

# What's On Your Campground To-Do List?

Per OHI's 2024 report, "The Outdoor Hospitality 2024 Industry Outlook", owners/operators plan to improve two-thirds of their campgrounds in the upcoming year. Is your campground one of them? If so, what are your priorities for improvement? Let's explore some options.

## Improve Your Camper Experience

Camper satisfaction, return rates, positive reviews, and word-of-mouth recommendations have a significant impact on your bottom line - and great campground design is the foundation for a positive, memorable experience. By incorporating good design elements, a campground or RV resort can exceed guest expectations and set itself apart from others.

## The Art of Campground Design

Campground owners are part of the "experience economy". By surrounding your campers with objects and spaces that are unique and uplifting, you give them the opportunity to choose experiences over products and services. To attract guests, environments should be welcoming and well-kept but frequently campground sites are outdated and functional to make them less expensive. So, what can you do? The answer is simple – do what you can, when you can!

## Do What You Can, When You Can!

Most campgrounds and RV resorts do not have the capital to develop top of the line amenities, but owners can invest in good design principles to enhance the guest experience. Attention should be given to proportion, scale, balance, movement, pattern, site integration, orientation, and unity. Selecting two or three of these principles and finding inexpensive ways to apply them to your site is an easy way to make what once seemed "ordinary" more appealing to your guests.



## Back to the Basics

It is important to revisit why people choose to stay at your campground. What type of experience are they looking to have? For many, it's getting back to the fundamentals of camping and immersing themselves in nature, but this can be achieved in many ways. Consider the adjectives that describe the type of experience you want to provide: restorative, stress free, family/group/community focused, immersive, adventurous, active, wellness, the list goes on! Then, assess how to either refresh or create that vibe.

Improvements could be as simple as creating or updating great outdoor gathering spaces to allow for a variety of uses. Options might include open lawns, pavilions, multi-use areas for games, communal fire pits, picnic areas with a view, new decks, campsite patios, native landscaping, walking trails, or reclined chairs for stargazing. Even one of these can transform the user experience and make for lasting memories.

## It's HOT Outside!

With temperatures soaring in the summer months, keeping your campers cool is critical. Water-based activities and shade structures can go a long way, but you may need to include alternatives to accommodate campers of all ages and abilities and different group sizes and interests. While some climates will require access to air-conditioned spaces, there are many lower-cost options to enhance camper comfort including native landscaping, mini shade structures, misters, portable fans (we like the Big A\*\* Fans!), and more.

## Rain, Rain, Go Away...

Rain provides for the environment we all crave in nature. However, if you have rivers or streams cutting through your site, you understand the value of good drainage. Keeping your amenities and campsites dry must be a priority. Basic grading can help contain localized flooding, but understanding how stormwater flows across your campground and on neighboring parcels is critical when creating a low maintenance, long-term plan.

# Campground Improvement

**67%**

improved their infrastructure

**26%**

plan to expand in the upcoming year

**28%**

added amenities

**52%**

improved existing amenities

*\*The Outdoor Hospitality 2024 Industry Outlook Report by Newbook.*



# Big or Small. It Starts with Design.

As you look to the next phase of your campground or RV Park, remember that good design provides a road map for your project vision and budget. A campground can offer experiences that go beyond traditional expectations, creating a memorable stay for campers with distinguishing features that set your campground apart from others. Outstanding experiences can lead to increased bookings, higher visitor satisfaction, and strong word-of-mouth marketing, all contributing to the campground's success and sustainability.

It may be time to take a critical look at your campground to move beyond your current camper expectations. With more than 100 projects, nationwide, Environmental Design Group can help integrate your vision with great planning, design, and site engineering.

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