

NORTHEAST IN-SITES

THE NEWSLETTER
of the
NORTHEAST CAMPGROUND
ASSOCIATION, INC.
NUMBER 145 NOV. 2025



*Benefits,
Around the States,
Events & More*



- **More campground sales** than any other brokerage nationally in 2024
- **National inventory**
- **Discrete** and confidential process
- **National team of 8 brokers** to help you sell, or buy your next park
- **Cathy Reinard**, is the exclusive listing agent for **KOA's Own A KOA** program



TIM DOUGAN
President of RV Park and
Campground Brokerage
tim@campgroundbrokersofamerica.com
540.247.6930



CATHY REINARD
National Director of RV Park Resale
& Franchise Specialist
cathy@campgroundbrokersofamerica.com
518.755.0792



AHMAD ALASSADI
Senior Investment Advisor
ahmad@campgroundbrokersofamerica.com
714.642.4080

www.campgroundbrokersofamerica.com

RESERVATION SOFTWARE FOR RESORTS AND CAMPGROUNDS

RESORT FORWARD



THE BEST WAY TO MANAGE YOUR RESORT OR CAMPGROUND

We started this company because we saw a need for a top-notch reservation booking and management system that caters to the resort and campground industry. Most products are built for hotels. Our product is designed specifically for your market! All the features you need and none that you don't. We have, and continue to, work closely with our customers to build the best reservation software that meets the needs of only the resort and campground industry.



FULLY CUSTOMIZED ADMIN PORTAL



BUILT IN POINT OF SALE



GUEST BOOKING



GUEST PORTAL

**RESORT
FORWARD**

(952) 393-9288 or
(952) 905-9024
Email: info@resortforward.com
Website: www.resortforward.com

Let's Get
Started
Request A
Free Demo



YOUR CAMPERS CAME FOR NATURE—THEY'LL STAY FOR THE WI-FI



SAY GOODBYE TO WI-FI COMPLAINTS



RELIABLE WI-FI SOLUTIONS

Fast, secure connectivity throughout your entire campground.



CUSTOMIZED DESIGN

Tailored systems to meet your unique needs and layout.



GNSWIRELESS

877-209-5152



**TAYLOR
NEW ENGLAND**

Provider of best-in-class
foodservice equipment, parts and
service across the region.

OUR BRANDS



Designs, manufactures
and services commercial
foodservice equipment
to serve frozen desserts,
frozen beverages, and
grilled specialties.



Offers superior quality
commercial ice
machines, slush
machines, and soft
serve machines.



Leader in providing
high-quality
pressure fryers and
branded foodservice
programs.

800-245-4002

www.taylornewengland.com

NORTHEAST IN-SITES

Published by the Northeast Campground Association, Inc.

NCA BOARD OF DIRECTORS

PRESIDENT	Marcia Galvin Normandy Farms Campground 72 West Street, Foxboro, MA 02035 (508) 543-7600 marcia@normandyfarms.com
VICE PRESIDENT	Ken Manning Abel Mountain Campground 354 Mobile Acres Road, Braintree, VT 05060 (802) 728-5548 info@abelmountain.com
2nd V. PRESIDENT	Frank DeMasi Calef Lake Campground 593 Chester Road, Auburn, NH 03032 (603) 483-8282 contact@caleflakecampground.com
TREASURER	Kitty Winship Papoose Pond Family Campground & Cabins 700 Norway Road, Waterford, ME 04088 (207) 583-4470 kwinship@papoosepond.com
PAST PRESIDENT	Michael Irons Ole Mink Farm Recreation Resort 12806 Mink Farm Road, Thurmont, MD 21788 (301) 271-7012 info@oleminkfarm.com
EXECUTIVE DIRECTOR	NORTHEAST CAMPGROUND ASSOCIATION Cyndy Zbierski 76 Lamb Road Stafford Springs, CT 06076 (860) 684-6389 cyndy@campnca.com www.campnca.org

