

NORTHEAST IN-SITES

THE NEWSLETTER
of the
NORTHEAST CAMPGROUND
ASSOCIATION, INC.

NUMBER 148 AUGUST 2026



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2026



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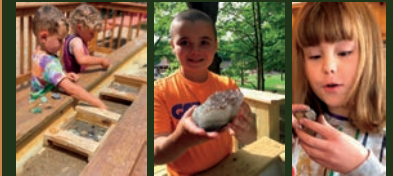
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NORTHEAST IN-SITES

Published by the Northeast Campground Association, Inc.

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VICE PRESIDENT	Kitty Winship Papoose Pond Family Campground & Cabins 700 Norway Road, Waterford, ME 04088 (207) 583-4470 kwinship@papoosepond.com
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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.

Call Martha today at **800-439-4311** or visit **[AllenIF.com/campground](https://www.AllenIF.com/campground)** for your free quote.

Let Martha Wentworth and the Allen team help you get the coverage you need!



Hello from Cyndy

Respecting that you are in the busiest weeks of the year, I will keep my note short, while doing my best to provide you with the most up-to-date information in this issue.

Wishing you smooth days filled with positive experiences for your family, employees and your guests.

Have a question or need a resource? Do not hesitate to contact me at (860) 684-6389 or cyndy@campnca.com at your convenience.

Mark your Calendars

Music Licensing for 2027

Enrollment for 2027 music licensing through Hospitality Connections will kick off October 2026 for all campgrounds that have renewed with their state associations. At that time, you'll be able to select the music providers and price points for your park and Hospitality Connections will invoice you. Licenses will be distributed Feb/Mar 2027.

Until October, we invite you to click the I'm Interested Form link below and provide your name, campground and email to let us know you're interested in getting enrollment information, especially if you have not previously licensed through Hospitality Connections. Once open enrollment begins, then you can select your specific licensing needs and we'll invoice you.

[Link to I'm Interested Form](#)

[Link to Music Licensing FAQs](#)

More Dates to Note

September 28, 2026 ~ Cony Fall Conference

September 29 & 30, 2026 ~ NCA Great Escape to NY

November 9 - 11, 2026 ~ OHCE in Fort Worth, TX

November 16 - 20, 2026 ~ NCA Cruise

January 13 - 18, 2027 ~ Tampa SuperShow****

****Volunteers Needed!

March 17 - 19, 2027 ~ Northeast Conference

Pelland Advertising

**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.

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And More



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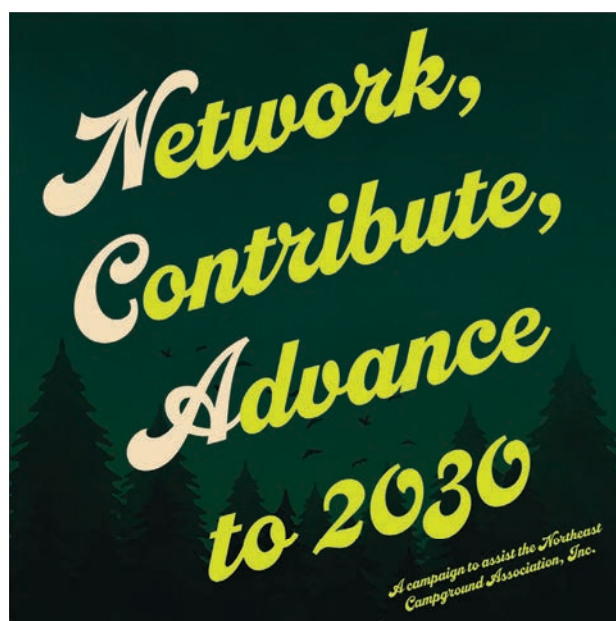


Announcing



2026 - 2030

campaign of support



This five year endeavor will support the day-to-day business of NCA, continue to make The Northeast Conference on Camping & Trade Show the best resource for educational opportunities and buying power in the Northeast, and bring NCA campgrounds important added exposure to the camping public.

How can your business participate? Participation is seamless with a simple pledge. What added bonus will your campground have on CampNCA.com in appreciation of the support? And for interested NCA Business Members, what marketing boost will there be on CampNCA.org? Every supporting business will have a special icon showing its participation in *NCA to 2030*. And of course, on the home page of each NCA website all visitors will be alerted to the importance of the added *Thank You* icon. This show of appreciation will continue with each year's pledge payment.

