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A study of factors that influence the length and frequency of camper visits

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The Author

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This study, a cooperative venture of the New Hampshire State Planning Project and the U. S. Forest Service, is based on data supplied by approximately 1,000 visitors to New Hampshire's 108 commercial campgrounds in 1964.

THE GROWTH OF PRIVATE CAMPGROUNDS

PRIVATE enterprise now provides the majority of camping facilities in the Northeastern States. Though it was the national and state forests and parks that pioneered in providing outdoor recreation facilities for the general public, the privately owned and operated campground has now developed a large following of its own. An estimated 1,000 commercial campgrounds were in operation last year in the 14 Northeastern States from Maine to Ohio. The ratio of private campgrounds to public campgrounds is 3 to 1 for the region as a whole, and goes as high as 7 to 1 in Maine. The only Northeastern States that now have more public than private campgrounds are Maryland and West Virginia.

Because of our interest in the use of forest land as potential income-producing recreation sites, we have directed some research toward this phenomenon of the private campground. In an exploratory study in New Hampshire, we have delved into the behavior patterns of campground visitors in an attempt to determine what factors spell success or failure for the private campground.

DEFINING SUCCESS

Success means many things. And, after interviewing more than 100 owners of recreation enterprises, we conclude that one thing it does not seem to mean is money — at least not in the early years of business. But the private camping industry has not been around long enough to have produced enough bona fide business failures and successes for objective analysis. So we will use other ways of describing success and hope that they will ultimately agree with financial success.

One of the more obvious substitutes for a cost-and-return ledger is attendance in terms of the percent of capacity that a recreational facility is used from year to year. In an attempt to provide planning and investment guide lines, several management decisions and locational variables were studied for their effects upon attendance in 1963 at private campgrounds in New Hampshire.[1] Figures for 85 enterprises indicated that attendance at campgrounds varies significantly with campground age, geographic location, number of family units, size of investment, and presence of water for swimming.

The major limitation to the use of attendance as an index of enterprise success is that, like gross income, it says very little about an enterprise's potential. Even rising trends in attendance from year to year may be more a reflection of changing market demand, or advertising policy, than evidence of the return of satisfied campers.

Some of the substitutes for describing potential enterprise success involve certain characteristics of campers and their visits. These characteristics fall into three broad classes: (1) attitudinal variables, such as campers' satisfaction and intentions of returning for future visits; (2) behavioral variables, such as the length of visits and the frequency of past visits; and (3) demographic variables such as camper origins, destinations, distances traveled, past camping experience, and so forth.

Most attitudinal variables are difficult to describe and to tie a dollar value to, and demographic variables are probably not very consistent indicators of a recreation area's attractiveness.[2] Consequently our study emphasized the use of behavioral variables as measures of camper satisfaction directly, and enterprise quality indirectly.

However, relating the frequency and length of camping visits to differences in camping enterprises is somewhat complex because each of the factors — length of visit, frequency of past visits, and plans for a future visit — are strongly inter-related and are closely tied to a camper's expressed preference in campgrounds (fig. 1). For example, the camper who states a preference for privately developed facilities is far more likely to make an extended visit to a private campground than is one who says he prefers publicly

[1] LaPage, Wilbur F. SUCCESS OF CAMPGROUNDS STUDIED AS GUIDE TO RECREATION PLANNERS. U. S. Forest Serv. Res. Note NE-43, 7 pp. NE. Forest Exp. Sta., Upper Darby, Pa., 1966.

[2] Outdoor Recreation Resources Review Commission. THE QUALITY OF OUTDOOR RECREATION AS EVIDENCED BY USER SATISFACTION. 95 pp., illus., 1962.

