OUTDOOR HOSPITALITY INDUSTRY

Technology Trends 2024

Prepared By

READEX RESEARCH

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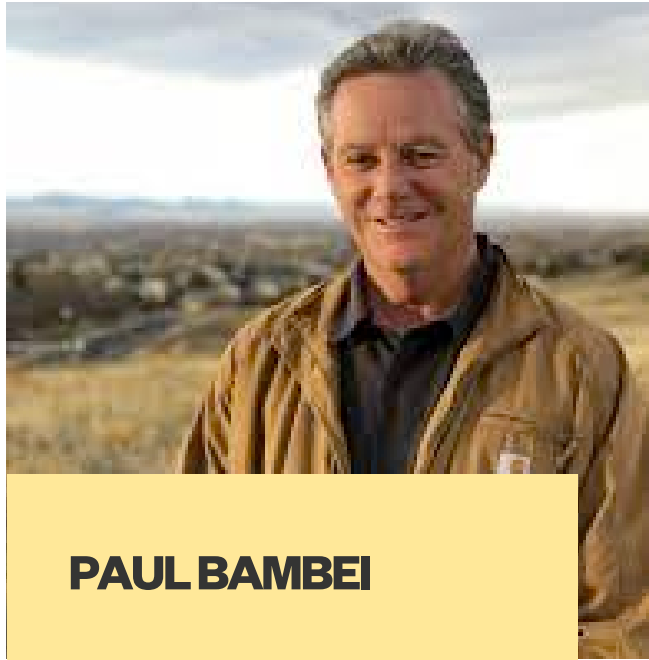**newbook**

OHI®
Advancing
Outdoor
Hospitality

Letter from the CEO

PAUL BAMBEI

president & CEO

Welcome to the 2024 Outdoor Hospitality Industry Outlook Report—one of OHI's premier annual research reports.

The 2024 Outdoor Hospitality Industry Outlook Report is the latest iteration in a long-line of reports of its kind going back decades—all of which you have access to on OHI.org—an exclusive benefit of OHI membership. These reports are created for your benefit and in an effort to maintain a current and ongoing understanding of the industry's landscape. OHI represents the interests and needs of private RV parks, campgrounds, and glamping parks and we strive to provide our members with exclusive access to continuing education, networking, business and marketing tools, member-only benefits and discounts, and advocacy. One way we can set you up for success each year is through our annual research projects like this one. So, I encourage you to dig in to this report, soak it all up, visit OHI.org to watch the accompanying webinar where our team along with the sponsor of the report, Newbook, analyze the data even further.

Knowledge is valuable, and the report you have in front of you is gold. Enjoy!

OHI is a member-driven organization dedicated to serving and advancing the Outdoor Hospitality Industry. We provide the voice, tools, and training to advance the owners, operators, and staff of all the remarkable and unique Outdoor Hospitality businesses that shape the life-long memories of their adventuring customers.

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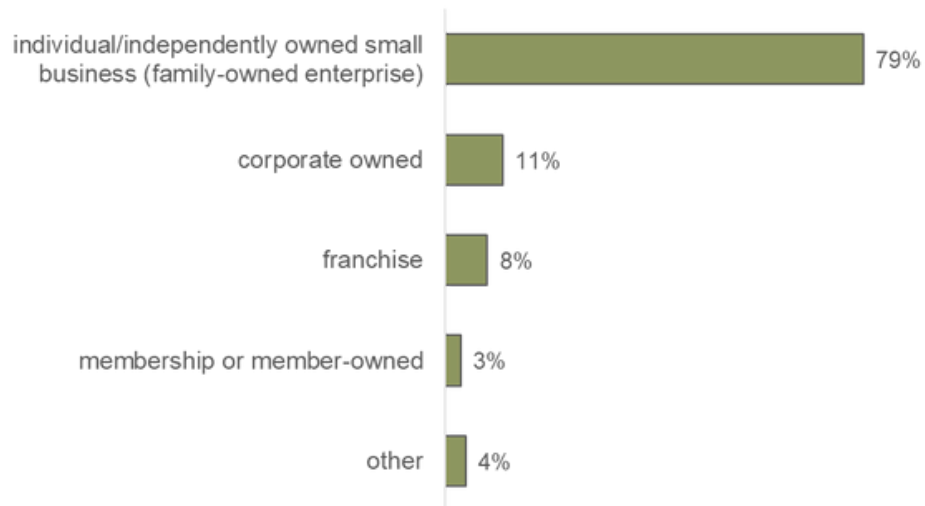
Park Profile
KEY FINDINGS

