WOODALL PUBLISHING COMPANY, AN IMPORTANT INDUSTRY SOURCE OF CAMPING INFORMATION[1]

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Since 1967 the Woodall Publishing Company of Highland Park, Ill., has gathered annual statistics on privately owned campgrounds in the United States, Canada and Mexico and to a lesser extent on public campgrounds. At first the information gathered consisted of little more than hand tallies of the number of campgrounds by state and degree of development, of the number of campsites in the campgrounds and a breakdown of those campsites by number of electrical, water and sewer hookups available. It has since become much more detailed.

This information is gathered by on-site annual inspections of the privately owned campgrounds, by occasional inspection of public campgrounds and by annual mail questionnaires to all known public campgrounds. The inspectors are husband-wife teams who visit the privately owned campgrounds personally, rate the campgrounds and complete detailed descriptive listing forms.

The information thus gathered is placed in an editorial format and printed in the various editions of Woodall's campground directories. Woodall's began with 15 husband-wife field teams and today has 30 to 40 such teams. They are individually trained in the field and in week-long annual seminars.

Each year Woodall's inspects and rates 9,000 to 11,000 private campgrounds, inspects some publics, and gathers mail data on 4,500 to 6,000 more publics. Because the data is a by-product of the production of Woodall's campground directories every effort is made to keep it as accurate and as reflective of trends as possible. Occasionally Woodall's receives criticism that the information is limited to the campgrounds listed. Woodall's response is that no other institution makes annual inspections of all campgrounds, even within a state. Obviously no such collection of data can be perfect, but it is believed to be the best possible to obtain from a practical viewpoint. It would be impossible to duplicate by mail surveys.

The Woodall data does not cover every U.S. private campground. It does not include those with fewer than 10 spaces but it does include mobile home parks which reserve five or more spaces for transients. It does not include campgrounds where Woodall representatives subjectively would not care to stay. It does not include campgrounds with filthy washrooms or dirty and littered campsites and grounds. Each year Woodall's deletes 500 to 1,000 campgrounds for various reasons.

When one considers Woodall's data -- or any data on campgrounds -- the first problem is one of definition. What is a campground? That is a difficult question and Woodall's has been wrestling with it for many years. Is it a lovely spot beside a lake or a river with a few designated sites and only a pump for water and outhouses for relief? Woodall's definitions state simply "yes, it can be," depending on the representative's report. Is it a paved RV park parking lot? Is it a lots-for-sale condominium resort? Is it a park filled with season leases? Is it a time-sharing resort? There are many questions and Woodall's currently defines a campground in rather general terms as follows:

"A campground is a camping area, usually

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[1]Paper presented at the National Outdoor Recreation Trends Symposium, Durham, NH, April 20-23, 1980.

in a rural or natural setting, that accepts both tents and recreational vehicles. There may be little formal development."

"An RV park is a camping area that usually has devoted considerable attention to formal site development. It generally caters to RV's and their requirements. Often an RV park does not accept walk-ins or tents and sometimes does not accept tent trailers or other non-full hookup units."

From the first simple hand tallies of data beginning in 1967 Woodall's information has progressively become more detailed until today complete computer print-outs of information are available by state and nationally for the following information:

1. Comparative totals of private and public campgrounds by year, giving facility ratings and number of total campsites, and with tallies of electric, water and sewer hookups, number of campgrounds planned, and number under construction. This data has been gathered since 1967.

2. Since 1977 Woodall's has produced an annual computer count of total facilities in 113 categories by state and nationally in all private campgrounds. The data has not been collected long enough to provide meaningful trends.

3. Intermittently through the years, and most recently in 1977, 1978 and 1979, the base rates charged by private campgrounds have been compiled by state and nationally. This study has become progressively more complete through the years.

In addition to these ongoing studies, the company has from time to time hired private research firms to conduct studies of the RV industry and of campers both to provide marketing information and guidance for editorial policies. The company division that has sponsored these surveys is Woodall's Trailer & RV Travel, a leading RV camping magazine.

The history of market research at Woodall's encompasses five major studies conducted in 1969, 1973, 1978 and 1979. All of these studies were conducted for Woodall's by recognized market research firms using self-administered direct mail questionnaires, pretested by interviews, and mailed to randomly selected owners of recreation vehicles.

These efforts were preceded by a series of interviews with recreation vehicle campers in five states conducted in 1967 for Woodall's by Dr. Bernard I. Loft of Indiana University.

Although Dr. Loft's sample was small, and his procedure for selecting interviewees highly personalized, that study reached conclusions about the RV camping family which, although contrary to the conventional wisdom of the time, have only been further substantiated by our decade of structured studies computed with lots of weighted sums and standard deviations.

The conclusions about RV campers that have stood the test of time and statistical inquiry are:

Observation #1. RV campers are relatively affluent. In 1967, the individuals interviewed had median incomes of approximately $9000 which compared to a median of $8330 in 1966 for male professional and technical workers.

In 1979, subscribers to Woodall's RV TRAVEL Magazine have average household incomes of $24,700 with 43% earning over $25,000. At this point it should be noted that in 1969 and 1973 Woodall's studies involved panels of 6000 RV campers, 3000 selected from the subscription list of WOODALL'S RV TRAVEL Magazine and 3000 controls selected from state RV license registration lists. Except for the magazine subscribers having upscale demographic characteristics, these groups appeared so much alike that panels of 3000 magazine subscribers only were used for two 1978 studies and the 1979 study.

