

BCLCA PRESENTS:

BREAKING THROUGH THE BARRIERS AND IMPROVING PROFITABILITY

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Agenda

1. Understanding the 2026 Occupancy Report
2. Improving Profitability
3. Action Plan for the Year

1ST TOPIC:

UNDERSTANDING THE OCCUPANCY REPORT

PURPOSE & OBJECTIVES

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

- Identify emerging operating standards and practices;
- Understand the booked nights in 2025 compared to 2024;
- Gauge the occupancy rate for 2025 compared to 2024;
- Identify the market origin for 2025 compared to 2024;
- Measure changes in average rates in 2026 compared with 2025, and,
- Determine the outlook for 2026.

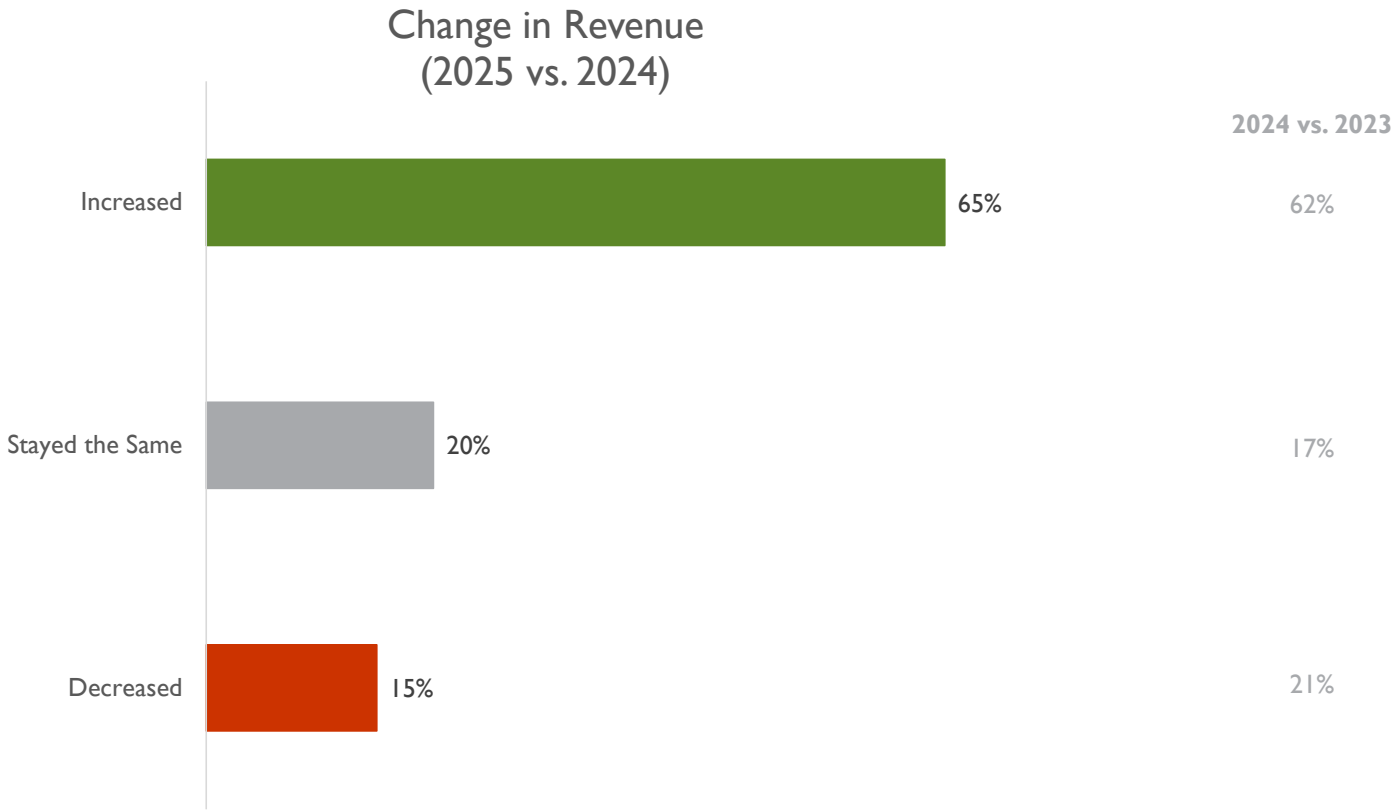


APPROACH

- **Survey**: Questionnaire was drafted in coordination with BCLCA and incorporated feedback from BCLCA's Board.
- **Target audience**: Emailable BCLCA members and non-members who have 10 or more campsites.
- **Data Collection**: The survey was conducted online. Participants were invited via email from ACG Insights and received up to two reminder emails and an extension email.
- **Timing**: January 13, 2026 – February 6, 2026.
- **Response**: Of the 248 members and 218 non-members who qualified for this survey, 78 members and 27 non-members completed some or all of the survey which represents a response rate of 31.5% and 12.4%, respectively.

