

**British Columbia  
Lodging and  
Campgrounds  
Association**

**ALIGN**  
CONSULTING GROUP

# 2021 ANNUAL OCCUPANCY AND RATE SURVEY

BC Lodging and Campgrounds Association  
Annual Occupancy Report – March 2022

Photo Credit: Destination BC/Kari Medig. A visitor takes an evening stroll with his dog while staying at the Cranbrook / St. Eugene KOA.

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# HIGHLIGHTS/EXECUTIVE SUMMARY



# HIGHLIGHTS/EXECUTIVE SUMMARY

A survey of BCLCA members who have 10 or more campsites was conducted in January 2022. In total, 112 operators responded to the survey representing a response rate of 39.0%.

The purpose of the survey was to better understand the overall performance of campgrounds in 2021.

## Highlights of results:

- Lock fees and dynamic pricing are not widely used. In fact, only approximately 1-in-5 responding properties reported using these (21% and 16%, respectively).
- Efforts to minimize cancellations start with the cancellation policies; however, 4-in-10 (42%) characterize their policy as flexible while another 40% say their policy is moderately flexible.
- There was a large boost in the average number of bookings at responding properties compared to 2020. In fact, bookings were up nearly double (increase of 97%). This was driven by major gains in Northern BC (345%) and Cariboo, Chilcotin Coast (115%).
- Occupancy rates increased from an average annualized rate of 37.5% in 2020 to 41.7% in 2021 which is a gain of 4.2 percentage points.
- Given the travel restrictions associated with Covid-19, it is not surprising that the average market origin was consistent with 2020 and nearly exclusive to domestic markets – particularly BC residents. In fact, BC residents accounted for three-quarters (71.2%) of customers. There was a slight shift (2 percentage points) from Alberta to Other Canada indicating that domestic longer haul markets were more active in 2021.

# HIGHLIGHTS/EXECUTIVE SUMMARY

- The majority of bookings (52.2%) come from repeat customers.
- In 2020, the pandemic drove the average length of stay of visitors notably higher than pre-pandemic. In 2021, we saw that visitors continued staying longer in one location and actually increased the length of stay up to 5.0 nights.
- Although 2020 had mixed results with many operators suffering, the average change in revenue was only about a 5% decline. In fact, 58% of responding operators last year reported an increase in revenue. For 2021, this continued to build and/or rebound with 7-in-10 responding operators reporting an increase in revenue over 2020. On average, revenues increased by 17.9%; however, for those that did see declines (19%), they averaged a loss of 28.4%.
- Operators in the Kootenay Rockies and Cariboo Chilcotin Coast saw average declines in revenue (-28.3% and -10.1%, respectively). Given the intense forest fire situation in 2021, it is likely to have contributed to these declines. Other factors likely included the Covid-19 circuit breaker in the spring with travel restrictions across health boundaries affecting the Victoria long weekend and the atmospheric river in the late fall that devastated infrastructure.
- The majority of responding operators did not have a change of capacity from 2020; however, 27% did note they increased capacity which included adding sites/units, increasing serviced sites, and being allowed groups and tent sites again.
- The outlook for 2022 is hopeful with one-third of the total average bookings seen in 2021, already being on the books for 2022 as of January 1<sup>st</sup>. That being said, many challenges are anticipated for 2022, especially staffing, natural disasters, and covid-related concerns.
- Operators are adapting to emerging trends and needs. In fact, 61% noted that they are investing or making changes in 2022 to address new or emerging needs of customers. This includes Wifi, facility upgrades, increasing accessibility, family programming, and technology improvement (i.e. website and booking system improvements).

# HIGHLIGHTS/EXECUTIVE SUMMARY

- Average Maximum nightly rates are increasing for all site types in 2022 with Full Service and Tent sites increasing the most (up 5.5% and 8.2%, respectively over 2021 rates).
- Average nightly rates range dramatically by region. The average maximum nightly cost of a Full Service site, for example, ranges from a low of \$39.83 in Cariboo Chilcotin Coast/Northern BC (were combined due to sample size) to a high of \$75.38 in the Vancouver, Coast and Mountains region.



# **BACKGROUND AND APPROACH**



# BACKGROUND

The BC Lodging and Campgrounds Association (BCLCA) is a non-profit trade organization representing over 400 lodging, campgrounds and RV Parks throughout British Columbia. The primary mission of the association is to expand the public's utilization of the camping, RVing and lodging sectors, promote excellence in service and to improve member businesses' financial performance.

As a partner in the Camping and RVing BC Coalition (CRVBCC) there is a request for the BCLCA to provide primary research on the occupancy and rate performance of the private camping sector.

The BCLCA has conducted their annual occupancy and rate survey for several years. In 2020, the CRVBCC undertook the Pace-of-Bookings project through the summer months to better understand the impact of on-going Covid-19 restrictions that were impacting business. It was identified that gathering data for the whole year at the start of 2021 to complete the booking information obtained through the summer would be useful. As such, these two projects (annual survey and pace-of-bookings) were merged. This is the second iteration of the merged project.

Align Consulting Group was retained to conduct this survey. Included in this report is the 2022 rates data provided for Super Camping.

## RESEARCH PURPOSE & OBJECTIVES

The purpose of this research is to better understand the previous year's performance at campgrounds. Based on this, the research objectives are:

- Understand the bookings in 2021 compared to 2020;
- Gauge the occupancy rate for 2021 compared to 2020;
- Identify the market origin for 2021 compared to 2020;
- Measure changes in average rates in 2022 compared with 2021, and,
- Determine the outlook for 2022.



# APPROACH

Align Consulting Group was retained to conduct this research. The survey instrument, available in Appendix A, was drafted in coordination with BCLCA and incorporated feedback from BCLCA's Board.

Similar to previous years, the survey was conducted online. Participants were invited by email from Align Consulting Group and received up to two reminder emails. In addition, we extended the deadline by a week and sent a final invite at that time to those who had not yet responded. To maximize response rates, we also created an 'open-link' survey where members could complete the survey. This open link was communicated through the BCLCA's newsletter. The survey for the 'open-link' was the same but did ask for the property name and region of the property.

Given the purpose of the survey, the target audience was identified as BCLCA members who had 10 or more campsites on their property. This was based on the membership information that BCLCA maintains. In total, there were 287 members who qualified for this survey. The survey launched on January 5, 2022 and was closed for the purposes of analysis on February 7, 2022.

In total, 112 members completed some or all of the survey which represents a response rate of 39.0%.

## NOTES FOR INTERPRETATION

Although the data contains feedback from up to 112 responding members, some questions were limited to ensure comparability. For example, insights regarding bookings were limited to those who had completed booking information for all of 2021 as well as 2020. Those who may have provided bookings data for 2021 but not 2020, for example, were excluded from the bookings analysis. This ensures that when comparing the two years, the base properties are consistent which ensures that year-over-year results are comparable. Base sizes and notes are included in all the graphs.



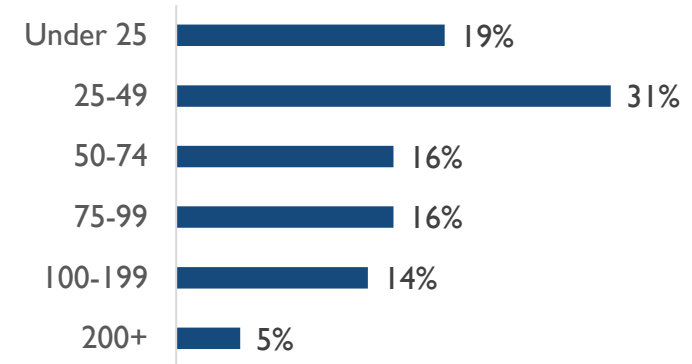
# **RESULTS**

## ABOUT RESPONDING PROPERTIES

# PROPERTY INFORMATION

- Responding properties represented a broad mix of site types and size. As the graph demonstrates, the most common number of campsites (serviced and/or non-services) in responding properties was 25-49 sites with three-in-ten (31%) falling into this category. While 19% have under 25 campsites, 16% have 50-74 campsites and another 16% have 75-99 campsites. Only 5% have 200 or more campsites. This is a very similar distribution to 2021.
- Looking at the breakdown of site types, the average (mean) gives the reader some information; however, the properties vary dramatically therefore the minimum, maximum, mean (average), median and mode were calculated for each category. We see that although on average respondents have 55.8 campsites with services, respondents ranged from having none of these types of sites to one property having 430 campsites with services. Looking at the median, that is the middle response when sorting from lowest to highest value, respondents come in with 37 campsites with services. This approach minimizes how particularly large or small properties in this category skew the results.

Responding Properties: Total Number of Campsites for 2022 (serviced and non-serviced)

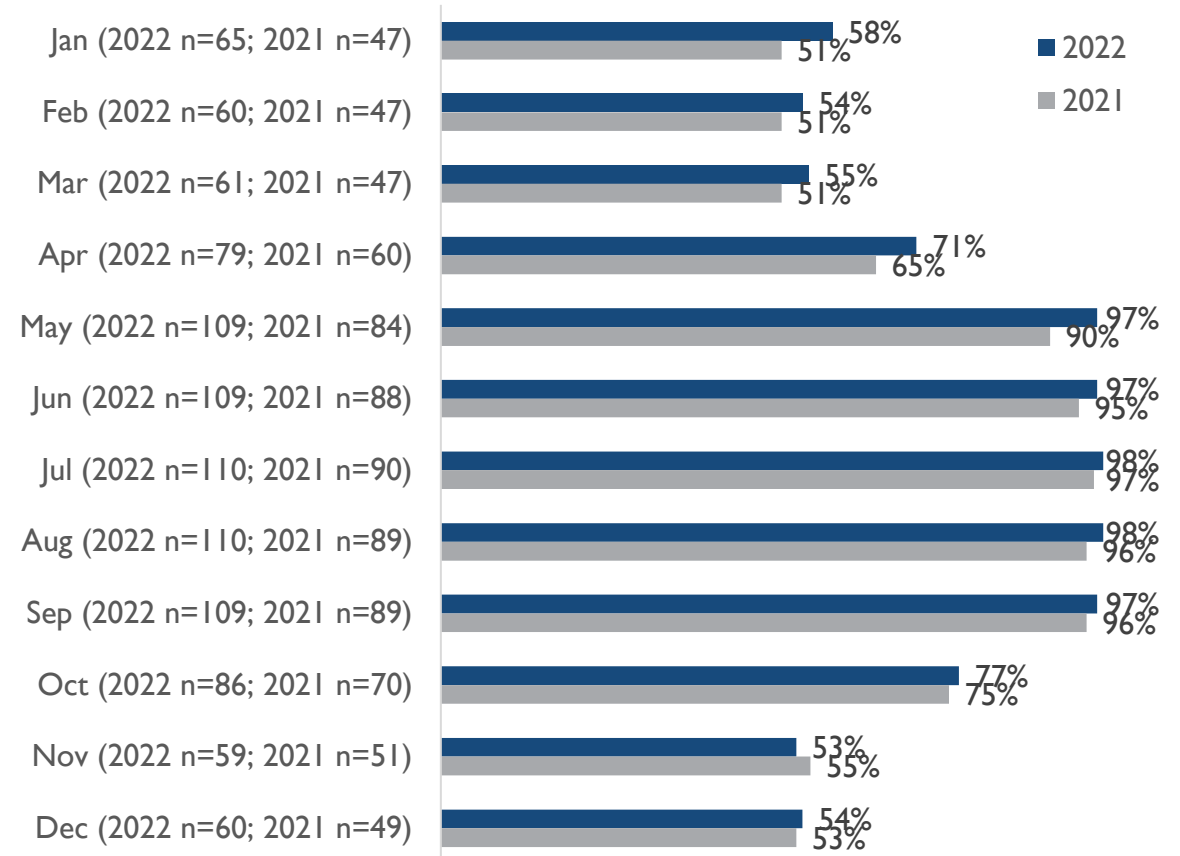


	Min	Max	Mean	Median	Mode
Campsites without Services	0	80	11.9	5	0
Campsites with Services (Full or Partial)	0	430	55.8	37	10
Hotel/Motel/ Lodge/B&B Rooms	0	71	2.8	0	0
Cabins/Cottages	0	34	2.9	0	0
Glamping Units such as: (Yurts/Teepees/Static Tents/Ready-to-Camp Units (i.e. trailers you rent out))	0	20	1.1	0	0

# OPERATING MONTHS (2021 & 2022)

- There does not appear to be any large changes in the proportion of properties open in any given month from 2021 to 2022. That being said, the proportions for each month are slightly higher in 2022 compared to 2021, except November, which suggests that operators are bullish on this year.
- Not surprisingly, the peak camping months have the highest incidence of properties being open. In fact, nearly all operators anticipate being open from May to September this year.
- April and October appear to be shoulder seasons for operators with approximately 71% and 77%, respectively, being open.
- Approximately half of operators are open between November and March.

## Months Operating in 2021 and 2022



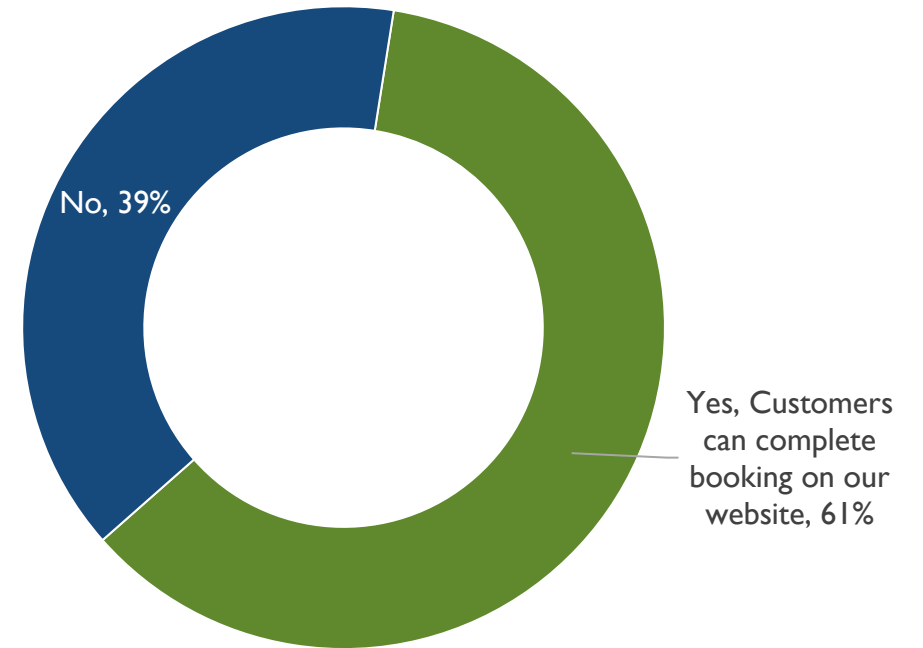
Q2. (2021). What months will you be operating in 2022?

Base: All respondents who answered both years to ensure comparability, n=110 in 2021 and 90 in 2020. Bases change by month and reflect only those who were open in any given month & year.

# WEBSITE BOOKING CAPABILITIES

- Website booking capabilities appear to be mixed.
- Approximately 4-in-10 responding properties (39%) have a website that does not allow consumers to book particular dates and make secure payment. This appears to be decreasing over time as this was approximately half of responding properties last year.
- That being said, 61% of responding properties do have this online booking capability on their website.

Website Capable of Completing Booking/Reservation

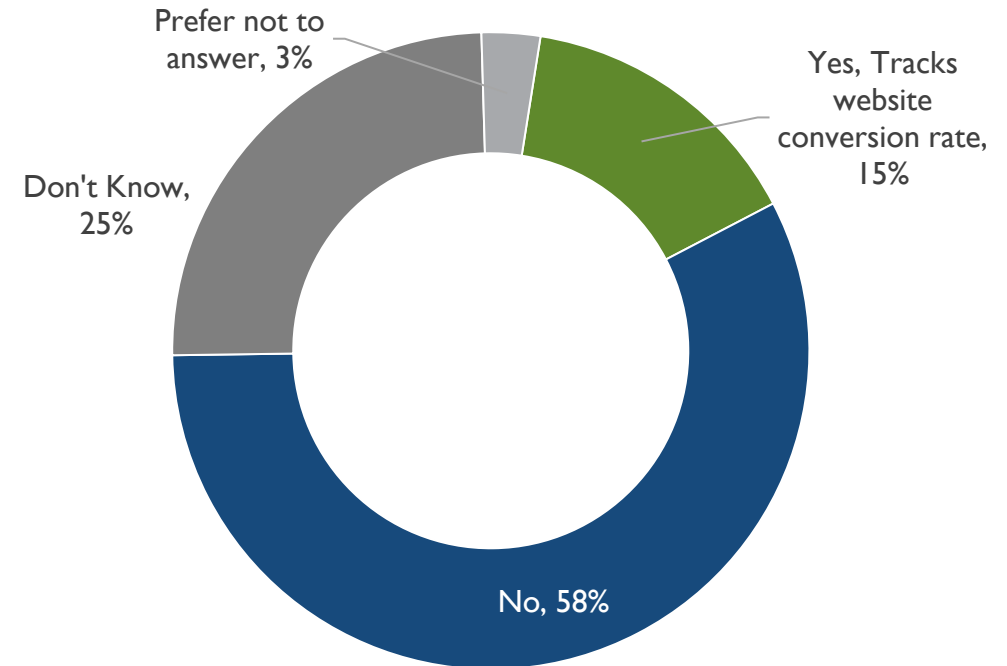


Q22 (2021)/Q17 (2020). Does your property have a website where customers can complete their bookings/reservations? Please note this does not include email request forms. We mean the consumer can confirm availability and book particular dates and make secure payment? Base: all respondents, n=66.

