6.00
Resident Senior (Age 62 & Older) or Disabled	\$3.00	\$10.00	\$6.00

Location



Proximity of New Jersey State Park Campgrounds to Adventure Cycling Routes



Getting Started

Visit www.adventurecycling.org/parks

To get started, download the free *Guide to Bicycle Camping*.



Questions?

Type your question in the QUESTION pane
of the Control Panel.



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REGISTRATION OPEN!

2018 National Outdoor Recreation Conference

Burlington, Vermont – April 23 - 26, 2018

**Developing Campgrounds for Today's Visitors: Webinar #4:
Best Practices In Campground Design: March 14, 2018 11am PST**

To promote, advance, and serve outdoor recreation professionals in research, planning, management, and policy development.



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Thank you!

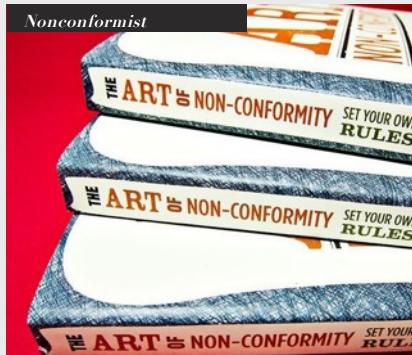
Watch for a follow up email and survey
about this webinar.

Check out the SORP website (www.RecPro.org) for
more outdoor recreation technical resources.

Questions about SORP?

Contact Administrator@RecPro.org

JOHN, 53
BOULDER, CO



HOW WE CAN HELP HIM:

- Syncing Calendar
- Being brief + simple (easy as 1-2-3)
- Explaining banking system systematically
- Reassuring him about disclaimer
- Delivery is easy
- Sending a photographer to his site
- PDF of onboarding
- Minimize contact as much as possible

HOW WE CAN REACH HIM:

- Send him statistics and numbers
- Phone call with easy setup
- Showing successful hosts in his area or have sites similar to his