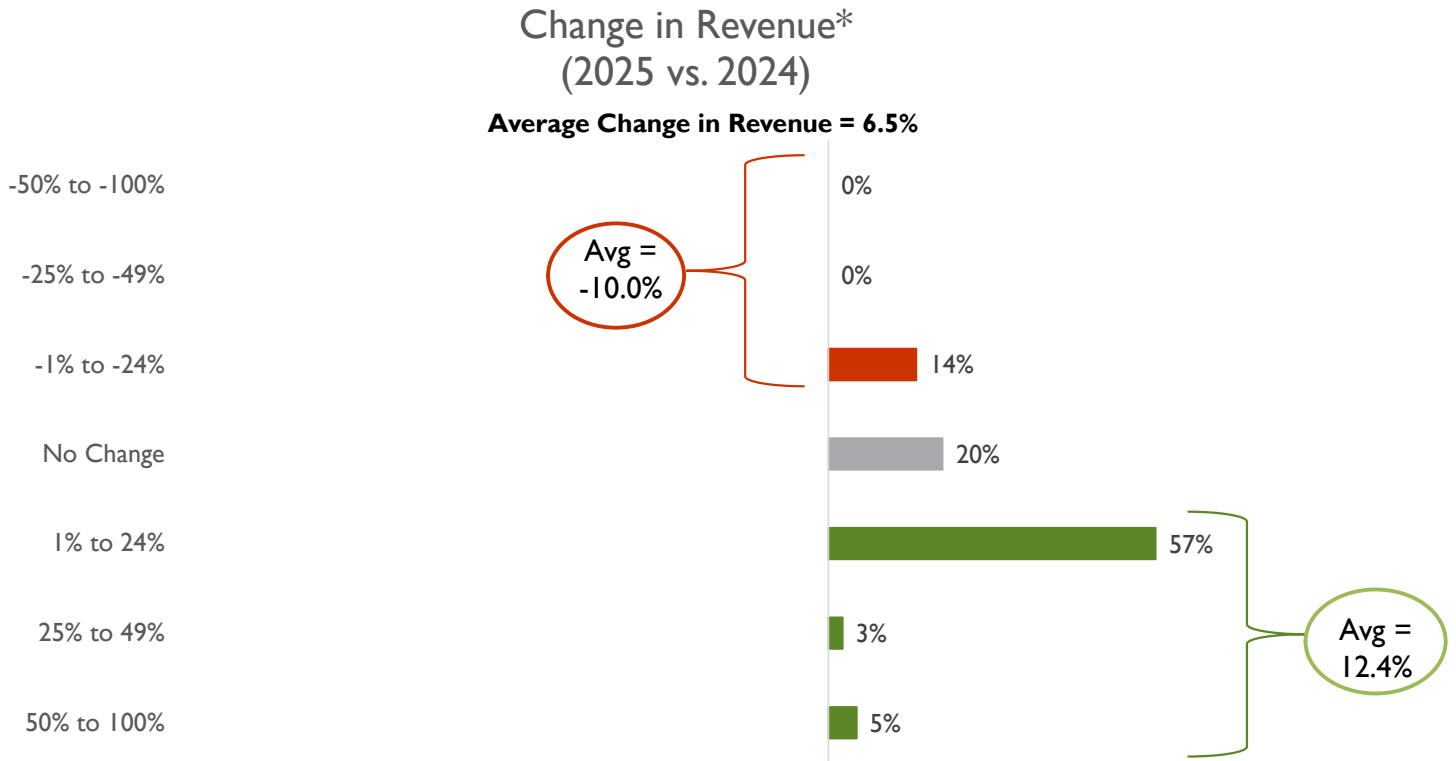
RESULTS – 2025 PERFORMANCE

2025 CHANGE IN REVENUE



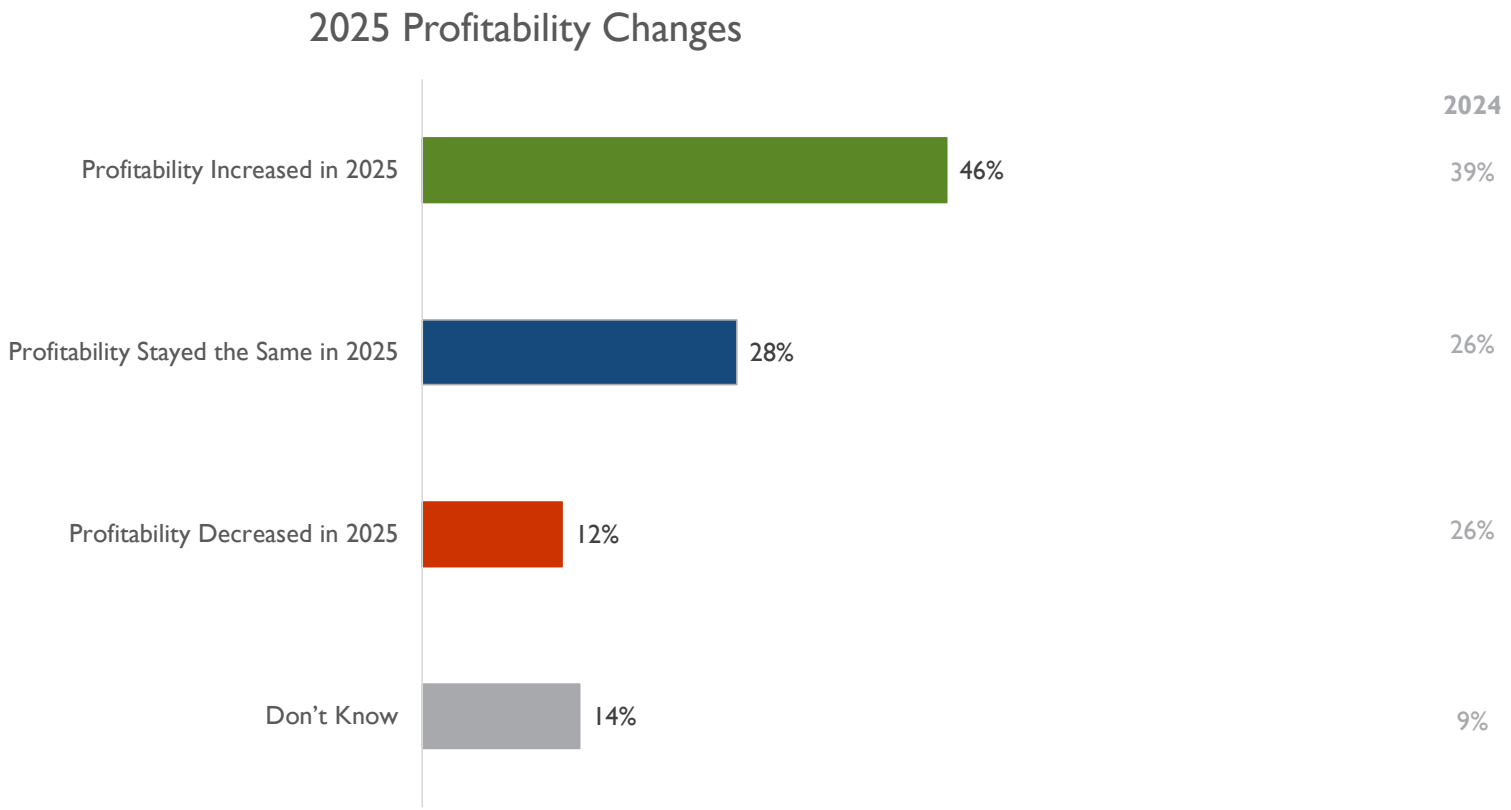
Q15. Overall, did your revenue in 2025 increase, stay the same, or decrease compared to 2024?
Base: all respondents, excluding prefer not to answer, n=65.

2025 CHANGE IN REVENUE



Q16. [IF Q15=INCREASE OR DECREASE] And by what percentage did your revenue [Increased or decreased answer from Q15] in 2025 compared to 2024?
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.

2025 PROFITABILITY COMPARED TO 2024

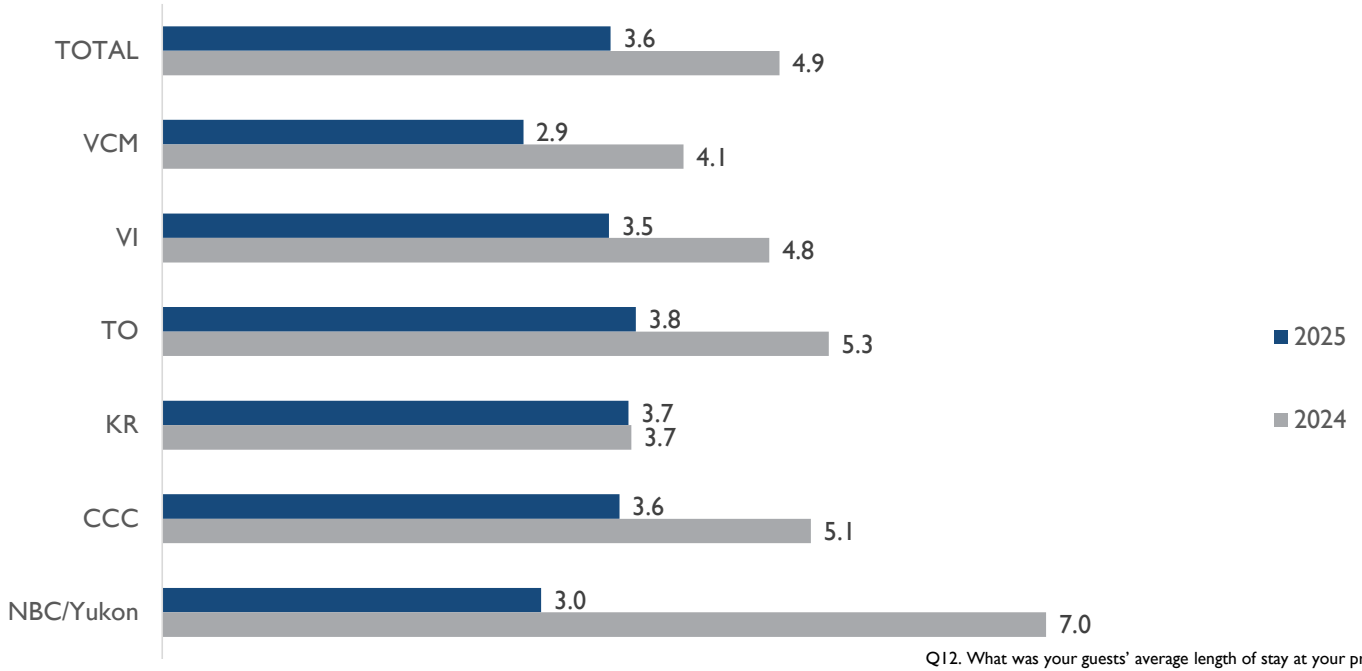


Q23. In 2025 (this past year), which of the following best describes your campground's profitability compared to 2024?
Base: all respondents excluding, 'prefer not to answer', n=70.

LENGTH OF STAY BY REGION (2025 & 2024)