Observation #2. RV campers are mature. In 1967, the median age of Dr. Loft's interviewees was in the range 50 to 54. In 1979, WOODALL'S RV TRAVEL subscribers has a median age of 52.8, with 56% being between age 45 and 64.

Observation #3. Only half of RV campers travel with children. In 1967, the median number of persons camping in the groups interviewed by Dr. Loft was two. That number was still correct in 1979, and the young age of children who do sometimes camp with the RV owner strongly suggests that they are grandchildren of the RV owners.

Besides determining that the demographic character of the RV camper has been unchanging, Woodall's studies have been designed to predict purchasing intentions for RVs and RV accessories, and travel patterns. In this role, the studies have demonstrated a high prediction value. In 1969, the shift from towed to motorized RVs was foreseen. In 1979, RV camper interest in smaller RVs was predicted. In 1979, our study also showed that the number of days of camping would remain essentially unchanged, but that distance traveled would be shorter. An interest in owning condominium campsites was measured at the 10% level in 1979, but it was also found that owners of such campsites still tend to take a major vacation trip away from that proprietary location.

Still uncorroborated by other work is our 1979 effort to establish the lifestyle characteristics, or psychographics, of the RV owner. We found the RV camper to be more family oriented than average, and we found the family unit gets along better on camping trips -- both parent to child and husband to wife. We found RV campers to be outgoing people who like to come and go as they please. Many are seeking release from stressful occupations and seek an opportunity to do nothing. The RV camper was found to be practical minded and careful of how money is spent. This manifests itself in a consumer who is price sensitive, but not as the result of low income. Through choice, RV campers regard themselves as do-it-yourselfers. This trait is probably a manifestation of an independent lifestyle and a desire to be creative.

Because Woodall's demographic observations have been corroborated by the very significant consumer attitude studies being sponsored by the Recreation Vehicle Industry Association at the University of Michigan, we look forward to the time when they will also confirm our findings on these lifestyle characteristics.

Other obvious industry sources which have made important camping studies are A.C. Nielsen Company, the Gallup organization, Minnesota Mining & Manufacturing Company, and the Recreational Vehicle Industries Association. The latter organization publishes monthly reports of RV shipments by manufacturers in various categories and is reported to be planning to develop a reporting system for RV sales at a dealer level.

The consumer studies RVIA is currently funding through the University of Michigan may prove even more valuable than these efforts. In defining the characteristics of the RV owner, these studies have demonstrated that the RV family is most likely to be one that owns three or more motor vehicles. In examining the intentions of non-RV owning families to buy RVs, the study currently finds that the intention to buy is low, but the intention to rent an RV is very high, suggesting that there are still additional families planning to join the RV camping community.

All of Woodall's current data points to a reasonably healthy private campground industry at present, as contrasted with the state of RV manufacturing, which at this time is operating at less than half of 1978 volumes. Exhibit I charts a fairly constant gain in private campgrounds between 1967 and 1973 when the country began to experience fuel difficulties. There was a slacking off in number of campsites added to the national inventory until 1976 when there was a rather dramatic rise through 1979.

Within this overall picture, the number of campgrounds that Woodall's believed worth inspecting and listing dropped overall from 9,591 to 8,016 (Table 1). The number of private campgrounds has varied by no more than 200 from a mean of 8,000 for the years 1975 through 1979. During the same five years, however, the number of campsites has continued to increase.

When Woodall's began its record-keeping for the 1967 calendar year, 267,424 campsites were found in private campgrounds. This was an average of only 27.88 sites per campground. That figure increased annually for the next 13 years and in 1979 averaged 96.57 campsites per campground. Since several studies have shown that only larger campgrounds can generally hope to be profitable, this trend can be expected to continue.

During this same 13-year period the number of full hookups in private campgrounds increased from 98,000 to 332,000, while the proportion of such hookups increased from 26.4% to 42.9%. The proportion of hookups with water and electricity also increased while the number of campsites without any hookups declined from 143,000 in 1968 to 107,241 in 1979. Percentagewise, 38.3% of private campsites had no hookups in 1968 while only 14.0% had no hookups in 1979.

The record clearly shows a dramatic increase in campground amenities, expansion and investment and a falling out of marginal campgrounds during the years studied.

The same trends can be shown for public campgrounds although the statistical record is more uneven. This unevenness may reflect Woodall's inability in all years to obtain equal responses from its mail questionnaires to the public campgrounds. Nonetheless, over the 13-year period in question, the total public campground inventory does not seem to have changed appreciably but the number of campsites has nearly doubled, from 177,000 to 339,374 (Table 2). During the same period the size of the average public campground increased from 30.99 campsites to 67.12 campsites.