# WEBSITE CONVERSION RATE

- Of those properties that can complete bookings on their websites, only 15% track their website conversion rate. Of those 6 properties, only 1 provided their conversion rate; therefore, we have not reported it.
- This suggests that there is an educational opportunity to better inform members of what a conversion rate is, how to measure it and why it is important.

## Track Website Conversion Rate (Unique Website Visitors to Reservations)

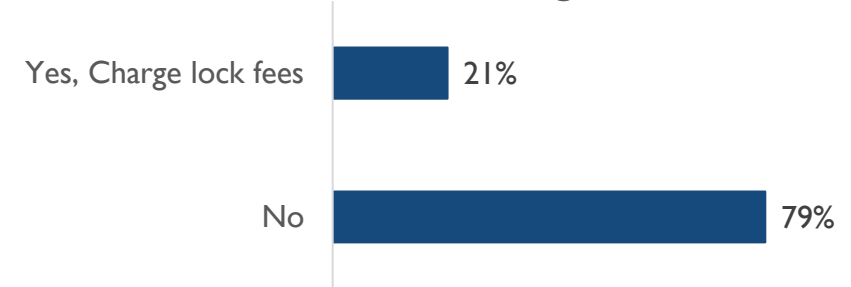


Q23. [IF Q22=YES], Do you track the conversion rate of unique website visitors to reservations? For reference, a conversion rate is calculated by dividing the number online reservations by number of unique website visitors multiplied by 100%. Base: all respondents, n=40.

# LOCK FEES CHARGES AND DYNAMIC PRICING FOR RESERVATIONS

- Lock fees are used by approximately one-in-five properties (21%).

## Lock Fees Charges



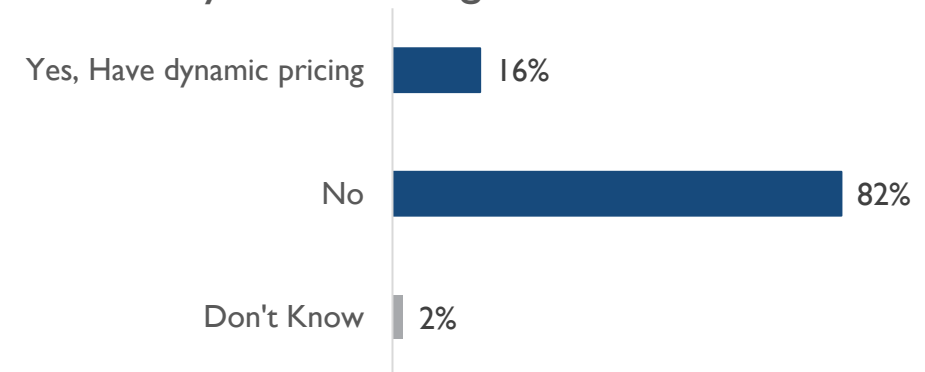
Q27. Does your property charge lock fees?

For reference, a lock fee is an additional charge for campers to reserve a particular site in advance

Base: All respondents n=67.

- Only 16% of responding properties have dynamic pricing for reservations.

## Dynamic Pricing for Reservations



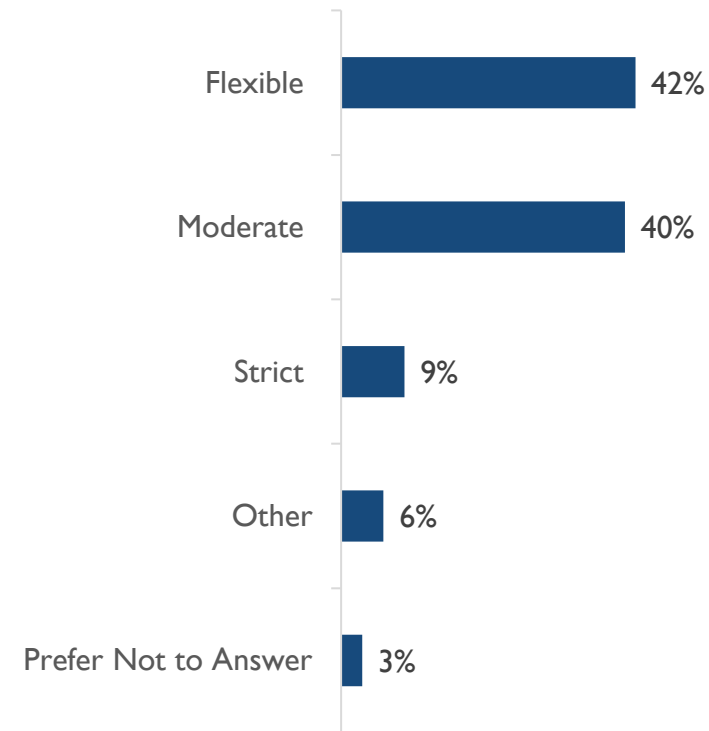
Q28. Does your property have dynamic pricing for reservations?

For reference, dynamic pricing involves changing rates based on demand. Base: All respondents n=67.

# CANCELLATION POLICIES

- The vast majority of responding properties have either a ‘flexible’ or ‘moderate’ cancellation policy. In fact, 42% of responding properties said their policy was best described as ‘Flexible – small or no monetary cost and short notice is required to cancel. For example, small or no fee to cancel and can cancel up to reservation date or within several days of scheduled arrival’. In addition, 40% most aligned with ‘Moderate – some monetary cost even with advance notice of cancellation. For example, forfeit cost of at least one night of booking and has to be cancelled at least 1 or 2 weeks before arrival date or a larger fee or forfeiture of entire reservation cost may apply.’
- Less than 1-in-10 (9%) note their cancellation policy as ‘Strict – some monetary costs even with very advance notice of cancellation. For example, forfeit cost of at least one night of booking and has to be cancelled at least 1 month before arrival or a larger fee or forfeiture of entire reservation cost may apply.’
- Respondents were asked for their cancellation policies which are featured in the following tables.

## Cancellation Policies Types



Q25. Which of the following general categories best describes your cancellation policy? Base: All respondents n=67.

**Flexible** – Small or no monetary cost and short notice is required to cancel. For example, small or no fee to cancel and can cancel up to reservation date or within several days of scheduled arrival.

**Moderate** – Some monetary cost even with advance notice of cancellation. For example, forfeit cost of at least one night of booking and has to be cancelled at least 1 or 2 weeks before arrival date or a larger fee or forfeiture of entire reservation cost may apply.

**Strict** – Some monetary cost even with very advance notice of cancellation. For example, forfeit cost of at least one night of booking and has to be cancelled at least 1 months before arrival or larger fee or forfeiture of entire reservation cost may apply.



# DETAILS ON CANCELLATION POLICY

**Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy below.**

We are somewhere between Moderate & Flexible. 1. Reservations are highly recommended during summer months. 2. A deposit is required for a guaranteed reservation. During the off-season, the deposit is one night of the basic rate for each site you book. During the Regular and Peak season, the deposit is equal to two nights of the basic rate for each week and each site you book. The deposit equal to one night fee is non-refundable, see cancellation policy. Deposit is based on basic site rate and does not include services. Services on a site will be charged as listed below whether you use it or not. CANCELLATION POLICY Regular and Peak Seasons. We require 14 DAYS NOTICE to cancel, reschedule or change your reservation. You may change or transfer your reservation (for a \$15 fee) to any other site and/or date available during the same year. Prepayments are NOT transferable from year to year. If you do not contact us nor check-in by noon the day following your scheduled arrival date, then your reservation will be cancelled. No refunds on partial cancellations on or after arrival.

Has been flexible but moving back to strict. 24 Hour Notice prior to stay.

Deposit is refunded, less a reservation fee, with at least two weeks notice. 24 hr notice on regular days 48 for long weekends. If they don't call or are late calling they are charged for 1 night.

Officially strict, but when it comes down to get the money in, we are way to nice to people :-). 30 days on RV bookings, 60 days on Cabin bookings, as well as the following warning on our website: >Please remember, when you make a reservation, you are responsible for all days booked. We do NOT have a contract with mother nature. If there is a chance you might wish to cancel due to bad weather, bugs or smoke, or are the type to leave early if the fishing is slow, please look into travel insurance, as we do not refund early departure for such reasons. BC has a fire season. We also have an unpredictable bug season, and if you've been in our province before, you know our weather can be cantankerous, and the fishing can be unpredictable. If we have a bad fire season and the resort is put under evacuation alert or notice, all deposits will be refunded for that initial period without question. The fire cancellation policy only applies to reservations within 1 week of the start date of the alert. We will not accept cancellations due to an alert more than a week in advance. (ie, cancelling July 10 when we are under alert, for a reservation in August, our regular policies apply). If you cancel because there is, or might be, smoke, bugs or bad weather, you are responsible for the FULL amount of all nights reserved (not just the deposit). We recommend reservations to guarantee your space. Our guarantee is that your space will be available to you for the time requested, and nothing more.

# DETAILS ON CANCELLATION POLICY

**Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy below.**

7 day notice for cabin reservation cancellations 24 hour notice for RV site reservation cancellations

Bookings must be canceled 30 days prior to arrival date to receive a full refund less a \$20 booking fee. There are no refunds for early check outs under any circumstance and the full amount of the booking will be charged.

**CABIN RESERVATION POLICY:** An advance deposit equal to your first night's stay (before taxes) is due at time of booking to guarantee your reservation. Final payment of the balance of your reservation will be automatically charged to the credit card on file 14 days prior to arrival. For reservations made within 14 days of your arrival date, full payment is required at time of booking. **CABIN CANCELLATION POLICY:** If you cancel your reservation MORE than 14 days prior to your expected arrival date, an amount equal to your advance deposit is forfeited. Cancellations made less than 14 days prior to your arrival will result in forfeiture of the full amount of days booked. **RV/Campsite Reservation and cancellation policy:** We have a 7 day cancellation policy. Your total amount due will be charged to the credit card on file, 7 days prior to arrival. We will email your invoice prior to processing payment. Once the payment is processed, it is non-refundable.

Cancel less than 14 days prior to arrival date, we refund 50% of the total reservation. If reservation cancelled 14 days or more prior to arrival date, we give full refund.

Cancellation 48 hours prior to arrival date or full charge.

**Cancellation and Changes Policy:** Days. Refund minus the Non-Refundable Booking Fee 46 Days or more. Full Refund 45-15 Days. 50% refund 14 Days or less. No Refund Early Departure.

Cancellation is 7 days.

Cancellation policy for cabins: Days cannot be altered (reservation can be fully cancelled but not modified). If cancelled 30 days or more before check in: CAD\$ 40.00 cancellation fee. If less notice is given you are responsible for all nights booked. Cancellation policy for campsites: If cancelled 14 days before check in: no charge. If less notice is given you are responsible for all nights booked.

Cancellation policy for RV Sites is 60 days before arrival Cancellation policy for Main Lodge Rooms or Cottages is 14 days.

# DETAILS ON CANCELLATION POLICY

**Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy below.**

Cancellation Policy on cabin bookings: Cancellations must be received 60 days prior to arrival date to receive refund of deposit. No refund of deposit for cancellations between 59 & 30 days prior to arrival. For cancellations 29 days and less prior to arrival, guests are responsible for ALL the nights reserved. All cancellations are subject to a \$35.00 administration fee. Reservation Policy Camping: 50% deposit required on all campsite reservations. Group bookings require full payment 60 days in advance, no refund for cancellations less than 30 days prior to arrival. Cancellation Policy Camping: Individual cancellations must be received 7 days prior to arrival date to receive a refund. All cancellations are subject to a \$35.00 administration fee. Guests are responsible for all the nights reserved. No refund for group booking cancellations less than 30 days prior to arrival. Note: Taxes are not included. All prices are subject to change. WE HIGHLY RECOMMEND BUYING TRAVEL INSURANCE FOR YOUR VACATION

**CANCELLATION POLICY:** 30 days notice is required in order to refund the deposit, less a \$25 cancellation fee. With less than 30 days notice, the full deposit is non-refundable. Reservations with no deposit will be cancelled. THERE WILL BE NO REFUNDS ON EARLY DEPARTURES. If your reservation is active and you are a no show, you will be charged for your reservation.

**Cancellation/Refund Policy** We require a credit card number to guarantee your reservation. 14 days prior to your stay we will take a 2 day non-refundable deposit per unit or site, by charging the card on file. We will send a reminder email at this time. We provide a full refund or credit towards your next stay in the event we are on evacuation order or there is a government ordered travel restriction into our area. Groups of 4 or more are required to pay a \$40. Non-refundable deposit per unit or site, at time of booking. Once you have arrived, you are responsible to pay for your full stay even if you leave early. No show will be charged full stay

Cancellations Campsites are refundable as long as 7 days notice prior to arrival date is given. We charge a \$12 Cancellation Service Fee for ALL Cancellations. You also lose the \$7 reservation fee paid at the time of booking. \$19.95 after tax in total is forfeit. No exceptions. If you cancel within 7 days of your arrival date, you will NOT get a refund. Refunds can only be given on a credit card. We are NOT waiving cancellation and reservation fees due to travel restrictions or bans due to COVID-19

# DETAILS ON CANCELLATION POLICY

**Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy below.**

Cancellations: Nightly cancellations require 7 day notice prior to arrival date for refund (less a \$15 processing fee.) Monthly cancellations require 30 day notice prior to arrival date for refund (less a \$15 processing fee.) For Seasonal stays, if you wish to depart early; cancelling the remainder of your stay; one month notice must be provided on the 1st of the month for the following month departure (less a \$15 processing fee).

Change dates free of charge. Held deposits for future stays.

Credit card required for reservation.

DEPOSIT/CANCELLATION POLICY for 2022: Bookings after January 1st requires a 50% deposit. Pre-booking for the following season will require confirmation and a 50% deposit by January 1st. If cancelled 30 days or more before first day of reservation, 100% refund MINUS a \$50.00 administration fee. If cancelled 15-29 days before first day of reservation, 50% refund MINUS a \$50.00 administration fee. If cancelled less than 14 days prior to the first day of reservation, no deposit refund and no exceptions. No refunds for: no shows, late arrival, early departure, inclement weather, personal reasons or evictions. Credit card is required for reservation deposits. Credit card, cash or debit are acceptable to pay remaining balance on arrival. We reserve the right to change your site booking to another site of equal value. 3 night minimum on all long weekends.

Deposits: Payment in full is due at time of booking. Cancellations/Refunds: Deposits will be refunded with 30 days' notice minus a 20% administration fee. With less than 30 days' notice, no refund is given. Trip cancellation insurance is recommended for anyone concerned about needing to cancel last minute. There is absolutely no refund or credit for guests leaving prior to scheduled departure or for unused days. TCM will not be held responsible for cancellations for reasons including but not limited to: fire, flood, wind, rain, smoke, road closures, ferry schedules, border closures, state of emergency shutdowns or other 'force majeure' events beyond it's control (including COVID-19). Reservation Changes: 30 days' notice is required to change reservation dates and must be used in the same calendar year.

Did not apply during covid. Kept deposit as credit in guests account or refunded it. Cabin reservation requires a 1 night, non-refundable deposit upon reservation. RV Site reservation requires a \$40 non-refundable deposit upon reservation. CANCELLATION POLICY 8-14 days prior to arrival, 50% charge applies, cancellation within 1 week of arrival, 100% charge applies.

# DETAILS ON CANCELLATION POLICY

**Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy below.**

Every reservation is paid in full upon making a reservation cancellation policy for RV sites 14 days prior to your arrival date minus \$10. Cabins 30 days prior to arrival date minus \$10.00 fee

-For campsites: **SINGLE SITE BOOKING:** If a cancellation notice is received more than 15 days from your reserved check in date, a 3% (after tax) card processing fee will be applied and the rest will be credited to your account. If received within 15 days and more than 7 days from your reserved check in date, a \$20.00 processing fee will be assessed. There are no refunds within 7 days of arrival or for early departure. **GROUP BOOKING** (two and more than two sites booked under same booking number): If a cancellation notice is received more than 30 days from your reserved check in date, a full refund less \$40.00 will be credited to your account. If received within 30 days and more than 15 days from your reserved check in date, a \$80.00 processing fee will be assessed. There are no refunds within 15 days of arrival or for early departure. -For RV Glampings: If a cancellation notice is received more than 30 days from your reserved check in date, a full refund less a \$40.00 processing fee will be credited to your account. If received within 30 days and more than 15 days from your reserved check in date, a \$80.00 processing fee will be assessed. There are no refunds within 15 days of arrival or for early departure. Please send email request to [payment@mountainairrvpark.com](mailto:payment@mountainairrvpark.com) and include your reservation number in the email for us to process. Please expect a 2-week window to receive the money back to your card.