89% report that they own, manage, operate, or have detailed knowledge about an outdoor hospitality business and have done so for at least one year.

23% of those owning/managing/operating or having detailed knowledge of an outdoor hospitality business have done so for 20 years or more.
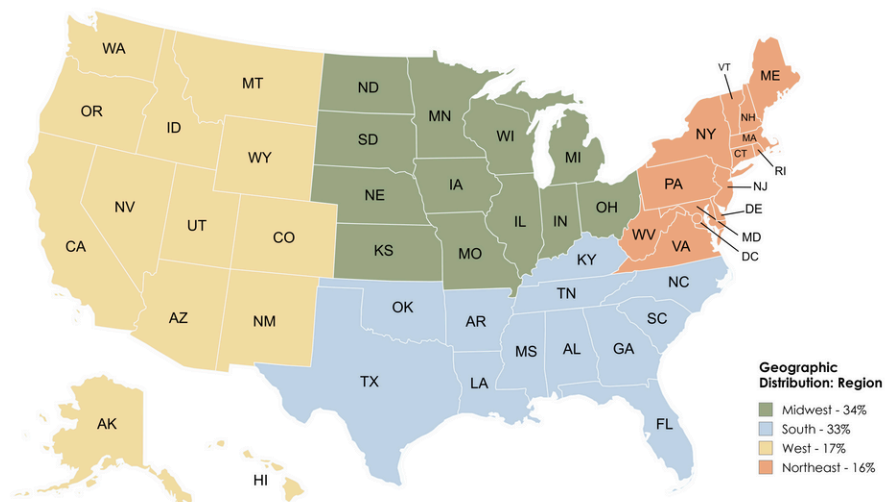
Respondents park locations: Midwestern: **34%** and Southern: **33%** United States, with smaller proportions in the West: **17%** and Northeast: **16%**.

The typical (median) park reports having 115 rentable sites/units. **79%** report that their park is an individual or independently owned small business.

Operational Structure

individual/independently owned small business (family-owned enterprise)	79%
corporate owned	11%
franchise	8%
membership or member-owned	3%
other	4%

Geographic Distribution: Region

Geographic Distribution: Region
- Midwest - 34%
- South - 33%
- West - 17%
- Northeast - 16%

Created with mapchart.net

Technology Usage
KEY FINDINGS

Four in five respondents report that their park offers at least one of the asked about form of self-service technology.
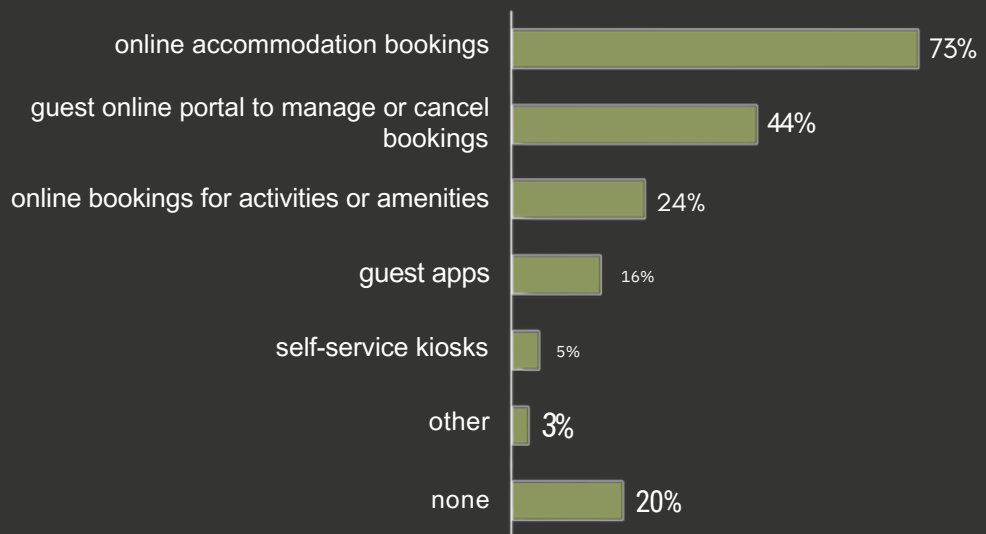
76% report that their park uses some form of automation technology.