The public campgrounds remain substantially less developed than the privates (Exhibit 2). In 1979 only 3.28% had full hookups compared with 42.9% for the private campgrounds; only 11.9% had water and elec-

EXHIBIT I. Changes in Inventory of U.S. Private Campgrounds, 1967-1979

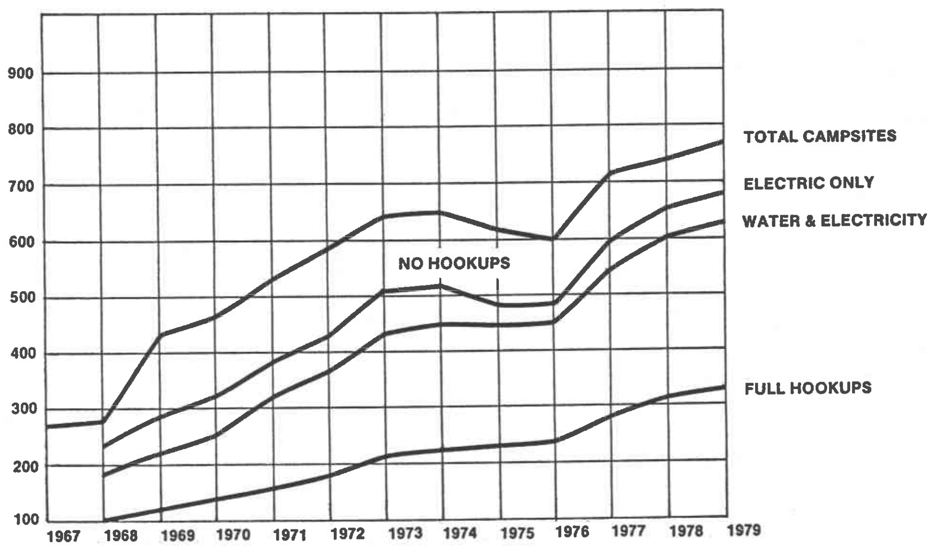


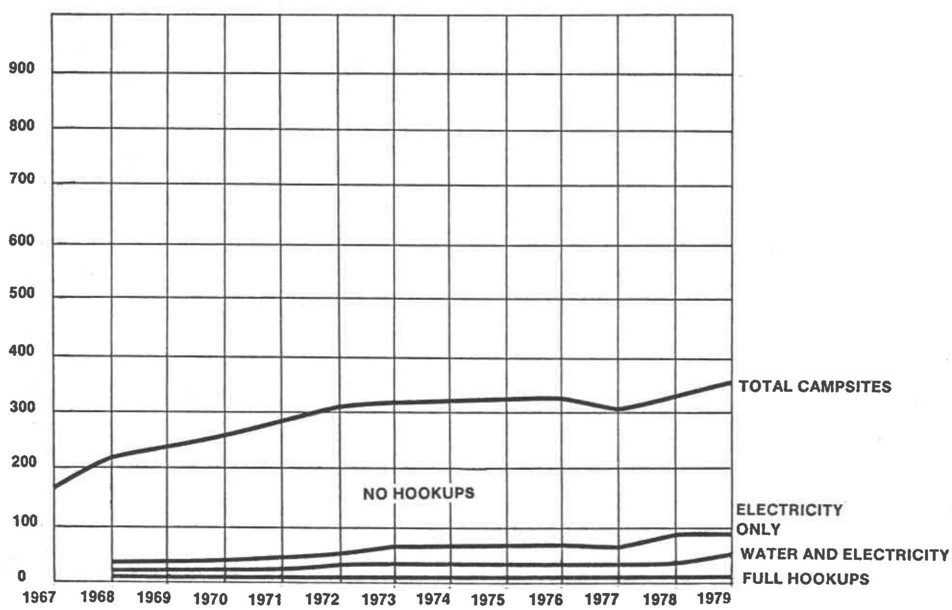
TABLE I. U.S. Private Campgrounds by Year 1967-79

YEAR	NUMBER OF CAMPSITES					NUMBER OF CAMPGROUNDS	AVERAGE NO. OF SITES PER CAMPGROUND
	Full Hookups	Water & Electricity	Electricity	No Hookups	Total Campsites		
1967					267,424	9,591	27.82
1968	98.410	177.713	229,904	142,984	372,888	9,520	39.17
1969	116,996	215,349	286,785	138,831	425,616	9,267	45.93
1970	127,297	250,951	318,707	143,679	462,386	9,513	48.61
1971	152,357	312,906	385,337	148,747	534,084	8,665	61.64
1972	178,429	358,658	429,299	154,380	583,679	9,190	63.51
1973	215,082	432,855	501,782	142,284	644,066	9,044	71.21
1974	227,195	454,152	512,900	130,253	643,153	8,685	74.05
1975	229,292	448,447	494,552	117,421	611,973	8,180	74.81
1976	232,941	449,211	492,261	107,707	599,968	7,864	76.29
1977	285,532	555,083	602,835	113,887	716,722	8,164	87.79
1978	313,995	601,263	649,084	103,770	752,854	8,202	91.79
1979	331,799	622,786	666,895	107,241	774,136	8,016	96.57