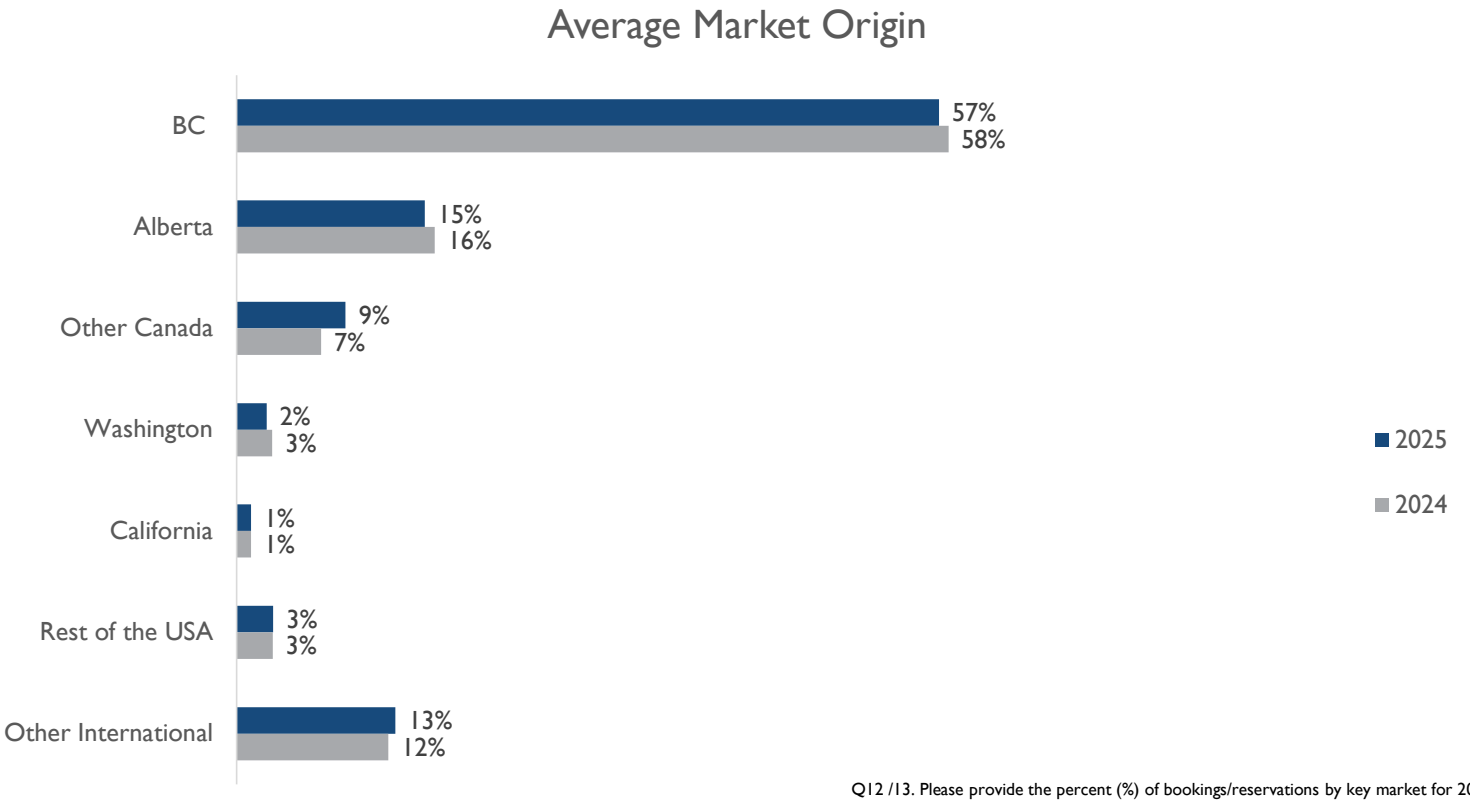
Average Length of Stay (2025 vs. 2024)

Average Length of Stay in 2025= **3.6 nights** 2024= **4.9 nights**



Q12. What was your guests' average length of stay at your property in 2025?
Base: All respondents who answered both questions to ensure comparability.
Base: All respondents in 2025 Total n=51, VCM n=5, VI n=17, TO n=10, KR n=13, CCC n=5 NBC n=1.
Base: All respondents in 2024 Total n=47, VCM n=6, VI n=12, TO n=9, KR n=6, CCC n=11 NBC n=3.

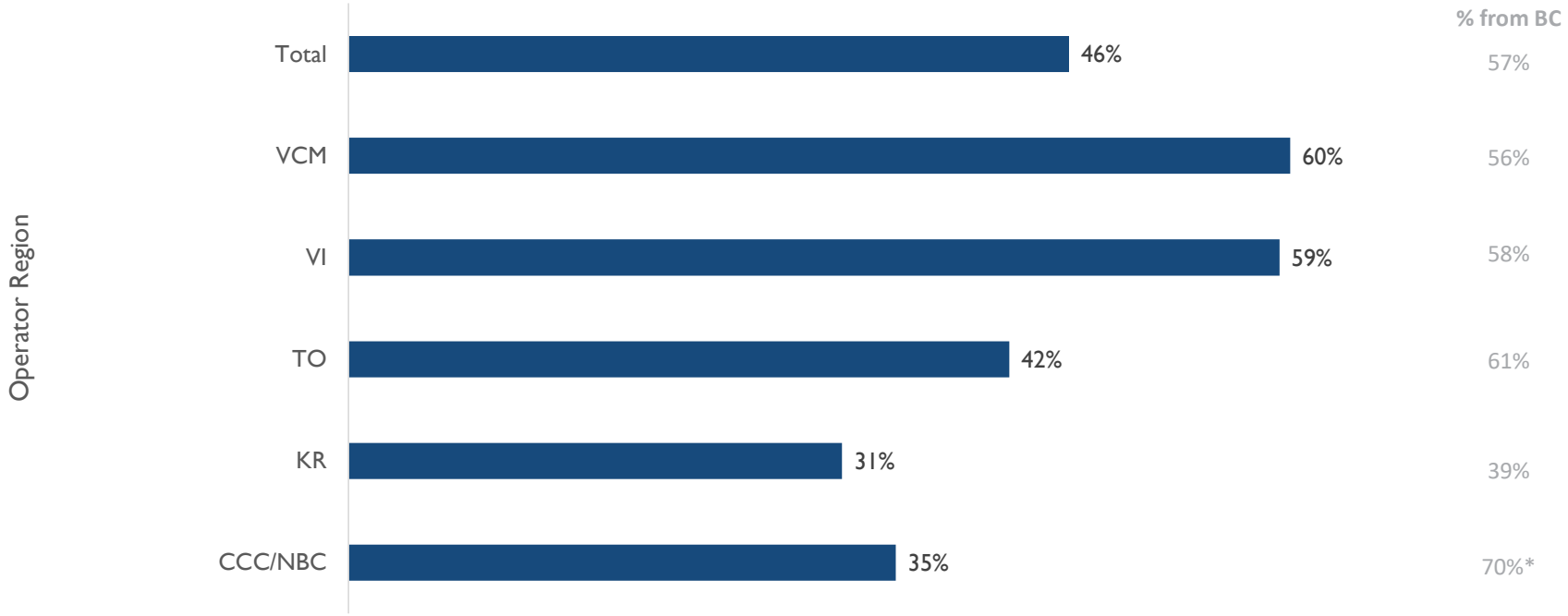
MARKET ORIGIN (2025 & 2024)



Q12 /13. Please provide the percent (%) of bookings/reservations by key market for 2025 and 2024. An estimate is fine.
Base: All respondents who answered both questions to ensure comparability, n=43.