It would be a pleasure to speak with you on *NCA to 2030* or any other NCA question you may have by emailing cyndy@campnca.com or calling (860) 684-6389 at your convenience.

Our business, _____, pledges to support *Network, Contribute, Advance to 2030*. The first contribution of \$126.00 for 2026 is enclosed. (Option: *Pay your entire pledge of support of \$630.00 today and ensure your Thank you icon through 2030.) We understand that the Northeast Campground Association will invoice us for \$126.00 on 11/1/27 11/1/28, 11/1/29, and 11/1/30 making our total commitment of support \$630. Checks may be made payable to NCA and mailed to: NCA, 76 Lamb Road, Stafford Springs, CT 06076. Paying by credit card? Request a payment link or scan this form to cyndy@campnca.com. Your support is appreciated!

___ Check payable to NCA enclosed. Charge to: ___ MasterCard ___ Visa ___ AmEx ___ Discover

Card # _____

Name on Card: _____

Expiration: _____ Security Code: _____

Signature: _____

Billing Address if different from business address on file:

Total \$ _____

Email for credit card receipt: _____



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App My Community is an app development company that partners with campgrounds to build custom, branded mobile apps that connect, inform and engage—all from the palm of your guests' hand.



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Cut down on phone calls and front desk visits.



IMPROVE COMMUNICATION

Instantly share updates, alerts and announcements with guests.



ENHANCE THE GUEST EXPERIENCE

Provide everything guests need for a better, more enjoyable stay.



DRIVE REVENUE

Promote your amenities, activities and local attractions.

EVERYTHING YOUR GUESTS NEED. RIGHT AT THEIR FINGERTIPS.



RESORT INFORMATION

Details about your campground, amenities, rules, Wi-Fi and more.



EVENTS & ACTIVITIES

Keep guests in the loop on upcoming events and planned activities.



LOCAL ATTRACTIONS

Highlight nearby dining, hiking, breweries, shops and seasonal must-sees.



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Send important alerts and real-time updates instantly.



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2026 CONY Fall Conference & Annual Meeting



MONDAY, SEPTEMBER 28, 2026
9:00 AM – 6:00 PM



FORT WILLIAM HENRY HOTEL
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ALSO FEATURING



Northeast Campground Association (NCA) 2026 Great Escape Event



TUESDAY, SEPTEMBER 29 &
WEDNESDAY, SEPTEMBER 30, 2026



LEARN MORE & REGISTER

members.campnewyork.com/events



LAKE GEORGE, NY

Join campground owners and industry professionals for education, networking, and collaboration.



CONY is committed to a strong, sustainable future for campgrounds and the communities we serve.



JOIN US AT THE NCA GREAT ESCAPE TO NEW YORK SEPTEMBER 29 & 30, 2026

TIMELINE

Tuesday, Sept 29

10 am: Registration, Coffee & Doughnuts
10:30 am: Tour of Host Campground | Lake George Escape
11:30 am: Depart for Lunch, Campground Tours, Lake George Sightseeing
5:00 PM: Campground Tours, Dinner, Networking

Wednesday, Sept 30

8 am - Breakfast @ Host Campground
9 am - NCA Meeting
11:00 am - Depart for Lunch, Campground Tours, Lake George Sightseeing
5:00 PM: Campground Tours, Dinner, Networking

Confirmed Featured Campground Tours

Lake George Escape
Lake George RV Park
King Phillips Campground
Lake George Riverview
Lake George Schroon Valley
Moose Hillock
Granite Hill

Visit our website to
see the developing list!
CampNewYork.com

SPONSORSHIP OPPORTUNITIES

Be Part of the Event!

Meal Sponsorships

Help NCA provide memorable dining experiences for attendees:

- Breakfast Sponsor — \$500
- Lunch Sponsor — \$750
- Dinner Sponsor — \$1,000

Two Available for Each!

Promotional Sponsorships

Showcase your business and increase visibility through event marketing:

- Company recognition in promotional and post-event emails
- Inclusion in the printed event signage
- On event website

Promotional Sponsor — \$200

Networking Event Sponsor — Please Inquire

ACCOMMODATIONS

01

Lake George Escape Campground is offering special event rates for CONY/NCA attendees.