Among those whose parks use some form of automation, **96%** report that they utilize automated emails to guests.
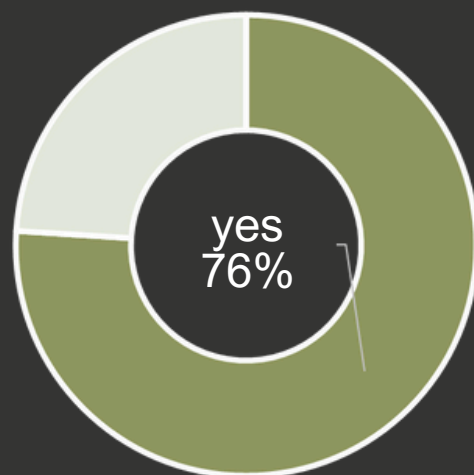
The typical (median) park using automation technology reports that it saves approximately **10 hours per week** on what would otherwise be manual tasks.

35% cited cost as a reason their park does not use automation.

Self-Service Technology: Forms Offered

- online accommodation bookings — 73%
- guest online portal to manage or cancel bookings — 44%
- online bookings for activities or amenities — 24%
- guest apps — 16%
- self-service kiosks — 5%
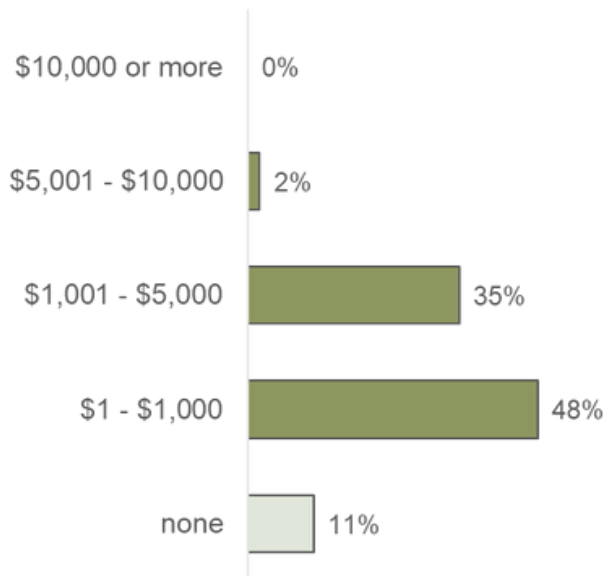- other — 3%
- none — 20%