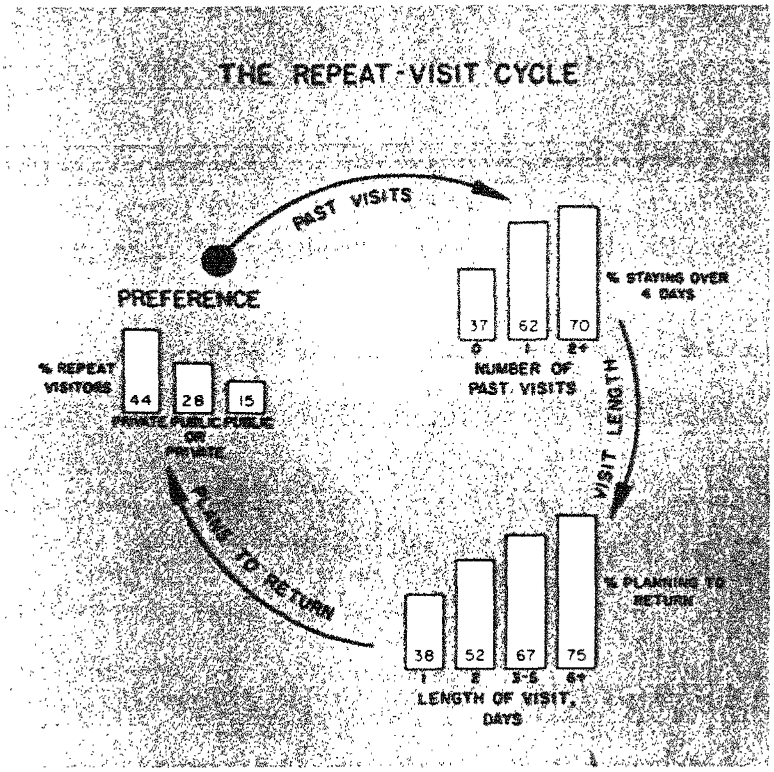

Figure 1. — A repeat-visit cycle among campers seems to begin with a visitor's preference or lack of preference for privately owned campgrounds. The number of past visits to the campgound then affects the length of a current visit. (Increasing familiarity with the campground and the surrounding region promotes longer visits.) And, finally, current visit length is a strong factor in determining the camper's intentions of returning in the future.

owned facilities. And, once having made a long visit, he is much more likely to plan on returning to that campground in the future.

This interrelationship means that whenever visit lengths and frequencies are compared between campgrounds, it is necessary to segregate the variation caused by campground differences from that due to visitor preference and its effects on behavior. That is, findings concerning the relative advantage of one type of enterprise over another must be qualified by reference to uniform categories of visitor preferences and past camping visits.

IMPLICATIONS FOR RECREATION AREA PLANNING

How Much And How Big?

The first consideration of interest to most prospective campground developers is cost. Certainly there is some relationship between the amount of capital invested and enterprise success. We know that nation-wide there are about 87,000 commercial outdoor recreation enterprises and that about half of these have an investment of less than $10,000, only one employee, and do a very low volume of business.[3] But even a small campground, with modern facilities, can seldom be built for less than $10,000 today. So we chose $15,000 as an arbitrary dividing line, and compared visits at campgrounds costing more and less than that amount to develop (table 1). Not surprisingly, campers at the areas having larger capital investments stayed longer on the average, came back more,

[3] Crafts, Edward C. Speech given before the American Camping Association, Chicago. U. S. Dep. Interior news release, March 11, 1966.

Table 1. — A comparison of camper behavior at private campgrounds, by amount of invested capital[1]

Item	Size of investment	
	$15,000 or less	Over $15,000
Sample size (campers) . . . . . . number . .	321	623
Camping over 3 days*** . . . . percent .	30	52
Average length of visit*** . . . . days . .	2	4
Repeat visitors*** . . . . percent . .	19	35
First-time visitors who intend to return in the future, according to camper preference in campgrounds:		
Prefer private ownership*** . . percent . .	65	84
Like either type*** . . . . percent . .	57	73
Prefer public ownership* . . . percent . .	35	52

[1] The proportions of campgrounds having investments of more than, and less than, $15,000, when tested by Chi-square, are significantly different at: *the 0.05 level; and ***the 0.005 level.

Table 2. — **Length of visit, and intention of return, according to campground size and region of location**

Region	Camping over 3 days		Planning to return	
	At small campgrounds	At large campgrounds	At small campgrounds	At large campgrounds
	Percent	*Percent*	*Percent*	*Percent*
Northern***	22	50	55	73
Central*	50	63	66	75
Southern[1]	27	45	66	85
State-wide***	34	56	62	74

* Significant at the 0.05 level.
*** Significant at the 0.005 level.
[1] Sample size in Southern New Hampshire is about ⅓ that of each of the other regions, and the Chi-square values in this region are not signficant at the 0.05 level because they have been corrected for the small sample sizes.

and planned to return in the future, all in significantly greater proportions and regardless of their past visits or their expressed preferences for public or private ownership.