Full refund if cancelled outside of 14 days prior to the arrival date (with a \$15 cancellation fee). Cancellation inside of two weeks results in no refund (unless covid related).

I can't find what it is we say, but in a nutshell they have 72 hours before arrival to cancel without any penalties. After that it is the discretion of the campground if there is a penalty. Which is usually 1 night. But they do not get any refunded monies should they leave early.

I find about 65% of bookings are through Expedia; cancellations are of course permitted, and in accordance with my policy of 24 hours prior notice - haven't set any fees as so far have not had more than one problem in the last 8 years. I do find more problems with the RV Park - many just don't show up - but in their defense, I also do not take credit card numbers when a reservation is made by email, and only if by phone and a long stay in a preferred site is requested.

# DETAILS ON CANCELLATION POLICY

**Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy below.**

I have changed the cancellation period from 24 hours to 7 days and will make a charge for no shows. Also I will not be refunding for early check out I LET EVERY INQUIRY KNOW BY PHONE ABOUT DEPOSIT AND CANCELLATION. 10-7 DAY CANCELLATION PENDING THE CIRCUMSTANCES.

If cancellation is made: more than 30 days, prior to arrival date, an administration fee of \$50.00 is withheld more than 7 days, prior to arrival date, but less than 30 days, a fee of \$75 is withheld with 7 days or less, prior to arrival date, the deposit of \$150 is withheld.

if more than 14 days notice is given, a \$20 admin fee plus tax will be charged If less than 14 days notice is given, the full deposit amount will be forfeited

If more than 30 days' notice is given, a \$50 booking fee will be charged. If less than 30 days' but greater than 14 days notice is given, a \$100 booking fee will be charged. If less than 14 days notice is given, the reservation is non-refundable. For RV rentals, the full reservation is non-refundable with less than 30 days' notice given.

If you cancel a reservation and would like a refund, we must receive notification 14 DAYS OR MORE PRIOR TO YOUR FIRST NIGHT RESERVED. All cancellations require notice by email or telephone. If your cancellation is received within 14 DAYS OR LESS OF YOUR FIRST NIGHT RESERVED, your deposit will NOT be refunded.

If you need to cancel your reservation, we will gladly issue a full refund of all monies already paid (less a \$45 cancellation fee) if you cancel more than 8 days prior to your arrival date, regardless of when you booked. If you cancel your reservation less than 8 days prior to your scheduled arrival, your 50% deposit will not be refunded. (If you paid in full you will receive a refund less the 50% deposit). No refunds will be issued for any reason after arrival.

In addition to the \$7 non refundable booking fee, please see cancellation policy below. Exceptions are made for family emergency and if people are not to travel based on covid symptoms. Cancellation & Refund Policy In the event of any cancellation of the reservation you will forfeit a \$35 Cancellation Fee If cancelling 8 days or more prior to your date of arrival, a \$35 cancellation fee will apply and the remainder of the cost will be refunded. Cancellations made 7 days or less prior to arrival are completely non-refundable for any reason. No refunds are given for early checkouts, with no exceptions. No refunds are given to anyone who is evicted from the campground for any reason. No refunds will be given if you have booked a smaller site than you need to accommodate your RV length. No refunds will be given due to weather. Important to Note: Guests must contact the office by email or phone to Cancel reservations.

# DETAILS ON CANCELLATION POLICY

**Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy below.**

More than 24 hours, \$10 fee Less than 24 hours, full deposit

Must cancel 14 days before reservation to get refund -10.00. Within the 14 days guests forfeit 100% of reservation fee.

non-refundable after reservation is completed.

Noting that we were closed to voyageur camping until June 2021 due to our location on First Nation land. For stays of less than 30 days - 14 days notice is required. For stays of more than 30 days - 30 days notice is required. If given, a \$20 admin fee is charged. If not, deposit is forfeited.

Offer to change dates without fee.

On our website says 50% of your booking will be charged if cancelled within 14 days of your booking. We will be changing this to just a Visa or Master card number will reserve your spot. No cancellation charge if you let us know 3 days prior to your booking, if not, it will be 50% of 1 night reservation charge.

One night payment is due upon making reservation. This is refundable to another date if the guest needs to cancel. However cancellations made with 48 hours get no refund or date change option. No shows will have their card charged for the full fee.

Rather than cancel, we will allow the guests a one-time transfer of the reservation to another date in the future.

Reservations can only be cancelled by the account holder or a pre-authorized designate. To receive a full refund of your camping fees, cancellations must be made more than 14 days before 2:00 p.m. of the originally scheduled arrival date. Camping fee refunds are applied to the card used for the original transaction. There is a \$25.00 administration fee charged for all cancellations.

RV/Tent Sites If more than 14 days' notice is given, a \$20 administration fee will be charged. Less than 14 days' notice to cancel will result in the original deposit being forfeited. Monthly stays require 30 days' notice. Less than 30 days' notice to cancel will result in the original deposit being forfeited.

Cabins/Yurts If more than 30 days' notice is given, a \$20 administration fee will be charged. Less than 30 days' notice to cancel will result in the original deposit being forfeited.

Up to 48 hours prior to stay there will be no charge.

We allow full cancellation with no fee attached. Because of COVID, we did not wish to receive prepayment.



# DETAILS ON CANCELLATION POLICY

**Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy below.**

Reservations require 1 night advance payment with the understanding that failure to show on night 1 will mean the campsite can be reassigned by 2 pm the following day if there has been no contact with the Caretaker to confirm arrangements. Long weekend reservations require advance payment in full. Please note there are no refunds on deposits. Prepayment of entire balance is required upon check in. No Exceptions. If you wish to extend your stay, and your site is available, please notify the caretaker before 11:00 a.m. on your scheduled date of departure. The person reserving the site must be planning to camp—reserving sites for others will not be permitted. Identification will be required on arrival. Anyone showing up without identification will not be allowed to camp. Guests that have not had their first vaccination must wear a mask inside the lodge. Cancellations Any dropped nights within the 7 day period prior to your arrival will result in a forfeiture of payment for each night dropped. Nights dropped outside of the 7 days prior to arrival that do not result in your stay becoming less than our minimum required stay of 1 night are eligible for a full refund. In the case of any no-shows or early departures, guests will still be responsible for the full amount of their reservation. Cancellations will only be accepted by email to [info@kasiks.ca](mailto:info@kasiks.ca). Cancellations will not be accepted by phone. We do not give credit or refunds due to inclement weather. The fun continues rain or shine! During the current pandemic you accept that you are travelling at your own risk knowing fully that travel restrictions and provincial changes can be made any time. If any changes are made municipally, provincially, or federally that prevent you from travelling you accept that our standard cancellation policy still applies. To reserve your site, a 50% deposit will be collected at the time of booking for each campsite reserved. If you have booked a one week or longer stay prior to February 14th, 2021, you will not be able to shorten your stay. If there is someone on the waitlist, they will receive priority to accept or decline that week. To cancel, we must receive notification 7 DAYS OR MORE PRIOR TO YOUR FIRST NIGHT RESERVED. All cancellations require notice by email. If we do not receive this notice, you no-show, or if the notice is received within 7 days, the cost of the deposit is non-refundable. Notification of cancellation provided 7 days or more prior to the first night reserved results in a \$25 plus GST charge for each individual site booked. Please send cancellation notification to [info@salmonvalleycampground.com](mailto:info@salmonvalleycampground.com).

Two weeks notice to avoid a late cancellation fee of two nights' fee. (One week to avoid a fee of one night for one night stays.)

We are changing our booking and cancellation policies this year. We are implementing payment in full, at time of booking, with a sliding scale cancellation policy.



# DETAILS ON CANCELLATION POLICY

**Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy below.**

We are very flexible since I only have few sites available for short term stays. I just ask that people notify me as soon as they can if their plans should change. I usually have drop in customers that can fill a vacant site.

We just ask that the customer contacts us ahead of time if they need to cancel.

We maintain strong contact with our guests and make them aware of situations which may affect travel in the region. We require 2 weeks cancellation notice.

We offer flexibility for guests to move to a different date, site, shortening or lengthening of stays, etc. whenever possible in efforts to minimize cancellations.

We will refund your deposit fee under the following circumstances: 0-30 days, 50% refund of booking total 31-60 days, 80% refund of booking total 61+ days, 100% refund of booking total.

You can cancel your reservation up to 48hrs in advance of your 1st night of your booking minus \$7 administration fee. Failure to occupy your site 24hrs after your first registered night will result in forfeiture of the remainder of your booking and any associated fees.



# **RESULTS**

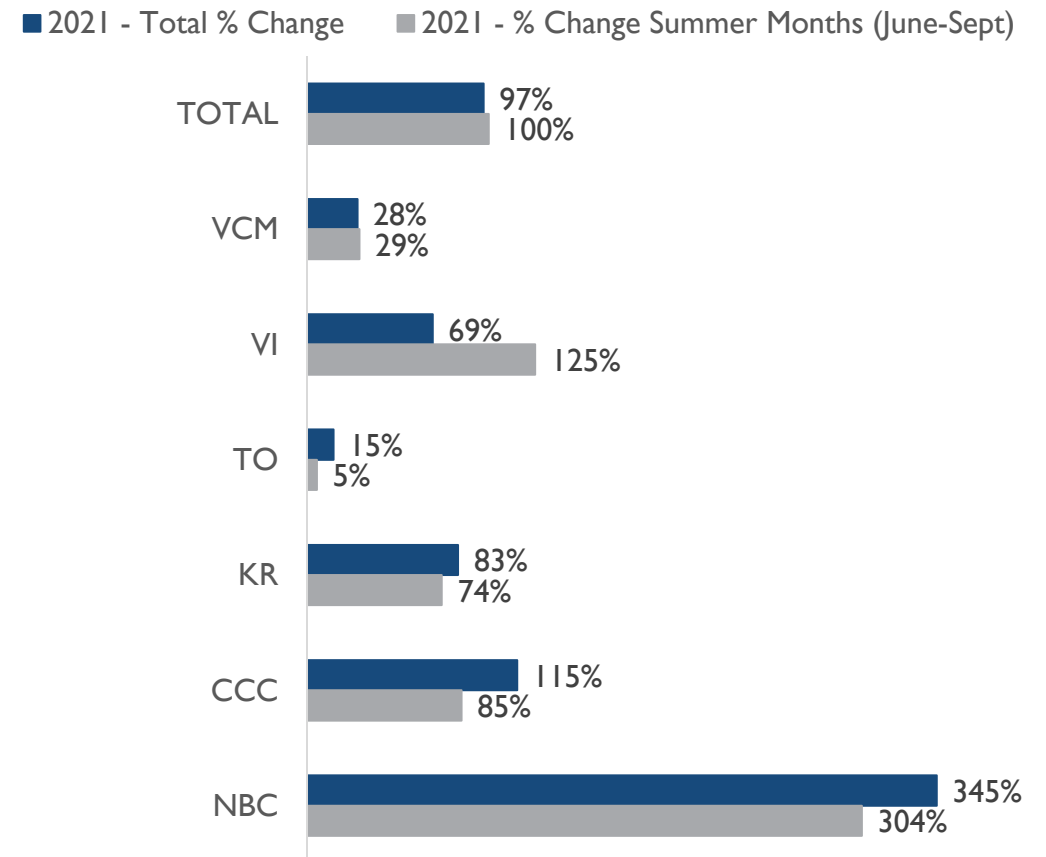
## **2021 COMPARED TO 2020**



# 2021 & 2020 CHANGE IN BOOKINGS

- Overall, the average number of bookings at responding properties was up 97% in 2021 compared to 2020. This is not surprising given 2020 included several closed months due to the pandemic; however, this increase outpaces any declines seen in 2020 suggesting bookings have surpassed 2019 levels.
- The summer months (June-September) saw an average increase in bookings of 100% (double) in 2021 compared to 2020.
- After a large decrease in 2020, Northern BC saw a huge rebound in 2021. That being said, the 345% increase likely only got operators back to 2019 booking levels.
- The Thompson Okanagan has the smallest increase with an average of 15% in total and 5% for summer months; however, this builds off of the increases it saw in 2020.

## Average % Change in Bookings (2021 vs. 2020)

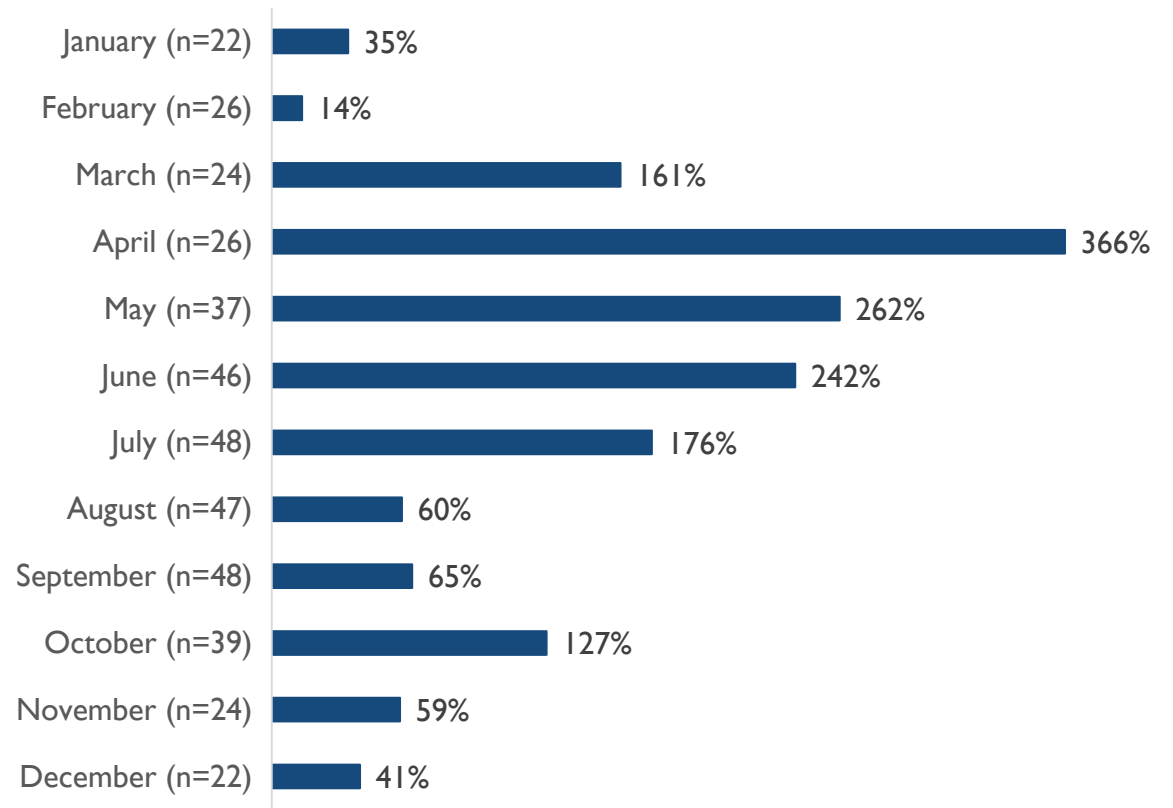


Q6 (2021)/ Q4 (2020). For each of the previous two years, how many bookings/reservations did you have for each arrival month?  
 Base: All respondents who answered both years to ensure comparability, Total n=52, VCM=7, VI=14, TO=11, KR=6, CCC=7, NBC=7.

# 2021 & 2020 BOOKINGS BY MONTH

- Looking at the average change in bookings by month, we see the largest gains in what was lock-down months in 2020 (March – May). April saw the largest increase in bookings with a 366% increase.
- Given that 2020 saw average bookings start to increase in September, the % gains seen in 2021 are compounded and not 'recovery' increases. This suggest that there were notably more bookings in each month of 2021 not just compared to 2020 but likely well above 2019 as well.

## Average % Change in Bookings (2021 vs. 2020) by Month of Arrival

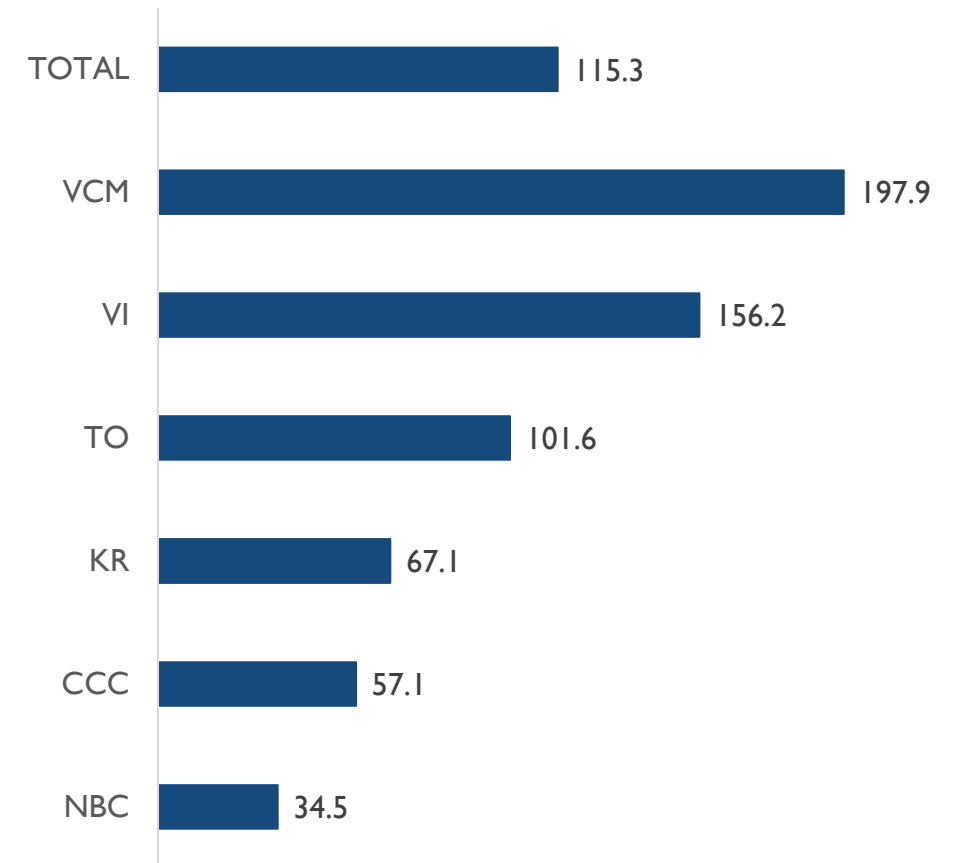


Q6 (2021)/ Q4 (2020). For each of the previous two years, how many bookings/reservations did you have for each arrival month?  
Base: All respondents who answered both years and were open in the particular month in 2021 to ensure comparability.