STATE REPRESENTATIVES

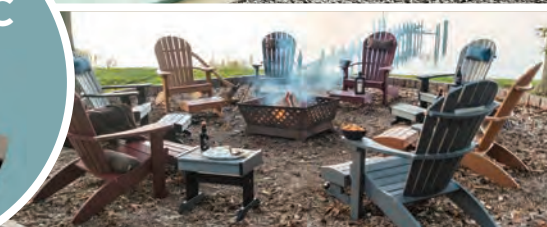
CONNECTICUT	Ashley Cary Hidden Acres Family Campground 47 River Road, Preston, CT 06365 (860) 887-9633 info@hiddenacrescamp.com
MAINE	Kitty Winship , See NCA Treasurer
MARYLAND	Michael Irons , See NCA Past President
MASSACHUSETTS	Marcia Galvin , See NCA President
NEW HAMPSHIRE	Frank DeMasi , See NCA 2nd Vice President
NEW YORK	Louise Hartshorn Lebanon Reservoir Campground 6277 Reservoir Rd., Hamilton, NY 13346 (315) 824-2278 info@lebanoncampground.com
VERMONT	Ken Manning , See NCA 1st Vice President
AT LARGE	Edwin Risdon Harmony Ridge Campground 23 Risdon Drive, Branchville, NJ 07826 (973) 948-4941 harmonyridgecamping@gmail.com

STATE EXECUTIVE DIRECTORS

CAMPGROUND OWNERS OF NEW YORK	CONY
Emily Simmons , President & CEO 100 Saratoga Village Boulevard Malta, NY 12020 (800) 497-2669 info@campnewyork.com www.campnewyork.com	
CONNECTICUT CAMPGROUND OWNERS ASSOCIATION	CCOA
Jim Whitney , President & CEO P.O. Box 1286 Waterbury, CT 06721-1286 (203) 525-5644 jwhitney@campconn.com www.campconn.com	
MAINE CAMPGROUND OWNERS ASSOCIATION	MECOA
Kathy Dyer , Executive Director 229 Center Street, Unit 5 Auburn, ME 04210 (207) 782-5874 Fax (207) 782-4497 kathy@campmaine.com www.campmaine.com	
MARYLAND ASSOCIATION OF CAMPGROUNDS	MAC
Deborah Carter , Executive Director P.O. Box 28 Earleville, MD 21919 (410) 275-2108 Fax (410) 275-8309 info@mdcamping.com www.mdcamping.com	
MASSACHUSETTS ASSOC. OF CAMPGROUND OWNERS	MACO
Cynthia Zbierski , President P.O. Box 308 Monson, MA 01057 (860) 684-6389 info@campmass.com www.campmass.com	
NEW HAMPSHIRE CAMPGROUND OWNERS ASSOCIATION	NeHaCa
Jeremy Sprince , Executive Director 1545 Dover Road Epsom, NH 03234 (603) 736-5540 Fax (603) 736-5544 info@ucampnh.com www.NHlovescampers.com	
VERMONT CAMPGROUND ASSOCIATION	VCA
P.O. Box F Randolph, VT 05060 info@campvermont.com www.campvermont.com	



NOW
OFFERING
ADA PICNIC
TABLES!



TRANSFORM YOUR CAMPGROUND INTO A DESTINATION

With Patiova playsets and furniture that bring families together.

Elevate your campground's appeal with premium outdoor products from Patiova. Our playsets encourage imagination and adventure, while our furniture offers unmatched comfort and durability. Create inviting spaces where guests can relax, connect, and return year after year.



AMISH-CRAFTED

Every Patiova product is handmade in Central PA with premium materials built to last.



AN EASY INVESTMENT

Looks better than metal park gear—at up to one third the cost. Easy payment options available.



WE DELIVER & INSTALL

From design to installation, we handle it all—and stand behind every product.

PATIOVA
LIVE INSIDE OUT

6649 MOSCOW RD.
PARKESBURG, PA 19365
610.857.1359

Contact Aaron Stoltzfus
today at 610.857.1359
or see for yourself at
patiova.com/playground-essentials

OR
SCAN



Join. Save. Make.