Along with the question of "How much?" comes the equally common question of "How big?". Here again the larger campgrounds, containing at least 70 family units, had a decided advantage on every count. Approximately 36 percent of the visitors at large campgrounds had visited the enterprise at least twice, as opposed to 21 percent at the smaller enterprises. Lengths of visits and plans to return for future camping visits were significantly greater at large campgrounds in every region of the State (table 2 and fig. 2).

This effect of enterprise size upon visitor behavior is partly a reflection of the effects of capital investment because large campgrounds usually cost more to build (table 3).

What can these findings mean in terms of economical campground operation? The average number of days that a camper spends at a campground has a direct effect upon management costs. Short visits produce a faster turnover, more work, and consequently more labor expense per visit. Because large campgrounds generally produce longer visits, they have a cost advantage. For example, a 100-unit campground may be able to operate with the

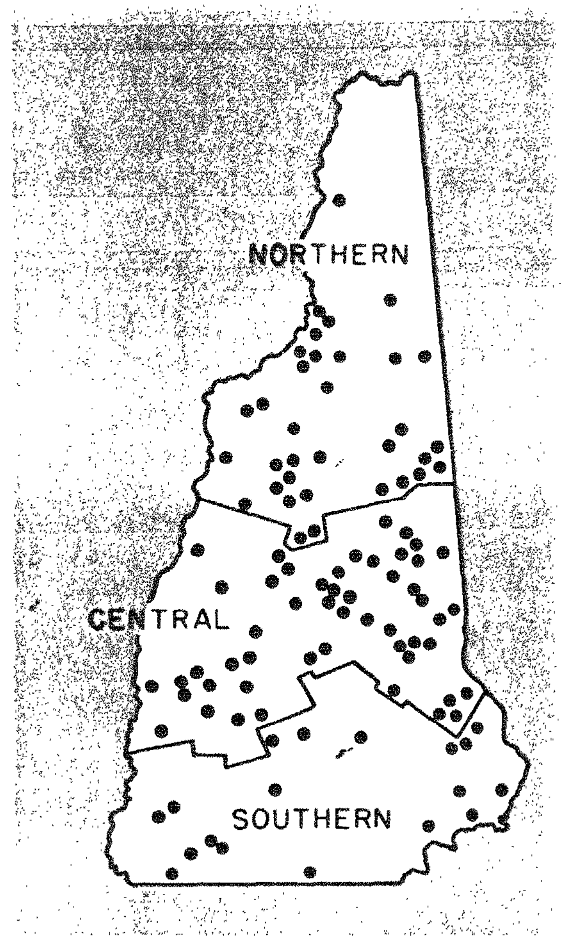

Figure 2. — Locations of the private campgrounds in New Hampshire whose visitors were surveyed by questionnaires in 1964.

same number of employees as a 50-unit campground, if its visitors stay at least twice as long.

Since big campgrounds also demonstrate increased visitor return rates, they have a second advantage of a larger guaranteed income. Three-fourths of the campers at big campgrounds expressed a desire to return for a future visit. And, although these campers were not asked to pinpoint the date of their intended return, it seems reasonable to assume that many intend to come back once, or more than once, during the following year. By being extremely conservative, and dropping this intended return rate down to the actual past visit rate, it may be possible to assign a realistic dollar value to this measure of customer satisfaction.

For example, a 50-unit campground where 21 percent of each year's visitors are repeat customers who stay for 2 days, and pay $2 per campsite per day, can expect to earn a minimum income from

Table 3. — Distribution of campground sizes (family units) according to the total amount of invested capital

Investment	Number of campgrounds			
	Size not reported	Small, less than 30 units	Medium, 30-69 units	Large, over 69 units
$15,000 or less	9	35	12	4
Over $15,000	3	4	6	15
Not reported	—	8	4	8

repeat visitors of $1,050 if it is operating at an average of one-half of capacity during a 100-day season. At the same time, a 100-unit campground operating at one-half capacity, and charging the same fees, but 36 percent of whose visitors are repeaters who spend 4 days per visit, can expect to make $3,600. This represents a minimum dollar advantage of 240 percent, on repeat visitors alone, at large campgrounds.

