

NORTHEAST IN-SITES

THE NEWSLETTER
of the
NORTHEAST CAMPGROUND
ASSOCIATION, INC.
NUMBER 143 MAY 2025



JUST A FEW OF THE THINGS YOU WILL FIND IN THIS ISSUE...

14-19

AROUND THE STATES

WHAT ARE THE STATE
ASSOCIATIONS UP
TO THESE DAYS?



9, 28, 29

NCA GREAT ESCAPE

MAKE YOUR PLANS TO
TRAVEL TO MARYLAND!



05

FROM'S THE
PRESIDENT'S PENCIL
LEAD WITH YOUR WHOLE
HEART.



38

CONFERENCE
MEMORY
MAKERS

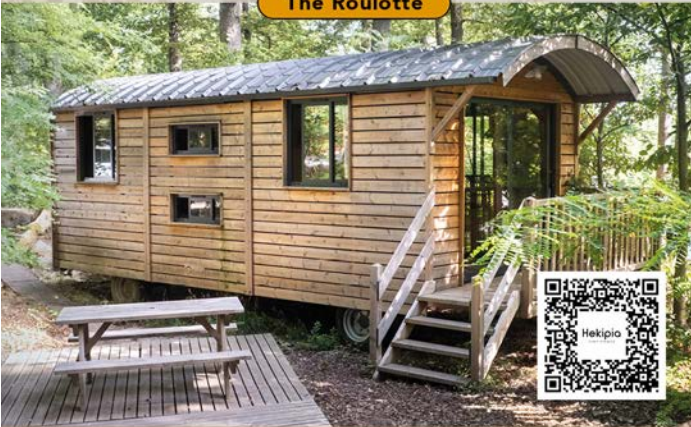


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Published by the Northeast Campground Association, Inc.

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The Jellystone Park™ Brand has Generated Record Revenues 17 of the Past 18 Years!



Campgrounds that joined the Jellystone Park system averaged 27% annual revenue growth*



The average Jellystone Park location earned 35% of its revenue from ancillary sources such as food, merchandise, and paid activity fees in 2024



Jellystone Park has been named one of the nation's best franchise brands by *Entrepreneur* magazine, *Franchise Times*, and *Franchise Business Review*



"We are very happy with the training and support we receive from Jellystone Park. The brand's activities and recreation programs are key to our guest experience and to our success. Our retail sales are up 50% and seeing our guests' faces light up when the characters are out is priceless."

– Sean Vidrine, owner of five Jellystone Park locations

Great territories are
currently open throughout
the NCA region.

JellystoneFranchise.com

Steve Stafford, Director of Franchise Sales

817.648.1174

SStafford1@campjellystone.com

*Based on gross revenues in years 2-7 as outlined in the Camp Jellystone 2024 Franchise Disclosure Document Item-19

NOTE: This is not an offer to sell a franchisee. Offers can only be made after prospect has received the Franchise Disclosure Document. The percentages noted above represent increases for the system as a whole, variations among locations will occur.

YOGI BEAR and all related characters and elements © & ™ Hanna-Barbera. (s25)

Learn More!



From the NCA President's Pencil...

Howdy Friends!

We just finished a successful conference with lots of energy and new ideas! I must say that the Murder Mystery was the icing on the cake as it brought out everyone's competitive nature with lots of laughs. The attendees enjoyed delicious meals, networking opportunities, community service, and vibrant speakers and exhibitors sharing many useful tips and tricks for an amazing camping season.

I always enjoy a new way to look at guest service and ways to incorporate team growth into the experiences. This year's book for the Book Club shared through a fable, how to be an Extreme Leader. It's a quick read with a powerful message that will change how you can take risks, make mistakes in front of employees and actively solicit employee feedback.



Book Club Feature

The Radical LEAP by Steve Farber

How to Be an Extreme Leader in Business & Life

This spring, the NCA Book Club dove into Steve Farber's powerful guide to leadership — and it's all about LOVE, ENERGY, AUDACITY, and PROOF. Whether you're running a campground or leading a team, this book will challenge and inspire you.



Cultivate Love

Love in leadership means passion for your work and care for your people.

- Ask yourself: *Why do I love this business — and how do I show it?*
- Share your authentic hopes and aspirations.
- Show your human side — that's where real leadership begins.
- Foster a culture of mutual care where your guests and staff feel connected to something greater.



Infuse Energy into the Culture

Bring more energy than you take away — that's the LEAP way.

- Eliminate "energy suckers" in your systems and policies.
- Make your team's work meaningful by celebrating their impact on guests.
- Walk the grounds, check in, be present — "management by walking around" still works.
- Build a workplace where adults grow into leaders.



Inspire Audacity

Bold leadership means being willing to take risks — and even to fail.

- Break free from the box and question "how it's always been done."
- Embrace your OS!Ms — *Oh-Shit! Moments* — that push you toward greatness.
- Reframe fear as a positive sign that you're moving toward growth.
- Innovation starts with courage and a willingness to disrupt the norm.