- WES 30/50 Sites — \$40 per night
- Premium Cabins — \$95 per night + tax
- Lofted Premium Cabins — \$105 per night + tax

Linens Included with all cabin rentals

To book, **call 518-623-3207 ext. 4** and mention the Campground Owners/NCA group to receive the discounted rate.

Cut-Off Date: While Inventory Lasts



02

A room block has been secured at the host hotel, **Fort William Henry Hotel**, for a discounted room rate of \$199/night, valid Sunday 9/27-Wednesday 9/30. Rooms are available on a first-come, first-served basis and are not guaranteed.

Cut-Off Date: August 13, 2026

Call the hotel's reservation department directly at 1-800-234-0267 and mention Campground Owners of New York to secure the reduced nightly rate.



Please note that the general reservation lines might not acknowledge the discounted rate, so make sure to call the specified numbers.



NCA GREAT ESCAPE | SEPTEMBER 29 - 30, 2026
Campground Owners of New York
Lake George, New York
2026 Great Escape Registration Form

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

_____ # of People **Registration: \$99 per person** **Total Due:** _____

Names for Badges: (1) _____ (2) _____

(3) _____ (4) _____

If registering more than four individuals, please reach out to info@campnewyork.com
Please let us know of any meals your party will not be attending.

Circle Type: Visa Discover American Express

Card #: _____ Exp: _____ Security Code: _____

Name: _____

Billing Address: _____

Zip Code: _____ Signature: _____



Make check payable to Campground Owners of New York and mail to: 100 Saratoga Village Blvd, STE 37s, Malta, NY 12020
To register and pay online, scan this QR code or visit tinyurl.com/NCAGreatEscape2026

Watch your mail and email in the coming weeks as we thank our sponsors and share program details

Deadline to Register - September 18, 2026

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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 franchise. 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.



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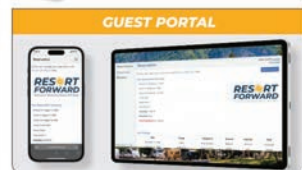
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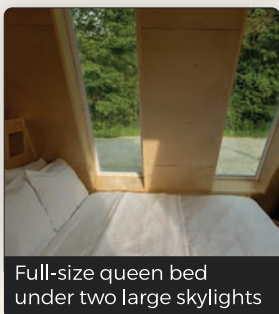
*Commercial Equipment * 3" Diaphragm Pump * Compact Design *
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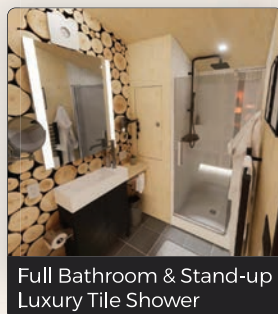
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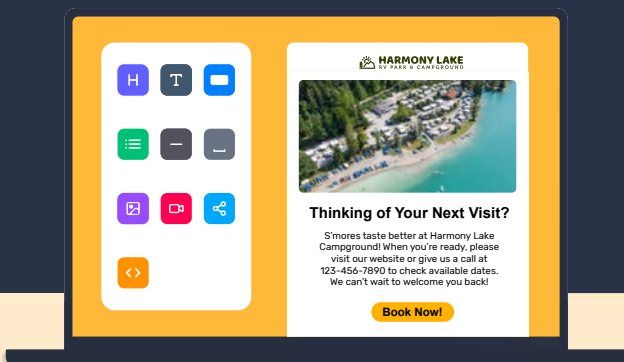
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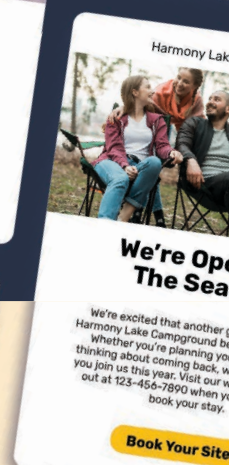
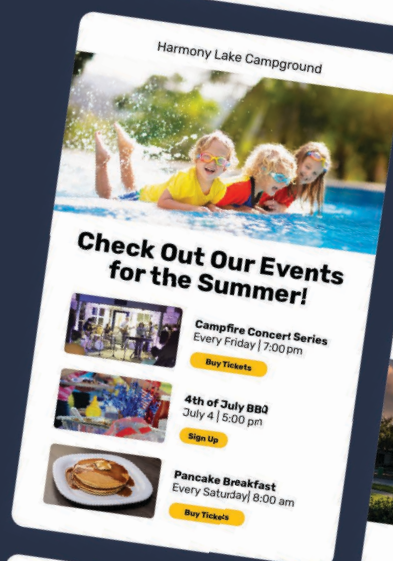
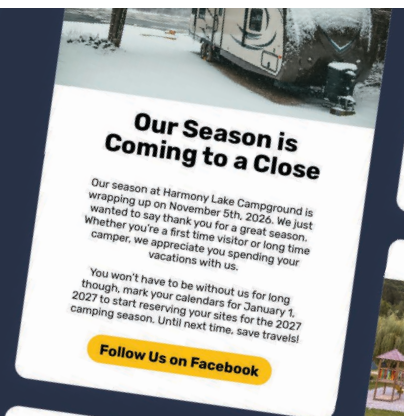
- ✓ Reach past guests using data already in your reservation system
- ✓ Stay connected with guests to support occupancy
- ✓ Send emails without managing a separate platform