# OCCUPIED NIGHTS PER SITE/UNIT PER YEAR

- The survey asked what the total occupied nights for each property was. However, given that properties vary drastically on how many units or sites they have, this was converted to occupied nights per site/unit using the total number of units the respondent provided in a previous question. Overall, the average number of nights each site or unit is occupied per year is 115.3 nights.
- Occupied nights per site or unit for the year ranged from a low of 34.5 nights in Northern BC to 197.9 nights in Vancouver, Coast and Mountains.

## Occupied Nights per Site or Unit in 2021

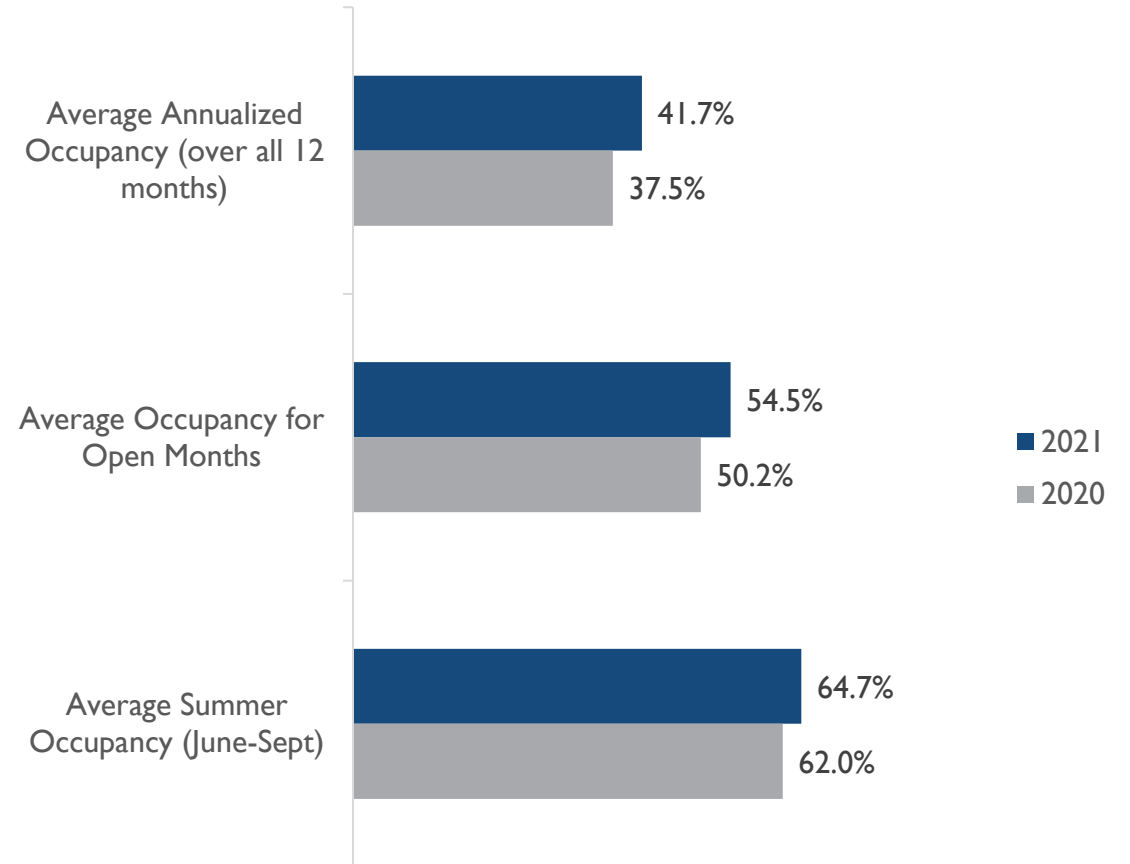


Q7. What was your total occupied nights in 2021? Base: All respondents.  
Question added in 2021 survey, therefore there is no data from previous years. Total n=42, VCM=7, VI=12, TO=8, KR=5, CCC=4, NBC=6.

# OCCUPANCY RATES (2021 & 2020)

- Respondents provided their occupancy rates for each month of both 2021 and 2020. To ensure that the data is comparable, these results only include those who completed both 2021 and 2020.
- The average annualized occupancy, this is the average occupancy across 12 months, was 41.7% in 2021 compared to 37.5% in 2020. Given the large increase in bookings previously noted, it is surprising there wasn't a larger increase in average occupancy.
- The average occupancy of open months is the average occupancy across the months the property indicated they were open. The challenge with this measure is that the months that properties were open in each year may differ therefore it may be comparing different time frames. The average occupancy for these open months was also up approximately 4 percentage points with 54.5% occupancy in 2021 compared to 50.2% in 2020.
- The average occupancy rate during the summer months (June – September), was 64.7% which is up 2.6 percentage points from 62.0% in 2020.

## Average Occupancy (2021 vs. 2020)

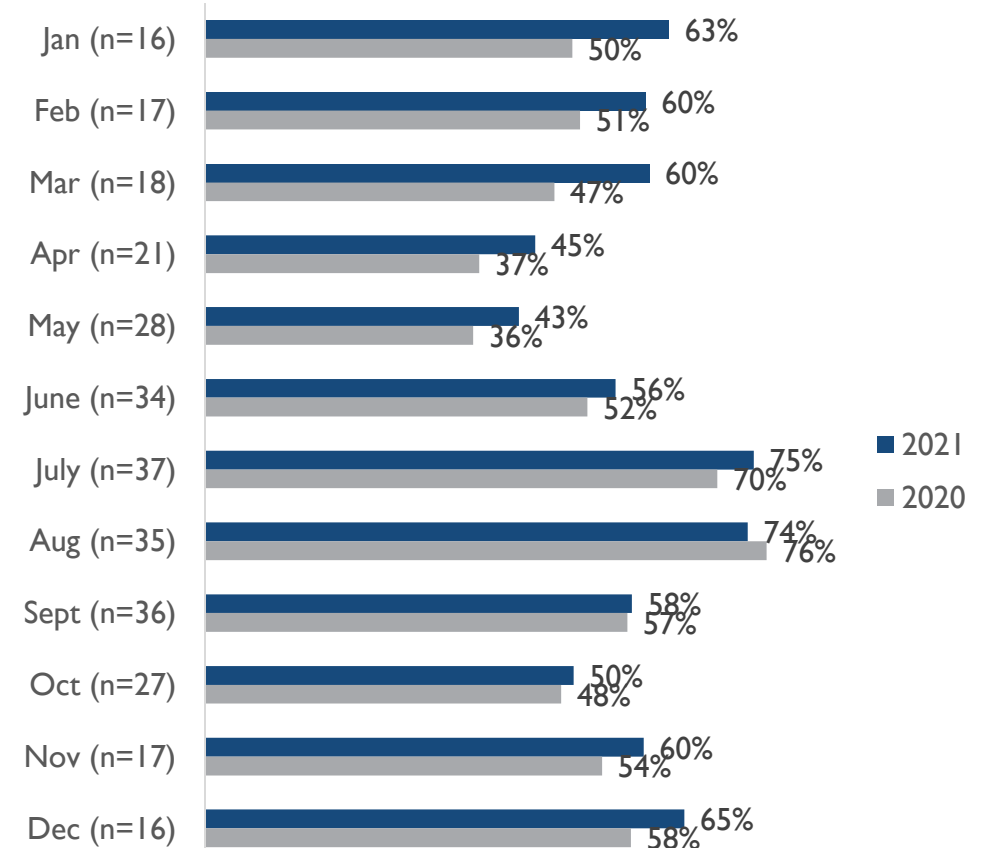


Q8 (2021). And what was your occupancy percentage for each month of the following years?  
Base: All respondents who answered both years to ensure comparability, n=37.

# OCCUPANCY BY MONTH (2021 & 2020)

- In 2021, the average monthly occupancy rate among those properties open ranged from a low of 43% in May to a high of 75% in July. This compares to a low of 36% (May) and a high of 76% (August) in 2020.
- The average monthly occupancy rates are consistently higher in 2021 than 2020 with the exception of August which saw a 74% occupancy rate in 2021 compared to 76% in 2020. Although this is close, it is likely that forest fires contributed to this month bucking the trend.

Average Occupancy by Month in 2021  
(among open properties)

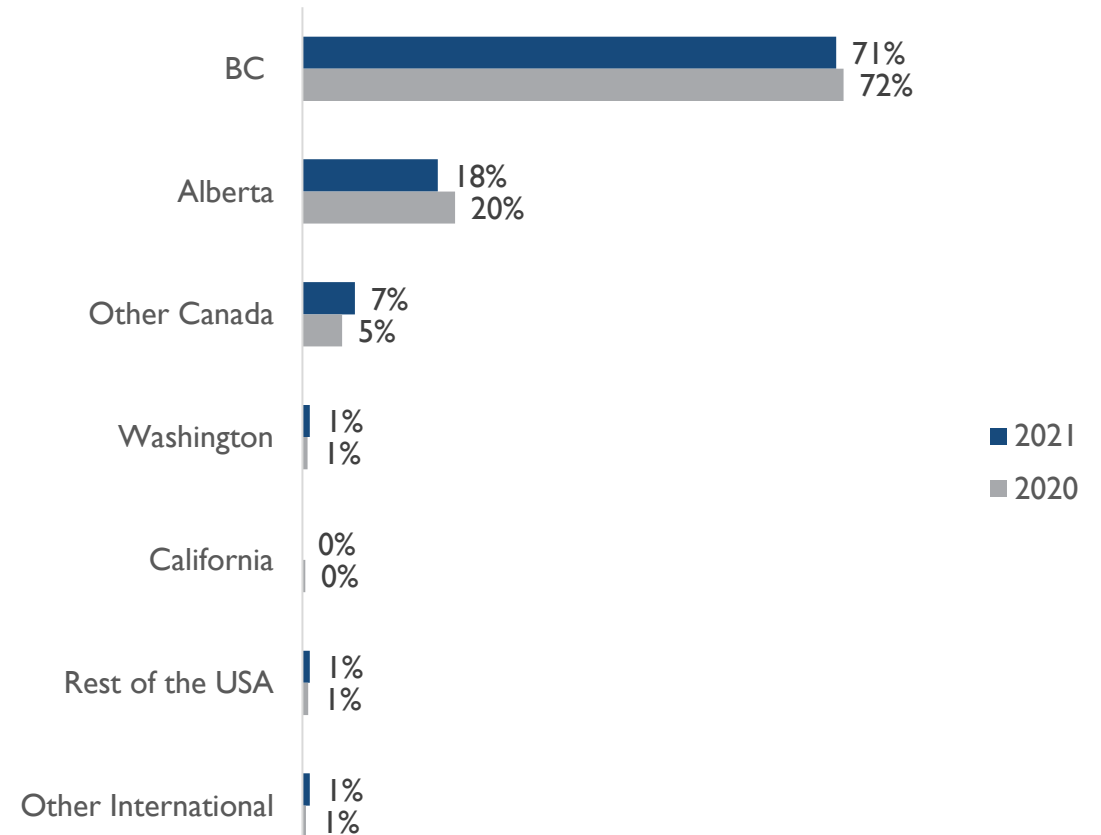


Q8 (2021)/Q6 (2020). And what was your occupancy percentage for each month of the following years?  
Base: All respondents who answered both years to ensure comparability. Bases change by month and reflect only those who were open in any given month & year.

# MARKET ORIGIN (2021 & 2020)

- Given that travel restrictions associated with Covid-19 were still in place for the majority of 2021, it is not surprising that the average market origin remained consistent with 2020 and primarily comprised of domestic markets – particularly BC residents.
- In 2021, BC residents accounted for an average of approximately 7-in-10 guests (71.2%) at responding properties. This is consistent with 2020 which saw an average of 72.0% from BC.
- Other Canada saw a small increase from 5% in 2020 to 7% in 2021.

## Average Market Origin



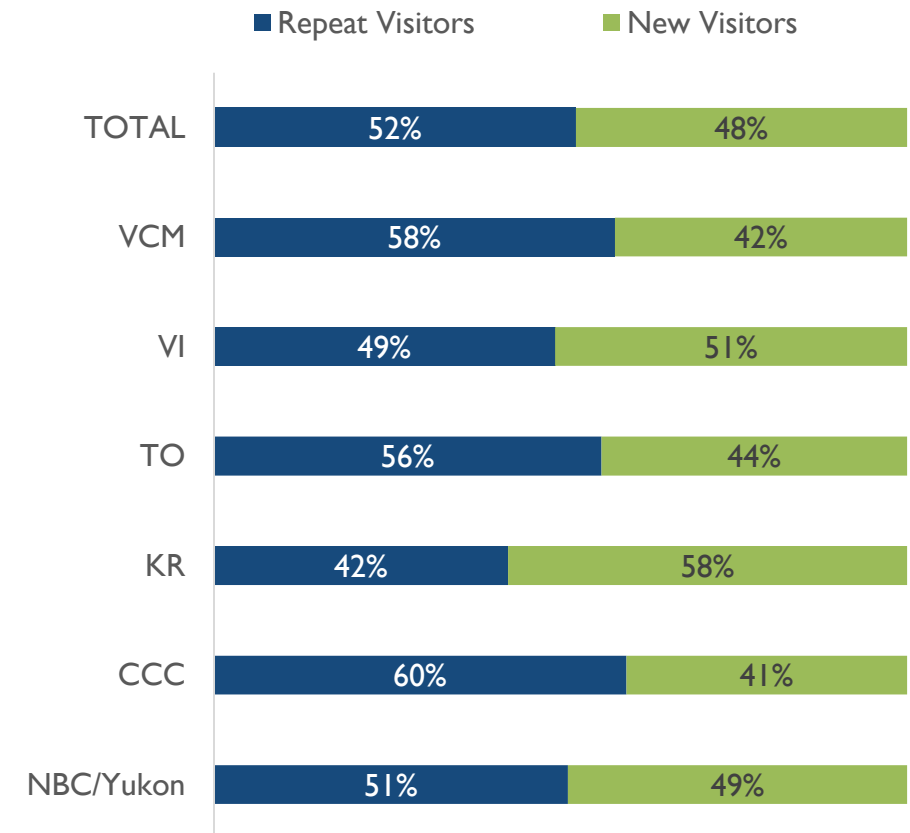
Q9 (2021)/Q7 (2020). Please provide the percent (%) of bookings/reservations by key market for 2021 and 2020. An estimate is fine.  
Base: All respondents who answered both questions to ensure comparability, n=48.



# BOOKINGS BY REPEAT VS. NEW VISITORS

- On average, respondent operators' clientele are mostly repeat visitors (52%).
- The average percentage of repeat visitors varies slightly by region ranging from a low of 42% in the Kootenay Rockies to a high of 60% in the Cariboo Chilcotin Coast.
- Overall, we can see that loyal customers are an integral part of responding properties' business.