Continue Reading Marcia's Note on Page 32



Let's Keep Your Campground on Track!

Running a campground comes with unique risks. Martha Wentworth and the team at Allen Insurance and Financial understand these challenges and offer tailored insurance solutions to safeguard your business.

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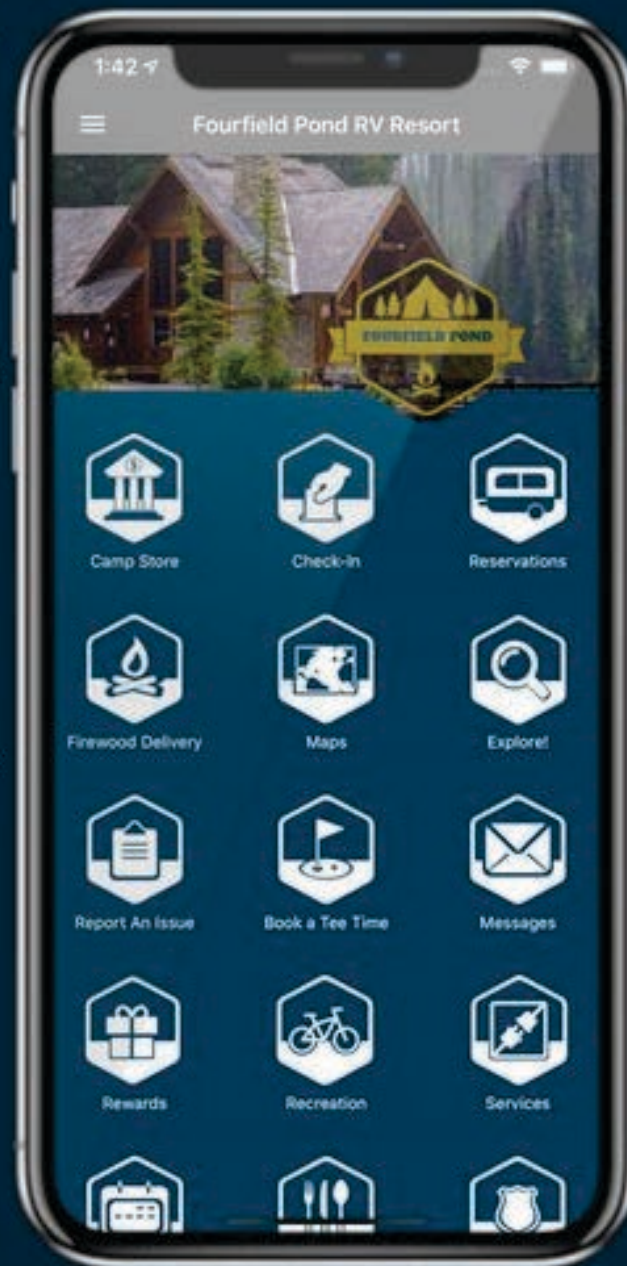
Download the app by your Resort/Campground Name for Apple & Android

Create Virtual Store(s)

Sell merchandise, food deliveries, amenities, gift cards, and more via credit card or Bill to Site on your app.

Digital Waivers/Forms

Remote check-in, waivers maintenance requests, and feedback are just some examples of the uses for custom forms. Signature capture can be added for any form.



Versatile Layout

Customize your categories and icons. Add items to your home screen that are specific to your resort.

Searchable Maps

Searchable maps for resort points of interest. Option to include entrance and exit directions per site.

Scavenger Hunts

Create custom hunts that can be a mix between taking a photo, question and answer, or QR Code scans.

Push Notifications

Real-time communication tool to keep your guests engaged year round.

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**We're on your side
and we've got your back.**



Only a handful of suppliers who served the campground industry during its infancy in the early 1980s are still around today, supporting the Northeast Campground Association and parks like yours under uninterrupted ownership and management. The industry has changed, and most parks have changed hands over the years, but Pelland Advertising has evolved with the times to meet your needs. We introduced the four-color brochure and rack card to the industry, we were the first company to show campgrounds the way to promote their businesses online, and we were the first to exclusively build websites using the mobile responsive framework. We have consistently guided our clients toward the marketing techniques that have stood the test of time, while helping them to avoid the distractions of gimmicks and shiny objects that have come and gone. We have strived to be the best at what we do and to continue to earn your trust.

Professionalism, imagination and reliability still count.