So much for theory. Big campgrounds still cost more to develop than small ones. And they can still expect to have one or more lean years in the beginning. After all, there are no repeat visitors during the first year, and probably very few during the first 4 to 5 years of operation. So the best advice seems to be to start small, and expand when necessary.

The real key to these relationships is less a question of enterprise size than it is one of enterprise quality. Few big campgrounds started out big. Most grew that way in response to the demands of satisfied customers. In fact then, large enterprises are simply successful enterprises, and size is just one index of many things that reflect that success, including the owner's personality, the number of recreational outlets available, and the quality of the campground's development and management.

Should the Owner Be A Camper Himself?

Since quality seems to be the key to success, what is it?, and how can it be recognized in potential form among prospective managers

Table 4. — A comparison of visitor characteristics at campgrounds owned by campers and those owned by non-campers

Item		Camping owners	Non-camping owners
Sample size (campers)	number	542	489
Average visit***	days	3	5
Camping for more than 3 days***	percent	41	50
Visited the campground before***	percent	25	36
First visitors expecting to return to large campgrounds, by campground preference classes:			
Prefer private ownership	percent	66	81
Like either type***	percent	33	60
Prefer public ownership***	percent	53	80

*** Significant at the 0.005 level.

and in their developable resources? One of the common criteria being advanced is that recreation developers should themselves be recreationists. It would probably be hard to find some who are not. But taking this suggestion to a more specific level, we looked at New Hampshire's 108 commercial campgrounds in terms of whether or not the owner was himself a camper.

If our findings are conclusive beyond the borders of New Hampshire, being a camper is hardly an endorsement for prospective campground ownership. Significant reductions in visit lengths, frequencies, and return intentions were evident at the camper-owned enterprises. These differences were independent of the effects of campground size and camper preference. In fact, even the large camper-owned enterprises were less effective in influencing return visits among campers who had already expressed a preference for private developments (table 4).

Although these findings do not mean that all camping managers are less successful than all non-camping managers, they do point out some rather substantial and unexplained differences. One possible explanation is that many of these camper-owned enterprises were small, and were probably operated on a part-time extra-income basis. This type of operation often fails to produce a quality camping experience.

There is also the possibility that many campers go into this business with the visionary idea that they are going to provide "that long unfilled need of a camper's campground." These people, in providing their own ideal campsite for everyone, may fail to realize that camping means many things to many people. To meet these diverse needs, differences have to be designed into the campground, allowing for trailer sites, tent sites, open sites, shaded sites, some close together, and others far apart. The non-camper, on the other hand, not being afflicted by this sentimental bias, may view the problem of campground design from a business standpoint and try to capitalize on these differences.

Importance of Water And Campground Location

Among physical resources, water seems to be an almost universally necessary ingredient for a high-quality experience and a successful camping venture. The still waters of lakes and ponds are apparently more attractive than streams and rivers. In examining lakefront campgrounds, riverfront campgrounds, and dry campgrounds, we found a persistent decrease in visit lengths, frequencies, and return intentions. When the effects of campground water attraction are added to those of campground age and past attendance of visitors, the effect on current visit length is pronounced. New visitors to newly developed and dry campgrounds camp for an average of 1 day, while repeat visitors to older lakefront campgrounds spend an average of 10 days camping per visit (table 5).

Regional location has a lot to do with recreation quality. This attribute is difficult to measure because the competition is usually most severe in regions that have the best recreational attractions. However, the availability of swimming facilities at the campground, for example, was found to have less influence on visit length in regions where water was abundant and campers could easily drive to nearby public beaches.

In general, regions that offer a variety of recreational opportunities to the camper tend to promote longer and more frequent visits. But there may be disadvantages to these locations as well. For

Table 5. — **Length of visit of repeat visitors and first-time visitors, according to age of campground development and on-site attraction**

Age and attraction of development	Median length of visit	
	Repeat visitors	First-time visitors
	Days	*Days*
1 to 4 years:		
Lake	9	3
River	4	2
Non-water	([1])	1
Over 4 years:		
Lake	10	3
River	5	3
Non-water	3	1

[1] Insufficient responses to analyze.

example, vacation regions often have well-established tourist seasons, and the campground located within them is forced to conform to the prevailing seasonal use pattern. The same camping enterprise located nearer to an urban center might substantially increase its income simply by being available for a longer camping season.