Automation Technology: Proportion that Uses Some Form

yes
76%

Guest Communications
KEY FINDINGS

Guest Communications: Additional Revenue From Upselling Via SMS

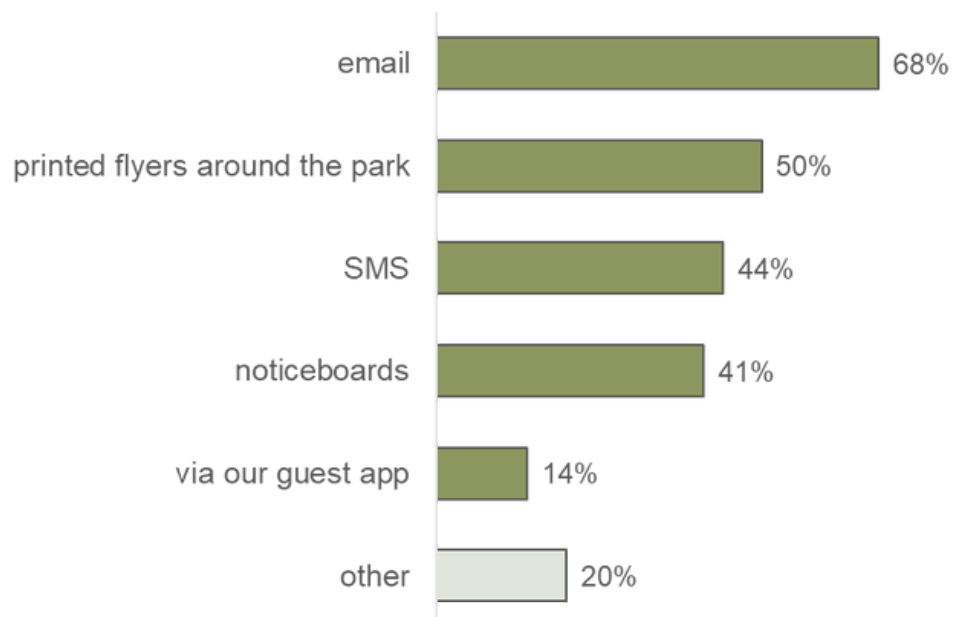|	
$10,000 or more	0%
$5,001 - $10,000	2%
$1,001 - $5,000	35%
$1 - $1,000	48%
none	11%

Among those using SMS to upsell guests, in a typical month the median additional revenue brought in is **$790**.

27% report that their park has a Guest App, which guests can use to find park information.

68% report that their park uses email to communicate with their in-house guests.

Guest Communications: Ways Park Communicates With In-House Guests

|	
email	68%
printed flyers around the park	50%
SMS	44%
noticeboards	41%
via our guest app	14%
other	20%

Reputation Management
KEY FINDINGS

42% report that their park uses surveys in order to garner feedback from their guests.

53% report that they send the surveys after checkout, with a similar proportion **49%** sending them out at checkout.

74% report that they use those results to improve their park/guest experience.

REPUTATION MANAGEMENT: PROPORTION USING SURVEYS TO GARNER GUEST FEEDBACK

yes
42%
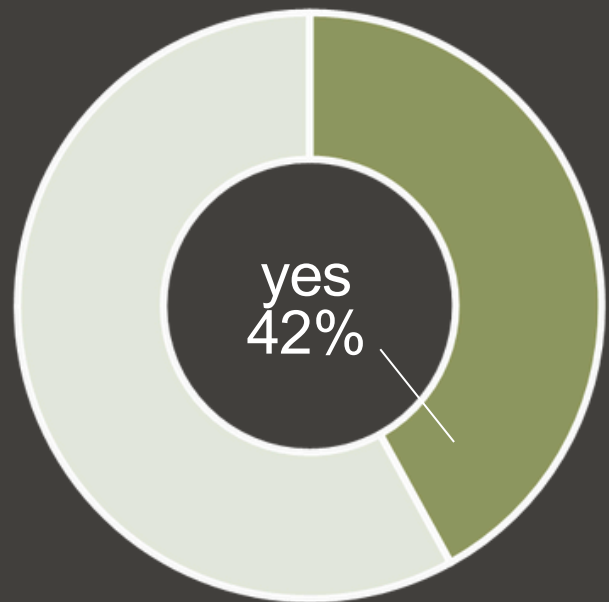
BY # OF RENTABLE SITES/UNITS
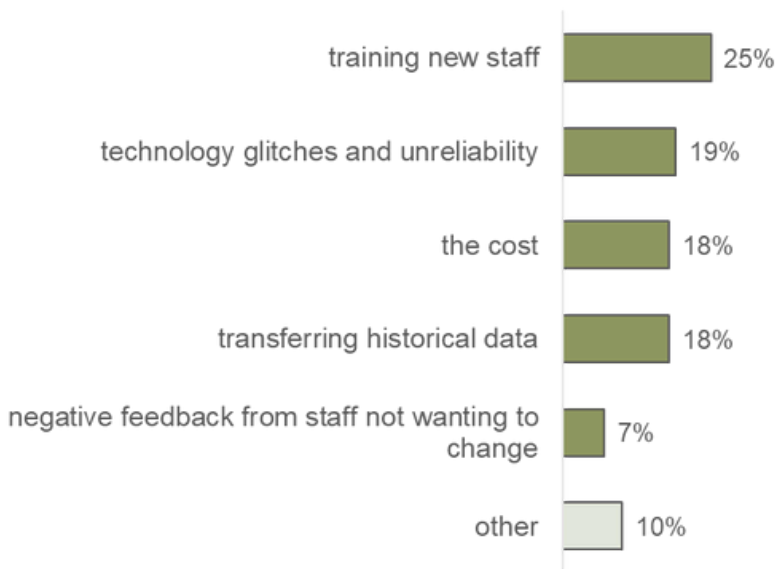<50: 30%
50 - 99: 36%
100 - 199: 41%
200+: 57%