<https://pelland.com>

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The Maryland
Association of
Campgrounds
invites you to:

The NCA Great Escape

Dates:
October 21 & 22, 2025

Cost:
\$99 per person

Location:
Cherry Hill Park, College Park, MD



Tuesday, 10/21

MAC Meeting @ 10 am
Welcome Lunch @ 11:30
Tour of Cherry Hill Park @ 12:30 pm
Crackerbarrel @ 2:30 pm
Early Dinner @ 3:45 pm
Depart for DC at Night Tour @ 4:45 pm

Wednesday, 10/22

Breakfast @ 8 am
NCA Meeting @ 9:30 am
Bus Departs @ Noon for Lunch, Tours & Dinner
Return to Cherry Hill Park @ 8:30 pm

Featured Destinations

Cherry Hill Park

The Gurevich Family will be our hosts for this year's event. Come experience this amazing 3 time award winning Campground of the Year to see first hand how they focus each day on providing guests with the best hospitality and tourism options that Washington, DC, area has to offer.

Ramblin' Pines

Perfectly nestled in a quiet, peaceful wooded setting, located in the center of the full range of the Washington - Frederick - Baltimore vacation attractions.

Ole Mink Farm Recreation Resort

For over sixty years, the Irons Family has been hosting getaways for families and friends to make memories that last a lifetime. Located high atop the Catoctin Mountains ("the land of many deer") in Frederick County, Maryland.

Questions? cyndy@campnca.com

SPECIAL EVENTS

DC at Night Tour

Together we will board our bus right at the Cherry Hill entrance for this fully-narrated trip through our Capital. DC at night offers a unique and enchanting experience, transforming the city into a magical wonderland. Monuments are illuminated, creating a breathtaking spectacle, while the vibrant nightlife scene comes alive. Exploring the city after dark allows visitors to discover a different side of DC, with its own distinct charm and energy.

Two Days of Maryland Hospitality

True Maryland hospitality extends genuine care, respect, warmth and a welcoming atmosphere, with the willingness to go above and beyond to make our guests feel welcome.



Now More Than Ever, *Every Dollar Counts.*

Drive Bookings, Fill Mid-Week Gaps, and Maximize Your Campground's Potential.

In today's economy, making every dollar count is more important than ever—and KOA gives you the tools to do just that. As a KOA franchisee, you'll benefit from:



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Stronger Marketing Support

National and local campaigns to attract more bookings.



Dedicated Franchise Business Coach

A single point of contact to guide your success.



KOA Rewards Loyalty Program

KOA Rewards is strategically designed to encourage repeat business, cultivate brand loyalty and enhance value through partnerships that benefit both campers and campgrounds.



Mid-Week Booking Growth

With 62% of check-ins happening between Sunday and Thursday, KOA helps you fill sites when you need it most.

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From Cyndy's desk in the NCA office...

Not a great lead, but I want to thank you members for taking the time to share this most recent 'spam' reaching the inboxes of some. Please know that NCA does not have preferred provider programs nor do we 'make deals'. I am disappointed that others have also received phone calls from this same number on the email. I have had a phone conversation with the co-owner of Liquified RV and at the time of this newsletter file being completed, am waiting a response to my request for information on its origin. As Robert Siciliano shared with us at Conference - bad actors are out there and we need to be vigilant in keeping ourselves protected.

Here is the abbreviated version -

Subject: Cyndy Zbierski the Executive Director of NECA ASK US TO REACH OUT TO YOU

Thanks for taking the few moments to read my email today. I know your busy season is starting up. Cyndy Zbierski asks us to get in touch with the NECA members and offer them the heavily discounted program she worked out with Liquified. I am happy to offer you a great product that has got so many top reviews. Liquified ...Our program through your Executive Director of NECA Cyndy Zbierski is ...I am very excited to be working with the NECA and will be your current point of contact at 7143164474.

If there is a better number for me to call Monday please email me.
Ron Sobelman
714.316.4474

This year's Northeast Conference saw our goals of education and collaboration achieved! Attendees were treated to planned industry insights during sessions, had the opportunity to learn what other state leaders were highlighting at the NCA Meeting, helped NCA raise \$16,880 during the Auction, shopped the NCA Trade Show, and lived through a Murder-Mystery that several campgrounds hope to bring to their guests this season. Thank you to our sponsors, exhibitors, speakers, auction donors, volunteers and attendees; This can't happen without you! Watch for the March 2026 Conference dates coming soon!

Cyndy

On March 19th a group of NCA volunteers packaged 50 personal hygiene kits for girls & boys in grades 6 - 12. The kits were donated to the Bridge of Faith Community Center (pictured here) to use in an upcoming event. Thanks to the generosity of our sponsors this project was a wonderful success!

Thank you...

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AROUND THE STATES

Connecticut Campground Owners Association
(CCOA) www.campconn.com
Jim Whitney, President/CEO



As the we look forward to the 2025 season, we continue to have a number of goals and objectives for as well as some interesting developments.

Membership - Our 2025 membership remained at 47, the same as 2024. One member was lost due to a change in ownership for the campground. The good news is that we added one new member for 2025 which helped off set the loss and keep our membership stable. And just recently we added another new member. We enter the 2025 season with the possibility of one more new member in the near future. Currently, 94% of Connecticut campgrounds are members. With continued efforts, our goal is that virtually all of Connecticut's private campgrounds will be members.

