

# GROWING B.C.'S TOURISM SECTOR WITH RV PARKS



British Columbia  
Lodging and  
Campgrounds  
Association

Presenter

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RV Rental  
Need to rent an RV or Motorhome to enjoy spectacular camping experiences... More Info  
Credit: Living Forest Oceanside Campground, Vancouver Island

KAMLOOPS  
KELOWNA  
CRANBROOK  
NANAIMO VANCOUVER

COMMUNITY MAP  
SPECIAL OFFERS  
MAP EXPLORER

Travel British Columbia - locate Camping or unique Lodging

The Travel British Columbia website is owned by the BC Lodging and Campgrounds Association, and has information on camping, tenting, RVing in BC and alternative lodging listings to hotels such as cottages, cabins, lodges and glamping (glamour camping). Designed to help people find information about the kinds of travel or vacation experiences they can encounter in British Columbia the site assists tourists, campers and RVers in locating a range of accommodations including lodging, campgrounds and RV parks, with links to maps, circle tours, camping and RVing tips, travel information and more.

SEARCH LODGING  
SEARCH CAMPING  
SEARCH RV-ING

CANADIAN RVING & CAMPING WEEK  
Enjoy Special Rates and Events  
May 22 - 27, 2018  
LEARN MORE

Super Camping Select Touring in a motorhome, 5th wheel trailer, caravan or by car is the ideal way to



# BC CAMPGROUND SECTOR EXPLAINED



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## The main providers of camping and RVing services in BC

- Provincial campgrounds (BC Parks operated by Park Facility Operators)
- Privately operated campgrounds and RV parks (including municipal and First Nation campgrounds)
- National campgrounds (Parks Canada)
- Recreation Sites and Trails BC (operated by the provincial government and contracted groups)
- RV Rental fleet
- RV Dealers
- Retail
- Ancillary Services
- Manufacturing

# ECONOMIC VALUE TO BC



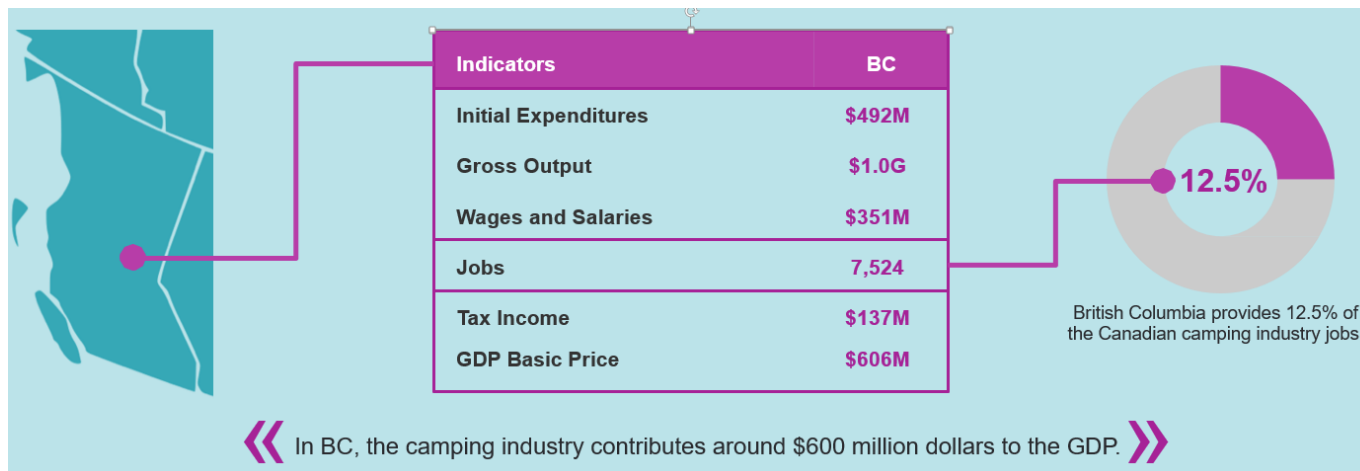
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Indicators*	RV Retail	RV Manufacturing	Travel Expenditures	Other expenses	Total Canada
<b>Initial Expenditures</b> Campers direct and indirect expenses, RV dealers' profit margin, RV manufacturing sales.	762 M\$	310 M\$	2.0 G\$	848 M\$	<b>3.9 G\$</b>
<b>Gross Output</b> Gross expenses of all product and service providers, expenses incurred due to increase of economic activity.	1.6 G\$	638 M\$	4.0 G\$	1.8 G\$	<b>8.1 G\$</b>
<b>Wages and Salaries</b> Workforce salaries and social benefits.	645 M\$	265 M\$	1.4 G\$	633 M\$	<b>2.9 G\$</b>
<b>Jobs</b> Total number of employees, based on a full time week of 40 hours over a one year period (FTE).	11,550	3,290	31,800	13,780	<b>60,420</b>
<b>Tax Income</b> Sales taxes and income taxes.	233 M\$	61 M\$	501 M\$	241 M\$	<b>1.0 G\$</b>
<b>GDP Basic Price</b>	977 M\$	264 M\$	2.4 G\$	1.0 G\$	<b>4.7 G\$</b>