Join your state association and **SAVE** money on these important programs that will allow you to **MAKE** more money for your business!



ASCAP Music License

Discounts up to 50%. 975,000 songwriters, composers & music publishers. Catalog of songs [www.ascap.com/repertory#/.](http://www.ascap.com/repertory#/)



SESAC Music License

Discounts up to 25% and access to over 1,000,000 songwriters, composers, and music publishers!



Global Music Rights

Represents today's greatest and most popular music creators. 115,000 works. 100 + Billboard Top 100 #1s Catalog of songs. globalmusicrights.com/Catalog.



Alltrack

Discounts up to 50% on the fastest growing music license catalog.



Suburban Propane

Take 10-40% off your propane (depending on your location from a national vendor!)



MPLC

Get \$60 off the MPLC (Motion Picture Licensing Corporation) annual blanket license and show films/TV shows to your campers year-round for one flat fee. Screen any licensed content anytime, from any legal source, with no limits or reporting.



Swank Movie License

15% discounts on motion picture licenses and play movies for your campers all year long!



Constant Contact Email Marketing

25% discount. Sign up for discounted programs and keep in touch with your customer to keep them coming back!



SB Value/US Foods

Save thousands yearly with the largest food buying program in the country. Our national savings average is 17%. No cost, no contract. Simply buy what you buy now, just cheaper!



Integrity Energy

Save \$\$\$. Negotiate and manage energy contracts and find you the best rate available. Campgrounds have saved between \$5000 and \$20000 a year by working with Integrity Energy.



...and many more!

**Contact your
association
today!**

CALL CYNDY
(860) 684-6389
FOR THE NCA
LANDING PAGE

Custom Mobile Apps for RV Parks & Campgrounds

~ New Web App Version ~



FEATURES:

- PUSH NOTIFICATIONS
- EVENT CALENDARS
- IN-APP FORMS
- CUSTOM BRANDING



INTEGRATIONS:

- BILL TO SITE
- GATE CODE ACCESS
- GPS MAP DIRECTIONS
- STAFF TASKS

AppMyCommunity.com



*Thank you
Sponsors
and
Attendees
for your
support!*



*Thank you
Ole Mink Farm!*



Thank you Cherry Hill!



October 21 & 22, 2025



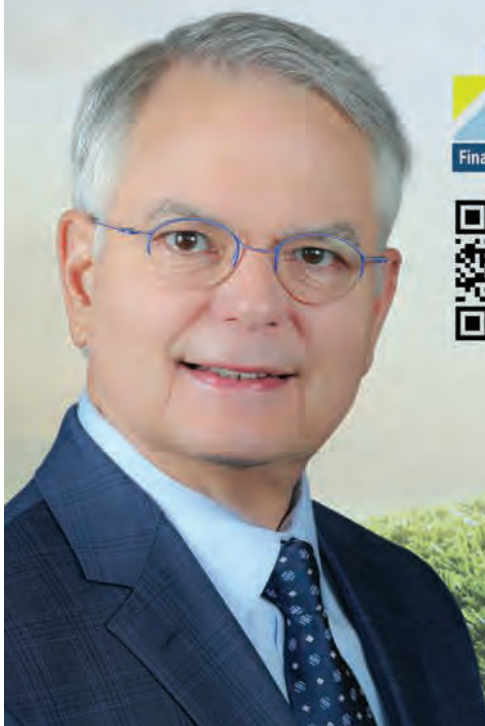
*Thank you
Ramblin' Pines!*



*Thank you
NCA Board of Directors!*

WE SPECIALIZE IN RV PARK, GLAMPING, AND CAMPGROUND FINANCING!