Three of our campgrounds were sold in 2024...Lone Oak Campsites sold to Modern America Campgrounds based in Massachusetts; Ross Hill Park sold to The Freedom Group based in Tennessee and White Pines Campsites sold to a private investor group. Just recently another of our campgrounds, Countryside Campground, has sold and another campground sale is expected to close in April. If that happens, close to 30% of our campgrounds will be corporation owned vs. family owned. The challenge for us will be to engage the new owners and corporations to show them the value and importance of their continued involvement and support of CCOA.

We recently approved a new membership category as well as potential Board/Officer membership category entitled **INDUSTRY ADVOCATE**. The purpose of this proposal is to take full advantage of the skills, experiences and knowledge of those with a history of involvement and support of the Connecticut Campground Owners Association as well as the camping industry in Connecticut. The goal is to take full advantage of the institutional knowledge, connections and commitment to the camping industry that these individuals possess. The industry is going through significant changes, and it is important to us to adapt and respond to those changes to the benefit of the Association as well as the industry.

Last season, we were very successful at coordinating an effective program keeping our membership engaged in dealing with the ongoing challenges posed by various groups of Irish campers. Our members were quick to share any pertinent information and experiences with us which we, in turn, shared with the entire membership. We also were fortunate to receive input from several other states thanks to NCA distributing our various alerts. As most of you are aware, there was one extremely positive result of this effort. A group of Irish campers were staying at one of our campgrounds and using it as a base as they went out to the local community to run various scams. In this specific situation, they had scammed an elderly gentleman out of \$16,000. With the ultimate support and efforts of our membership and police, the two men were located at another of our member campgrounds and were promptly arrested. We are so proud of our members for their sharing and their commitment to each other that contributed to this arrest.

Marketing – Our 2025 campground guide was available for the first time at the Northeast Camping & RV show in Hartford on January 31 – February 2, 2025. Additionally, we created a special membership flyer (4,000 pieces) for the Tampa show in collaboration with NCA. We also distributed a quantity of Guides at the Boston Outdoor Show though NCA. We have just completed the final show of the season. Guide distribution at the three shows (Hartford, Springfield, Mohegan Sun) totaled just over 9,000 guides, which was slightly less than 2024 due to weather (Springfield) and somewhat reduced attendance. We continue to distribute to the Connecticut Welcome Centers, Eastern Canada, the BIG E, several Triple A offices, multiple RV Dealers & Service Centers and direct mail response. We are always reviewing and considering different marketing options as they present themselves.

Legislative - We have put significant effort over the last couple of years into the passage of inherent risk legislation. The 2025 session has just begun. This year the good news is that the Judiciary Committee has decided to take our proposed legislation and present it as a committee bill. By doing this they will make the process much smoother and greatly improve our potential for early success in the session. We are looking for to working with the committee to ensure final passage sooner rather than later.

As always, we will continue to look for other initiatives that we can take on for the benefit of our members and our industry.

Maine Campground Owners Association

(MECOA) www.campmaine.com

Kathy Dyer, Executive Director



Hello my Friends and Happy April - MECOA just completed our 2025 Trade Show, Annual Meeting of the Association and the 21st Annual Vacationland RV & Camping Show and we are thrilled to let you know all events were a success. If you were there for any of these, you saw first-hand how well attended they each were!

We began the weekend with the MECOA annual trade show. A one-day event that hosted 30+ vendors who offered a service or product for campgrounds to consider using or selling at their parks this season. The day also included two educational seminars, a silent auction, for which the proceeds will be donated to the MECOA scholarship fund housed by NCA and a membership lunch. This event saw close to 40 campgrounds throughout the day and sponsorship was impressive.

Following the Trade Show, MECOA held the Annual Meeting of the Association. There were close to 50 campground owners/managers in attendance - a great turnout! Members heard from Carolann Ouellette, Director of The Maine Office of Tourism, Bailey Underhill, Director of Marketing of the Maine Tourism Association, Cyndy Zbierski, NCA Executive Director, David Basler, OHI Chief Strategy Officer and MECOA lobbyist Deb Hart. The membership voted on the 2025 dues for which a 5% increase was recommended by the MECOA board of directors and approved by the members in attendance. The members then voted on the new board of directors elected for a three-year term. Congratulations to Todd Southwick of Kokatosi Campground, Michael Baptista of Acres of Wildlife Campground, Bobbie Seiler of Spacious Skies, Morgan Sanborn of Timberland Acres RV Park and Mandi Cote of Old Orchard Beach Campground. The annual meeting ended with a cracker barrel and social hour which was well attended. Thank you to Billie McNamara for leading this event.