TABLE 2. U.S. Public Campgrounds by Year 1967-79

YEAR	NUMBER OF CAMPSITES					NUMBER OF CAMPGROUNDS	AVERAGE SITES PER CAMPGROUND
	Full Hookups	Water & Electricity	Electricity	No Hookups	Total Campsites		
1967					177,000	5,711	30.99
1968	4,607	10,257	32,004	173,450	205,454	6,626	31.00
1969	4,840	9,947	33,148	197,247	230,395	6,928	33.26
1970	4,720	10,269	33,402	214,070	247,472	7,566	32.71
1971	6,871	13,818	47,990	237,985	285,975	6,613	43.24
1972	7,943	24,008	58,821	247,238	306,059	6,463	47.36
1973	8,378	27,856	69,158	251,483	320,641	5,679	56.46
1974	8,642	29,490	74,570	247,103	321,673	5,439	59.14
1975	8,716	30,843	74,715	246,940	321,655	6,168	52.15
1976	9,158	33,564	77,973	254,924	332,897	5,792	57.48
1977	10,651	33,406	73,934	237,280	311,214	4,668	66.67
1978	10,308	38,097	84,142	244,877	329,019	4,991	65.92
1979	11,136	40,542	90,807	248,567	339,374	5,056	67.12

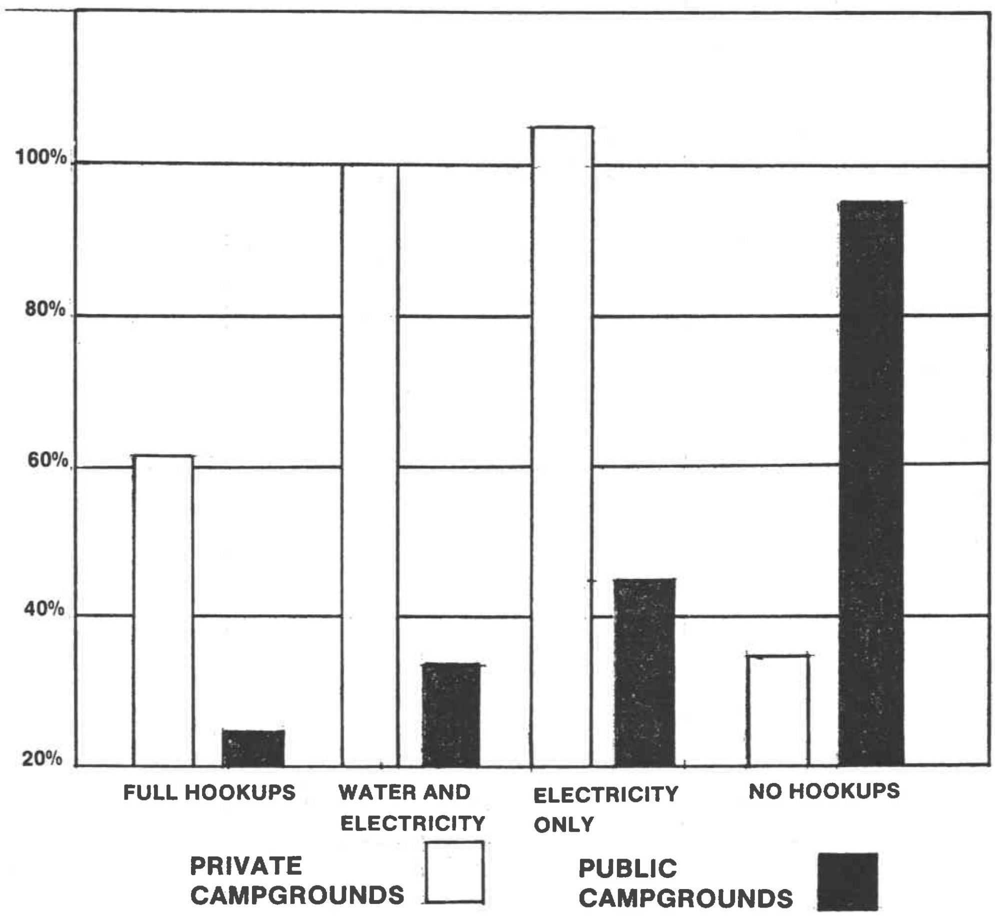
EXHIBIT 2. Changes in Inventory of U.S. Public Campgrounds, 1967-79



tricity, and only 26.8% had electricity. Since 73.2% of public campsites have no hookups of any kind it is obvious that they serve a somewhat different purpose or a different public than do the private campgrounds (Exhibit 3).

at the owner's request or represented duplicate directory listings. It is estimated that about a third of the latter group or about 5% to 6% of this group were deleted at the owner's request.

EXHIBIT 3. Comparison of Hookups in Private vs. Public Campgrounds, 1979



Woodall's has maintained records of the reasons for deleting campgrounds from its directory since 1969. During the 11-year period through 1979, the company deleted 10,129 private campgrounds from its directory listings--a remarkable indication of the volatility and turnover in this industry. It should be noted that the 10,129 figure is more than 2,000 higher than the toal number of U.S. privately owned campgrounds listed in the company's directory today. These deletions by year are shown in Table 3.

Of the 1095 deleted in 1979, 47.4% or 519 were deleted because they had fewer than 10 spaces or were considered to be substandard. Another 57% or 625 were either out of business or were no longer able to accept new campers because they were full of permanent campers. The balance, 176 or 16.1%, were deleted either

TABLE 3.