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AROUND THE STATES

Connecticut Campground Owners Association
(CCOA) www.campconn.com
Cyndy Zbierski, Executive Director



In the last thirty days, changes have occurred within CCOA. On June 25th at the Annual Steak & Lobster dinner hosted by Long View RV in Windsor, Connecticut, Jim Whitney announced he would be transitioning to his next adventure and stepping away from being the President of CCOA after nine successful years. In a note to membership, the Board of Directors shared this,

"The Board of Directors would like to recognize and thank Jim Whitney for his nine years of dedicated service to the Connecticut Campground Owners Association."

Earlier this year, Jim made the decision to step down as President after years of hard work and commitment to our association and Connecticut's campground industry."

Throughout his years with us, Jim accomplished many important initiatives. During the challenges of the COVID-19 pandemic, he helped lead Connecticut to become the first state to reopen its campgrounds. He fought against the sales tax on campsites, worked with the DMV to establish the Abandoned Trailer Act, and spent many years advocating for the Inherent Risk Bill, which officially took effect in October 2025."

"Jim's dedication and passion have made a lasting impact on our association and campgrounds around the state. We wish him the best in his next chapter!"

I would like to echo the Board's thoughts and personally thank Jim for all he has done for the industry and for the time he took to share his knowledge with all of the Execs of the Northeast.

And now to the next change... On July 17th, the Board of Directors hired me as the Executive Director of the Connecticut Campground Owners Association.

Looking ahead, I am excited to work with the CCOA Board to continue its member-focused vision. The next several months will include campground visits, membership renewals and conversations with potential members - both campgrounds and industry businesses, listening to member concerns, and enhancing guide distribution.

Contact Cyndy at office@campconn.com



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Maine Campground Owners Association
(MECOA) www.campmaine.com
Kathy Dyer, Executive Director



Hello My Friends!

Camping season is in full swing and MECOA is hoping everyone has a profitable season.

Laura and I are proud of our commitment in communicating the important and necessary -must know-matters to help our parks to be a success. Keeping them informed and educated about the industry is extremely important to the success of their parks. This resource adds significant value to their membership.

The Maine Campground Owners Association (MECOA) is proud to be able to support our campground owners and promote camping here in Maine. We have been privileged to have been able to do this successfully for over 75 years. There are three (3) segments of our association for which we successfully do this: Advocacy, Education and Marketing. For some the Education opportunities we deliver are important, for others our Marketing opportunities are important, but our Advocacy program is the most important segment to "All" our member parks. We are proud to protect our parks, their staff, and Maine's vibrant hospitality culture.

MECOA is a strong, respected and financially healthy association. It is always our goal to sustain and grow our membership. We do this many ways, but one important way we do this is with our face-to-face campground visits. I began my visits in April, and they will run through the fall. During my visit, our parks learn about their membership, and I learn a great deal about their park. As I write this, I have been fortunate to have been able to visit 66+ of our member parks and owners. More visits are planned.