MARKET ORIGIN – BC GUESTS FROM SAME REGION IN 2025

Percentage of BC Bookings/Reservations in 2025 From **Same Region**

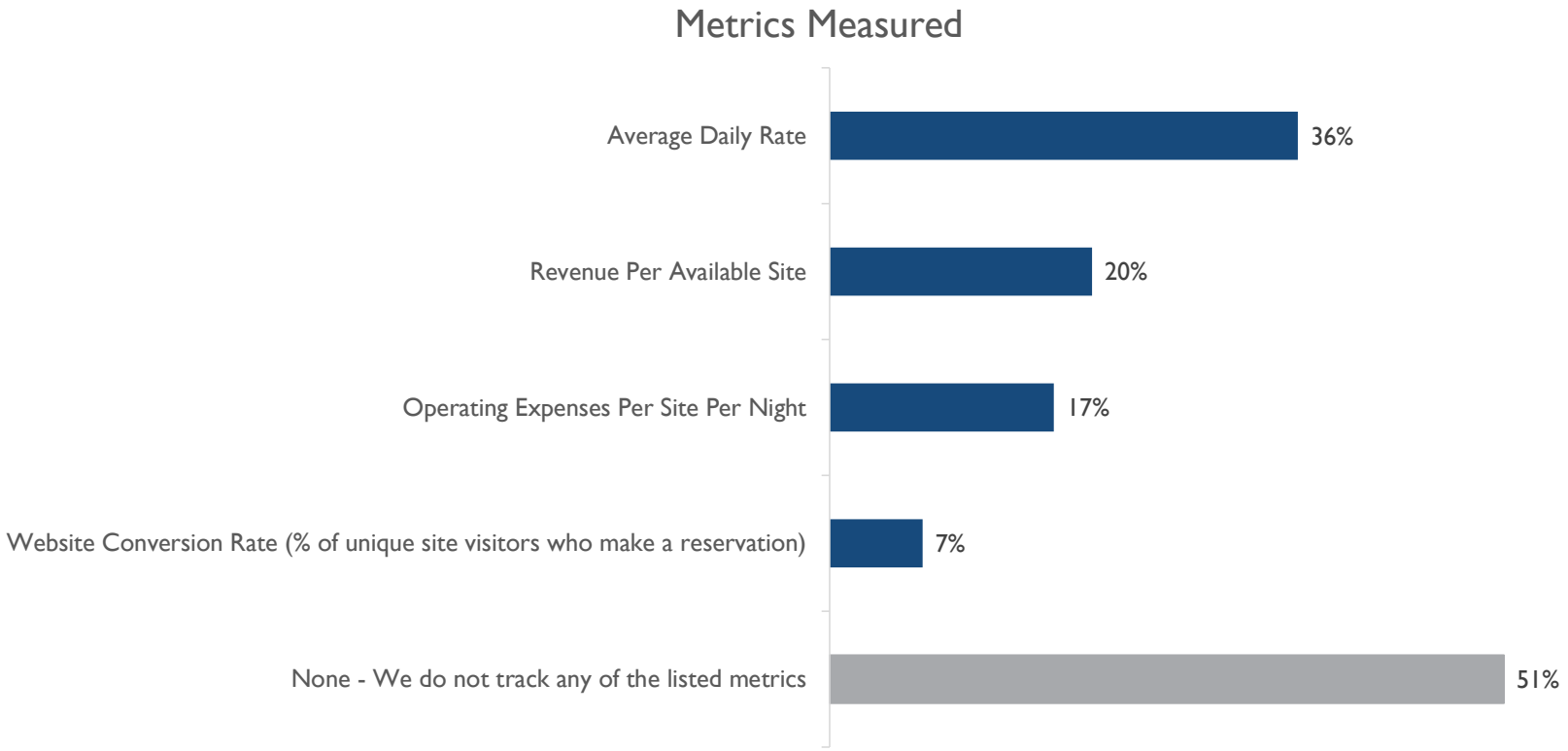


Q11. Of the [IF Q10 =BC] % of guests from BC in 2025, where were they from?
Base: All respondents who answered market origin was from BC, n=42. * CCC and NBC were combined due to small sample size.

RESULTS

OPERATING STANDARDS AND PRACTICES

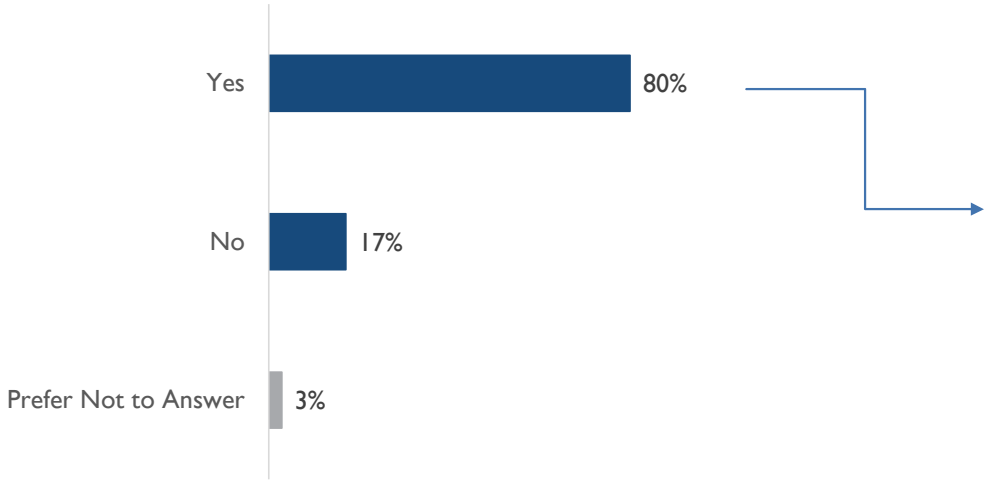
CAMPGROUND METRICS MEASURED



Q21. Which of the following metric, if any, does your campground measure? Base: All respondents n=70.
Operators could respond with more than one response therefore the percentages add up to more than 100%.

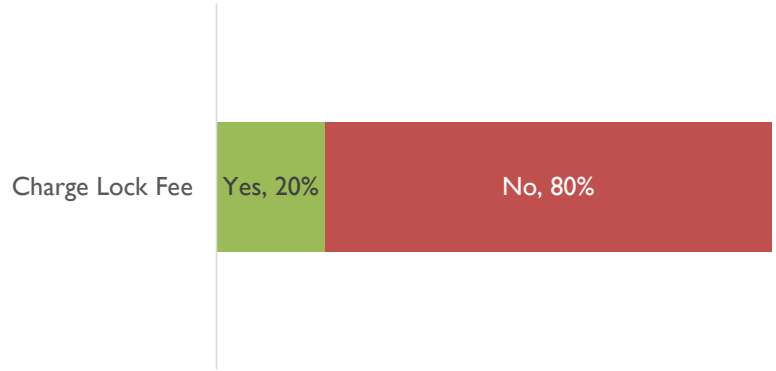
SITE RESERVATIONS AND LOCK FEES

Allow Reservations for Particular Sites



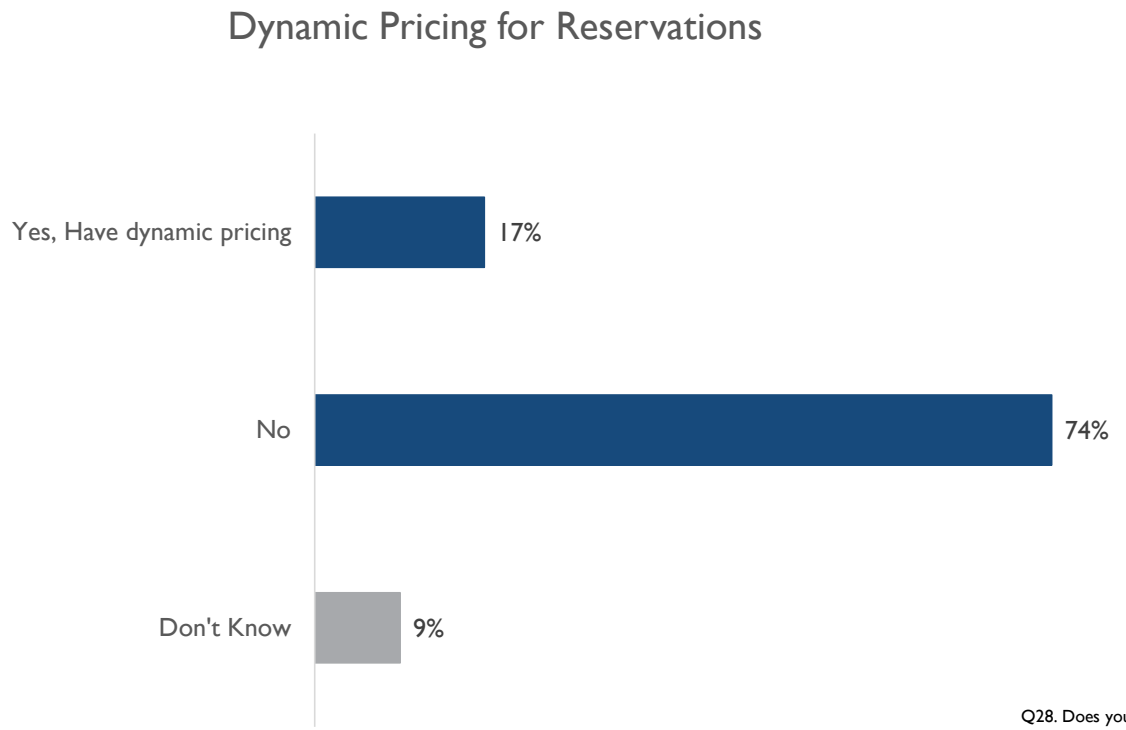
Q32. Do you allow your guests to reserve a particular site?
Base: All respondents n=70.