Deletions From Woodall's Campground Directory
(1969 through 1979)

1969	957
1970	805
1971	643
1972	767
1973	1,294
1974	1,348
1975	1,004
1976	848
1977	497
1978	871
1979	1,095

The company has not made a definitive analysis of the reasons for the 10,000 deletions over the years but such study would undoubtedly provide significant information.

It has been apparent to most students of private campgrounds that it has not been a highly profitable industry. All studies made of the campground business have concluded that campground rates tend to be too low and that small campgrounds are unprofitable. For this reason Woodall's, as a publishing company serving all segments of the camping/RV industry, has taken the position that higher campground rates, by strengthening campgrounds, do at the same time strengthen all areas of the industry and make it more attractive to campers. Woodall's began to gather campground rate data in 1968 and has carried on interim studies from time to time, with annual studies being made since 1977.

To simplify its analysis of campground rates, the company adopted the system of recording base rates, even though the difinition of base rate differs from campground to campground. The variation in methods for calculating rates varies so widely among campgrounds that any other approach would be unwieldy.

In 1968, Woodall's studied the base rates of 3,614 campgrounds and discovered that 1,911, or more than half, were charging $2.00 or less as a daily fee; 1,159 were charging either $2.25 or $2.50; 439 were charging over $3.00. By 1977 the mean base rate charged by campgrounds had increased to $4.50 per night and in 1978 to $5.00. In 1979 it was between $5.00 and $5.50 with the average base rate, assuming a one-night stay in every U.S. campground, standing at $5.32. In 1979 38.7% of campgrounds had base rates of $6.00 or more and 3.9% charged $8.00 or more. The spread of 1979 rates is charted on Exhibit 4 and in the following Table 4.

In interpreting this data it should be remembered that there is no standard according to which base rates are charged. Some campgrounds have a basic charge for two persons, with extra charges for each additional person. Some do not charge for extra persons. Some have a basic charge for four. Some charge by the family. Others charge per person in the party. There are also varying extra charges for one, two or three hookups while some campgrounds include all hookups in their base charge. Woodall's has the data on these variations but has not attempted to analyze it except in general terms.

The third general area in which Woodall's directory division gathers data is to tabulate various facilities. These also are broken down by state and nationally. In 1979 Woodall's produced data on the recreational facilities of private campgrounds in 83 categories, including recreation halls, heated pools, river swimming, canoe rentals, boat ramps, golf courses, handball courts, horseriding trails, float trips, racquetball courts, snowmobiling trails and so on. Physical facilities in campgrounds were broken down into 48 categories. All this information is available but would be tedious to list here.

In summary, then, the Woodall Publishing Company has enormous amounts of digested, semi-digested and raw data on campgrounds which it is willing to make available to qualified industry sources and researchers. The computerized data in Woodall's files and in its campground directories represents the physical status of the private campground industry, and to a lesser extent of the public campground industry, on an annual basis.

Woodall's 1980 directories contain descriptions of 13,072 campgrounds and RV parks and nearly all of this information has been summarized in computer print-outs. In addition, similar data is available on 2,504 campgrounds and parks in Canada, Mexico, and Central America.

An additional 890 which were rejected in 1979 as not qualifying are in the file and the data for this is also available.

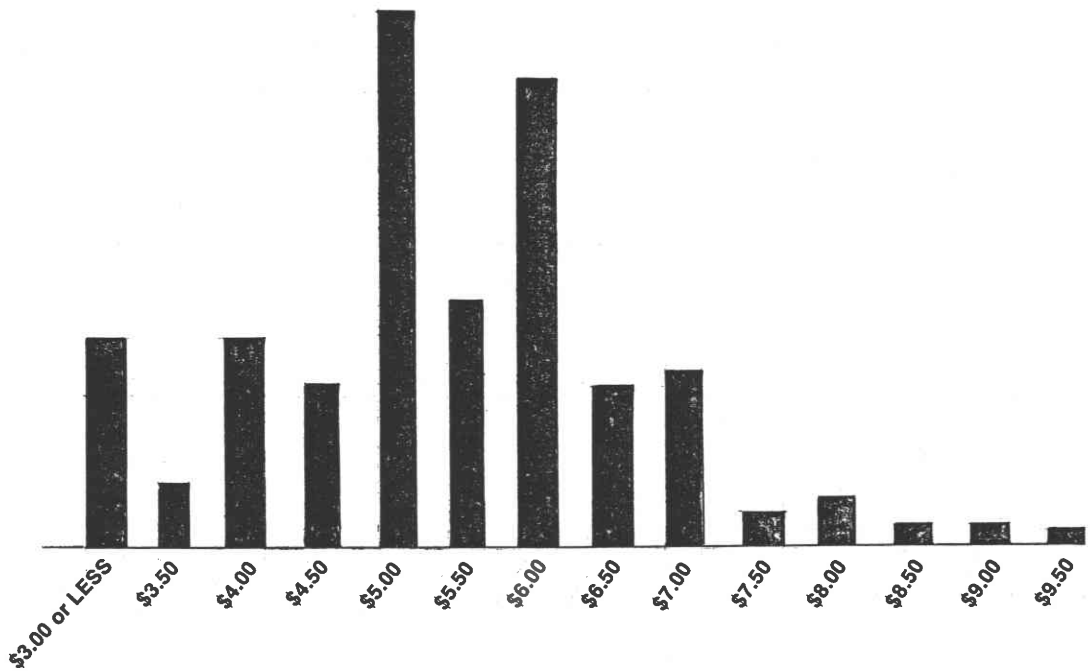
Table 4

BASE RATES CHARGED BY U.S. CAMPGROUNDS, 1979

Base Rates	Number of Campgrounds
$3.00 or less	711
3.50	205
4.00	740
4.50	655
5.00	1,787
5.50	815
6.00	1,526
6.50	531
7.00	573
7.50	163
8.00	178
8.50	63
9.00	54
9.50	18
Total Reporting	8,019