- ▶ Refinance your mortgage and business debt using a SBA 7(a) or 504 loan over 25 years or a USDA loan over 30 years.
- ▶ Finance park model cabins, glamping structures, golf carts, Direct TV, broadband and landscaping equipment with an equipment finance agreement. The equipment is the collateral so you do NOT have to refinance your mortgage!
- ▶ **Finance a new RV Park, Campground and Glamping Business using a USDA, SBA 7(a) or SBA 504 Loan.**



Bruce Hurta
Outdoor Hospitality Loan Specialist
bruce@businessfinancedepot.com
www.businessfinancedepot.com
(800) 788-3884





GOLDBERGSEGALLA LEGAL SERVICES PLAN

OUTDOOR HOSPITALITY: A Benefit for NCA Members

Goldberg Segalla can be mobilized where you need us, when you need us. With the experience to get you through any situation – it's our business to know yours.

THE HOW:

This **Legal Services Plan** provides a legal hotline and discount legal services to active NCA members.

How do you get it? Stay a current member.



THE WHAT:

Legal Hotline: Once annually you can email ctaylor@goldbergsegalla.com to get a consultation about your legal issue – free of charge.

Discount: Need more than that? You get a discount of 15% off the normal rates.

THE WHO:



Christine Taylor, Partner

Now a member of a nationally regarded firm, Christine is a recognized leader providing legal services in the outdoor hospitality industry.

Example Services:

- › **Real Estate Matters** – buying, selling, refinancing
- › **Employment Related** – offer letters, employee handbooks, employee training
- › **Paperwork** – seasonal licenses, waivers and releases
- › **Litigation** – defense for lawsuits like slip and falls and former employee suits
- › **Liquor Licenses** – applications for stores and restaurants
- › **Consultation** – audited by the DOL? Going to sign with a new vendor? DEC issue?
- › **Workers' Compensation** – strong defense when you need it

THINGS TO KNOW

This is not covered by insurance. Participating members are wholly responsible for payment of legal fees and expenses. This Plan provides specified services at reduced rates to NCA members.

Reach out. We will respond to the best of our ability. We will be upfront about whether or not this is something you would need actual legal representation for. Email at ctaylor@goldbergsegalla.com or call at 518-935-4260.

Please Note. Attorney Advertising. Prior Results do not guarantee a similar outcome.

Ready to plan for a fun get-a-way in 2026?

The Next NCA Cruise



Nov. 2026!



**November
16 - 20,
2026**

**PORT CANAVERAL
FLORIDA**

DEPARTING AT 4 PM

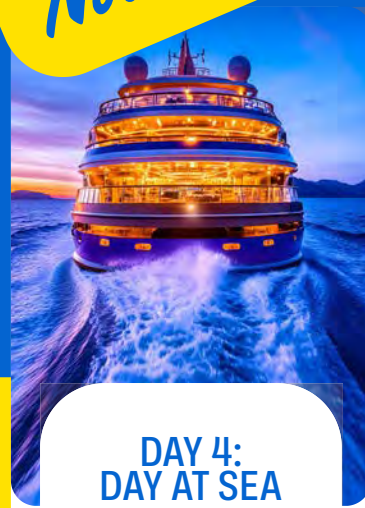


**DAY 2:
NASSAU
BAHAMAS**

DOCKED FROM 9 AM - 5 PM

**DAY 3:
PERFECT DAY
AT COCO CAY**

DOCKED FROM 7 AM - 5 PM



**DAY 4:
DAY AT SEA**

**DAY 5 - PORT CANAVERAL
@ 6 AM**

**AIRPORTS:
MELBOURNE 27.5 MI
ORLANDO 45 MI**

**SAIL AWAY ON ONE OF ROYAL CARIBBEAN'S NEWEST SHIPS
UTOPIA OF THE SEAS**

NO MEETINGS ~ JUST FUN & RELAXATION!
AS A GROUP WE WILL MEET ONE EVENING FOR A GROUP PHOTO & A SURPRISE



(860) 684-6389



CYNDY@CAMPNCA.COM

Book today & have 30 days to make a \$200 per room deposit!

Send the details below to Cyndy at NCA
and then the group travel agent, Valarie
will forward an invoice for your deposit.
Final payments due by 9/2/26.