Charge Lock Fee



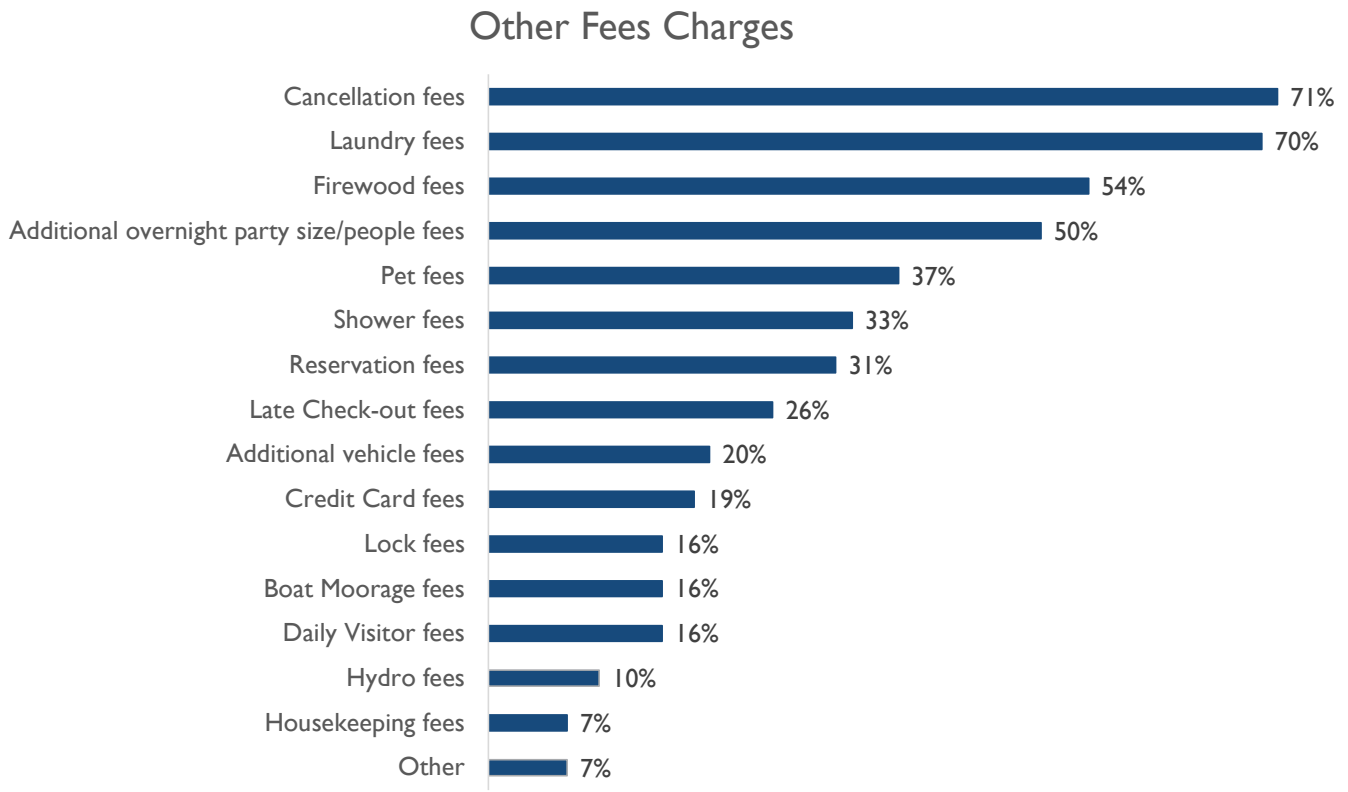
Q29. What other fees, if any, does your property charge customer?
Base: All respondents who allow for reserving a particular site n=56.

DYNAMIC PRICING



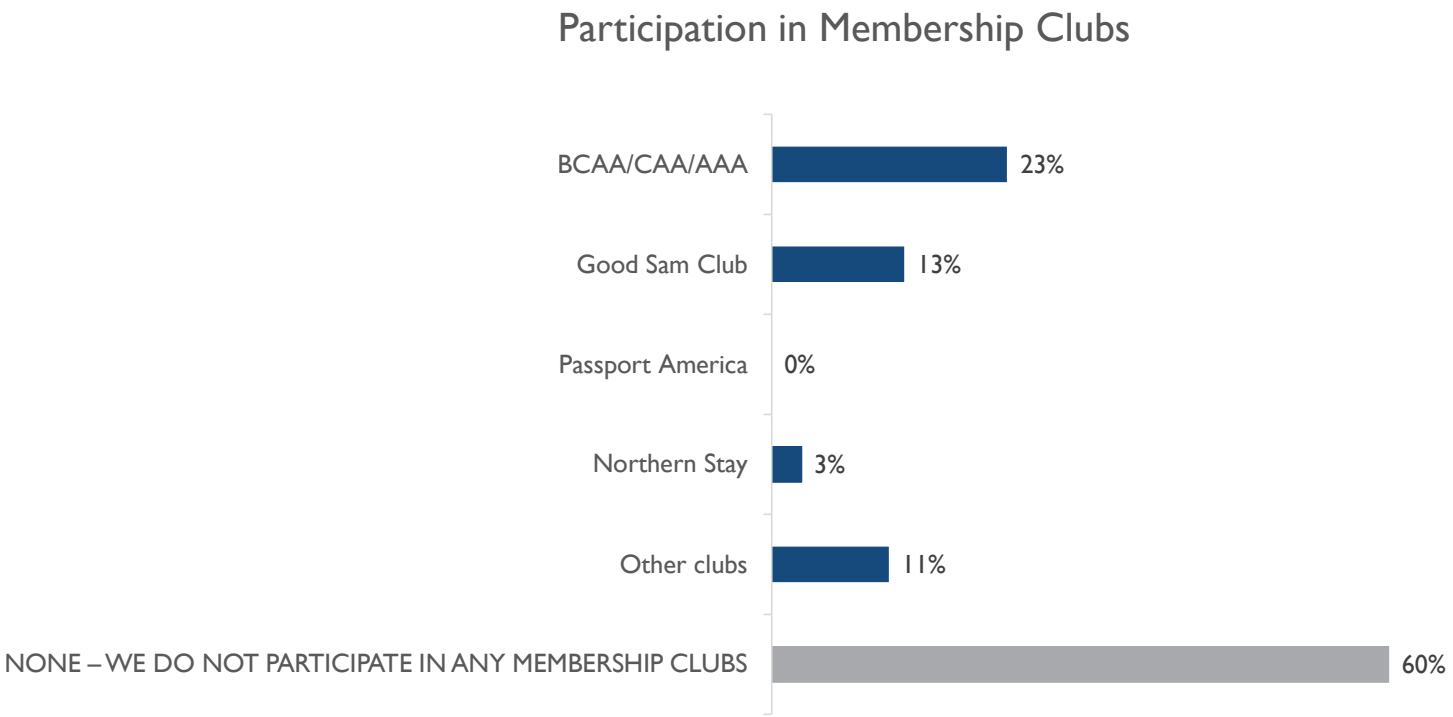
Q28. Does your property have dynamic pricing for reservations?
For reference, dynamic pricing involves changing rates based on demand. Base: All respondents n=70.

FEES AND CHARGES FOR RESERVATIONS



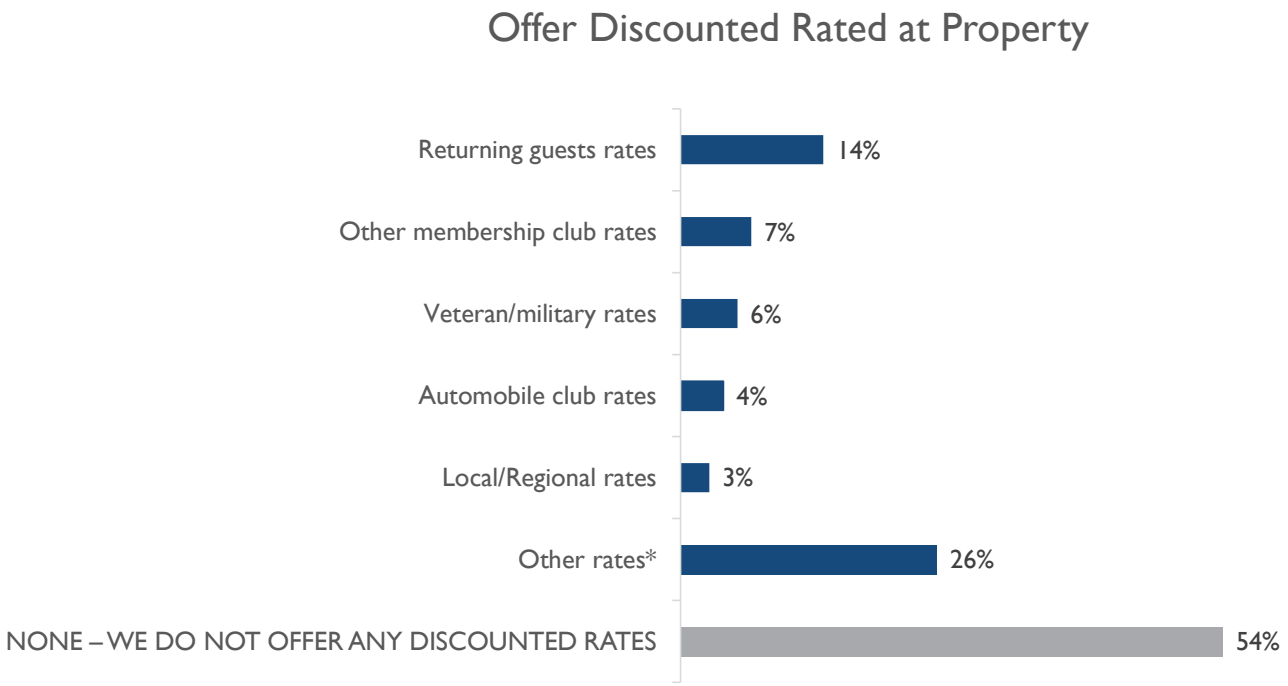
Q29. What other fees, if any, does your property charge customer?
*Only those responses with 7% or more appear in the chart Base: All respondents n=70.
Operators could respond with more than one response therefore the percentages add up to more than 100%.