Average: $5.32

Exhibit 4. Base Rates Charged by 8,019 U.S. Campgrounds, 1979



NUMBER OF CAMPSITES IN ALL STATES - 1969 vs. 1979

State	No. of Campsites in Private Campgrounds 1969	1979	No. of Campsites in Public Campgrounds 1969	1979	Total Campsites 1969	1979
Alabama	3,533	3,901	643	3,222	4,176	7,123
Alaska	1,588	1,605	1,727	1,944	3,315	3,549
Arizona	11,325	33,354	3,383	6,217	14,708	39,571
Arkansas	1,585	4,576	4,550	5,221	6,135	9,797
California	27,838	49,093	29,827	34,667	57,665	83,760
Colorado	8,776	16,543	6,798	9,241	15,574	25,784
Connecticut	2,711	7,799	1,837	1,414	4,548	9,213
Delaware	2,380	3,784	760	660	3,140	4,444
D.C.	-	-	-	-	-	-
Florida	33,194	74,967	4,039	6,483	37,233	81,450
Georgia	3,100	8,095	3,519	6,224	6,619	14,319
Hawaii	-	-	143	460	143	460
Idaho	5,220	5,578	3,219	2,776	8,439	8,354
Illinois	19,787	27,242	7,345	11,462	27,132	38,704
Indiana	19,039	25,313	4,846	10,798	23,885	36,111
Iowa	4,308	6,849	4,644	13,434	8,952	20,283
Kansas	1,732	2,838	956	7,980	2,688	10,818
Kentucky	4,913	12,824	2,680	6,942	7,593	19,766
Louisiana	1,982	7,267	518	1,500	2,500	8,767
Maine	12,789	17,769	1,759	1,734	14,548	19,503
Maryland	3,169	5,678	1,213	2,791	4,382	8,469
Massachusetts	6,703	13,218	2,783	3,323	9,486	16,541
Michigan	12,507	31,524	20,982	25,384	33,489	56,908
Minnesota	11,994	14,744	5,179	7,817	17,173	22,561
Mississippi	1,050	2,311	2,398	3,127	3,448	5,438
Missouri	3,987	15,408	4,383	8,319	8,370	23,727
Montana	5,347	8,996	3,402	6,048	8,749	15,044
Nebraska	2,652	2,535	3,034	6,410	5,686	8,945
Nevada	2,280	5,860	2,050	1,882	4,330	7,742
New Hampshire	7,378	14,444	2,012	2,071	9,390	16,515
New Jersey	8,267	22,972	1,101	1,090	9,368	24,062
New Mexico	2,463	5,368	1,222	2,324	3,685	7,692
New York	23,496	40,318	10,298	14,623	33,794	54,941
North Carolina	13,341	19,356	3,713	4,186	17,054	23,542
North Dakota	802	1,303	1,761	3,792	2,563	5,095
Ohio	27,515	42,564	7,540	12,899	36,055	55,463
Oklahoma	1,297	2,698	7,323	9,241	8,620	11,939
Oregon	7,503	9,889	11,113	13,901	18,616	23,790
Pennsylvania	20,234	38,507	3,981	9,567	24,215	48,074
Rhode Island	949	3,109	818	1,182	1,767	4,291
South Carolina	10,392	15,446	1,193	3,218	11,585	18,664
South Dakota	5,909	6,802	3,506	3,786	9,415	10,588
Tennessee	6,255	13,017	4,184	4,759	10,439	17,776
Texas	8,479	40,698	5,246	13,200	13,725	53,898
Utah	2,615	6,843	3,994	4,481	6,609	11,324
Vermont	3,390	5,356	2,072	2,249	5,462	7,605
Virginia	15,838	20,669	5,124	4,944	20,962	25,613
Washington	14,435	15,130	10,088	9,702	24,523	24,832
West Virginia	1,307	3,681	1,113	2,680	2,420	6,361
Wisconsin	21,293	30,546	9,950	12,253	31,243	42,799
Wyoming	5,969	5,749	4,426	5,746	10,395	11,495
U.S.A. Totals	425,616	774,136	230,395	339,374	656,011	1,113,510