IMPLICATIONS FOR RECREATION MANAGEMENT

In studying the factors that are likely to influence visit behavior at private campgrounds, we soon became aware that the factors that may have the most influence are those that also seem to have the least direct applicability to recreation-area planning. For example, many variables of campers themselves, their preferences in campgrounds, their reasons for camping, their past camping experiences, and their equipment undoubtedly exert much stronger impacts on behavior than a campground's size, location, or attractiveness.

The Camper And What He Wants

Many of these variables of the camping population can be effectively used by the alert campground manager to influence visit behavior. For example, tent campers stay longer than their more mobile neighbors who use trailers (table 6). When separate areas are provided for each, tent campers will not be subjected to excessive incoming and outgoing trailer traffic, which may not only be objectionable but may give the tenter the idea that he should be leaving too. Also, trailer campers, because of their superior mobility, camp much more frequently; and providing special facilities for their use may help to produce a higher rate of return visits.

Since long visits are associated with repeat visits, the enterprising manager may be able to capitalize on this relationship through the use of reduced-fee incentives for repeat visits and for visits longer than a weekend (table 7). This assumes, of course, that the enterprise has an attraction sufficient to make the minor incentive of an occasional free day's camping worthwhile.

Even camper preferences for private and public ownership have implications that are useful to campground management. Of the 1,031 campers in this study, 36 percent preferred private areas, 20 percent favored public ownership, and 38 percent liked both types of campgrounds equally well. These figures indicate that commer-

Table 6. — **Lengths of camping visits, and annual frequency of camping trips, among campers using three different types of camping equipment**

Item	Equipment		
	Tents	Tent trailers	Travel trailers
	Percent	*Percent*	*Percent*
Camping for one week or more***	35	29	23
Camp more frequently than 4 visits per year***	22	43	55

*** Significant at the 0.005 level.

Table 7. — The percent of first-time visitors and repeat visitors planning to return in the future, according to length of current visit classes

Item	Visit length (days)					
	1	2	3	4-5	6-10	11 or more
First-time visitors to return***	38	52	65	70	72	79
Repeat visitors to return	82	83	93	93	95	96

*** Significant at the 0.005 level.

cial campground ownership already enjoys a distinct competitive position in the camping market. By knowing something about the basis for these preferences it may be possible to improve that position.

Both groups that expressed preferences felt that their favored camping areas provided superior facilities. Many campers who prefer public campgrounds pointed to the supposed lower cost of visiting these areas. And campers who prefer private developments frequently mentioned the convenience of being able to reserve a campsite in advance of their arrival. The following tabulation shows the basis for preferences given by these groups:

Basis for preference	*Public campgrounds (percent)*	*Private campgrounds (percent)*
Better facilities	37	48
Better maintenance	21	11
Reserved campsites	—	26
More economical	21	—

It is interesting to note that private campgrounds seem to have an image of good facilities but poor maintenance, on the basis of these preference statements. But, in further questioning about the total image of both public and private campgrounds, this supposed maintenance deficiency was not evident.

Advance Reservations And Camper Organizations

Two further points are worth noting about this tabulation of preferences: the desire of many campers for an advance-reservation policy, and the fact that neither preference appears to be very substantively founded. The latter point could probably be pursued to advantage in campground advertising by emphasis on the fact that private camping is as good, or better, than public.

Since reservation camping is a service that many public agencies have avoided, or have had difficulty with, commercial campgrounds have this field wide open to them. Forty-one of the campgrounds in this survey, which had been in business for at least 1 year, claimed to have a predominantly advance-reservation business. Another 44 indicated that most of their visitors arrived without reservations.

Visitors to these two groups of campgrounds differed in several important ways. Visitors to reservation campgrounds apparently camp more frequently, spend more days per visit, and are more likely to have visited the campground on at least one earlier camping trip (table 8).

Table 8. — Visit characteristics at enterprises where either a majority or minority of the visitors tend to reserve their campsites in advance

Item	Business is predominantly—	
	Reserved campsites	Unreserved campsites
Sample size (visitors) . . . . number . .	638	281
Average length of visit*** . . . . days . .	4	2
Camping over 3 days*** . . . . percent . .	56	38
Repeat visitors*** . . . . percent . .	36	26
First-time visitors who intend to return* . . . . percent . .	62	52
Take more than 4 camping trips per year* . . . . percent . .	35	28

* Significant at the 0.05 level.
*** Significant at the 0.005 level.

