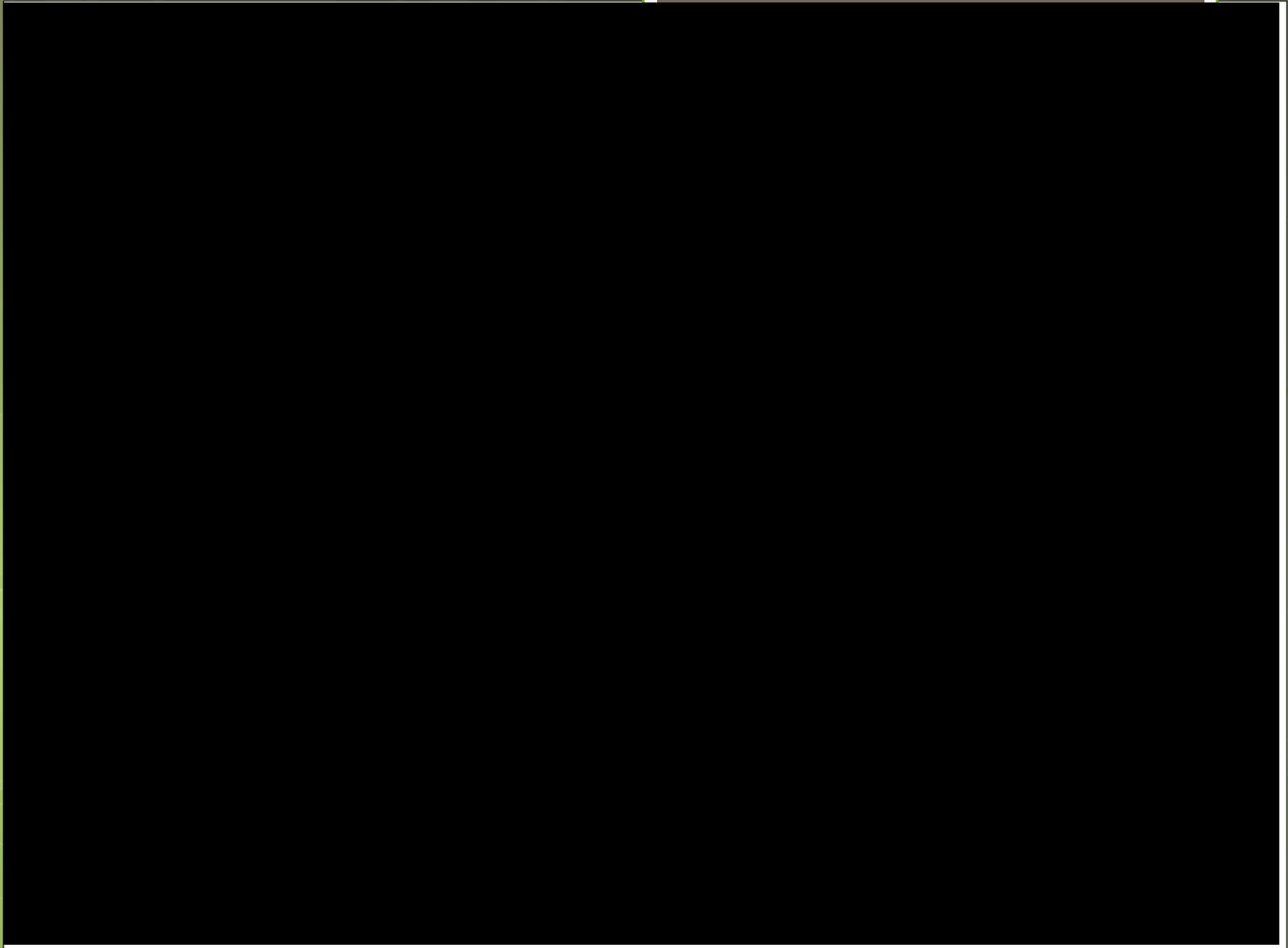




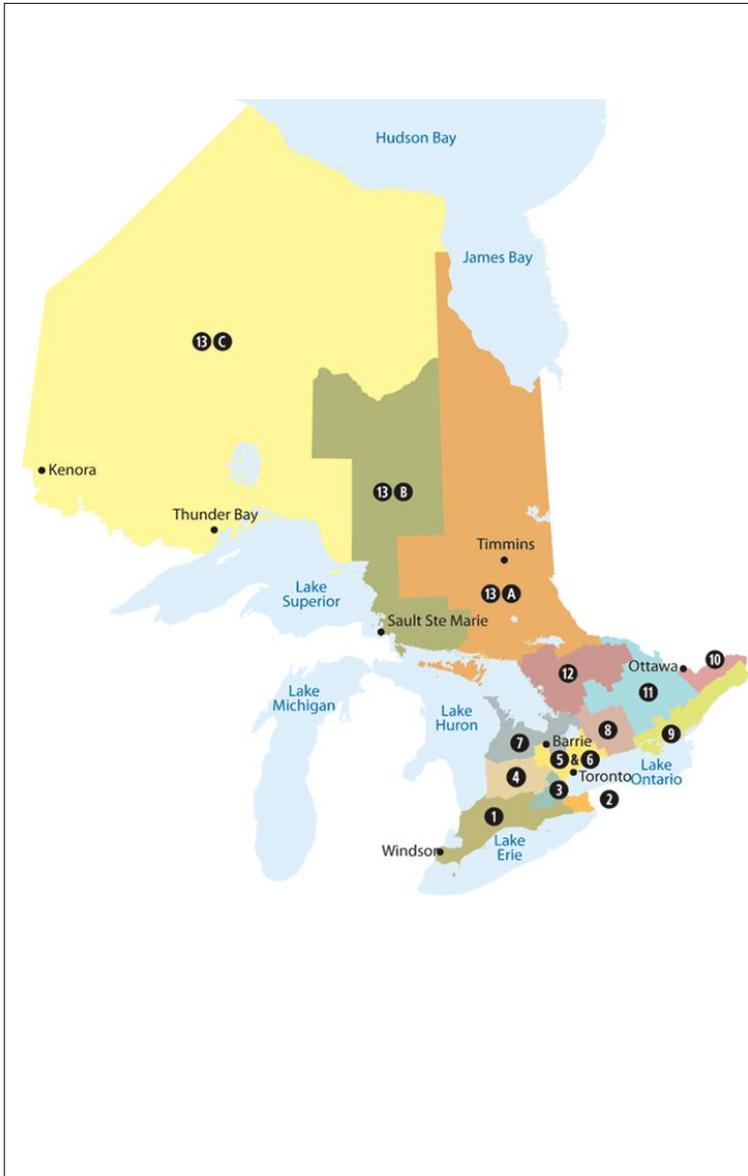
The Camping Experience

GREY-BRUCE-SIMCOE



Camping In Ontario

- We are the trade Association of privately owned and managed campgrounds located in the Province of Ontario.



Membership

Over 400 member
campgrounds located in all
RTO's across the province

Camping In Ontario's Mandate

- As a vital and active stakeholder in tourism, Camping In Ontario supports members campgrounds in the Province of Ontario by educating campground owners, marketing camping in Ontario to the general public and advocating to government.

To the Consumer



Camping Opportunities

- NATIONAL PARKS
- PROVINCIAL PARKS
- PRIVATE CAMPGROUNDS
- CONSERVATION AREA CAMPGROUNDS
- MUNICIPAL CAMPGROUNDS
- In total, over 1,500 campgrounds in the province



CAMPING DEFINED

- Camping is an outdoor recreational activity. The participants known as campers leave their permanent residence and enjoy amenities and natural features of the outdoors.
- A campground is a designated area where camping takes place.