REPUTATION MANAGEMENT: POINTS WHEN SURVEYS ARE SENT TO GUESTS

post checkout — 53%
upon checkout — 49%
during their stay — 19%
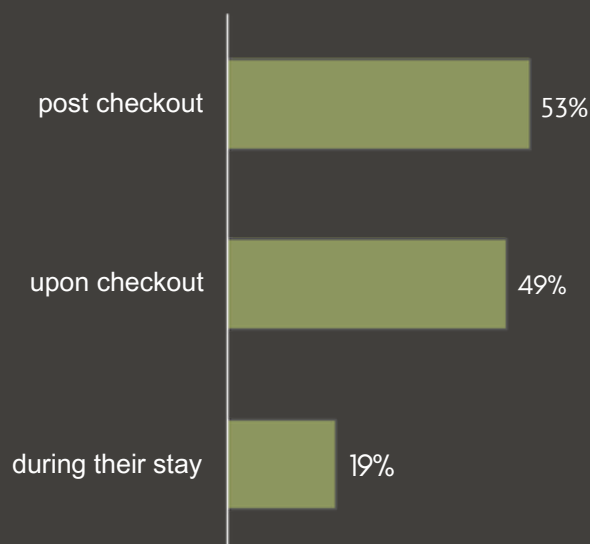
Integrations and Technology
KEY FINDINGS

INTEGRATIONS AND TECHNOLOGY: MOST CHALLENGING PART OF IMPLEMENTING NEW TECHNOLOGY/SOFTWARE

Category	Percentage
training new staff	25%
technology glitches and unreliability	19%
the cost	18%
transferring historical data	18%
negative feedback from staff not wanting to change	7%
other	10%

Most commonly, respondents report the biggest challenge of implementing a new piece of technology as training new staff **25%**, followed closely by technology glitches and unreliability **19%**, cost **18%**, and transferring historical data **18%**.

INTEGRATIONS AND TECHNOLOGY: SYSTEMS INTEGRATED WITH THE CAMPGROUND MANAGEMENT SYSTEM

Category	Percentage
point of sale	80%
accounting	61%
revenue management	61%
meter reading	48%
marketing	41%
channel manager / online travel agents	25%
access control (pin codes, license plate recognition etc.)	15%
other	6%

80% have integrations with their point of sale system.

TYPES OF HIGH-SPEED INTERNET CURRENTLY UTILIZED

51% indicate that their park currently uses fiber optic for their high-speed internet.

Highlights & Key Takeaways

As the outdoor hospitality landscape evolves, this report serves as a trusted resource for understanding trends and embracing opportunities. OHI remains dedicated to empowering its members with the knowledge, tools, and support needed to foster innovation and deliver exceptional guest experiences. Together, we shape a vibrant future for outdoor hospitality.

Romstead - Cosby, TN

RESPONDANT STATS:

89%
Have owned or managed a park for at least one year.

79%
of parks are independently owned small businesses

115 SITES
The median park operation

4 IN 5 PARKS
offer self-service options

$790
additional monthly revenue earned from upselling by SMS

The Outdoor Hospitality Industry Outlook is Bright.