Numerous other camper variables and attributes have potential management implications for the alert campground owner. For example, 31 percent of the campers in this study said they were members of one or more camping organizations. As a group, these people have been camping longer, and average more camping trips each year, than do the non-affiliated campers. Among organization members, 59 percent go on more than 4 camping trips each year, while only 26 percent of the non-members camp this often. More than one-third of the campers who have been camping for more than 5 years belong to an organization of campers, hikers, or trailer owners.

Although campers who prefer public campgrounds are slightly less likely to belong to a camping organization, those that do seem to be more favorably impressed with private campgrounds, and consequently they plan to return in the future in significantly greater proportions. Since organization members are frequent campers, the campground owner who can effectively appeal to this clientele should be able to develop a fairly stable recreation enterprise. It is obviously very important to be aware of these groups, advertise in their magazines, pay attention to their membership surveys, and learn what it is that they want in the way of a camping experience.

IMPLICATIONS FOR FUTURE RESEARCH

Many characteristics of campers and their visits provide useful hints for more effective campground planning and management. An understanding of the campground factors that influence visit lengths and frequencies can be invaluable for answering management questions of where to locate, what facilities to provide, and how much to spend. Camper-oriented factors, such as preferences, equipment, and past camping experiences, which influence visit behavior, also provide numerous clues to the camper's interpretation of a quality outdoor recreation experience.

Although this study is based upon the voluntary response of a non-random group of private campground visitors, in one state, and in one year, a few general conclusions are worth noting:

- Behavioral variables like visit length and frequency can be very useful in analyses of recreation enterprise potential, if contaminating influences such as preferences, purpose of visits, and past visits, are carefully controlled.
- Analyses such as this provide only the superficial and measurable clues to enterprise quality and success. Quality in recreational experiences also involves a lot of good taste, alert business judgment, and hard work.
- Studies like ours may help to take some of the risk out of private forest-recreation enterprises. However, an element of risk will always remain simply because all of the factors that affect the market, supply, population, and policy are continually changing.

■

APPENDIX

Table 9. — Responses to questions asked in the private campground visitor questionnaire

Question	Response[1]
Date of visit (grouped in two-week periods)?	*(Percent)*
June 16 to June 30	4.9
July 1 to July 14	13.0
July 15 to July 31	27.3
Aug. 1 to Aug. 18	27.4
Aug. 19 to Aug. 31	8.7
Sep. 1 to Sep. 15	13.4
After September 15	1.5
How many days will you stay at this campground?	
One	16.2
Two	17.2
Three	17.9
Four to seven	23.6
Eight to fourteen	17.7
Fifteen or more	9.2
On the average, how often do you take camping trips like this one?	
First camping trip	9.8
Less than one trip per year	1.3
One trip each year	24.6
Two trips each year	13.5
Three or four trips each year	15.4
More than four trips per year	34.7
Have you ever camped at this campground before?	
Yes	30.4
Approximately how many times have you camped here?[2]	
Once	30.4
Twice	14.7
Three times	12.1
Four times	9.6

[1] All percentages based on 1,031 responses unless otherwise indicated.

[2] Percentages based on 313 responses from people who had previously visited the campground.

CONTINUED

Table 9. — (Continued)

Question	Response[1]
	(Percent)
Five times	8.3
Six times	4.2
Seven times	2.9
Eight times	2.9
More than eight times	13.7
Do you plan to camp here again?	
Yes	69.4
No	7.0
Undecided	23.2
Approximately how many years have you been camping?	
One	10.1
Two	14.9
Three	13.6
Four	9.1
Five	9.3
Six to ten	18.2
Eleven to twenty	13.3
More than twenty	4.3
Have you camped at any other privately-owned campgrounds in New Hampshire?	
Yes	37.3
How many other private campgrounds have you visited?[3]	
One	48.6
Two	23.4
Three	9.1
Four	3.4
Five	3.0
Six	3.1
Over six	2.4
Have you camped at any of New Hampshire's State Parks?	
Yes	39.8

[3] Percentages based on 385 campers having visited other private areas.

