Total number of campgrounds and campsites

Canada (%)

- Children's playground: 78
- Community shelter: 64
- Snack bar/Convenience store: 49
- Beach: 43
- Basketball court: 29
- Pool: 28

Most requested new services in Canadian campgrounds:

- Wireless Internet
- Pool and water play area
- Better electrical grid
- Addition or renovation of comfort stations

Total number of campsites by level of service for overnight campers:

- No service: 75,850
- 1 service: 31,384
- 2 services: 44,304
- 3 services: 64,640

Average number of campsites per campground: 68
Canadian camper profile

Gender:
- Women: 54%
- Men: 46%

Age:
- 18-24: 11%
- 25-34: 27%
- 35-44: 19%
- 45-54: 19%
- 55-64: 15%
- 65+: 9%

Family income (k: thousand):
- <$40k: 24%
- $40k to $80k: 38%
- $80k to $100k: 17%
- $100k to $150k: 16%
- >$150k: 5%

Motivations to go camping:
- Enjoying nature
- Vacation, rest
- Independence
- Freedom sensation
- Social aspect
- Costs
- Discovering a region

Type of campground visited in 2014:
- Provincial: 54%
- Private: 51%
- Municipal: 18%
- Federal: 18%

Type of equipment mostly used in 2014 by Canadian campers:
- Tent: 55%
- Trailer: 16%
- Tent-trailer: 8%
- Fifth wheel: 8%
- Motorhome: 6%

Total number of campers and rates of adults practicing camping:
5,768,650 Canadian campers (22%)

Canadian camper profile:
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- Camping trips per year on average:
  - 4

- Different campgrounds on average:
  - 3

- Less than 300 km from home (73%)
Services expected directly on the campsite by Canadian campers

- Drinkable water: 71%
- Electricity: 68%
- Sewer: 34%
- Wi-Fi: 27%
- None: 18%

10 most important criteria used to select a campground

- Beauty: 56%
- Cleanliness: 53%
- Price: 51%
- Privacy: 48%
- Drinkable water: 45%
- Safe environment: 44%
- Tree cover: 43%
- Quietness: 42%
- Campsite size: 39%
- Easy to reserve: 32%

Preferred channels for reservation

- Telephone: 47%
- Campground website: 34%
- Email: 10%

Reservation time

- Did not reserve: 58%
- Less than 4 weeks: 25%
- 1 to 3 months: 33%
- Over 3 months: 23%

Using the web to plan a stay

- Canada: 60%

Type of website used to select a campground

- Provincial park: 57%
- Federal park: 30%
- Campground directories other than PCA: 22%
- Provincial campground association: 19%
- TripAdvisor: 13%
- Social media: 6%
- Campground website: 2%
- Search engine: 1%
- None: 8%

For how many years do you think you will be camping?

- Average in years: 21.4

Canada
METHODOLOGY

Campground Market
- Campground census based on available data (Provincial campground associations database, provincial tourism guides, online campground directories).
- Telephone survey with owners and managers of 498 privately owned campgrounds, not-for-profit campgrounds and campgrounds owned by municipalities.
- Email survey with Parks Canada, provincial agencies and provincial government ministries that manage publicly owned campgrounds.

Camper Market
- Web panel survey with 1,047 campers Canada-wide.

Economic Impact
- Camper survey data.
- Statistics Canada data (RV sales and manufacturer revenues).
- Economic impact analysis based on the Input/Output model of Statistics Canada.

BACKGROUND

The Canadian Camping and RV Council (CCRVC) represents the RV Manufacturers Association, the RV Dealers Association and the campground owners associations from across Canada. Its mission is the betterment and support of the camping and RV industry in Canada. The CCRVC sponsored this study, which will be made available on its website.

WSP is an international consulting group. In this study, WSP was responsible of the estimation of the economic impact of the Canadian camping industry.

SOM is a market research company, specialized in data collection and analysis. It was responsible of coordinating the study and for data collection and analysis of the campground and camper surveys.

www.ccrvc.ca