Whether you are the owner/operator of an existing park or multiple parks, or maybe you are looking to enter the Outdoor Hospitality Industry by purchasing an existing park or building a new one, it is imperative you see the big picture. Once you've read this year's report, we encourage you to dive deeper into the data available by downloading the many resources available to OHI members on OHI.org.

Each year, OHI publishes four major research reports for the Outdoor Hospitality Industry and all past reports are also available for download.

Have questions? Reach out to us any time at ohi-membership@ohi.org.

OHI®
Advancing Outdoor Hospitality

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hours: M-TR 7am-6pm EST

Purpose

OHI represents the interests and needs of private RV parks, campgrounds, and glamping parks. OHI provides its members with access to continuing education, networking, business and marketing tools, member-only benefits and discounts, and advocacy. In addition, it has for many years conducted an annual State of the Industry survey project, in an effort to maintain a current and ongoing understanding of the industry's landscape, with results made available to survey participants. In 2022, in an effort to provide more detailed and nuanced research for its members, the State of the Industry study was split into two studies: An Industry Benchmarking study and an Industry Outlook study. The findings cited in this report are based on the updated Industry Outlook survey sponsored by OHI in 2023.

Method

The findings cited in this report are based on a survey sponsored by Outdoor Hospitality Industry (OHI). The purpose of this research project was to assess usage and adoption of various technologies at private campgrounds and parks.
The survey sample of 3,924 represented the two following populations:
–2,058 emailable members of OHI who are located in the United States at unique parks/campgrounds (one record per park/campground locations), and excluding opt-outs and known undeliverable emails
–1,866 emailable non-members in the OHI database who are located in the United States at unique parks/campgrounds (one record per park/campground location) and excluding opt-outs and known undeliverable emails.
The sample was stratified by sample segment (OHI membership status) to optimize statistical precision for anticipated segment-level analyses. Responses have been weighted in tabulation to accurately reflect true population proportions.

sample segment	population		sample size	response		weighted response	
Members	2,058	52%	2,058	180	9%	114	52%
Non-Members	1,866	48%	1,866	38	2%	104	48%
TOTAL	3,924	100%	3,924	218	6%	218	100%

The survey was designed jointly by OHI and Readex.
The online survey fielded from April 18, 2024 to June 6, 2024.
The survey was closed for tabulation with 218 responses (a 6% response rate). To best represent the audience of interest, most results in this report are based on the 194 respondents who indicated that they have owned, managed, or had detailed knowledge about a privately-owned outdoor hospitality business for at least one year (referred to throughout this report as "qualified respondents" or simply "respondents").
The margin of error (maximum sampling error for percentages at the 95% confidence level) based on these 194 usable responses is ±6.8 percentage points.
As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond.

Methodology

The survey sample of 4,186 represented the following two populations:

- 2,353 OHI-member parks located in the United States at unique parks/campgrounds (one record per park/campground location), and excluding opt-outs and known undeliverable emails
- 1,833 non-members in the OHI database located in the United States at unique parks/campgrounds (one record per park/campground location), and excluding opt-outs and known undeliverable emails

The sample was stratified by sample segment (OHI membership status) to optimize statistical precision for anticipated segment-level analyses.

Responses have been weighted in tabulation to accurately reflect true population proportions.

The survey, sent by OHI's research partner, Readex Research, received a 7% response rate. Results analyzed by Readex Research are based on the 259 respondents who indicated in the first few survey questions they have owned, managed, operated, or have had detailed knowledge about a privately-owned RV park/campground for at least one year ("qualified" respondents).

The margin of error (maximum sampling error for percentages at the 95% confidence level) based on all 259 qualified responses is ±5.9 percentage points.

About Readex Research

Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or online) has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, Readex has completed thousands of surveys for hundreds of different clients.

As a full-service survey research supplier, Readex offers professional services and in-house processing of all phases of each project (traditional mailing, broadcast emailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques in addition to the more traditional stub-and-banner tabulations.