\*Numbers were rounded.

■ M : Million – G : Billion

## Summary for Canada Total of the Impact of the Camping Industry



## Summary for British Columbia of the Impact of the Camping Industry



# BC CAMPING AND RVING MARKET DEMAND



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BC

AB

WA\*

**4,060,100\*** BC Residents (over 15)



**28%** Camped/RVed  
in the past 2 years



**1,136,828** BC Campers (over 15)



**77%** Likely to camp/RV in BC  
in next 2 years (4 or 5)



**875,358** Potential Market Size

**3,466,000\*** Alberta Residents (over 15)



**33%** Camped/RVed  
in the past 2 years



**1,143,780** Alberta Campers (over 15)



**56%** Likely to camp/RV in BC  
in next 2 years (4 or 5)



**640,517** Potential Market Size

**5,656,048\*\*** Washington State Residents



**34%** Camped/RVed  
in the past 2 years



**1,923,056** Washington State Campers (over 15)



**28%** Likely to camp/RV in BC  
in next 2 years (4 or 5)



**538,456** Potential Market Size

\*2016 Statistics Canada census population estimates.

\*\*2016 US Census Data

# BC CAMPING/RVING GROUP SEGMENTATION



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BC Camping/RV Analysis – October 2017 - by Environics Analytics shows that the BC camping profile is made up of four groups.

- **Empty Nest Explorers** are middle aged - mature, middle class couples and older families, 55-64 years old. 30% have children living at home. 16.9% or 319,997 households.
- **Affluent Adventurers** are middle aged - mature, affluent couples and families, 55-64 years old. 45% have children living at home. 14.6% or 276,218 households.
- **Millennial Couples** are younger, middle class couples and young families, 25- 34 years old. 38% have children living at home. 7.6% or 144,086 households.
- **Rustic RVers** are middle aged - mature, upper – middle class couples and families, 55-64 years old. 38% have children living at home. 5.4% or 101,836 households.