GREY-BRUCE-SIMCOE

The product offering

Variety of campgrounds

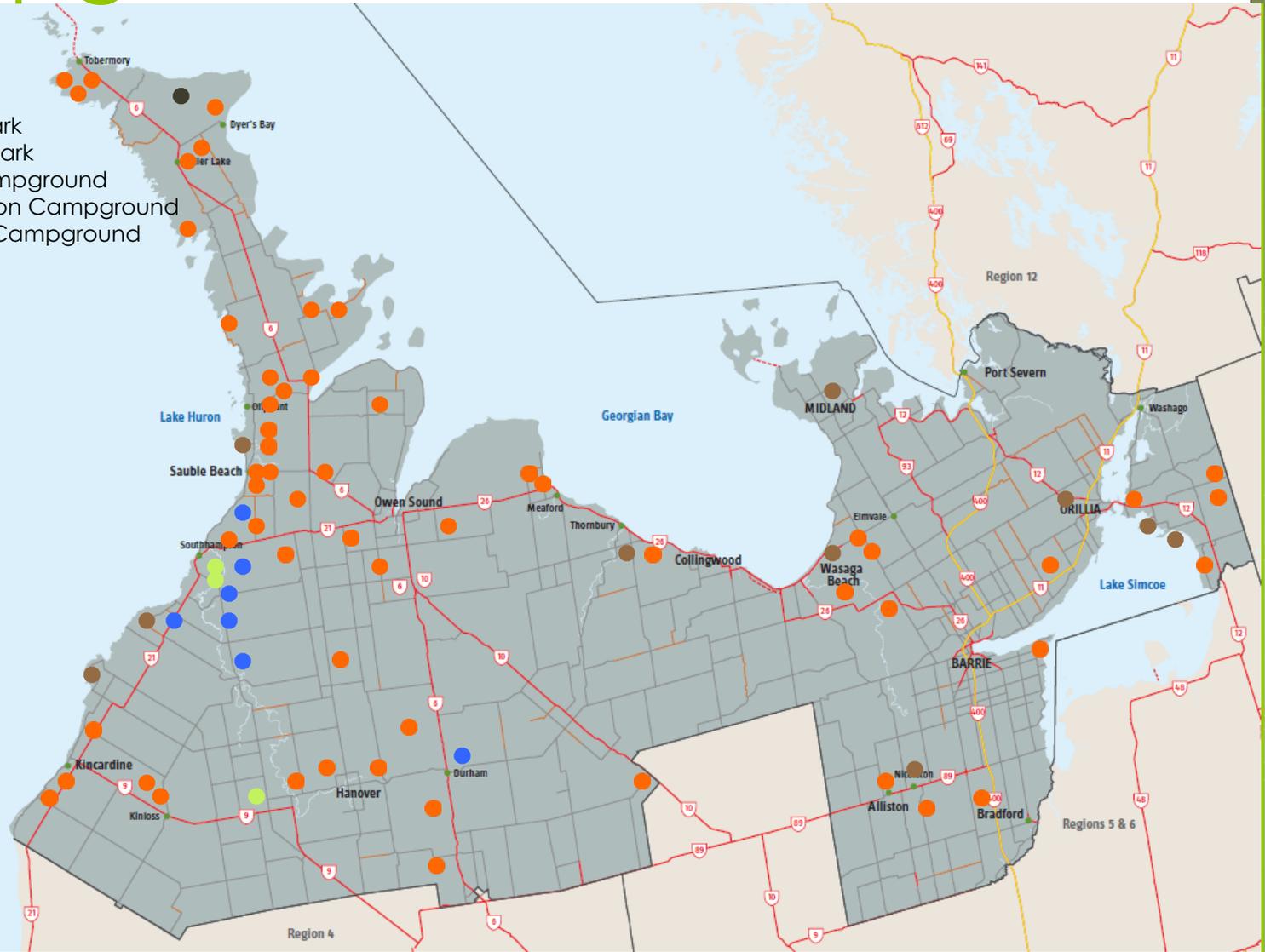
- National Parks
- Provincial Parks
- Private Campgrounds
- Conservation Area Campgrounds
- Municipal Campgrounds

How many sites in RTO 7?

- The National Park have 200 sites
- The Provincial Parks have 2,000 sites
- Private Campgrounds sites over 14,000
- Conservation areas over 500 sites
- Municipal Campgrounds over 500 sites
- Total approximate sites 17,200 sites

Campground Locations

- National Park
- Provincial Park
- Private Campground
- Conservation Campground
- Municipal Campground



Profile of a Camping Trip

- Summer is the most popular season for camping.
- During the summer months, campers typically went on three trips and stayed for three nights.
- Family members are the most popular camping companions for 35 to 54 year olds—more than half of their trips include immediate family members.
- More than 50 percent of campers are motivated to go on a camping trip simply because they enjoy the act of camping

Profile of a Camper

- 70% are married or living with a domestic partner
- Despite schedules, households with young children at home participate at higher levels than empty nesters



Types of Camping Participation

- 86% tent – most popular among 18-34 group, declines to 70% for 55+ group
- 33% rent cabins, this is slightly higher for the 18-44 age group
- 24% RV, only 14% of the 18-34 age group RV, however this increases up to 33% for the 55+ age group
- 2% Yurts and camping cabins, has the same participation rate despite age

Campers by Frequency

- Tenters in the age group 35-44, took the most camping trips 3-5 outings a year
- Cabins use is highest among 35-44 and 45-54 age groups 39% and 37% respectively
- 43% of RV owners took 12+ outings a year (55+ age group)
- Yurt(camping cabins) highest use by 45-54 age group with 6-11 outings a year

Words associated with camping

- Outdoors
- Campfire
- Fun
- Adventure
- Wilderness
- Escape



Time Travelled for Trip

- 22% travelled 2 hours (both car camping and RV Camping)
- 13% of RV'ers travelled 1 day to their destination
- 19% travelled more than 1 day to their destination

Activities while camping

- 92% of camper go hiking while camping
- 43% fish
- 35% canoe
- 31% mountain biking
- 23% boating
- 7% snorkeling
- 3% scuba diving



Motivation for Camping

- The act of camping itself 54%
- Mix of camping and sports activities 34%
- Close to an event without a hotel 3%



The future of camping

- 50% of people cite lack of time to allow them to camp more often
- 32% of participants say they have not changed their habits in the past 3 years
- 24% of frequent campers (6-11) say they are taking more trips and staying longer
- 12% of 55+ find camping too expensive
- 30% of the 18-34 age group take fewer trips now and they are shorter in duration

Thank you