Woodall base rate survey by states

Base Rates	$3.00 or less	$3.50	$4.00	$4.50	$5.00	$5.50	$6.00	$6.50	$7.00	$7.50	$8.00	$8.50	$9.00	$9.50	$10.00	$10.50	$11.00	$11.50	Total Reporting	Not Available	Total Campgrounds	Mean Base Rate
Alabama	4	1	7	4	18	5	12	0	5	0	1	0	0	0	0	0	0	0	57	0	57	5.00
Arizona	36	2	18	15	35	19	54	23	27	9	10	5	3	0	0	0	0	0	256	0	256	5.50
Arkansas	7	1	15	6	25	7	14	4	10	3	1	0	0	0	0	0	0	0	93	0	93	5.00
California	46	6	21	17	107	55	140	49	78	29	39	17	11	6	0	0	0	0	621	0	621	5.50
Colorado	7	6	18	24	50	27	41	20	16	5	3	0	0	0	0	0	0	0	217	0	217	5.00
Connecticut	3	1	3	1	13	4	14	8	8	2	6	0	0	0	0	0	0	0	63	0	63	5.50
Delaware	0	1	0	4	0	5	3	2	0	1	1	1	0	0	0	0	0	0	18	0	18	5.50
Florida	197	1	5	5	45	22	54	28	39	17	18	8	8	4	0	0	0	0	451	0	451	5.00
Georgia	6	2	10	13	20	10	18	10	6	1	2	0	1	0	0	0	0	0	99	0	99	5.00
Idaho	7	3	11	7	29	13	31	12	1	1	1	1	0	0	0	0	0	0	117	0	117	5.00
Illinois	13	3	22	12	38	20	36	13	14	4	3	0	0	0	0	0	0	0	178	0	178	5.00
Indiana	21	6	28	24	33	14	24	12	4	0	0	0	0	0	0	0	0	0	166	0	166	5.00
Iowa	6	4	9	12	17	7	11	2	0	0	1	0	0	0	0	0	0	0	69	0	69	5.00
Kansas	5	5	5	7	14	8	7	0	0	1	0	0	0	0	0	0	0	0	52	0	52	5.00
Kentucky	8	3	9	6	17	10	10	5	2	0	0	1	0	0	0	0	0	0	71	0	71	5.00
Louisiana	6	5	6	4	17	5	15	7	6	4	4	0	1	0	0	0	0	0	80	0	80	5.00
Maine	6	2	15	18	39	20	37	14	29	5	2	1	0	1	0	0	0	0	189	0	189	5.00
Maryland	2	1	5	3	10	6	10	3	4	2	2	0	1	0	0	0	0	0	49	0	49	5.50
Massachusetts	5	0	4	7	25	8	27	7	17	0	2	1	2	0	0	0	0	0	105	0	105	5.50
Michigan	25	8	30	29	78	43	73	30	25	7	6	2	4	2	0	0	0	0	362	0	362	5.50
Minnesota	8	9	31	24	81	35	46	16	15	3	0	1	0	0	0	0	0	0	269	0	269	5.00
Mississippi	5	2	3	4	15	3	5	1	2	1	4	0	0	0	0	0	0	0	45	0	45	5.00
Missouri	14	17	38	27	57	23	23	8	8	2	1	0	0	1	0	0	0	0	219	0	219	5.00
Montana	7	8	25	21	39	16	21	7	6	2	1	0	0	0	0	0	0	0	153	0	153	5.00
Nebraska	4	1	9	5	10	3	10	1	1	0	0	0	0	0	0	0	0	0	44	0	44	5.00
Nevada	11	2	3	2	14	3	10	5	12	1	3	3	0	0	0	0	0	0	69	0	69	5.00
New Hampshire	2	0	13	9	35	25	44	13	13	3	2	0	0	0	0	0	0	0	159	0	159	5.50
New Jersey	6	0	1	2	13	12	24	10	23	3	8	3	3	3	0	0	0	0	111	0	111	5.50
New Mexico	6	3	7	10	17	10	26	10	6	1	2	0	0	0	0	0	0	0	98	0	98	5.00
New York	29	10	36	43	88	47	63	24	24	7	9	1	4	0	0	0	0	0	385	0	385	5.00
North Carolina	10	3	18	13	52	28	62	12	20	3	7	2	0	0	0	0	0	0	230	0	230	5.50
North Dakota	4	2	4	7	2	3	1	0	0	0	0	0	0	0	0	0	0	0	23	0	23	4.50
Ohio	17	5	35	31	69	21	52	20	14	1	1	0	2	0	0	0	0	0	268	0	268	5.00
Oklahoma	7	2	6	5	16	5	8	6	3	1	0	0	0	0	0	0	0	0	59	0	59	5.00
Oregon	13	7	29	14	50	16	53	10	8	2	1	0	0	0	0	0	0	0	203	0	203	5.00
Pennsylvania	12	13	41	40	80	34	57	17	23	3	5	4	6	0	0	0	0	0	335	0	335	5.00
Rhode Island	0	1	2	1	6	5	4	2	1	0	2	0	0	0	0	0	0	0	24	0	24	5.50
South Carolina	8	0	8	3	14	8	9	5	9	3	2	1	1	0	0	0	0	0	71	0	71	5.00
South Dakota	4	2	13	9	22	10	18	5	1	3	1	0	0	0	0	0	0	0	89	0	89	5.00
Tennessee	11	5	11	16	42	8	23	7	12	3	2	1	1	0	0	0	0	0	142	0	142	5.00
Texas	44	19	42	47	149	63	109	32	18	14	8	3	2	0	0	0	0	0	550	0	550	5.00
Utah	4	2	7	4	28	12	27	3	7	1	0	1	0	0	0	0	0	0	96	0	96	5.50
Vermont	6	5	9	13	23	7	8	2	1	0	1	1	1	0	0	0	0	0	77	0	77	5.00
Virginia	9	0	7	10	24	15	47	24	15	5	2	2	0	0	0	0	0	0	160	0	160	6.00
Washington	20	9	40	27	82	31	45	11	14	3	6	2	0	0	0	0	0	0	290	0	290	5.00
West Virginia	7	6	15	5	9	3	4	2	4	0	0	0	0	0	0	0	0	0	54	0	54	4.50
Wisconsin	20	12	39	45	81	50	59	23	9	6	3	1	2	1	0	0	0	0	351	0	351	5.00
Wyoming	6	2	5	5	24	14	23	4	11	0	2	0	0	0	0	0	0	0	96	0	96	5.50