## Bookings by Repeat vs. New Visitors



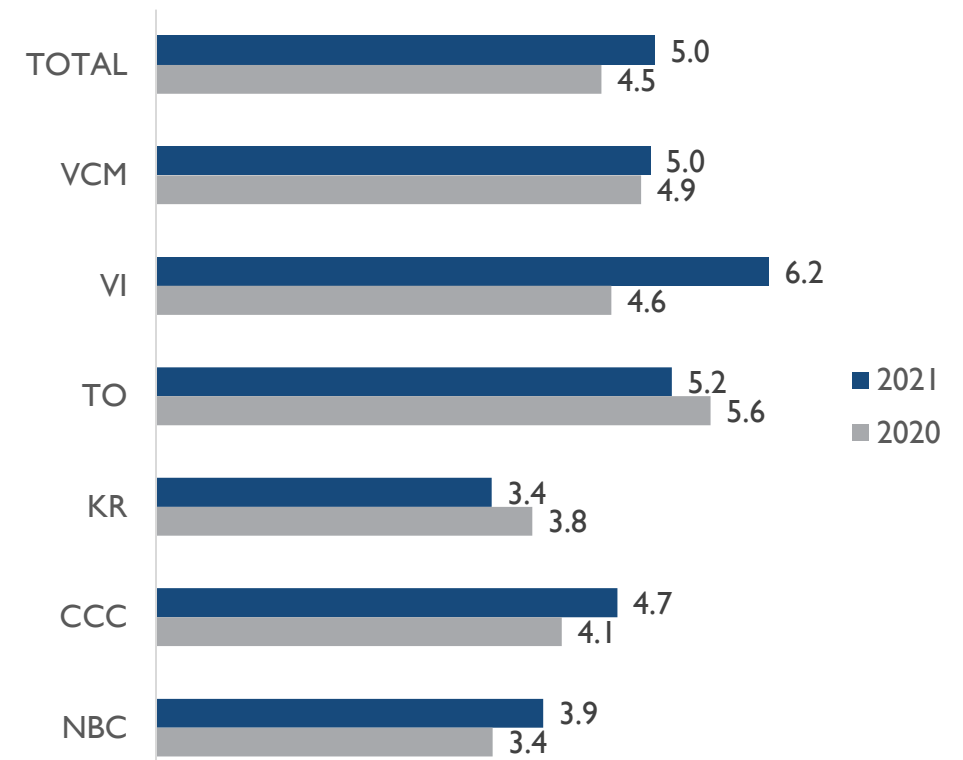
Q12. What is the approximate breakdown of bookings by repeat versus new visitors in 2021? An estimate is fine.  
Base: all respondents, n=63.

# LENGTH OF STAY BY REGION (2021 & 2020)

- The average length of stay in 2021 was 5.0 nights. – up from 4.5 nights in 2020. Given that in a ‘normal’ year, the average length of stay is generally in the 2-3 night range, we see that the change in camper behaviour we initially witnessed in 2020 continued through 2021. The domestic BC residents who made up the bulk of customers, tend to stay longer in one destination. With the lack of the typical US and International touring market who tend to have shorter stays in each location, the average length of stay continued to be longer in 2021.
- The length of stay ranged from a low of 3.4 nights in Kootenay Rockies to a high of 6.1 nights in Vancouver Island.

## Average Length of Stay (2021 vs. 2020)

**Average Length of Stay in 2021 = 5.0 nights vs. 2020 = 4.5 nights**



Q11 (2021)/Q9 (2020). What was your guests' average length of stay at your property in 2021?

Base: All respondents who answered both questions to ensure comparability.

Base: All respondents in 2021 Total n=47, VCM n=6, VI n=14, TO n=10, KR n=4, CCC n=5, NBC n=8.

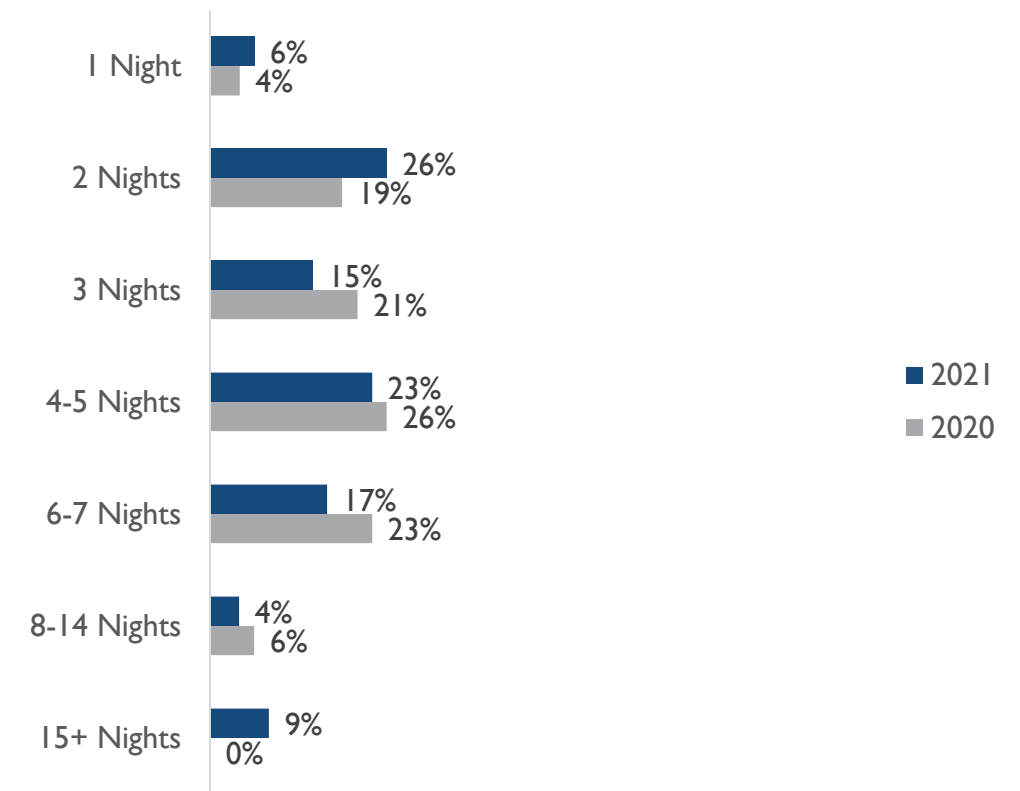
Base: All respondents in 2020, Total n=47, VCM n=5, VI n=15, TO n=9, KR n=5, CCC n=6, NBC n=7.

# LENGTH OF STAY (2021 & 2020)

- When looking at the average length of stay by grouping, we can see that the most common length of stay is 2 nights in 2021 (26%). Interestingly, 9% of properties noted that their average length of stay was over two weeks suggesting seasonal campers and winter snowbirds make up a significant portion of their business.

## Average Length of Stay (2021 vs. 2020)

**Average Length of Stay in 2021 = 5.0 nights, 2020 = 4.5**

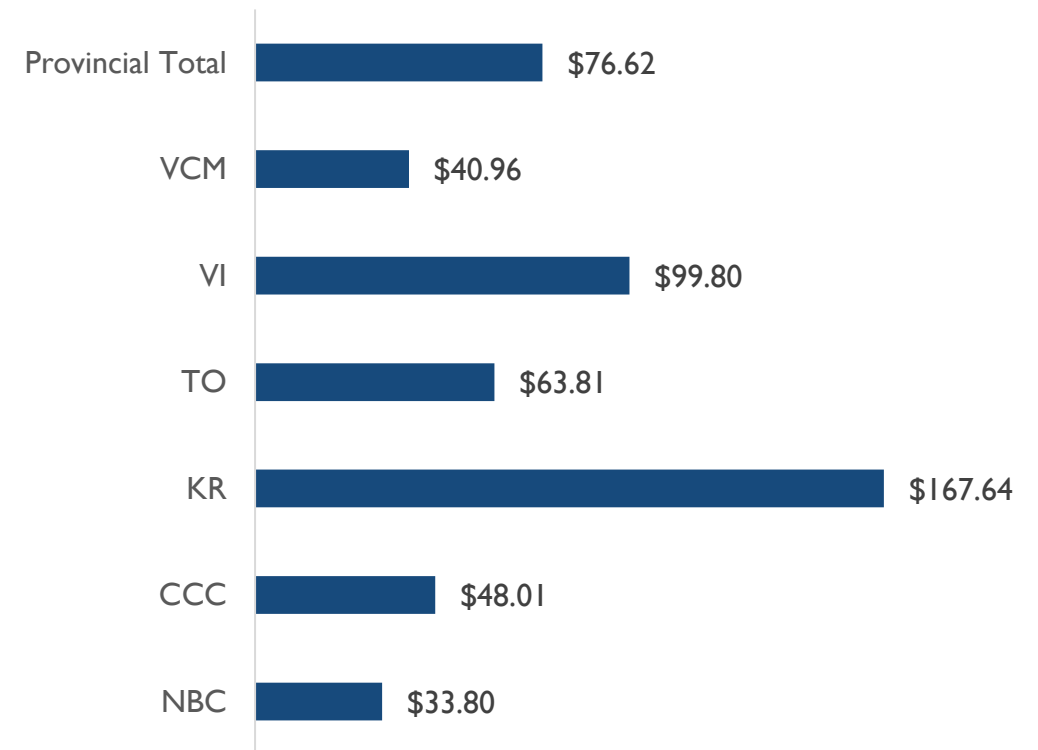


Q11 (2021)/Q9 (2020). What was your guests' average length of stay at your property in 2021?  
Base: All respondents who answered both questions to ensure comparability, n=47.

# AVERAGE GROSS REVENUE PER NIGHT (2021)

- Overall, the average gross revenue per night per site/unit was \$76.62 in 2021. This varied dramatically by region with a low of \$33.80 in Northern BC and a high of \$167.64 in Kootenay Rockies. It should be noted that this includes fixed roof units and some responding operators have high market value fixed-roof accommodations. This can skew the average gross revenue results higher especially as the sample size is more limited (i.e. break down results to smaller categories such as by region).

2021 Average Gross Revenue per Night

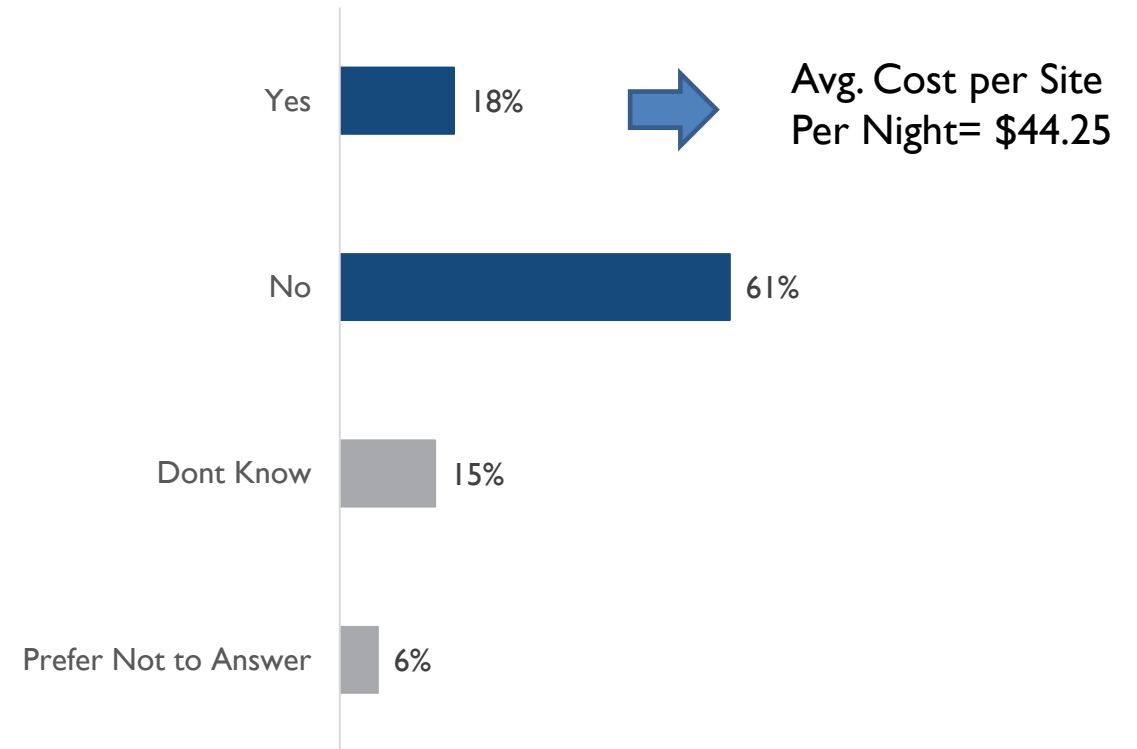


Q13. What was the average gross revenue per night at your property in 2021? Include all types of units including campsites and fixed roof units. Base: all respondents, n=39.

# AVERAGE COST PER SITE PER NIGHT (2021)

- Only 18% of responding properties noted that they track average cost/expense per site/unit per night. The majority do not track nightly expenses per site/unit.
- Of those that do track this, the average cost per site/unit per night was \$44.25 in 2021. The base size for this, however, is only 10 properties so the result should be interpreted with caution.
- The intent of this question is to better understand the average operating costs which allow properties to benchmark their own performance but to also calculate average net revenue when comparing to average revenue per site/unit per night. There was some confusion about the use of 'cost' in the question as some responding properties interpreted it as cost to the guest (i.e. nightly rate). Although this was addressed in quality control efforts, we do recommend changing the question to say 'expenses' instead of 'costs' next year.

## 2021 Average Cost per Site per Night Tracking



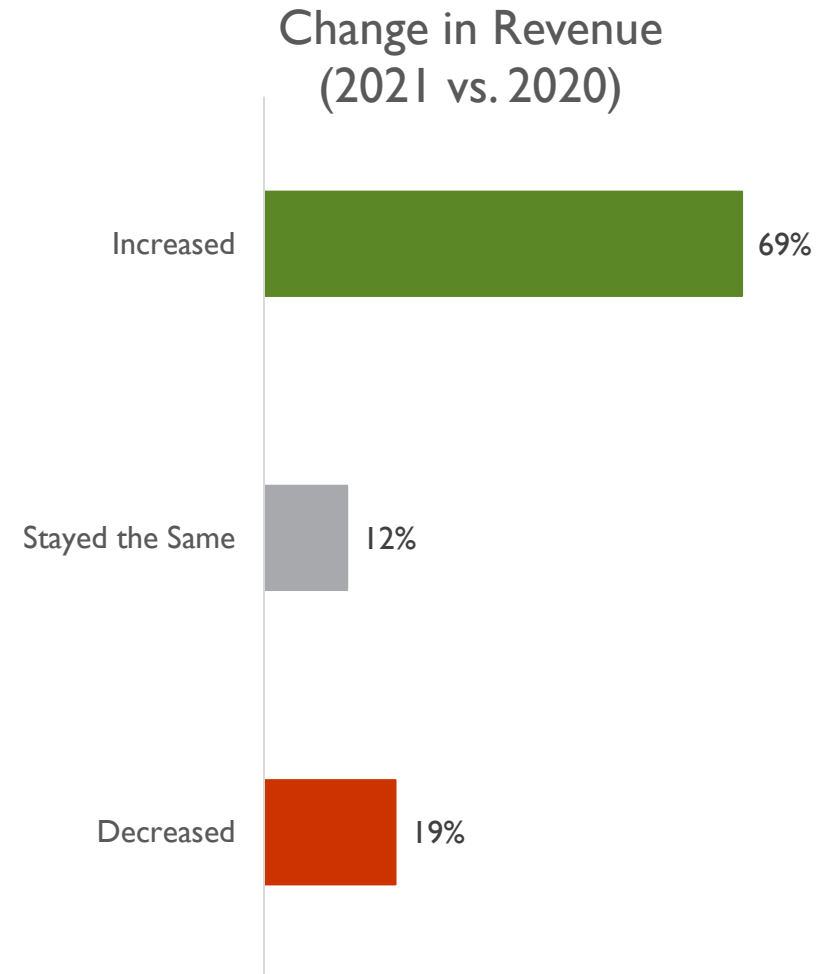
Q16. Do you track the average cost per site per night? Base: all respondents, n=67.

Q17. [ASKED IF Q16=YES], What is your average cost per site per night in 2021? Please enter the dollar value using the calculation of Total Costs in 2021 divided by (sites times number of nights open).

Base: all respondents, n=10.

# 2021 CHANGE IN REVENUE

- Nearly 7-in-10 responding operators noted that they saw an increase in their 2021 revenue compared to 2020.
- Although 12% noted their revenue remained consistent with 2020, 19% actually reported a decline in revenue from 2020.



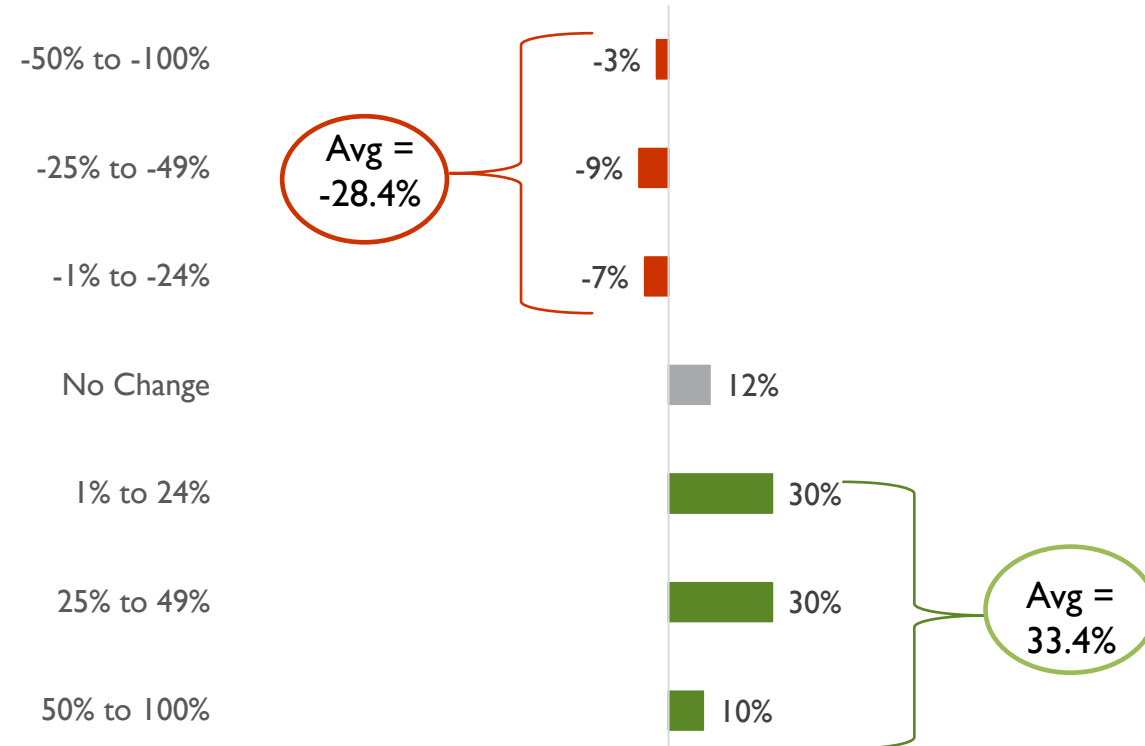
Q14. Overall, did your revenue in 2021 increase, stay the same, or decrease compared to 2020?  
Base: all respondents, excluding prefer not to answer, n=59.