MECOA's own produced 21st Vacationland RV & Camping Show was held Saturday and Sunday. This two-day RV show was very well attended. We showcased 60 booth vendors filled with Campgrounds and other industry related vendors. Maine, New Hampshire, Massachusetts and Vermont were all represented. We also were thrilled to present 6 Maine RV Dealers to our camping customers - Call of the Wild RV from Oxford, Seacoast RV from Saco, Ty's RV from Wells, Coastal RV from Sabattus, Airstream from Scarborough and SRV 1 from Turner. The highly respected and top quality reputation this show offers is why we are so proud to call it "Our Own RV Show".

Thank you to the MECOA staff, board of directors, volunteers, vendors, and RV dealers for all the support and dedication given to the association and our campground members

MECOA's membership is steady and strong. MECOA is proud of our Member parks! We currently have 181 campground members (6 new in the last month) and 51 trade members. As we look forward to a great 2025 camping season, plans are underway for many campground visits, visiting current and new owners and managers and enjoying all those campground tours. Having the ability to personally visit our member parks is one of our most important benefits. This gives all of us the face to face recognition the park and association need in order to know each other better.

MECOA is your number 1 resource for industry related information you and your managers need to help run your parks successfully. Communication is extremely important - Detailed newsletters and industry related updates, important memos, call to actions, reminders, etc. are emailed on a regular basis. These communications are extremely valuable and important!

Our 2025 Maine Camping Guide is available online in its digital format and in print and it is ready for you to order! It always amazes me how many requests this publication receives - it truly is a powerful & targeted marketing piece.

So long for now my friends and happy Spring.

AROUND THE STATES

Maryland Association of Campgrounds

(MAC) www.mdcamping.com

Deb Carter, Executive Director



Hello from your southern neighbors in Maryland! It's been a busy "off" season for many of us.

The Maryland General Assembly members are hard at work in Annapolis for the 2025 Session, facing one of the toughest fiscal challenge in two decades. Gov. Wes Moore (D) introduced his state budget in mid-January 2025. According to the report, Maryland faces a \$3 billion budget gap, "the result of both increased state spending and slow economic growth".

The most recent development in late February 2025, was the horrible idea of a large cut to the FY26 Maryland Tourism Development Board's (MTDB) budget. The Department of Legislative Services recommended a budget reduction to the board's mandated funding level of \$6 million. This will have immediate and long-term negative economic consequences for Maryland. It will significantly limit the MTDB's ability to market, sell and develop Maryland as a competitive travel destination. For over thirty years, MAC has been an active participant on the Legislative Committee of the Maryland Tourism Coalition. MTC strives to create the most productive statewide tourism climate possible, working on behalf of its members to grow and protect our tourism industry. MAC, in conjunction with other leading tourism organizations in MD, will continue to support the efforts of the MTDB, and work to keep this reduction from happening.

The Timonium RV Show was held on two weekends in February. The event offers free entry for military and first responders, and complimentary parking. Attendees can check out the newest models of over 85 leading brands of RV's, get financing info and trade-in appraisals. Show promoters and dealers reported being happy with the enthusiasm of people attending. The #1 question asked was "What does an average campsite cost per night?".

16 Northeast In-Sites ~ May 2025 ~ CampNCA.org

In comparison to years past, significantly less print literature was given out from our MAC booth. There also appeared to be fewer vendors this year. Several because of not having staff, or the staff they did have, being sick and unable to attend. The aisles were not as crowded as usual, but overall, it was a positive experience for MAC to attend.

We're were pleased to be part of OHI Connect following the MAC spring meeting at beautiful Cherry Hill Park, in College Park, MD.

Many thanks to NCA's amazing Cyndy Zbierski. Not sure how she accomplishes all that she does - but we're forever grateful. We're looking forward to, and wish all of our NCA friends, a happy, healthy and prosperous 2025 season!

See you in October at the Great Escape!!



*Are YOU looking to buy or sell a campground?
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in campground sales!*

		
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*"It's more than closing the deal.
This is an investment in your future."*

Massachusetts Association of Campground Owners

(MACO) www.campmass.com

Cynthia Zbierski, President/CEO



In 2025 MACO has 57 campground members with the addition of Peaceful Pines in Templeton and the retention of all others. Currently we have 8 paying Affiliate Business Members. This year's visits will take me to a minimum of 15-20 of our members and I am looking forward to introducing MACO to non-members and getting them excited to join us.

The camping shows (Tampa, Boston, Hartford and Springfield) have been just OK as far as numbers of attendees and guides distributed. The Tampa and Boston Outdoor Show did hit numbers (4K and 1K respectively) and we thank NCA for hosting those cooperative booths! With that said, I will be in attendance at as many shows as scheduling allows for MACO in 2026.

At the June 2024 MACO Meeting, the Board voted unanimously to change webmasters and use the services of Design Principles. The change took place in October at the end of our contract with WebTactics. Mike Alves and his team began working right away to fix all underlying issues with the ultimate goal being efficiency with updates between guide and website, to increase traffic and to be user-friendly for members and visitors.

At that same June meeting, it was approved to launch a 4-month Google Search Campaign to drive traffic to the CampMass.com. This campaign began in February 2025 and we anxiously look forward to the data to see if traffic to the site was impacted.