With The Pandemic Behind Us, Soaring Gas Prices And The Challenging Economy, now more than ever campgrounds need to keep their park in the spotlight with customers. Along with advertising opportunities in our Maine Camping Guide, the brochure distribu-

tion program and the Vacationland RV & Camping Show.

MECOA is pleased to be able to introduce 4 new marketing opportunities:

"PROMOS, DEALS & MORE" on CampMaine.com: FREE. Here, they have the opportunity to provide a promotion, deal, event, seasonal opening, etc.; that they would like camping enthusiasts to see! This could be a promo or deal like "buy 2 get 1 free", "10% discount", "seasonal campsite opening", or even an event like "carnival weekend".

As you may have read in the 2026 KOA report, camping frequency has dropped with most people only camping once a year instead of 2 to 3 times per year. This may be a good way to get more frequency from your campers.

NEW THIS YEAR! MECOA has added a "Featured Campground" banner Ad option displaying on individual region pages on CampMaine.com. We are able to offer 6-8 features in each of our 8 regions.

NEW THIS YEAR! MECOA is now offering member campgrounds a chance to advertise in our monthly consumer emails, up to 4,000 targeted consumers (and growing). We began this in March and so far, it has been extremely well received by our parks.

NEW THIS YEAR! "Book Now" button is available to all campgrounds. All parks with a reservation system will now have the option to have a "book now" button added alongside their website link. This link is now included with the website link, in the membership renewal packets. CampMaine.com attracted over 300,000 page views last year, connecting hundreds of thousands of campers with Maine campgrounds providing trip ideas and everything needed to plan a Maine camping adventure.

The weather in Maine has been amazing, perfect for camping. We hope everyone has a wonderful summer! Be well my friends.

Maryland Association of Campgrounds
(MAC) www.mdcamping.com
Deb Carter, Executive Director



Summer Greetings from The Maryland Association of Campgrounds! Camping, tenting, cabins, glamping, whatever your choice, in Maryland it's more popular than ever! Pick from rustic solitude to luxurious resort style and so much in between. While being best known for having over 11,000 miles of shoreline (the largest estuary in the United States), the Chesapeake Bay's major annual seafood harvests include millions of bushels of crabs, oysters, clams and eels! We are blessed to be known as "America in Miniature". Offering everything from our white sand Atlantic Ocean beaches with wild ponies that have roamed our barrier islands for around 350 years, to roughly 41 miles of the Appalachian Trail with all the beauty of deep dense forests and breath-taking sparkling waterfalls.

We also have very deep historical roots, including the birthplace of the national anthem, The Star-Spangled Banner, during the War of 1812 at Fort McHenry. To commemorate the Maryland 250, Maryland State Parks are challenging visitors to hike 250 miles in State Parks this year! We are proud as a private campground association, to work closely with our State Parks.

Owning a campground is highly demanding, with what could best be described as a 24/7 on-call lifestyle, with limited privacy, no availability of days off during our beautiful summer season and holding family celebrations/events planned around our busiest summer weekends. When was the last time you checked out the view in your park? The last time you fed a fussy squirrel playing with their furry friends? Or snapped a photo of a white-tailed deer and her fawn? Or just took a deep breath of the clean air we all breathe? There are times as campgrounds owners that it helps to step back from the day-to-day job of pampering campers. While to many, owning a campground sounds like a dream job, we all know we face steep financial investments, heavily regulated compliance, weather-related revenue risks and the never-ending job of infrastructure maintenance.

That's why belonging to a state association like ours, MAC, and larger organizations like the Northeast Campground Association (NCA), and our national association Outdoor Hospitality Industry (OHI), means so much. Career development, insights into our evolving industry, networking, education, advocacy, certifications, and cost savings on things like insurance and services. We often have direct access to our peers in the industry, potential business clients and experts through meetings, conferences, seminars and more. Belonging to a group, makes your profession and business have a combined voice to lobby and protect our industry. Make the time to belong a priority. Which reminds me of this quote, "If it's a priority you'll find a way. If it isn't, you'll find an excuse." Happy Camping Friends!

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Massachusetts Association of Campground Owners
(MACO) www.campmass.com
Cynthia Zbierski, President/CEO



Summer in Massachusetts

MACO campgrounds are busy, but not quite as busy as they would like to be this time of year - that is what I am hearing as I travel the state visiting our members. Guests are staying on property more often during a stay and enjoying the low-key activities provided within a bike ride or walk from their campsite.