# 2021 CHANGE IN REVENUE

- Despite bookings being up drastically, the average revenue saw a strong but moderate in comparison increase. On average, 2021 saw an increase of 17.9% in revenues for responding properties. The increased occupancy rate appears to account for approximately half of this increase in revenue, suggesting that rates were also higher in 2021 compared to 2020 which we know is true.
- It should be noted that all properties that answered the previous question (Q14) did not provide a value of that change in this question. As such, the base size is different; however, the data in this question has been weighted to accurately reflect the distribution of Increases, Decreases, Stayed the Same.
- Of those responding properties that had an increase in revenue, on average they saw an increase of 33.4%. Of those responding properties that had decreased revenue, they averaged a decline of 28.4%.

## Change in Revenue\* (2021 vs. 2020)

Average Change in Revenue = 17.9%



Q15. [IF Q14=INCREASE OR DECREASE] And by what percentage did your revenue [Increased or decreased answer from Q14] in 2021 compared to 2020?

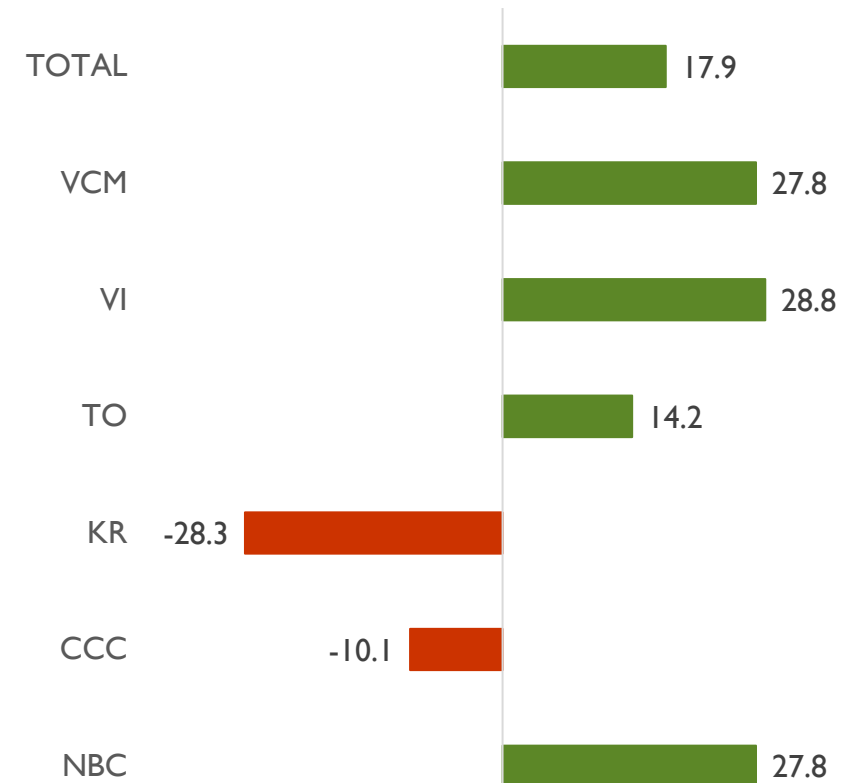
Base: all respondents excluding 'prefer not to answer', n=46.

\* This question is weighted to proportions in previous question as some properties that reported an increase did not provide a % change but all those that had a decrease provided a % change.

# 2021 CHANGE IN REVENUE BY REGION

- Looking at the change in revenue by region, we see notable changes in all regions with gains in four regions but notable declines in the Kootenay Rockies (-28.3%) and Cariboo, Chilcotin, Coast (-10.1%). The decrease in the Cariboo, Chilcotin Coast comes after this region bucked the trend last year and actually saw an increase of 10.0% in 2020.
- Vancouver Island, Vancouver, Coast & Mountains, and Northern BC saw the largest increases with increase in revenue of 27.8%, 28.8% and 27.8%, respectively.

Average Change in Revenue (2021 vs. 2020)\*



Q15. [IF Q14=INCREASE OR DECREASE] And by what percentage did your revenue [Increased or decreased answer from Q14] in 2021 compared to 2020?

Base: all respondents, trimmed 6 outliers that did not match with the open-end responses, Total n=46, VCM=5, VI=15, TO=9, KR=4, CCC=5, NBC=8.

\* This question is weighted to proportions in previous question as some properties that reported an increase did not provide a % change but all those that had a decrease provided a % change.





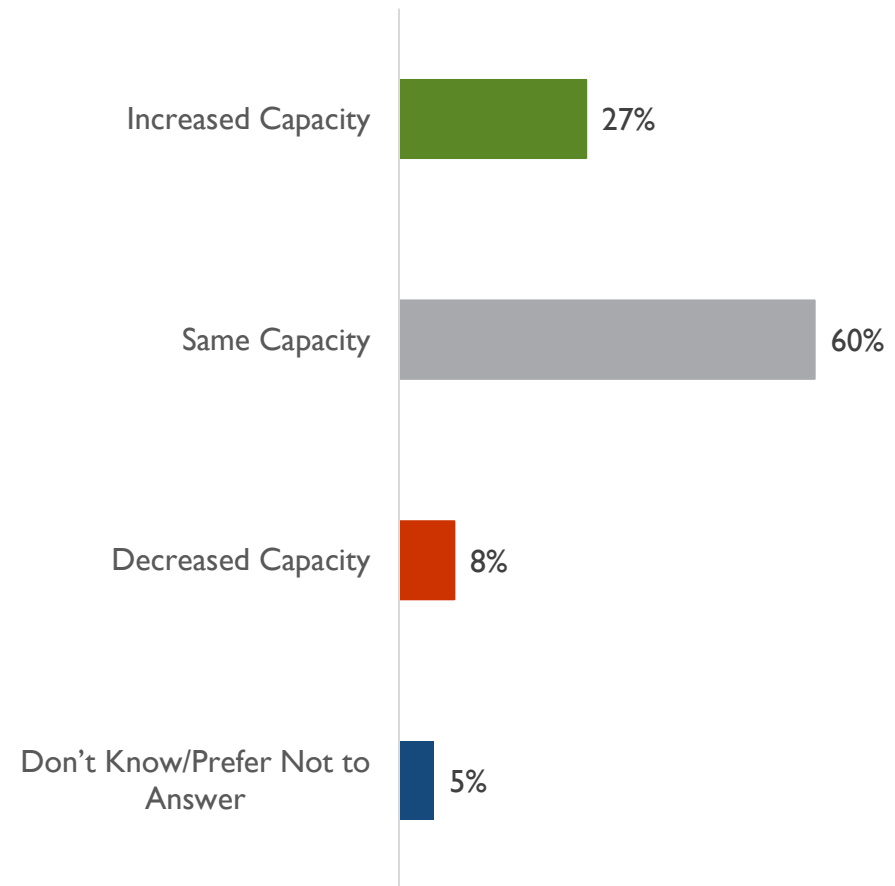
# **RESULTS**

## CAPACITY IN 2021

# CAPACITY CHANGES IN 2021

- After some decreases in capacity in 2020 and the increased interest in camping, it isn't surprising to see a bit of a rebound, in terms of capacity expansion. In fact, nearly 3-in-10 (27%) of responding properties increased their capacity in 2021 compared to 2020.
- Although 6-in-10 (60%) responding properties noted that they had the same capacity in 2021 compared to 2020, 8% did note that they had some decreased capacity.
- Interestingly 5% of respondents said they didn't know if they had capacity changes in 2021. This suggests that there may be an opportunity to provide education regarding the definition of capacity which is the number of available sites.

## Capacity Changes in 2021



Q18. (2021)/Q12. (2020). In 2021 (this past year), which of the following best describes your campground's capacity compared to 2020? Base: all respondents, n=66.

# DETAILS ON CAPACITY CHANGE

## Q20. Please describe exactly how your capacity changed in 2021 compared to 2020.

2 Cabins were added and the campground was developed more.

2020 Majority of revenue, both campground & rooms was from out-of-town workers. Loss of business 2018 to 2020 due to wildfires, plus restrictions on fishing compounded by 98% fewer actual fish when permitted, and too much rain 2020. No way to know for sure but suspect Covid was a major factor in less business, both in 2020 and 2021.

20-30% Business was down, 80% fires and road closures.

Added campsites.

Allowed overflow camping this year, we did not offer in 2020 due to covid and capacity constraints

Cancellations due to COVID-19.

Covid restrictions and media telling Albertans not to come. We had a fire close by which we were evacuated for 24 hours, but we were on evacuation alert for over 30 days starting at the end of July and ran till the end of August.

For a portion of 2020 we were operating at a reduced capacity in some way. Either by not renting out any partial service sites, or by limiting the total number of sites we would rent out at one time (75%). In 2021, with more understanding of what it was like to operate during Covid and by July 2021 we were accepting travelers from across Canada and by the fall internationally.

Guests seemed to feel more comfortable with travelling.

I had eight sites under renovation from April 1 to July 25. Those will be available in 2022 all season.

In 2020, most of the campers were British Columbians and there was no fire bans in 2020. In 2021, the fire ban was all summer and that really effects the number of BC campers as they all want and expect to have fires. Also we don't have access to a lake, river, or seaside and, as 2021 was so hot and dry, most campers were looking for water access.

Increase in service sites compared to 2020.

Less reservations were made months in advance. More phone calls made for that night... Shorter stays.

# DETAILS ON CAPACITY CHANGE

**Q20. Please describe exactly how your capacity changed in 2021 compared to 2020.**

More travellers and long term stays.

Our operation started in 2021.

Our park just opened in 2021. So no 2020 stats to go by.

Way more locals.

We added 10 more year round sites.

We added a couple of campsites to our park as well as increased our group site occupancy and lifted some COVID occupancy restrictions.

We were allowed tenters in 2021 as in 2020 we were advised NOT to allow anyone who did not have their own toilet on board. We had a lot more Vancouver Islanders who explored their island in 2021 who could not do their usual travels out of BC. So to save money, they chose to stay on the island.

When the Covid restrictions eased, we were allowed more people from a wider range of areas. We had no US or International travellers in 2020. There was also limited movement within Canada for certain times throughout that period.



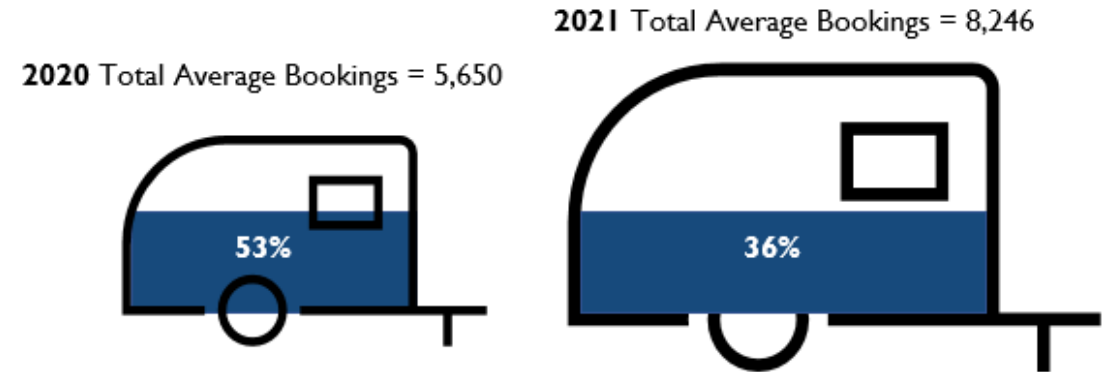
# **RESULTS**

## LOOKING FORWARD (2022)

# 2022 BOOKINGS (AS OF DECEMBER 31, 2021)

- Responding properties were asked how many booking they had on the books for 2022(as of December 31, 2021). Comparing this to the total bookings on average for each property in 2021 and 2020, we see that as of December 31, 2021, 2022 already had 53% of all 2020 bookings and 36% of all 2021 bookings. This means that, on average as of December 31, 2021, responding properties had booked approximately half of the bookings they had in the entire year of 2020 and one-third of all bookings in 2021.
- Of course 2020 was a COVID-19-year so comparing to 2021 may be more insightful. Vancouver Island has the highest % of business on the books compared to 2021 with 62%.
- One caveat to comparing bookings is that the length of stay may vary between different time frames. For example, one booking in year X may be an average of 5 nights while in year Y it is 8 nights.As such, this may or may not reflect the final revenue changes year-over-year. It does provide some sense of consumers' willingness to book and the interest in camping in general. Considering responding properties have an average of 36% of the annualized 2021 bookings already on the books bodes well for a potentially decent year. Of course, as further discussed next, there will likely be challenges in 2022.

## 2022 Average Bookings To-Date (as of Survey) Compared as a % of 2021 Total and 2020 Total Bookings



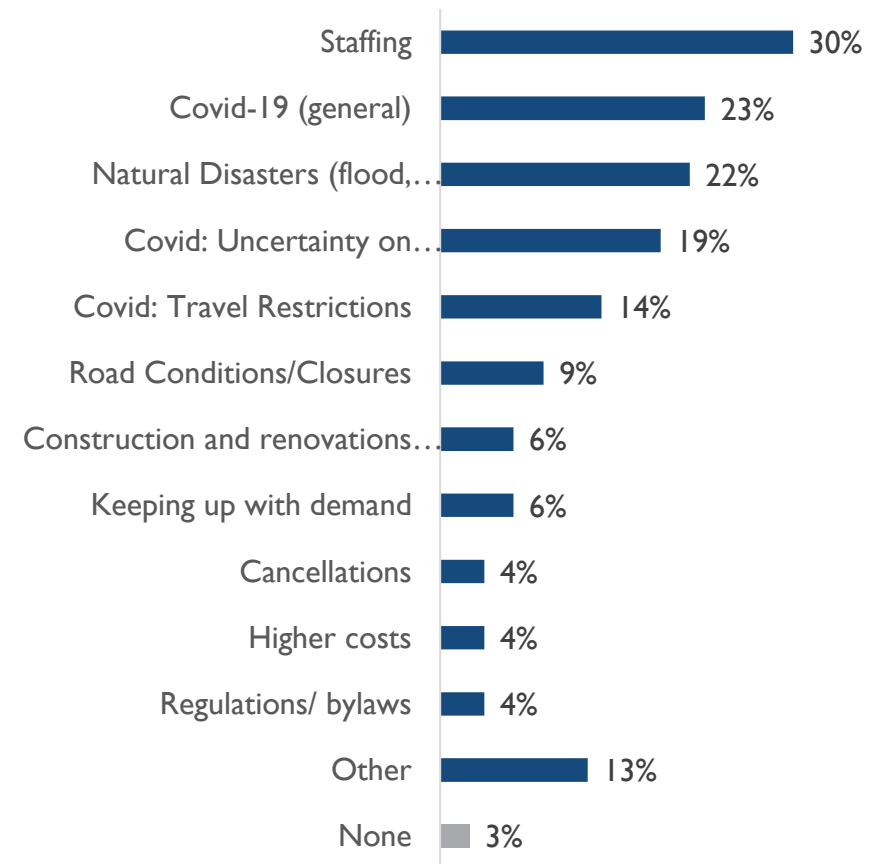
### ■ 2022 Average Bookings on Books (at time of survey) as % of Previous Results

Q3. (2021)/Q2 (2020). Currently, how many bookings/reservations do you have for each month of 2022?  
Base: All respondents who reported bookings in all three years, n=46.

# CHALLENGES ANTICIPATED FOR 2022

- Staffing has emerged as a pressing concern for 2022 with 30% of responding operators identifying this as an anticipated challenge for 2022. This was only noted by 12% last year.
- ‘Covid-19 (general)’, ‘Natural Disasters (i.e. flood, forest fires)’, and ‘Covid: Uncertainty on Restrictions’ are also commonly anticipated challenges for 2022 with approximately 1-in-5 identifying these. Given the natural disasters experienced in 2021, it is not surprising that the concern of this has dramatically increased since last year where only 5% of responding properties anticipated this as a challenge.