The MACO higher education scholarship application (\$1000 award) has been emailed to over 60 high school guidance departments, included in several FB posts and our association e-news. For the second year, the application at CampMass.com/resources and is due by May 20th. We hope to exceed the thirty received in 2024.

The updated MACO "out of state" rack card – 10K - is in circulation using Berkshire Brochure in Eastern NY, PA on Display, and Getaways on Display in Maryland & Delaware. This is the second year of campaign.

With our donation to the Ronald McDonald House of Western MA, we maintain our distribution in four Mass Pike locations. In 2024, 9000 guides were picked up by interested visitors and already in 2025, 3625 are out in circulation on the Pike. They will be filled every 3 – 4 weeks through September or when our stock is depleted.

In 2025, MACO is excited to have our inaugural season of working together with our campground members and affiliate members to raise funds to bring playground equipment to the now vacant, but well-groomed backyard of the Springfield Ronald McDonald House. To start the fund, MACO will be using the \$525 the MACO Board earned through a campaign promoted by NCA to bring new exhibitors to this year's Trade Show. This Board brought 3 new vendors: Newport Jerky Co., Hipcamp and Easy Embers. Win!!!

The Massachusetts Association of Campground Owners hosted its Annual Meeting with elections during the Northeast Conference on March 20th in Southbridge. During the meeting Pete Daley, previous owner of Circle CG Farm, was honored with an Appreciation Award for thirty years of service and dedication to MACO. Brian Saunders was also thanked for his leadership as Chairman as his term came to a close.

The newly elected MACO Board for 2025 - 2026 is:
Chairman: Daniel Weaver, Bonnie Brae Campground
1st Vice Chair: Barry Johnson, Bourne Scenic Park
2nd Vice Chair: Roger Gingras, Sutton Falls
Secretary: Anna Guess-Kuzia, Coastal Acres
Treasurer: Jaclyn Packard DeAcetis, Pine Acres RV
Immediate Past Chairman:

Brian Saunders, Pinewood Lodge Campground
Directors:
Denise Dias, Sun Outdoors Cape Cod RV Resort
Donna Gingras, Sutton Falls Camping Area
Patricia Hubbard, Mt. Greylock Campsite Park
Michael O'Rourke, Martha's Vineyard Campground
Michael Gingras, Sutton Falls Camping Area

Campground Owners of New York
(CONY) www.campnewyork.com
Emily Simmons, President & CEO



Campground Owners of New York is pleased to share an update with our NCA friends and colleagues. Currently supporting 170 campground members, we are excited for the 2025 season.

Marketing

The 2025 Campground and RV Park Guide was a true labor of love (as it always is) reflecting a refresh and rebrand back to our light blue and yellow Camp New York logo. While many businesses opted to rerun previous ads, a significant number of both campgrounds and attractions downsized from ½ page to ¼ page ads citing financial reasons. Additionally, we had no RV dealers advertise and very few responded to our requests. This time around we partnered with a new design firm, Black Dog Designs, as well as a new printing company, Catamount Color. Both businesses were excellent collaborators and we received 100k copies on time with very few issues along the way. We have once again partnered with Merchantry Tourism for RV show circulation and had an incredible consumer pre-order response.

Our efforts to enhance SEO have proven successful! This involved researching keywords, fixing broken links, and refining metadata—laborious yet cost-effective steps that have placed us prominently in front of our audience. We saw a 24% increase in traffic in 2024 compared to 2023! This year, we've expanded our promotional efforts for some of our unique benefits. For instance, we've included job board promotions in both our Camp NY Guide and Consumer Newsletter, with messaging specifically targeted to consumers. These ads emphasize work-life balance and the joys of the outdoors, aiming to transform their passion for camping into a fulfilling career as our members express difficulties with finding staff.

Member Benefits

Hospitality Connections has been an extremely valuable addition to our membership benefits, with dozens of parks taking advantage of various cost-savings programs ahead of the upcoming season. Additionally, we continue to prospect local businesses to provide even more targeted benefits to our members. Currently we are in the process of partnering with a landscaping supply company, office/cleaning products, and internet service providers in the wake of the Spectrum service concerns. Our monthly Campfire Connections virtual membership calls continue to be a valuable benefit, providing regular updates and communication between the office and members.

Advocacy

CONY's 2025 Advocacy Day will be held Wednesday March 19. CONY staff, board members, and lobbyists will meet with lawmakers at the New York State Capitol to discuss various issues impacting the outdoor hospitality industry including: tourism funding, credit card processing fees, ADA website lawsuits, and Advanced Clean Truck legislation.