MEMBERSHIP CLUBS



Q30. Which of the following membership clubs, if any, does your property participate in?
Operators could respond with more than one response therefore the percentages add up to more than 100%.
Base: All respondents n=70.

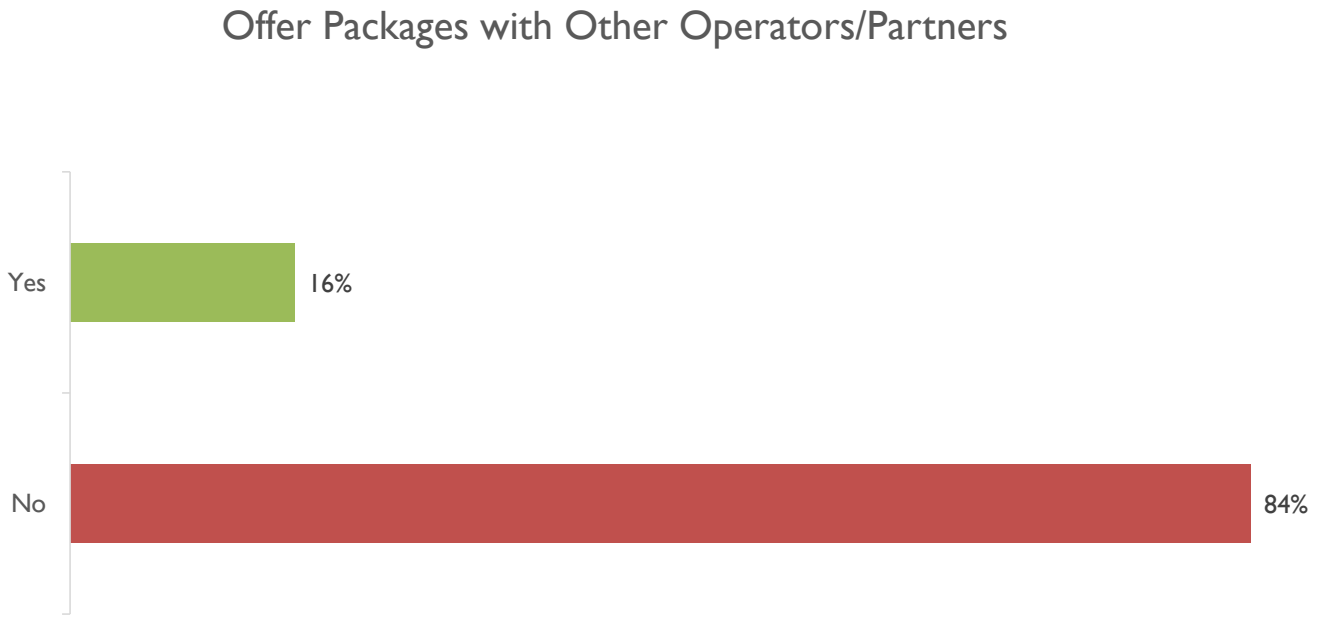
DISCOUNTED RATES



Q31. Which of the following, if any, discounted rates do you offer at your property?
Operators could respond with more than one response therefore the percentages add up to more than 100%.
Base: All respondents n=70.

*Other discounted rates include: senior discounts, long term stays, tour operators, CanaDream rental, etc.

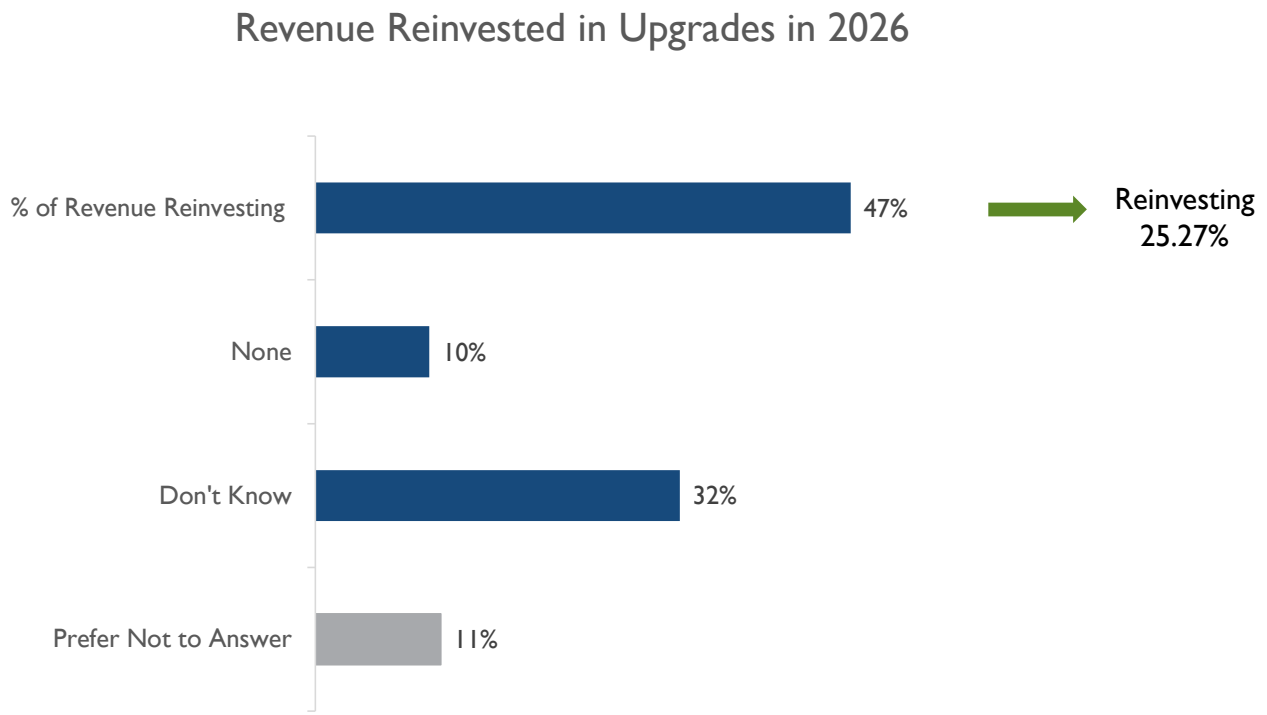
PACKAGES WITH OTHER OPERATORS/PARTNERS



Q32. Do you offer packages with other operators/partners (i.e. activities, attractions)?
Base: All respondents, excluding prefer not to answer/don't know answers, n=68.

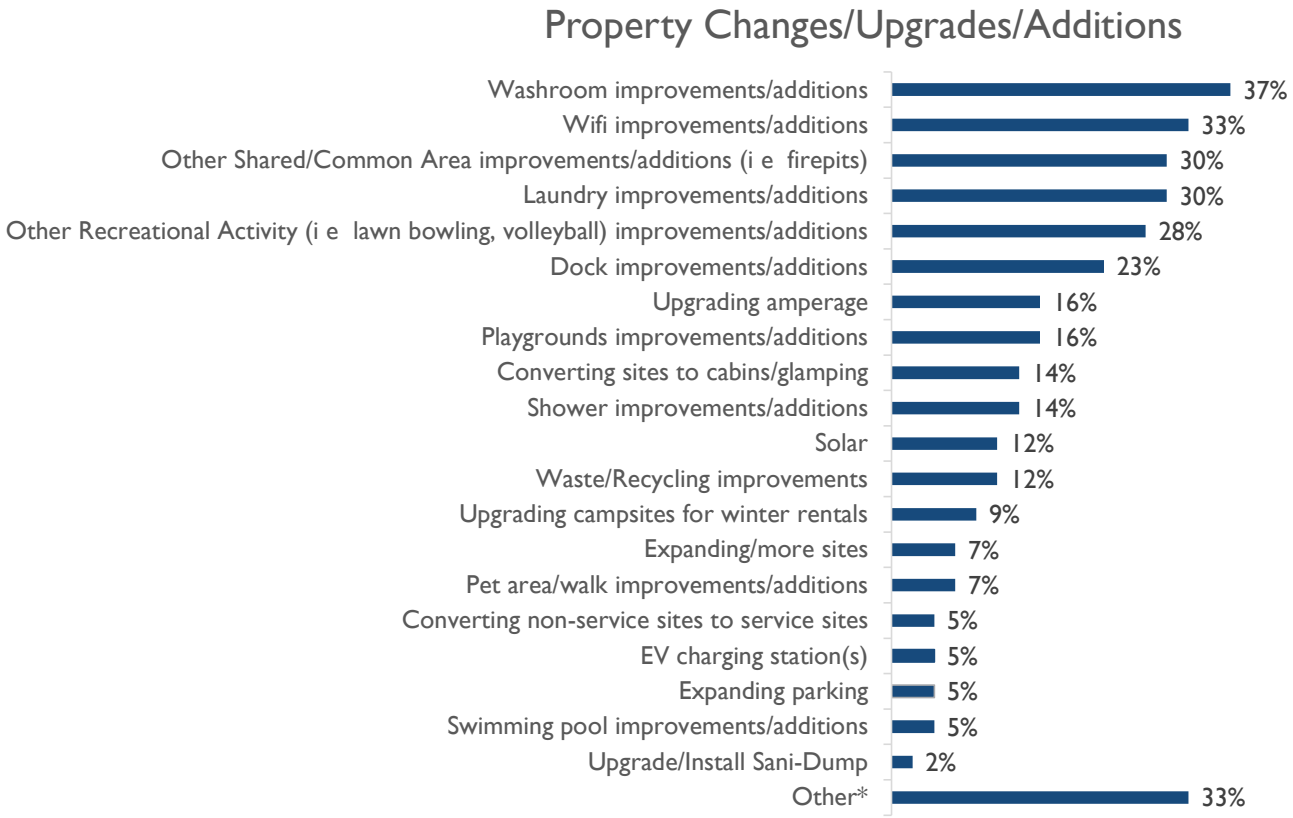
RESULTS
LOOKING FORWARD (2026)

