



## 2026 Schedule

[Attendee Registration Form](#)

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[Conference Website](#)

*This is a tentative schedule in progress. Keep checking back to The Campground Conference website at [www.campgroundconference.com](http://www.campgroundconference.com) for up-to-date details*

### Sunday, March 1

5:00 PM – 8:00 PM – Outing at TopGolf Orlando (**reservations required**) (**transportation on your own**)

8:30 PM – 9:30 PM – Mix and Mingle with Vendors and Attendees – Eclipse Lounge Lobby Bar

### Monday, March 2

Breakfast on your own

#### 8:30 AM - 9:15 AM- **The 5 Shifts Quietly Redefining Successful Campgrounds**

This session looks at five big (and surprisingly quiet) shifts happening in how guests choose, experience, and remember campgrounds — and what the parks that are really thriving are doing differently because of them. We'll talk about the move from “a place to stay” to “an experience to remember,” from amenities to moments, and from transactions to real relationships. **Presenter: Sarah Krause, Campground Manpower**

#### 9:30 AM – 10:15 AM - **Real-World Impacts on Campground Operations, Cash Flow, and Long-Term Value**

The campground and RV park industry is entering a new phase, shaped by shifting economics and changing buyer behavior. In this session, Michael Elliott, CPA, founder of Camp & Park Accounting, will provide a clear snapshot of the industry's current financial health, including revenue trends, operating cost pressures, and margin realities owners are experiencing today. Attendees will gain insight into the current market for buying and selling campgrounds, what buyers are prioritizing, and how financing and valuation expectations are evolving. The discussion will also connect broader economic forces—such as interest rates, inflation, insurance, and consumer travel trends—to their real-world impact on campground operations, cash flow, and long-term value. **Presenter: Michael Elliott, CPA, founder of Camp & Park Accounting**

10:15 AM – 10:30 AM – **Break**

10:30 AM – 11:30 AM – **The Legalities of Owning/Operating/Managing a Campground in 2026 and Beyond** - Christine Taylor, Esq., Partner – Goldberg Segalla

11:45 AM – Lunch

*Location:*

*Lakeview West*

1:00 PM – 5:00 PM -

**Trade Show Location:**

*Horizons Salons 1-4*

6:00 PM - **Dinner and Auction**

*Location:*

*Lakeview East*

### **Tuesday, March 3**

8:00 AM – Breakfast on your own

9:00 AM – 10:00 AM – **Does Your Campground Have a Story to Tell?**

This session is focused on branding and storytelling session, the focus would be on helping campground owners clearly define what makes their park unique and how to communicate that story consistently across their website, social media, listings, and guest communications.

**Presenter: Amber Simpson, Owner – Martrek Digital**

10:15 AM – 11:00 AM - **AI Technologies. Don't Confuse Them, Just Use Them!**

In this session, we'll look at AI tools you can use today, help you cut through the noise, and do it all without the boring stuff. Garrett McKinnon is the CRO at Campground Views and the host of a bi-weekly AI Roundtable for industry professionals. With more than 20 years in sales, marketing, and training across North America, he focuses on making AI practical, useful, and easy to adopt.

**Presenter: Garrett McKinnon, Campground Views**

**11:00 AM – 11:15 AM - Break**

11:15 AM – 12:00 PM - **The Power to Protect – Be Prepared for the electric nightmare that**

**might be coming to your campground.** From basic electrical knowledge to the latest NEC code requirements, this session will help you safeguard your park's electrical system. We will cover pedestal safety, updating equipment and the newest NEC changes so you can confidently maintain safe, compliant and reliable power for your guests. **Presenter: Heidi Doyle, Utility**

**Supply Group**

12:15 - 1:00 PM – **AI Employees for Outdoor Hospitality Properties**

A practical introduction to AI tools that act like digital employees, helping outdoor hospitality properties save time, improve guest communication, and streamline daily operations.

**Presenter: Ravi Parikh, CEO/Founder, Rover Pass**

1:00 Lunch

*Location:*

*Lakeview East*

## Wednesday, March 4

8:00 AM – Breakfast on your own

9:00 AM – 9:45 AM – **Generative Engine Optimization...**

This presentation gives you tips on what you can do to make sure you are “speaking to the Large Language Models” that feed the AI chat bots and, basically, how you can make sure you show up in AI chat bot searches. GEO is important for campground owners because it:

- Captures **high-intent travelers** (they’re already planning)
- Reduces reliance on **OTAs and third-party booking fees**
- Helps **independent campgrounds compete with big brands**
- Drives **direct bookings** for cabins, RV sites, and off-peak weekends

For campgrounds, this is *especially powerful* because:

- Campers search by **experience**, not brand
- AI prioritizes **specific, experiential answers**
- Campgrounds naturally offer the kind of detail AI loves\

**Presenter: Cassandra Rizzai, Senior Business Development Officer, Orange 142**

10:00 AM – 10:45 AM- TBA

10:45 AM – 11:00 AM – **Break**

11:15 AM – 12 Noon – **Fueling Growth – Financial Products Every Outdoor Operator Should Know**

Your business is an asset so begin with the end in mind. Topics include how to prepare for financing and what financing options are available. **Presenter: Paul Bosley, Managing Member, Business Finance Depot**

12:15 PM – 1:00 PM **Campground Owners/Operators/Managers Roundtable**

Join campground owners, operators, managers, and others for 45 minutes to learn about each other and hear from your industry peers. All you have to do is be prompt, prepared, and participate to win one of several prize packages. This will be an opportunity to hear and be heard in a fast-paced sharing of information and responses. **Moderator: Judy LaPorta, Owner, Little Oaks Campground. Sponsored by Little Oaks Campground.**

1:00 PM **Lunch**

*Location:*

*Lakeview East*

*Schedule subject to change.  
Last updated 02/06/2026*