2025 Events

Due in part to the success of our monthly membership Campfire Connections calls, our Spring Zone Meetings were replaced this year with a virtual conference, Fire Up Forum, on April 1, 2025 using the Whova EMS. The event featured an educational program focused on pre-season topics such as a state of the industry address, workforce development resources, NYS laws and regulations updates, and conflict resolution tools - just to name a few! The event also included a virtual trade show to help our members get "fired up" and prepared for the upcoming season with necessary purchases and services. We have received positive feedback to this new style of event - particularly its broader reach and accessibility to our membership. However, we know in-person networking can not be replaced! We will host regional in-person networking events throughout the spring/summer, and an end of the season celebration in November.

Wishing everyone a successful 2025 season. Thank you to NCA and its members for the continued support and partnership.

New Hampshire Campground Owners' Association
(NeHaCa) www.nhloverscampers.com
Jeremy Sprince, Executive Director



Association Membership

Membership with the association remained healthy and we have seen a few new owners getting into the business.

New Hampshire Camping Guide

The decision was made to try a new printer this year based out of Canada, mostly due to noticeable savings. The association had 150,000 copies of the publication printed this year. We are utilizing 6 companies for distribution throughout much of the New England states and some of the bordering areas of Canada. The New Hampshire Welcome Centers continue to be a wonderful outlet for us. I firmly believe these guides are a necessity and everything I see only reconfirms that position.

Association Attended Shows

The association has attended 4 shows so far; Boston Outdoor Expo, Hartford, Springfield and the Vacationland (Maine) show.

Distribution went well at all of the shows even with some weather issues at Springfield. This was our first time attending the Boston Outdoor Expo as the association. The show went very well and probably would have stayed on our regular schedule had they not decided to move to a new location next year. We will be going back to participating as part of the NCA booth for next year.

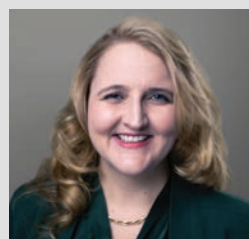
New Hampshire Camping & Recreational Vehicle Show

The 50th New Hampshire Camping & Recreational Vehicle Show was held March 14, 15 and 16 at the Hampshire Dome in Milford, NH.

The show was completely sold out with 92 (10x10 booths) and 28 bulk spaces (15x83 ft each). The attendance was almost exactly the same as the previous year.




Christine Taylor is a partner at Goldberg Segalla, a national civil litigation law firm with extensive experience representing owners, operators, franchisors and franchisees of outdoor hospitality operations, hotels and resorts of all sizes, as well as indoor and outdoor sports and entertainment facilities.



Christine E. Taylor
PARTNER
ctaylor@goldbergsegalla.com
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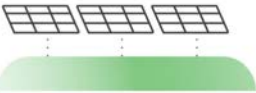
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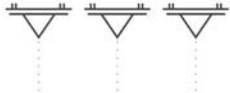
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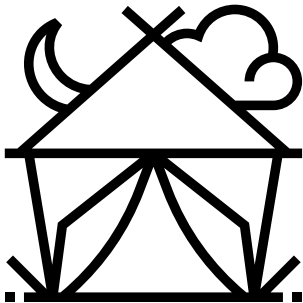
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Deadline to Register - Tuesday, October 10, 2025

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Now in its 11th year, KOA's Camping & Outdoor Hospitality Report provides a detailed analysis of the outdoor hospitality industry, examining travel trends, camper demographics, and generational shifts. Over the past five years, the sector has grown significantly, with around 11 million more households camping in 2024 compared to 2019. The industry is expected to stabilize in 2025, with many campers returning to camping after participating in other forms of travel, along with an expected influx of new campers. It also offers key insights into today's traveler, with consideration of recent political and economic changes.



Find the entire update at:

<http://koa.uberflip.com/i/1534018-2025-koa-camping-outdoor-hospitality-report-vlr/53?>

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Final Thoughts

The Radical LEAP isn't just a leadership strategy — it's a mindset. As we gear up for the new camping season, let this message inspire you to lead with your whole heart.

What do YOU want to accomplish in your time on this planet?

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At Your Service,

Marcia



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**** CONY Members contact your state association**

Pelland: The Tariff Situation, Compensating for Lost Business by Woodalls Campground Magazine Posted April 17, 2025 ~ woodallscm.com

We all recall a few years ago when, like most other businesses, campgrounds needed to adapt to a pandemic that threw a monkey wrench into what had been business as usual. Campgrounds actually fared that crisis fairly well, when the public embraced camping as the second safest activity to a self-imposed home quarantine.

Today, a new crisis is impacting small businesses, including campgrounds, in more ways than ever would have been imagined, except this one has originated in the White House rather than a wet market in Wuhan. Ignoring the increase in prices of foreign imports and supplies that need to be purchased, campgrounds are dependent upon the influx of tourism, a greater and greater percentage of which has originated internationally in recent years.