REVENUE REINVESTED IN UPGRADES IN 2026



Q6. Approximately, what % of revenue, if any, is your property reinvesting into property changes or upgrades in 2026?
Base: All respondents n=90.

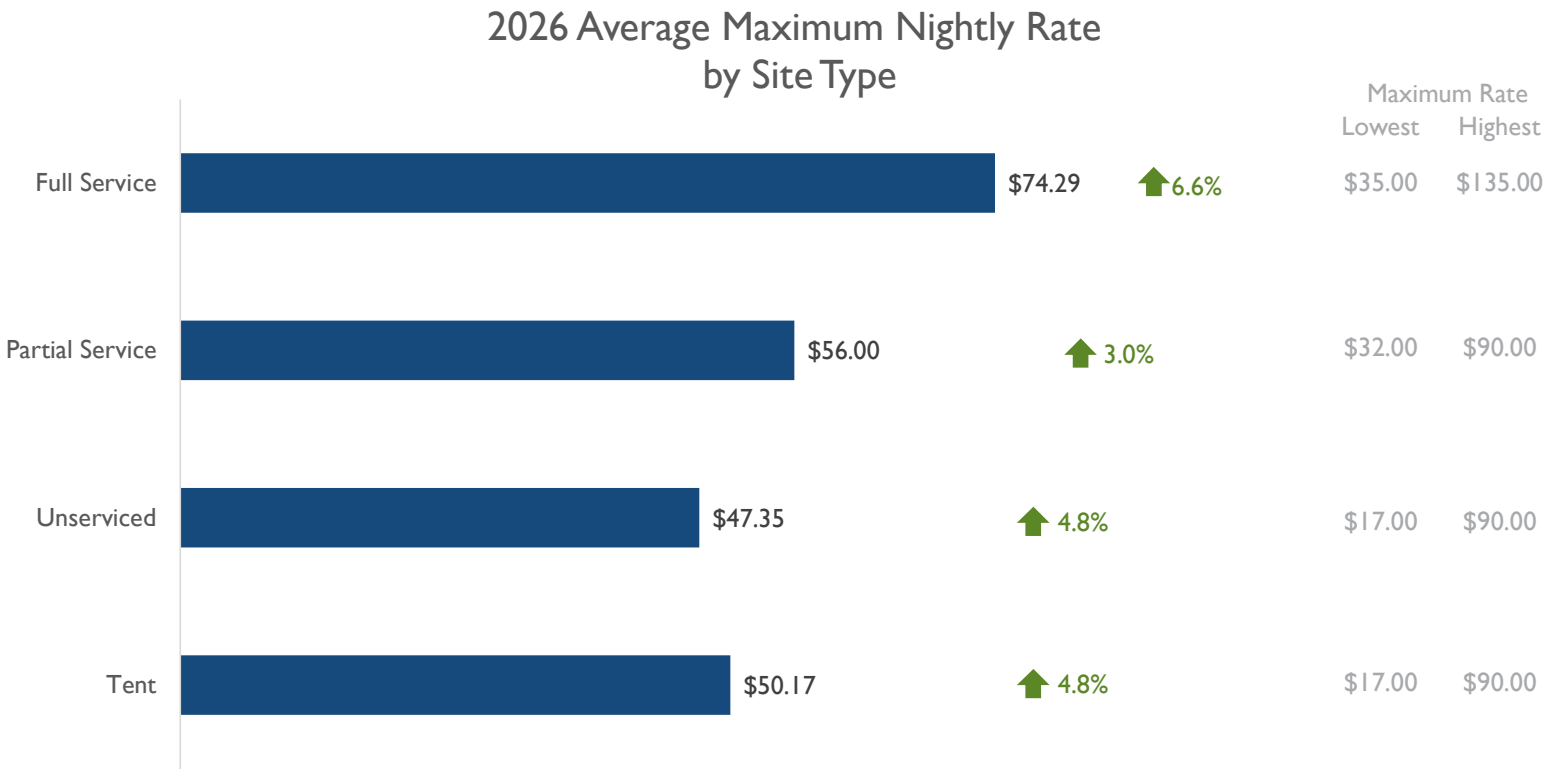
PROPERTY CHANGES/UPGRADES/ADDITIONS IN 2026



*Some 'other' responses mentioned: Renovations/upgrades to cabins, units, cottages, accommodations in general. Fencing, landscaping, water system upgrade, roads, farm activities, pickle ball court.

Q7. Which of the following are you planning on changing/upgrading/adding in 2026?
Base: All respondents n=43. Multiple response questions, total doesn't add to 100%.

2026 RATES (SUPER CAMPING)



Source: Super Camping.
Base: All respondents who have updated Super Camping Rates in 2026 and provided 2025 for comparability, Full Service n=37, Partial Service n=14, Unserviced n=17, Tent n=17.

KEY FINDINGS & INSIGHTS

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1. Despite economic instability and residual inflationary pressures, the camping sector had a very strong year.

2. Market origin is stable though growth from Other International in 2026 may occur with diversion of guests away from USA. Domestic 'staycations' may provide the opportunity for more dispersion geographically as well as by season.

3. The drastic drop in average length of stay is of some concern; however, may indicate a shift to multiple locations or accommodation types in one trip. With the rising gas prices since the start of the Iran war, summer road trips may revert to more single site stays and/or closer to home.

4. Operators are not tracking key operating metrics such as average daily rate, revenue per available site, expenses per site per night and website conversion. In fact, approximately half, 51% don't track any of these KPIs.

KEY FINDINGS & INSIGHTS

5. Looking forward, 2026 appears to have started well with a healthy level of business on the books as of January 1st; however, similar to precious years, operators are anxious about the year ahead. The economic situation, the increased costs of doing business, and natural disasters are the top concerns.

6. 2026 Super Camping Rates are up compared to 2025 for all site types. These increases should contribute to a positive year; in fact, nearly six-in-ten (60%) of operators noted they are increasing their rates. The May 2026 BC Parks fee update may see a shift in demand away from public campgrounds to private campgrounds as the gap in cost closes.