## Challenges Anticipated for 2022

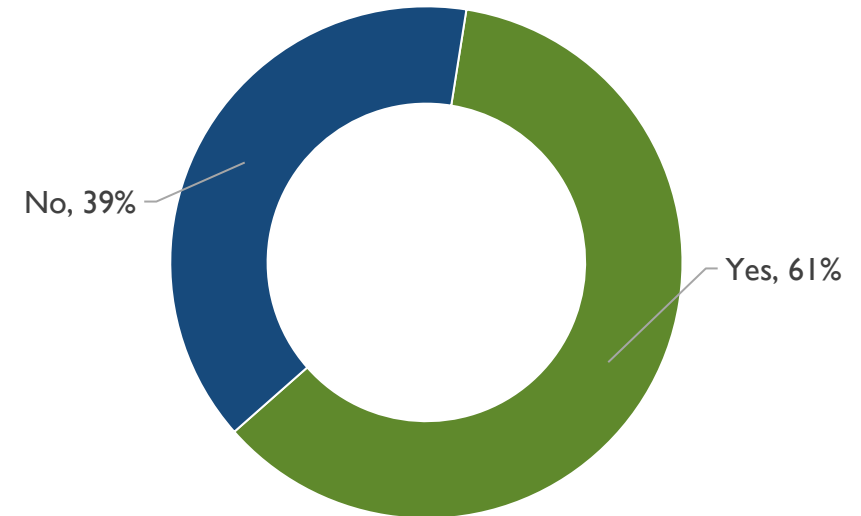


Q4 (2021)/Q3 (2020). What challenges, if any, do you anticipate for the 2022 season?  
Base: All respondents, n=79.

# INVESTMENT OR CHANGES TO ADDRESS NEW/EMERGING NEEDS

- Interestingly, over six-in-ten properties (61%) are investing or making changes to address new or emerging needs of customers.
- The following pages detail what these changes are. They appear to range from facility upgrades, making the property more accessible, more programming/hosted activities, website and booking system improvements, and WiFi (including high-speed for those that need to work).

Investing or Making Changes



Q29. Are you investing or making changes to address any new/emerging needs of your customers?  
Base: All respondents n=67.



# DETAILS ON INVESTING AND OR CHANGES

## Q29. And finally, are you investing or making changes to address any new/emerging needs of your customers?

Better signage. More access to charging and water stations.

Better Wifi.

Creating larger sites by combining 2-3 smaller sites. Adding 50 amp services to some sites that are currently only 30 amp.

creating more places for campers to work remotely and charge devices.

Electrical upgrades.

Expanding campground, adding more powered sites, possibly WiFi.

expansion of our coffee and snack shack, activities (art, music, etc.), kids and family activities.

Implementing new campground booking software/webpage.

improvements for accessibility, improved swim area with swim dock, adding playground.

Improving accommodation quality, higher demand in higher end units.

Looking into more flexibility with cancellation policy.

Making the resort more mobility friendly.

More recycling and green initiatives, more ADA accessible facilities.

New laundry room glamping service; Additional glamping unit.

New online booking, site lock fees, dedicated bikepacker section, hosted daily activities.

No funds available at this time to make any new changes.

Online Booking, Educational, Activities, RV Rentals, Other accommodation types.

Power to every site for Electric vehicles etc.

Providing WIFI in the next year.

Putting in more RV sites.

# DETAILS ON INVESTING AND OR CHANGES

**Q29. And finally, are you investing or making changes to address any new/emerging needs of your customers?**

Repairs and maintenance.

Self-check in; call to every customer the day before they arrive to confirm # of people, add; send out emails before they arrive with changes in place; office not open all day, shorter hours.

Shower House and Bathrooms.

Trying to find cancellation insurance for our clients.

Updated visitors website, and an emerging social media presence to appeal to new target markets.

Upgrade access, office, washrooms.

Upgrading reservation system that has automatic response & receipts.

We are always listening to customers needs and changing them accordingly.

We are building 3 more full service RV sites.

We closely monitor our surveys to look for what improvements/changes guest like to see and try and implement the feasible ones.

We have an annual client survey.

We have upgraded the facilities, add a washing station for tenters, a group tenting area and are working on a area to host weddings and other functions.

Took a old tired campground and gave it a more appealing look.

We put in more 50 amp winter sites. Many people are now living full time in their RVs since there is very limited housing in our area.

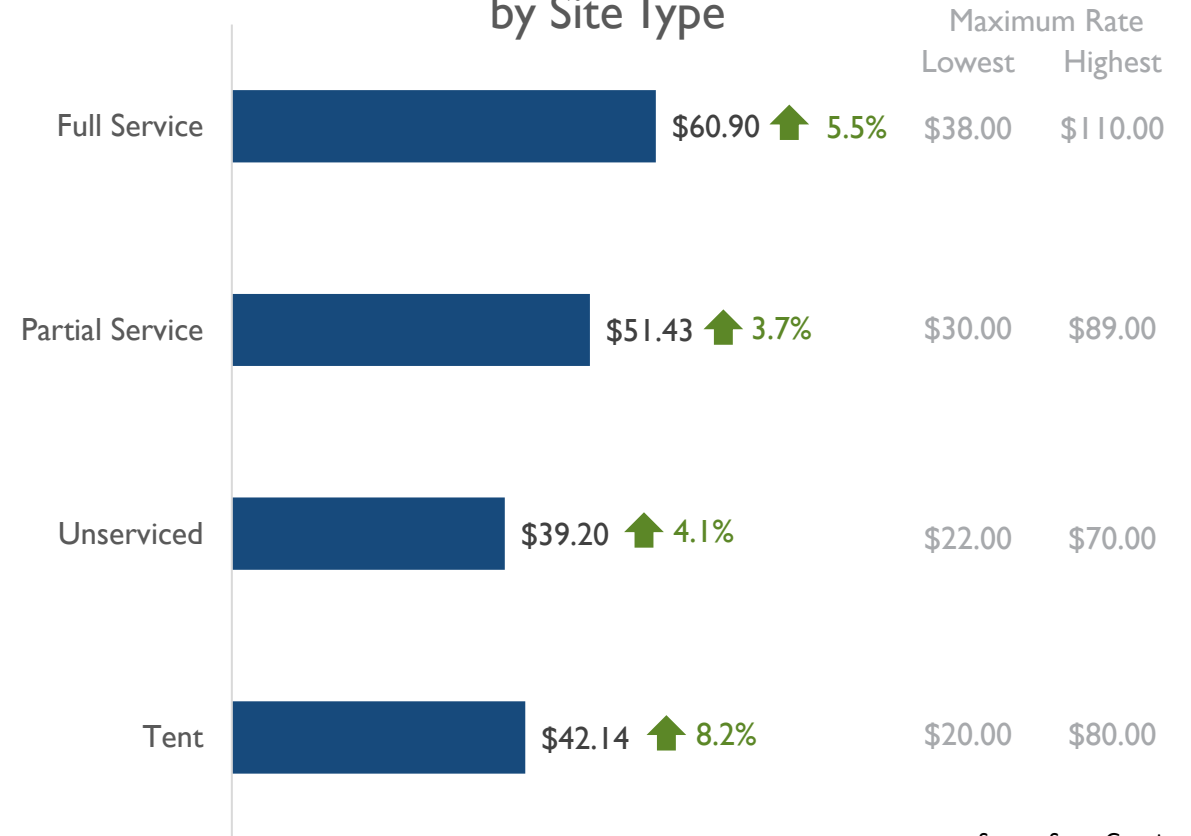
We're looking at 3 new online and phone booking systems, one is an American product and two are Canadian, we're weighing out the costs and usability. The current site is slow, but helped us limp along in 2021.

WiFi

# 2022 RATES (SUPER CAMPING)

- The average maximum nightly rate for sites in 2022 range from a high of \$60.90 for a Full Service site to a low of \$39.20 for an Unserviced site.
- The rates for all site types have gone up for 2022.
- Full Service and Tent sites increased the most with average gains of 5.5% and 8.2%, respectively.
- There is a large range in maximum nightly rates for all site types.
- The maximum nightly rate for Full Service sites in 2022 ranges from a low of \$38.00 to a high of \$110.00.
- Meanwhile the maximum nightly rate for Partial Service sites in 2022 ranges from \$30.00 to \$89.00.
- Unserviced and Tent sites have a range of maximum nightly rate in 2022 starting at only \$22.00 and \$20.00, respectively. Unserviced sites go up to \$70.00 while highest maximum nightly rate for Tent sites is \$80.00.

## 2022 Average Maximum Nightly Rate by Site Type

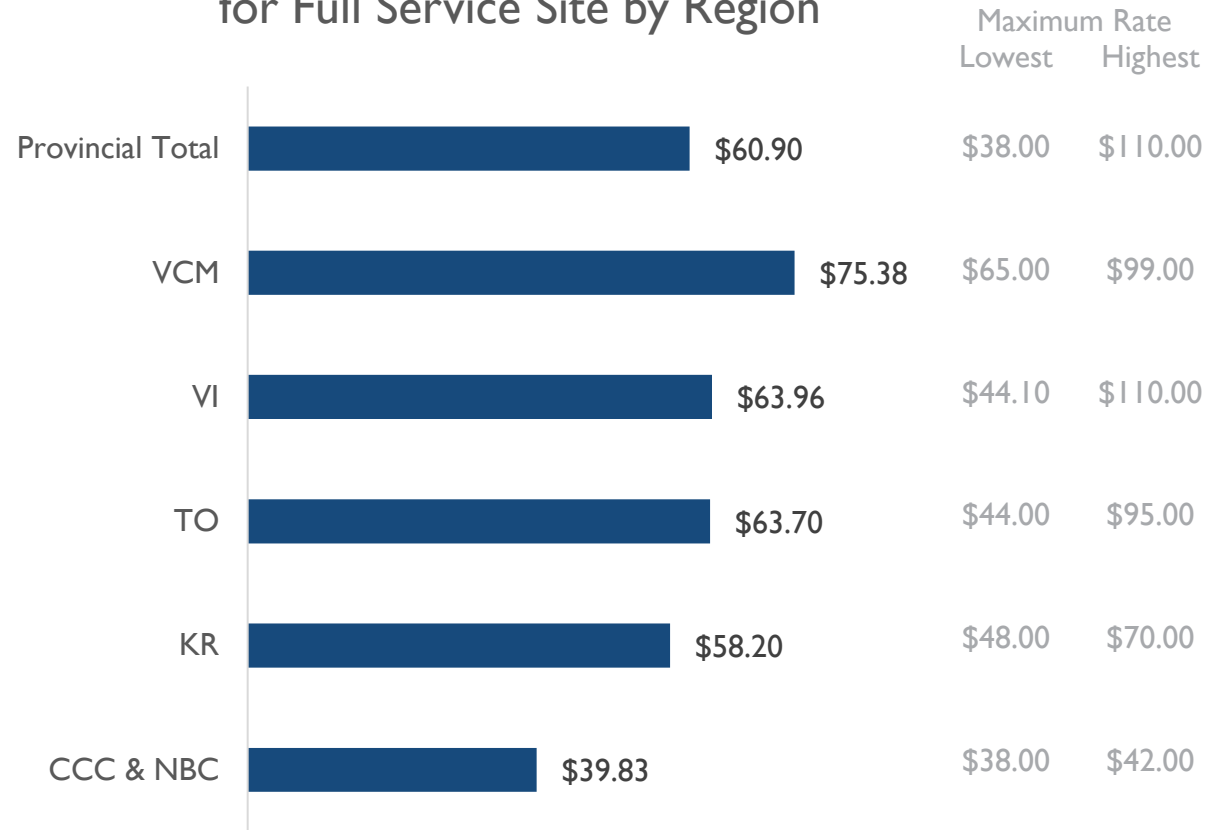


Source: Super Camping.  
 Base: All respondents who have updated Super Camping Rates in 2022, Full Service n=39, Partial Service n=14, Unserviced n=20, Tent n=18. % Change limited to those who also had 2021 rates for comparability: Full Service n=46, Partial Service n=21, Unserviced n=26, Tent n=29.

# 2022 RATES (SUPER CAMPING)

- The average maximum rate for full service sites vary by region dramatically.
- Vancouver, Coast & Mountains has the highest average maximum nightly rate for full service sites in 2022 at \$75.38. Reporting operators have a maximum nightly rate ranging from a low of \$65.00 to a high of \$99.00.
- Cariboo, Chilcotin Coast and Northern BC were combined as the sample was too small. The average for these two regions is the lowest across the Province at only \$39.83 per night. This is only 53% of the cost for a full service site, on average, in the Vancouver, Coast & Mountains region. The range of prices in the Cariboo, Chilcotin Coast and Northern BC combined region is also quite tight from \$38.00 at the lowest to \$42.00 at the highest.

2022 Average Maximum Nightly Rates for Full Service Site by Region



Source: Super Camping.  
 Base: All respondents who have updated Super Camping Rates in 2022, Full Service max rate for Provincial Total n=39, VCM n=5, VI n=12, TO n=11, KR n=5, CCC& NBC n=6.



# **RESULTS**

## RESPONDENT COMMENTS

# RESPONDENT RECOMMENDATIONS

**Responding properties provided suggestions for future surveys. The responses are noted below.**

Any way of tracking customers turned away due to unavailability to show the growing need for new RV Parks in certain areas?

As mentioned earlier it's not the number of reservations that's important, it's the number of available site nights that is important. 200 reservation in a month at 1 night each means nothing, but 200 reservations occupying all the sites during a month leaving just a few vacant nights tells a different story. We are fully booked for the 10 weeks of summer; booking 2023 reservations will be open to the general public on 1st April 2022, reservations for 2024 on 1st April 2022 for our Right of First Refusal guests.

Break down the locations guests are traveling from (Regional : Coast, Okanagan, Northern BC, etc.) We saw an increase in electrical vehicle charge demand. Increased Storage/Additional Parking Demand due to more people traveling with multiple vehicles, utility trailers for there large equipment.

I'm sorry I did not answer the occupancy question, but for the past 2 years have not fully opened all rooms so the %s would not be comparable to prior years (only 3 in 2021; 6 in 2020; 10 prior). For myself, I would find it interesting to know what others - campgrounds in particular were charging (but I'd guess, would not be especially helpful unless amenities, or lack thereof, were also noted - such as WiFi/TV/number of AMPs available, etc.

In regards to lock fees, we are looking at implementing for the 2022 season. In regards to dynamic pricing, we re introducing for the 2022 season.

More information sharing on Covid policies and signage other campgrounds are implementing.

Number of cancellation due to pandemic or travel restrictions.

Our customers for the last 2 years has been come to work. The pipeline workers have kept us in business.

Should be asking if we were effected by fires, floods, road closures.

Staff/site, wage and staffing information.

Staffing (number of staff, avg wage, sick days or covid impacts) other revenue streams.

This survey takes a lot of work to complete. I think you have as much data as you can reasonably ask for.

Type of visitors: camping only, sightseeing, biking, fishing, etc.

# RESPONDENT RECOMMENDATIONS

We all need to see tourism increase or we will have no choice but to close and sell out for whatever the market is at this time -which is low in price in the Cariboo-Anahim Lake/Nimpo Lake area; it is a shame we are not in Kamloops or 100-mile house where the selling market is HIGH. I would only think of selling the operation as a private estate with the option of it being a resort. When you have a 6 month tourism season and only have 30 days of tourist...this has cost me over \$60,000 in debt to keep the operation going. What would you do?

We are new owners and were not operating in 2020.

We do not take walk-ins. Please if you could make it known that would be much appreciated. Maybe put some funding towards a playground for the kids. saying. sponsored by BCLCA that would be cool. Perhaps it would be an additional selling point for those who live in BC.

# RESPONDENT GENERAL COMMENTS

**Responding properties were given an opportunity to provide additional information. The responses are noted below.**

2022 is a wait-and-see year. I could not even afford advertising with you folks-much less resort insurance. We are having to make decisions to live on a risky edge-that we have NEVER done in all years of operation.

Clearwater has had an unusual # of long term stays due to pipeline construction. This has increased our occupancy but decreased our per night rate as they get a discounted monthly rate.

Has there been an increase in campers from certain demographics (Ex. Huge increase of Northern BC visiting the coast, or Kootenays visiting the Okanagan). Waitlist / Backfilling / Turn Over - Reservations from Increase Wild Fire / Floods, Can BCLCA poll for standard best practices for reacting to cancellations and rebooking's during Natural Disaster Events (Wildfire, Floods, etc.). There is a considerable Workload for Staff when these events happen and it would be nice to know how other campground/lodging is reacting and what their policies are.

More signage from you guys.. other than a small sticker on our front window.

New ownership in 2021. Adjusted reservation count in this survey for 2020 (previous owner reported as # of nights).

No questions - just my appreciation for what you do. Greg

Once again mostly due to the media we had 600 nights cancelled in August. We were lucky to recapture some of these but was a lot of work cancelling and re-booking ! I don't think they know the effects they can have on the Tourism businesses.

Q2 asked if we are open all year. 50% of our cabins are open all year and our RV sites are closed. So although I reported we are open, it is not 100% of accommodations.