In northern states in particular, campgrounds have historically depended upon a significant percentage of guests coming in from Canada. Years ago, there was actually a campground in New Jersey named Wildwood Canadian Campground (and another campground with the same name in Ohio), but each of the over 30 campgrounds in Cape May County at the time relied upon and actively marketed to and embraced Canadian tourists, primarily from Quebec, who reliably flocked to the Southern New Jersey shore each summer. There were occasional complications, such as the initial spike in fuel prices and unfavorable fluctuations in the currency exchange rates, but nothing compared to the imposition of tariffs and highly offensive comments about Canada being made the “fifty-first state”.

As I write this in April, international tourists are changing their plans to avoid traveling to the United States. After border enforcements, such as a Canadian woman who was detained by ICE for two weeks after her visa was revoked, have led to the detention of travelers, several countries — including Canada, Germany, the United Kingdom, France, Portugal, Finland and Denmark — have issued warnings and advisories against travel into the United States, while there are other voices calling for a total boycott of travel into the country.

Sadly, the United States has joined countries such as Pakistan, Guatemala, Nicaragua, Honduras, Colombia, Egypt and Bangladesh where foreign departments of state are warning their citizens to reconsider travel to the United States, the equivalent of the U.S. State Department’s level 3 travel risk. It is only a slight consolation that the United States is not included in the level 4 “do not travel” list of extremely dangerous countries such as Russia, Iran, Iraq, Afghanistan, Venezuela, Ukraine and North Korea.

Tourism Is Big Business

Canada has historically sent over 20 million visitors across the border in recent years, our single largest partner in tourism, with Mexico a close second. According to the US Travel Association, even a 10% reduction in Canadian visitors will translate into an economic loss of over \$2 billion and the loss of 14,000 jobs in the tourism industry. This comes at a time when even our domestic travel is forecast to decline by 1.4%, according to Tourism Economics, due to weaker economic growth and decreases in disposable income and purchasing power.

Overall, spending by international visitors generated \$2.9 trillion in economic output in the United States in 2024, supporting 15 million jobs. When these visitors choose new destinations in 2025, they may enjoy the experiences and choose not to return to the United States, even when the political landscape ultimately changes, an indication of the long-term impact of shortsighted thinking.

Compensating for Loss of Business

In the meantime, when life gives you lemons, make lemonade. Although you may want to directly contact recent Canadian guests whom you had previously expected to return in 2025 (and who have not already cancelled their reservations), even that personal outreach is unlikely to be effective when it is countered by what is perceived as a much broader hostility on the part of the United States government. Continued on Pg. 34

Pelland: The Tariff Situation continued from pg 33

You will also want to exercise an extraordinary degree of flexibility in dealing with cancellations in these instances, in an attempt to maintain long-term goodwill. Our Canadian friends and neighbors still love the United States and the American people, but their reputation for tolerance has been pushed beyond the breaking point, with former Prime Minister Justin Trudeau recently urging Canadians to vacation at home.

The highly-respected Canadian Geographic magazine has recommended 11 Canadian equivalents for vacation-at-home substitutes for the most popular U.S. tourist destinations, including Toronto's CN Tower for New York's Empire State Building, Alberta's Banff and Jasper National Parks for Wyoming's Yellowstone National Park, and even Old Quebec City for San Juan, Puerto Rico.

One of my company's clients, the owner of a campground in Vermont, told me that Canadian tourists normally account for about 15% of his bookings but that he would consider himself lucky if they account for even 2% in 2025. Another client, the owner of a campground in New Hampshire, has catered to the Canadian tourism market over the years, with 80 to 85% of his guests coming from over the border.

The impact on his business is clearly going to be catastrophic. Historic Canadian tourist destinations such as Old Orchard Beach (Maine), Hampton Beach (New Hampshire), Cape Cod (Massachusetts), the Wildwoods and Cape May (New Jersey), and Virginia Beach (Virginia) are all going to feel the pain.

Fortunately, unless they are strictly stopovers between two destination points, most campgrounds consist of a combination of transient and seasonal sites, with monthly stays somewhat of a hybrid of the two, often appealing to temporary workers, people who are in the process of building a home nearby, and short-term emergency services providers.

With maximum occupancy, transient sites are far more profitable, while seasonal sites provide a steady and reliable income in times of less than full occupancy. Most sites can be adapted to accommodate either type of guest and, if a sudden loss of anticipated transient business comes into play, it makes sense to promote and actively pursue a compensating number of monthly or seasonal guests.

With that in mind, my company has successfully simplified and streamlined that process for several of its clients, where a new customized form has been added to their websites, independent of the usual short-term reservation forms.

The form starts with a comprehensive list of rules that apply to long-term guests, followed by arrival and departure dates, full applicant information (including the upload of a photo of each adult's driver's license) that will be used for background checks, a list of additional occupants, pet details, full information on the applicant's RV (including the upload of a photo), essential contact information, and an agreement that is bound by a digital signature.

There are effective ways to make the best of a bad situation, and now is a time for creativity to maintain occupancy levels and keep your business profitable during these challenging times.

Peter Pellend
with his dog, Addy





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Christine Taylor, Partner

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BIG NEWS

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