The MACO Legislative Committee continues to gather data and support for a potential January 2027 introduction of a MA Inherent Risk of Camping bill.

The 2027 renewal process is in full swing. Campgrounds and Affiliate Members have thru 9/3/26 to share updated information to be included on CampMass.com and the 2027 Camping Guide. It is wonderful to receive a member's updated text listing telling the story of that special campground.

2026 MACO Day of Giving

Interested in a chance to win Two Ed Sheeran Club Level tickets at Gillette for his September 25th concert in Fox-boro? All donors of \$5 or more to the Ronald McDonald House have a chance!

Link: <https://pro.gofundme.com/fundraiser/7360951>

CampMass will be volunteering at the MA Office of Travel & Tourism booth at the Big E on 10/4. Also, two leaders from MACO will be joining a newly created MA Outdoor Industry Pathways Working Group brought together to organize around the outdoor industry in Massachusetts.

MACO is working to create a Best Practice Resource Guide to be available this fall to members beginning with short and long term stay agreements to avoid guest removal issues.

In November, MACO will team-up with NeHaCa in a booth at the Snowbound Show at Mohegan Sun to reach an active market ready to plan for their 2027 adventures ~ that will hopefully include camping!

Until next time!



For more information, please reach out to a GCI sales rep.

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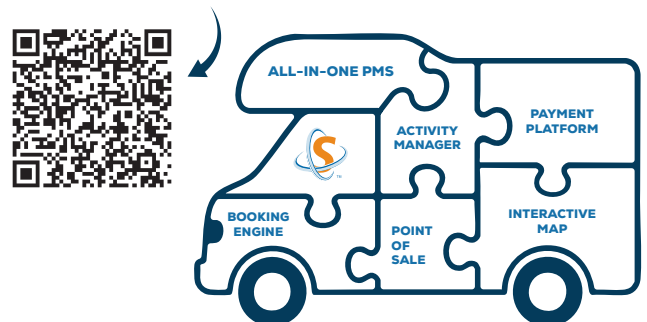
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Campground Owners of New York
(CONY) www.campnewyork.com
Emily Simmons, President & CEO



Greetings from New York!

We are so excited to welcome our friends from across the Northeast to beautiful Lake George, New York, September 29 & 30, for the 2026 NCA Great Escape. Plans are coming together for an outstanding event featuring campground tours, valuable networking opportunities, and time to experience one of New York's premier fall destinations. We encourage attendees to register early and take advantage of the deeply discounted hotel and campground blocks, as Lake George remains a popular destination in the fall. The event schedule continues to evolve as details are finalized, so watch for additional updates in the coming weeks. Sponsorship opportunities are available and greatly appreciated, helping us deliver a memorable and successful event for all attendees.

NCA members are also invited to join us for the CONY Fall Conference on Monday, September 28, at the Fort William Henry Hotel at the member registration rate. It's the perfect opportunity to extend your visit, attend educational sessions, network with fellow campground operators, and connect with industry suppliers and partners to help you get ahead and position your campground for a successful 2027 season.

In addition to planning our fall events, this summer marks the rollout of CONY's new membership dues structure. The updated model is designed to simplify membership while providing greater value for members' investment, supporting continued growth, and making it easier for multi-park operators to participate. Our 2nd Annual Best of Camp New York Awards is currently in the nomination phase, ending July 31, and continues to be a valuable marketing opportunity for member campgrounds. The program helps showcase outstanding parks across the state while providing winners and nominees with recognition they can leverage in their own marketing and promotional efforts throughout the year.

Work is well underway on the 2027 Campground & RV Park Guide, while we continue expanding the reach of Camp New York during the current season. New partnerships with social media content creators, grocery store and convenience store distribution programs, and other tourism partners will complement our long-standing distribution through statewide rest stops, RV shows, and other traditional outlets.

New York's legislative session concluded in June and, fortunately, brought relatively few proposals directly impacting campground owners - a welcome outcome given the many challenges of operating a business in New York. One measure we continue to monitor is legislation requiring human trafficking awareness postings, which passed both houses and, if enacted, will establish new workplace posting requirements for campgrounds. Earlier this spring, CONY represented New York at RVIA's Advocacy Week in Washington, D.C., and we continue to monitor legislative and regulatory developments throughout the year to ensure our members are informed and their interests are represented.