Some questions I was unable to complete.

Sorry for some of the incomplete sections. Sunlund is under new ownership / management, and there is no access to 2020 funds. Also our reservation has some limitations in terms of its reporting to pull some of the numbers / details out.



# RESPONDENT GENERAL COMMENTS

We continue to hold back adding more campsites and growing the campground more than we have. It continues to be a slap in the face how hard we work each year and still be considered passive income and not qualify for the small business tax credit. We only have a very small percentage of seasonal campers, with majority being transient and offer a lot of amenities.

We just started our online booking for the 2022 season so conversion rates are still low. We expect them to increase as we get closer. I am not sure if the conversion rate also includes the times we go to the booking page on the back end of the software? I am still learning how to read our reports in our software. We use Checkfront which isn't set up for RV parks and reports are a little finicky.

Yes, the government wants us to register our well, so they can tax us on our water use and if need be confiscate our water if they need it. This will ultimately be the last straw for us.



# KEY FINDINGS & RESEARCH RECOMMENDATIONS



# KEY FINDINGS & INSIGHTS

- Campground business generally appears to be at or above 2019 booking levels.
- Despite large increase in bookings 2021, occupancy rates and revenue did not increase to the same extent suggesting there may have been cancellations not taken into account in the booking numbers and/or yields were lower on average. We know that 2021 saw some loosening on Covid-19 restrictions compared to 2020 so the opening of lower yield units such as tents may have also contributed to the more muted revenue results.
- There are some dramatic difference in revenue results by region with Cariboo, Chilcotin Coast and Kootenay Rockies seeing declines. This is likely due to natural disasters with a very long and raging fire season in peak summer months.
- Like 2020, BC Residents were the largest market for operators in 2021. 2022 appears to be loosening up so, although BC will likely continue to be the primary market in 2022, there may be some recovery from long-haul domestic, US and International markets. Dispersion to areas with more capacity will be crucial as these markets start to rebound.
- Bookings appear to have started strong in 2022; however, operators are anxious about the year ahead with staffing and natural disasters taking over the top concerns. Some bookings for 2022, particularly those from US and International markets, are highly dependent on what restrictions, if any, will exist and whom they will impact. The result may be a lot of last-minute cancellations which can pose a challenge for maintaining healthy occupancy rates.
- 2022 Rates are up compared to 2022 which should contribute to what it likely to be a strong year.

# RESEARCH RECOMMENDATIONS

- There appears to be some concern about being completely forthright with some metrics as demonstrated by a high proportion of 'prefer not to answer' or non-responses. As such, the anonymity of this information should be reinforced. With the exception of open-end responses, no identifiable individual responses are shared with BCLCA or presented in the report.
- Respondents were inconsistent in their interpretation of the average cost per site per night (Q16. Do you track the average cost per site per night?/Q17. What is your average cost per site per night in 2021?) with many misinterpreting cost as cost to consumer/price rather than expense to operator. Although quality controls were able to catch most of this, it is recommended that we modify the wording next year to be more clear that we are looking for the operators' average expenses per site per night.
- The average number of occupied nights on its own is not a useful metric as it does not appear to have an actionable use. We therefore calculate it out to be average number of occupied nights per unit/site per year. The issue with this, is that some properties are not open year-round so although a site may be occupied only 100 nights per year, that is actually out of the 150 nights they are open. As such, we recommend removing this question as the occupancy rate provides the information more accurately.
- Continue to educate the membership about key metrics.



# APPENDIX A

## QUESTIONNAIRE



#### Survey Email Invitation

**SUBJECT:** BCLCA Annual Survey – Your feedback is needed

Dear [FIRST NAME],

The BC Lodging and Campgrounds Association (BCLCA) is conducting the sixth annual survey of member campground and RV park operators in British Columbia. The findings will quantify the health of the camping industry. As a valued member your participation and observations can help us to deliver services and advocate for change.

Align Consulting Group will work with the BCLCA to implement this research. To ensure confidentiality, Align Consulting Group is managing the data collection and the reporting for this project. Information will only be shared on an aggregate level and no individual responses will be linked to your organization. By participating, you will receive an advanced copy of the findings of this important research.

Please complete the survey for [PROPERTY] by **January 21, 2022** by following this link:  
[Click Here to Start the Form](#)

If you manage multiple properties, please complete one survey for each property. Depending on the email contact provided, you will receive a separate email for each property.

The online survey will take approximately 30 minutes of your time depending on how available the information is from your system. You will need to have your bookings and occupancy by month as well as market origin of visitors for 2021 and 2020 handy. In addition, we ask about some key performance metrics such as Gross Revenue Per Night. Please refer to the definitions document [here] to help you calculate these metrics. Understanding this information may take some effort to pull up, there is an option to 'save and continue later' throughout the survey.

Email me at [jpenny@bcclca.com](mailto:jpenny@bcclca.com) or call the number below if you have general questions about the survey or participating. If you have any technical questions about completing the survey, please contact Align Consulting Group via email at [campingandrvingbc@alignconsultinggroup.ca](mailto:campingandrvingbc@alignconsultinggroup.ca).

Sincerely,

Joss Penny, Executive Director  
British Columbia Lodging and Campgrounds Association  
3003 St. John's Street Suite 209 Port Moody, BC V3H 2C4  
Direct Line: (778) 383-1036  
Organization Website: [www.travel-british-columbia.com](http://www.travel-british-columbia.com)

#### Survey Intro Page

**Welcome to the BC Lodging and Campgrounds Association's Annual Survey.**

As mentioned in the email, the BC Lodging and Campgrounds Association is looking to better understand the health of the camping industry. As a valued member, your participation and observations can help us to deliver services and advocate for change.

If you have multiple properties, please complete one survey per property using the unique link provided in the email invitation. You will have received a separate email for each property containing the unique link for each property. This survey is for: [property]

You will need to have your bookings and occupancy by month as well as market origin of visitors for 2021 and 2020 handy. Understanding this may take some effort to pull up, if you need to continue the form later, please click the save and continue later button at the top of the page and follow the instructions.

Depending on your responses and how accessible the information is in your system, we anticipate the survey will take you approximately 30 minutes to complete. The deadline for completing the survey is end of day, **January 21, 2022**.

By participating, you will receive an advanced copy of the findings of this important research.

**How to navigate:** Please use the BACK and NEXT buttons at the bottom of your screen to navigate back and forth through this survey. Do not use your web browser's navigation buttons located at the top of your screen as they may cause connection errors.

**Confidentiality:** To ensure confidentiality, Align Consulting Group is managing the data collection and reporting for this project. Information will only be shared on an aggregate level and no individual responses will be provided. Your responses will be kept confidential and not linked to any operator.

**Questions?** If you experience any technical difficulties while completing this survey, please contact Align Consulting Group via email at [campingandrvingbc@alignconsultinggroup.ca](mailto:campingandrvingbc@alignconsultinggroup.ca). If you have specific questions about how the BC Lodging and Campgrounds Association is going to use the feedback they receive, please contact Joss Penny at 778-383-1036 or by email at [jpenny@bcclca.com](mailto:jpenny@bcclca.com).

**Survey**

**OPEN LINK SECTION – ONLY FOR OPEN LINK**

OL1. Property Name: \_\_\_\_\_

OL2. Please indicate the Tourism Region your campground or RV Park is located in?

- Vancouver Island & Southern Gulf Islands
- Vancouver, Coast and Mountains
- Thompson Okanagan
- Kootenay Rockies
- Cariboo, Chilcotin Coast
- Northern BC

**Section 1: Looking Ahead in 2022**

Before we look back, let's look forward. This section briefly asks about the 2022 season. You will need to provide information on the types of accommodation offered and current bookings by month.

Q1. For the 2022 season, please indicate the total number of campsites and room units you plan on operating. If you will not offer any in a category, please enter a 0.

*Please enter the number of units you will have in each category or a '0' if none. The total number of all types of units will be automatically calculated under the table.*

	# in 2022
Campsites without Services	
Campsites with Services (Full or Partial)	
Hotel/Motel/Lodge/B&B Rooms	
Cabins/Cottages	
Glamping Units such as Yurts/Teepees/Static Tents/Ready-to-Camp Units (i.e trailers you rent out)	
<b>TOTAL</b>	<b>=[SUM]</b>

Q2. What months will you be operating in 2022? *Please select all that apply.*

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Q3. As of December 31, 2021, how many bookings/reservations do you have for each month in 2022?

*Please include all kinds of campsites or fixed roof units and use the month of the first night of the reservation as arrival month.*

*Please include all types of units including campsites and fixed roof units and use the month of the first night of the reservation as arrival month.*

	Arrival Month*					
	January	February	March	...	November	December
2022 Bookings/Reservations as of today						

\* - please use the month of the first night of the reservation as arrival month.

Q4. What challenges, if any, do you anticipate for the 2022 season?

**Section 2: 2021 Results Compared to 2020**

This section is aimed at understanding business results in 2021 compared to 2020. This information will help us better understand the impact of Covid-19 and the active BC Wildfire Season had on the industry. Information in this section will ask bookings by month, occupancy rates by month, market origin of guests, length of stay and % change in revenue. We understand this section may require extra effort to obtain the data in order to answer these questions. We appreciate your time and encourage you to provide answers as complete as possible. If you need to leave and return to the survey, your answers will be saved by simply clicking on 'save and continue later' in the upper right of the screen. Please include all types of accommodation options (i.e., campsites, fixed roof units) available on your property.

Q5. For each of the previous two years, what months were you open? *Please select all that apply.*

	Month					
	January	February	March	...	November	December
2021 Open						
2020 Open						

Q6. And for each of the previous two years, how many bookings/reservations did you have for each arrival month? *Please include all kinds of campsites and fixed roof units - please use the month of the first night of the reservation as arrival month.*

	Arrival Month*					
	January	February	March	...	November	December
Total 2021 Bookings/Reservations						
Total 2020 Bookings/Reservations						

\* - please use the month of the first night of the reservation as arrival month.

Q7. What was your total occupied nights in 2021?

*Include all types of units including campsites and fixed roof units. Please add up the number of nights each unit or site was occupied in 2021. Please see the attached definitions document to calculate. The purpose of this measurement is to determine how many client/traveller nights were spent at your property.*

- Don't Know
- Prefer Not to Answer

Q8. And what was your occupancy rate for each month of the following years? *Please include all kinds of campsites and fixed roof units in the calculations.*

	Arrival Month*					
	January	February	March	...	November	December
2021						
2020						

The next two questions are about where your visitors came from in 2020 and 2021. Please answer as best you can.

Q9./Q10. Please provide the percent (%) of bookings/reservations by key market for each year. An estimate is fine. *Please insert the market origin percentage of reservations/bookings. Please insert a numeric response, the % symbol is not necessary. The total should equal 100%.*

	% of Bookings/Reservations in 2021	% of Bookings/Reservations in 2020
% from BC		
% from Alberta		
% from Other Canada		
% from Washington		
% from California		
% from Other USA		
% from Other International		
<b>TOTAL</b>	<b>=100%</b>	<b>=100%</b>



Q11. What was your guests' average length of stay at your property in 2021? Please enter average number of nights using the calculation of total nights booked divided by total bookings. An estimate is fine. For example, if your property had 10 bookings (across all types of units on the property) for a total of 120 nights then the average length would be 1.2 nights (120 nights/10 bookings). Please see the attached definitions document to calculate.

- \_\_\_\_\_
- Don't Know
  - Prefer Not to Answer

Q12. What is the approximate breakdown of bookings by repeat versus new visitors in 2021? An estimate is fine. Please insert a numeric response, the % symbol is not necessary. The total should equal 100%.

Repeat Visitors \_\_\_\_\_%

New Visitors \_\_\_\_\_%

100%

- Don't Know
- Prefer Not to Answer

Q13. What was the average gross revenue per night at your property in 2021? Include all types of units including campsites and fixed roof units. Please see the attached definitions document to calculate. The purpose of this measurement is to give a sense of nightly revenue by site/unit therefore, gives comparability across various operator sizes.

\$ \_\_\_\_\_

- Don't Know
- Prefer Not to Answer

Q14. Overall, did your revenue in 2021 increase, stay the same, or decrease compared to 2020? Please select one response.

- Increase
- Stay the Same
- Decrease
- PREFER NOT TO ANSWER

Q15. ASK IF Q14=INCREASE OR DECREASE, And by what percentage did your revenue [pipe in Q12 answer] in 2021 compared to 2020? Please enter the percentage using the calculation of Change in Revenue (i.e. 2010-2019) divided by 2019 Revenue multiplied by 100%. Insert a numeric response, the % symbol is not necessary. An estimate is fine. \_\_\_\_\_

- Don't Know
- Prefer Not to Answer

Q16. Do you track the average cost per site per night?

- Yes
- No
- Don't Know
- Prefer Not to Answer

Q17. ASK IF Q16, What is your average cost per site per night in 2021? Please enter the dollar value using the calculation of Total Costs in 2021 divided by (sites times number of nights open). Please see the attached definitions document to calculate. An estimate is fine. \_\_\_\_\_

- Don't Know
- Prefer Not to Answer

### Section 3: Capacity in 2021

This section is looking to better understand changes, if any, in capacity during 2021.

Q18. In 2021, which of the following best describes your campground's capacity compared to 2020?

Please select most appropriate response.

- Increased Capacity
- Same Capacity
- Decreased Capacity
- Don't Know
- Prefer Not to Answer

Q19. ASK IF Q18 = DECREASED CAPACITY, Was the decrease in capacity due to ...?

Please select most appropriate response.

- COVID-19
- Wildfires
- Floods
- Other, please specify: \_\_\_\_\_
- Prefer Not to Answer

Q20. ASK IF Q18= Increased or Decreased Capacity (1 or 3), Please describe exactly how your capacity changed in 2021 compared to 2020.

#### Section 4 (Final Section): Website and Reservations

This section is looking to better understand property's website presence and, if applicable, tracking of bookings online.

Q21. Does your property have a website?

- Yes
- No
- Don't Know
- Prefer Not to Answer

Q22. ASK IF Q21=YES, Does your website allow customers to complete reservations online? Please note this does not include email request forms. By reservations online, we mean the consumer can confirm availability and book particular dates and make secure payment.

- Yes
- No
- Don't Know
- Prefer Not to Answer

Q23. ASK IF Q22=YES, Do you track the conversion rate of unique website visitors to reservations? For reference, a conversion rate is calculated by dividing the number online reservations by number of unique website visitors multiplied by 100%.

- Yes
- No
- Don't Know
- Prefer Not to Answer

Q24. ASK IF Q23=YES, What is the conversion rate of unique website visitors to reservations? Please enter the percentage using the conversion rate calculation of online reservations divided by number of unique website visitors multiplied by 100%. Insert a numeric response, the % symbol is not necessary. Please see the attached definitions document to calculate. An estimate is fine.

- \_\_\_\_\_
- Don't Know
  - Prefer Not to Answer

Q25. Which of the following general categories best describes your cancellation policy?

Please select most appropriate response.

- Flexible – Small or no monetary cost and short notice is required to cancel. For example, small or no fee to cancel and can cancel up to reservation date or within several days of scheduled arrival.
- Moderate – Some monetary cost even with advance notice of cancellation. For example, forfeit cost of at least one night of booking and has to be cancelled at least 1 or 2 weeks before arrival date or a larger fee or forfeiture of entire reservation cost may apply.
- Strict – Some monetary cost even with very advance notice of cancellation. For example, forfeit cost of at least one night of booking and has to be cancelled at least 1 months before arrival or larger fee or forfeiture of entire reservation cost may apply.
- Other, please specify: \_\_\_\_\_
- Prefer Not to Answer

Q26. We are interested in what efforts operators are taking to prevent and/or minimize cancellations. As such, please provide your cancellation policy in the text field below. For ease, you may simply copy your policy from a document and paste it below.

Q27. Does your property charge lock fees? *For reference, a lock fee is an additional charge for campers to reserve a particular site in advance.*

Please select one response.

- Yes
- No
- Don't Know
- Prefer Not to Answer

Q28. Does your property have dynamic pricing for reservations? *For reference, dynamic pricing involves changing rates based on demand. As an example, Campground X changes \$50/night/site for this coming long weekend, but they are at 80% capacity and it is within 1 week to the long weekend. Therefore, they increase the rate to \$58/night/site. In another example, in the off season, Campground X may reduce the rate for tonight and tomorrow by \$5/night/site to try to capture more last-minute bookings. ]*

Please select one response.

- Yes
- No
- Don't Know
- Prefer Not to Answer

Q29. And finally, are you investing or making changes to address any new/emerging needs of your customers? If so, please let us know what they are and how you are tackling them.

- Yes, please specify:
- No

Q30. As an annual survey, we look to make this information as useful for the membership as possible. As such, is there any other data that you think we should be collecting?

Q31. You have completed all of the questions we have for you, is there anything you would like to share with us that hasn't been previously captured? If so, please note it below.

That completes the survey. We appreciate your time, insights, and effort to provide this important information. As noted, BC Lodging and Campgrounds Association depends on data from surveys such as this to accurately represent the health of the industry and advocate for our membership. In addition, as a participant, you will have access to the complete results in advance of the general membership. Thank you!