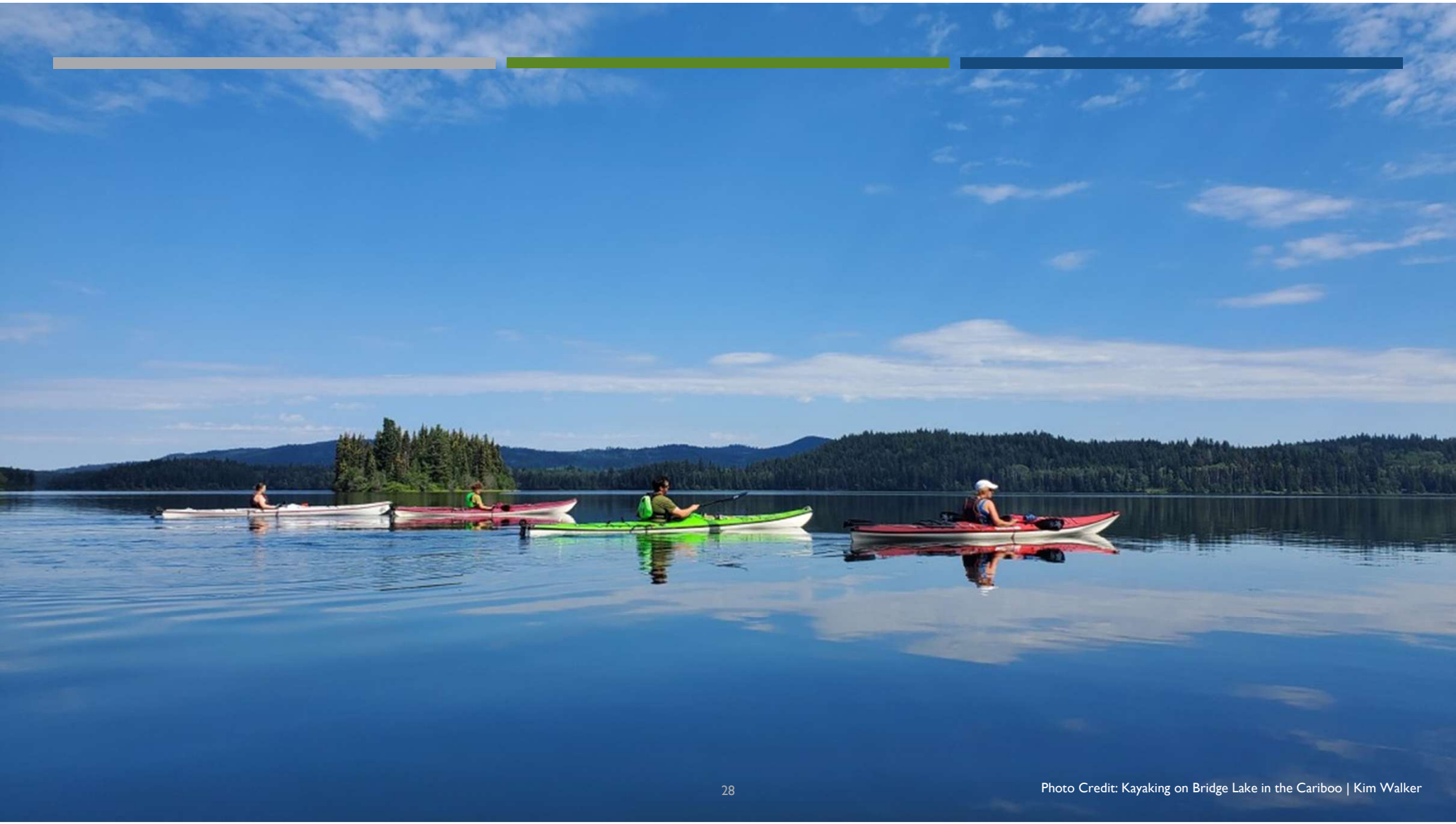
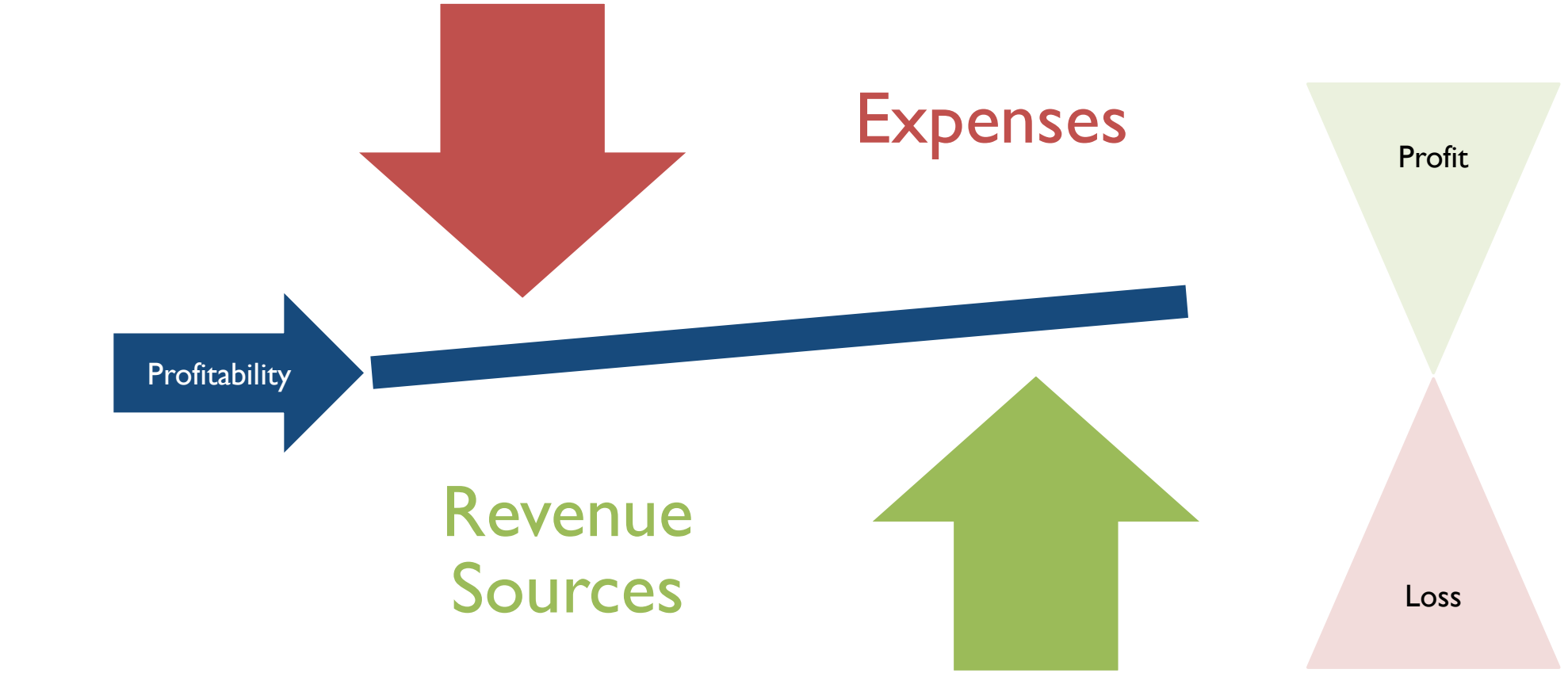


Photo Credit: Kayaking on Bridge Lake in the Cariboo | Kim Walker

2ND TOPIC:

IMPROVING PROFITABILITY


Expenses
Profitability
Revenue
Sources
Profit
Loss

IMPROVING PROFITABILITY - INCREASE REVENUE



Increase Revenue

How?

- Increase Demand 
- Increase Rates 
- Develop Additional Revenue Streams 

IMPROVING PROFITABILITY - INCREASE REVENUE



Increase Demand

How?

- Effectively target market
- Enhance guest experience
- Encourage repeat visitation
- Unique product or seasonal offering

IMPROVING PROFITABILITY - INCREASE REVENUE



Increase Rates

How?

- Consider inflation compared to rate increases
- Assess competitive pricing

IMPROVING PROFITABILITY - INCREASE REVENUE



Develop Additional Revenue Streams

How?

- Charge fees for amenities
- Retail store onsite
- Equipment rentals
- Packages

IMPROVING PROFITABILITY – DECREASE EXPENSES

Decrease Expenses

How?

- Track your Expenses per site per night
- Increase efficiencies

3RD TOPIC:

TACTICS TO INCORPORATE IN NEXT YEAR

TACTIC 1: TRACK EXPENSE PER SITE PER NIGHT



Track Expense Per Site Per Night

Why?

- Inform your rates
- Identify opportunities to increase efficiencies

TACTIC 1: TRACK EXPENSE PER SITE PER NIGHT



Track Expense Per Site Per Night

Why?

- Inform your rates
- Identify opportunities to increase efficiencies

How?

- Look back to gather expenses
- Calculate using formula:

$$\frac{\text{All Expenses}}{\text{(Sites * Nights Campground Operated)}}$$

TACTIC 2: DEVELOP A RATE ADJUSTMENT PROGRAM



Develop a Rate Adjustment Program

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Develop a Rate Adjustment Program

Why?

- Costs change, your rates should too
- Forces you to look at your business in a systematic way
- Avoid falling behind the market
- Rates should reflect enhancements and betterments

TACTIC 2: DEVELOP A RATE ADJUSTMENT PROGRAM



Develop a Rate Adjustment Program

Why?

- Costs change, your rates should too
- Forces you to look at your business in a systematic way
- Avoid falling behind the market
- Rates should reflect enhancements and betterments

How?

- Evaluate the market (look at survey results, assess competitive pricing, consider inflation and cost increases)
- Monetize improvements and betterments

TACTIC 3: ADOPT DYNAMIC PRICING



Adopt Dynamic Pricing

Why?

- Common industry practice
- Captures peak demand
- Easy to implement

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Adopt Dynamic Pricing

Why?

- Common industry practice
- Captures peak demand
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How?

- Reservation platform tools
- Vendor support
- Self-help guides
- Peer assistance

THANK YOU

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