Membership growth and delivering meaningful value to our members remain CONY's highest priorities. We look forward to continuing to strengthen New York's - and the Northeast's - outdoor hospitality industry for years to come.



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



The camping season is in full swing in New Hampshire. Conversations with member campgrounds to this point indicate that on the average, reservations are level with last year. Tourism traffic throughout the state from my perspective while driving around doing visits has felt steady to above average. These next weeks leading up to Labor Day will tell the story though and hopefully those that have indicated lower reservations will experience a noticeable uptick.

New Hampshire Camping Guide

The 2026 New Hampshire Camping Guide distribution has gone very well. There was a high demand in online requests for the publication leading up to the season and throughout the spring. The New Hampshire Welcome Centers continue to be valuable locations to help spread information regarding camping in New Hampshire. We have distributed close to 30,000 copies to those locations alone. Distribution with the other companies we use throughout New England also appear to be doing very well. The association printed 150,000 copies this year and I expect there will be very few left by the end of August.

New Hampshire Camping & Recreational Vehicle Show

Next year's show will take place at the Hampshire Dome in Milford, NH from March 12-14. The show was sold out this past year and I expect that to be the case for 2027. Exhibitor information will be made available in the next few weeks. We are looking forward to the show and keep our fingers crossed for another successful event.

Planned Upcoming Show Schedule

Still a work in progress as I look to add a fall and possibly another winter show but this is what it looks like at this point.

- Snowbound Expo, CT
- Northeast RV & Camping Show, CT
- Springfield RV & Camping Show, MA
- Montreal RV Show, QC
- New Hampshire Camping & Recreational Vehicle Show, NH
- Vacationland RV & Camping Show, ME

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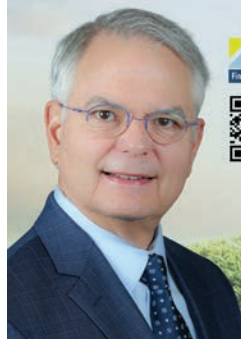
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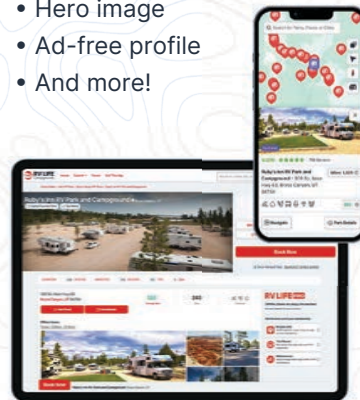
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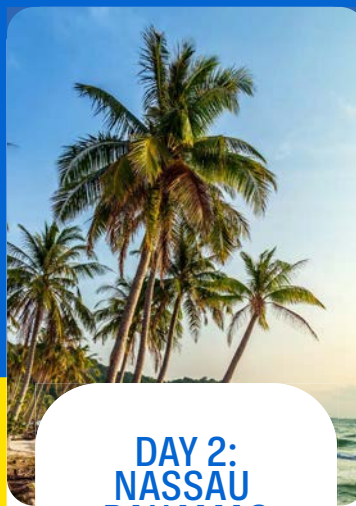
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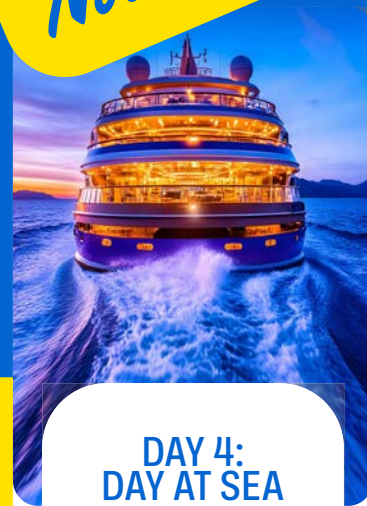


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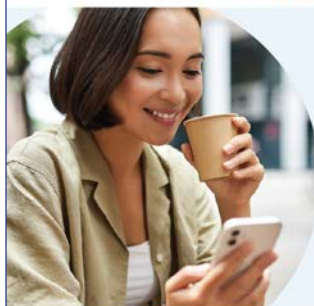


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