CONTINUED

Table 9. — (Continued)

Question	Response[1]	
	(Percent)	
How many New Hampshire's State Parks have you camped at?[4]		
One	57.6	
Two	21.5	
Three	13.2	
Four	3.7	
Five	1.7	
Over five	.5	
Have you camped at any of the campgrounds in the White Mountain National Forest?		
Yes	29.4	
How many White Mountain National Forest campgrounds have you visited?[5]		
One	48.5	
Two	21.8	
Three	10.9	
Four	4.6	
Five	3.0	
Over five	3.0	
In general, do you prefer to camp at private campgrounds, like this one, or at public areas such as the State Park and National Forest campgrounds?		
Prefers privately-owned campgrounds	36.1	
Prefers campgrounds on public land	19.7	
It makes no difference	38.0	
What are the most important reasons for your preference of:[6]		
	Private campgrounds	*Public campgrounds*
Like the managers	5.9	1.0
Like the other campers	1.6	1.5

[4] Percentages based on 410 campers having camped at New Hampshire State Parks.
[5] Percentages based on 303 campers having camped in the White Mountain National Forest.
[6] Based on 373 campers who prefer private developments, and 203 campers who prefer public. Neither column adds to 100 percent because some campers gave more than one reason.

CONTINUED

Table 9. — (Continued)

Question		Response[1]
		(Percent)
	Private campgrounds	*Public campgrounds*
More to do (activities)	2.4	3.4
More economical	2.7	20.7
Better maintenance	10.7	21.2
Better facilities	47.6	36.9
Easier to find and get to	3.2	2.0
Advance reservations	25.8	2.0
Other reasons	28.7	41.3
No reason given	10.7	4.9
Have you camped in any states other than New Hampshire?		
Yes		87.5
Which of the following most nearly describes your one most important reason for going camping?		
Enjoy meeting and visiting the type of people who camp		5.0
An economical vacation or weekend trip		26.1
Enjoy seeing new country		17.5
Enjoy the outdoors and its recreational opportunities		31.2
Other reasons (or combinations of the above)		20.2
What type of camping equipment did you bring on this trip?		
Collapsible camping trailer		22.0
Travel trailer		22.3
Tents		49.2
Are you a member of any camping or outdoor organization?		
Yes		30.6
Which of the following statements would you use to describe both private and public campgrounds?		
	Private campgrounds	*Public campgrounds*
Outstanding scenery	12.2	51.2
Attractive natural landscape	15.3	49.0
Pleasant outdoor surroundings	34.9	28.8
Many things to do and see nearby	34.9	20.3
Many vigorous outdoor activities	25.5	23.9
Quiet and restful atmosphere	40.0	27.6

Continued

Table 9. — (Continued)

Question	Response[1]	
	(Percent)	
	Private campgrounds	*Public campgrounds*
Not enough privacy	24.2	29.3
Uncertain of getting a campsite	4.6	65.8
Developed with many modern conveniences	60.1	10.8
Less developed, located close to town	21.3	11.3
Primitive surroundings, few conveniences	5.2	39.2
Management extremely helpful	59.3	8.4
Management usually unavailable	5.0	18.9
Management is very business-like	19.2	22.1
Managers don't make you feel welcome	3.2	14.1
Campground always clean and attractive	37.9	19.8
Campground cleaned only occasionally	9.6	11.9
Facilities are poorly maintained	8.5	12.2

Table 10. — Distribution of private campground enterprises and camper response according to selected attributes of campgrounds and their managers

Item	Campgrounds	Visitor response
Campground size:	*No.*	*Percent*
Under 70 family units	76	40
70 or more units	24	60
Campground age:		
One to two years	31	12
Three to four years	24	30
Over four years	53	58
Regional location:		
Northern (White Mountains)	35	44
Central (Lakes, Dartmouth-Sunapee)	53	44
Southern (Monadnock, Merrimack Valley, and Seacoast)	20	12
On-site attraction:		
Lake or pond	45	48
River or stream	39	41
Non-water attraction	22	11
Manager - camper:		
Manager an active camper	71	53
Manager not a camper	37	47
Campground owner associations:		
Member	33	70
Non-member	75	30
Management incentives:		
Income incentives	34	40
Interest in the outdoors	44	46
Influence of others and public pressure	30	14
Advance reservation policy:		
Business is predominantly by reservation	41	62
Business not predominantly by reservation	44	28
Size of investment:		
$15,000 or less	60	31
Over $15,000	28	60