No data available from Hawaii.

Alaska reported 33 campgrounds, but no base rate data.

Central America reported 17 campgrounds, but no base rate data.

No data available from Northwest Territories.

Data gathered in 1979 for the 1980 Woodall's Campground Directory

Appendix 3

1979 U.S. FACILITIES DATA, BOTH RECREATIONAL AND PHYSICAL FACILITIES

FACILITIES	Number of Parks
Total sites	858,372
Total with full hookups	366,841
Total with elec & water hookups	317,746
Total with electric hookups	49,916
Total with no hookups sites	118,705

Number of Parks:

With season lease sites	3,100
With pull-thrus	4,656
With cable TV	429
With RV length of less than 33 feet	954
That accept full hookup units only	756
That exclude tents	966
That exclude tent trailers	146
That exclude motorhomes	6
That exclude vans	37
That exclude pickup campers	11
That exclude fifth wheel	16
That exclude travel trailers	13
That exclude motorcycles	1,095
With flush toilets	8,297
With chemical toilets	193
With pit toilets	856
With marine/recirculating toilets	53
With hot showers	8,242
That charge for hot showers	1,192
With cold showers	36
With basins	8,334
With dump station	0
That charge for dump station	0
With dump facility	6,035
With portable dump	438
With a laundry	5,367
With public phone	5,899
With phone available	2,788
With limited grocery	2,736
With grocery	1,424
With full service store	313
With RV supplies	2,024
With LP gas refill	2,527
With gasoline	1,199
With marine gas	543
With ice	6,025
With picnic tables	7,199
With patios	1,303
With fire areas	1,512
With bowling lanes	3
With pony rides	55
With playground	4,160
With handball courts	20
With horseriding trails	217
With horseriding rentals	199
With fire rings	2,506
With grills	1,496
With wood	3,964
With babysitting service	281
With church services	822
With recreation halls	2,356
With recreation halls for teens	98
With recreation halls for adults	216
With recreation rooms	3,170
With recreation rooms for teens	157
With recreational rooms for adults	114
With pavilions	1,297
With pavilions for teens	6
With pavilions for adults	10
With swimming pool	5,290
With more than 1 swimming pool	181
With indoor pools	65
With outdoor pools	0
With heated pools	1,171
That charge for swimming	191
With lake swimming	1,511
With ocean swimming	152
With river swimming	384
With pond swimming	349
With a sauna	103
With therapy pool	275
With water slides	100
With boating	2,608
With electric motors only	146
With no motors	432
With motorized launch	28
With boat ramp	1,486
With boat dock	1,526
With row boat rentals	1,560
With sail boat rentals	66
With canoe rentals	817
With pedal boat rentals	508
With ocean fishing	262
With lake fishing	2,146
With river fishing	1,362
With pond fishing	943
That charge for fishing	217
With 9-hole golf	29
That charge for 9-hole golf	25
With 18-hole golf	15
That charge for 18-hole golf	16
With par-3 golf	28
That charge for par-3 golf	15
With mini-golf	539
With driving range	36
With putting greens	48
With basketball courts	400
With more than one basketball court	83
With bike rentals	450
With ice skating rinks	15
With planned group activities	1,239
With a recreation director	325
With platform tennis	5
With racquet ball courts	8
With roller skating rink	20
With shuffleboard court	1,452
With tennis court	429
With more than 1 tennis court	330
With an archery range	54
With badminton	1,656

Number of Parks, Cont.

With batting cages	13
With croquet	274
With fishing guides	148
With float trips	121
With horseshoes	3,861
With motor bike trails	250
With nature hikes	894
With ski rentals	35
With cross country skiing	185
With downhill skiing	17
With scuba diving	50
With snowmobile trails	315
With snowmobile rentals	27
With volleyball	2,719
With water skiing	831
With local tours	230
With recreation open to non-camping public	1,023

RESTRICTIONS

Number of Parks:

That do not allow pets	307
Limited to adults only all year	440
Open all year	5,401
With 3 day minimum stay	5
With 7 day maximum stay	16

CBs

Number of Parks:

With CB channel monitored all year	0
With CB channel monitored 24 hours	0

CLASSIFICATION:

Number of campgrounds	6,078
Number of RV parks	1,019
Number of RV areas in a mobile home park	425
Number of RV spaces	1,901
Number of primitive campgrounds	61
Number of parks that require reservations	851
Number of planned & under construction parks	134
Number of rebuilding parks	51
Number of new parks	232