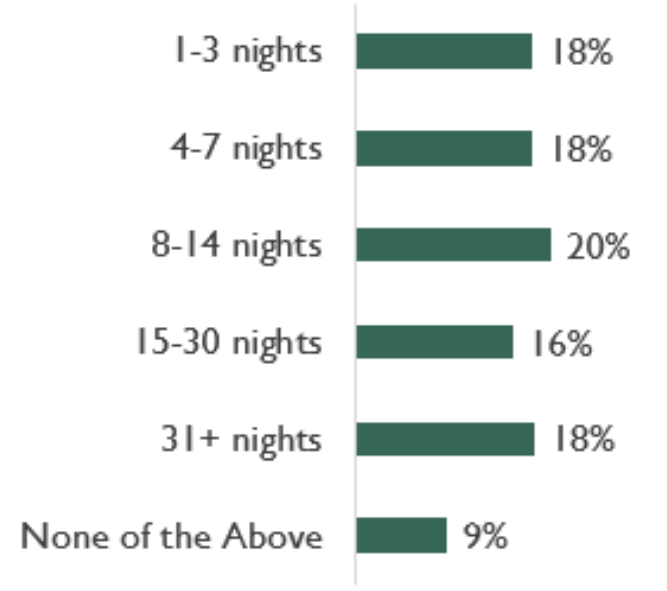


# NIGHTS SPENT CAMPING OR RVING IN BC PER YEAR



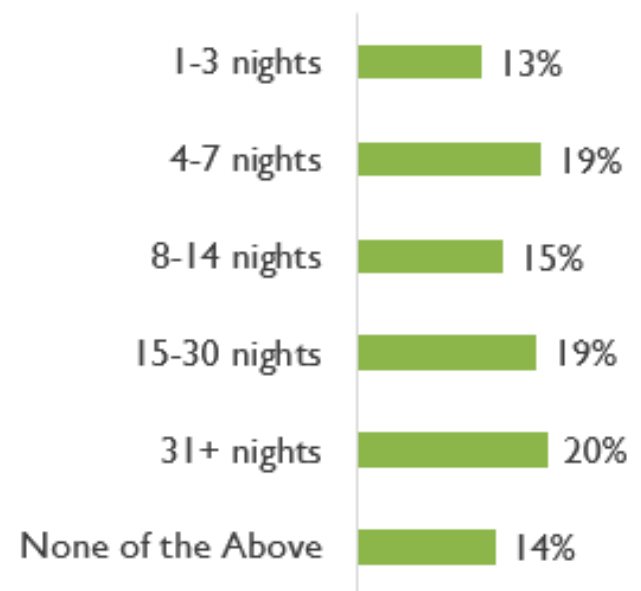
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## BC



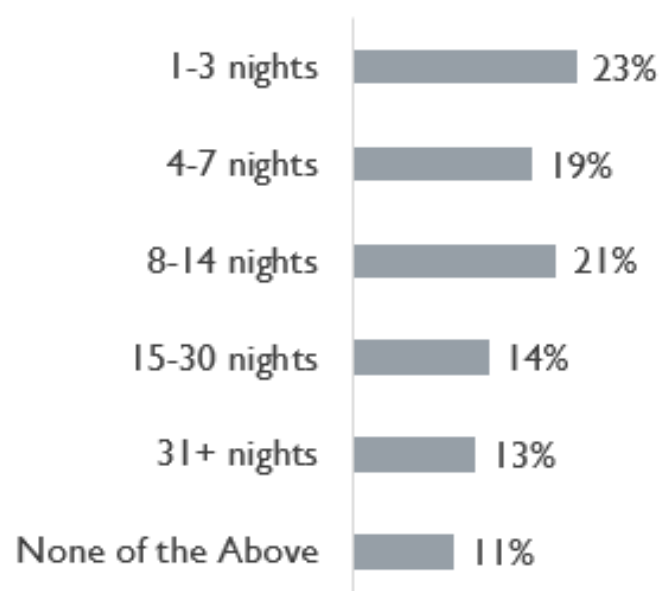
**18%** Camped/RVed for 31+ nights

## AB



**20%** Camped/RVed for 31+ nights

## WA



**13%** Camped/RVed for 31+ nights

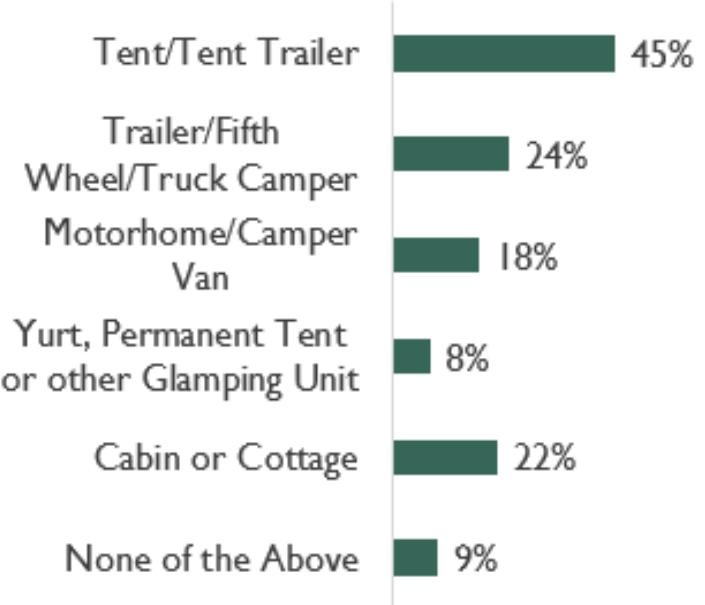


# EQUIPMENT USED FOR CAMPING AND RVING



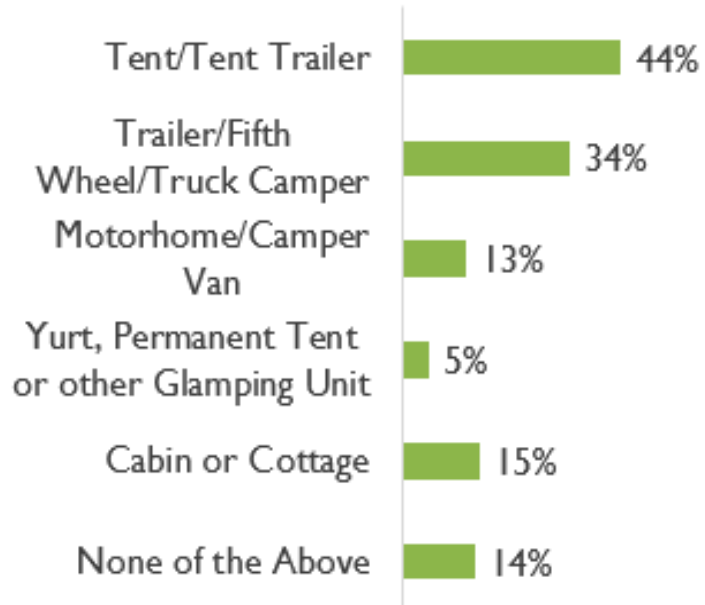
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## BC



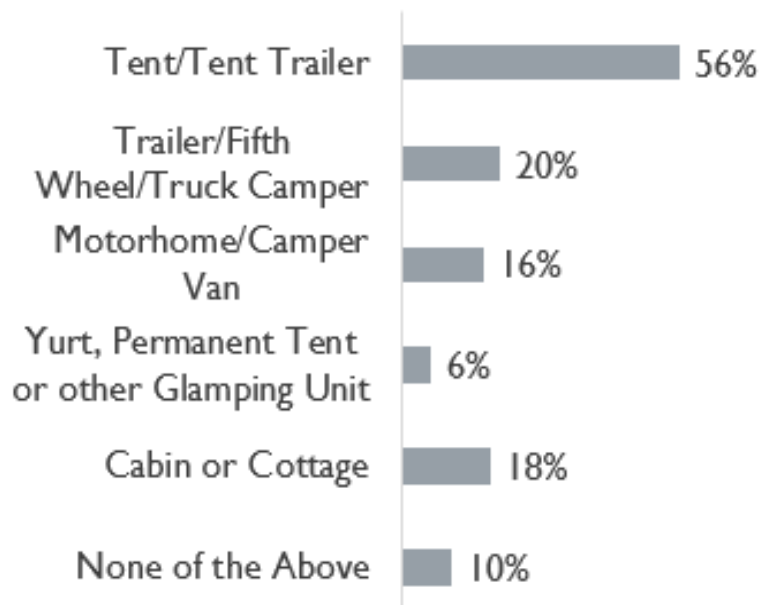
**45%** Used a Tent/Tent Trailer to camp/RV in past two years

## AB



**44%** Used a Tent/Tent Trailer to camp/RV in past two years

## WA



**56%** Used a Tent/Tent Trailer to camp/RV in past two years



# CAMPING & RVING DEVELOPMENT TRENDS AND DEMAND



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- Shortage of Overnight Campsites
- Redevelopment Potential
- Business Diversification
- Millennial Campers
- Baby Boomers
- Technology - such as <https://www.rvezy.com/> and <https://ca.outdoorsy.com/>