NCA Cruise

INTERIOR ROOM

Starting from
\$1496* / 2 people
taxes & fees incl.

OCEANVIEW ROOM

Starting from
\$1640* / 2 people
taxes & fees incl.

BALCONY ROOM

Starting from
\$1862* / 2 people
taxes & fees incl.

*Pricing guaranteed at time of deposit.

Royal Caribbean's UTOPIA OF THE SEAS - Nov. 16-20, 2026
Port Canaveral, FL: Group Northeast Campground Assoc.

Passanger's Full Name:

Date of Birth:

Category of Stateroom: Interior - Oceanview - Balcony

Address:

Phone:

Email:

Dining Preference: Early or Late

Royal Caribbean Loyalty #:

**Sale
Extended!!**

Feel free to call or email the information for each passenger by 12/10/25



(860) 684-6389



CYNDY@CAMPNCA.COM

THAT WAS THEN

THIS IS NOW



The Smarter Software
For Campgrounds





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** for your free quote.

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

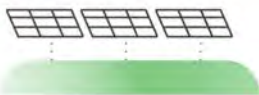


AMPION

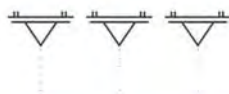
Community Solar

Save on Electricity
Help the Environment
No Installations

ME, MA, NY, NJ, MD, & DE



SOLAR FARM



POWER GRID



YOUR CAMPGROUND



ampion.net/nca

Daniels
EQUIPMENT COMPANY, INC.
SERVICE • SALES • PARTS

CALL LISA TODAY!
603-518-2814

MAHANL@DECEQUIP.COM

Campground Laundry



Let our **2 Million+**
RV LIFE Members

Find You on:

- 📍 RVLIFE.com
- 📍 RV LIFE Trip Wizard
- 📍 RV LIFE GPS App
- 📍 RV LIFE Community Forums, Newsletters & Social Platforms



Your success is our goal! We can help you turn RV LIFE Members into your guests. Here's how:

- 1 Register for Free on RV LIFE.com**
You'll get access to claim your park and receive important alerts & notifications from RV LIFE RVers.
- 2 Manage your Park Page for Free on RVLIFE.com**
After claiming your park, you'll have access to upload photos, read & respond to reviews, keep your facilities & amenities up to date, and more.
- 3 Download the RV LIFE Mobile App for Free.**
Get alerts when an RV LIFE Member is on the way to your park!
- 4 Upgrade to a Featured Park Package.**
For an annual fee of \$3,495 or a monthly rate of \$299, you can increase your park's visibility. The package includes sort priority, featured ads, and prominent placement across RV LIFE platforms, backed by fully transparent marketing efforts.
NCA Members SAVE 25% with code NCA-SAVE25.

Have Questions or Need Help? Contact: Dawn@RVLIFE.com

Don't Be Scared to Switch to a Better Reservation System

Upgrade to a Simply Better PMS

Is your RV Resort still using an outdated PMS? Don't be reluctant to let go. Upgrade to a simply better all-in-one campground management software for your Resort.

Contact Skyware Hospitality Solutions to schedule a free demonstration and learn how we will make this process easy.



SKYWARE
RV Solutions

📞 877-759-9329
@ Sales@SkywareSystems.com
🌐 SkywareRVSoftware.com



*When other campground insurers say no, Acrisure says **YES!***

- ✓ Inflatables? Yes - when following manufacturer's guidelines.
- ✓ Waterslides? Yes - up to fifteen feet with an attendant.
- ✓ Canoes, Kayaks, Rowboats? Yes - with waivers and required paperwork.



At **Acrisure**, we work hard for you - so you can focus on running your campground. Our personalized program is built to protect your business and help it thrive. What we offer:

- Property
- General Liability
- Excess Liability
- Auto
- Equipment
- Workers Compensation
- Safety programs & Employee handbooks
- Monthly Newsletters
- Designated Account Manager
- Dedicated Claims Advocate
- ...and much more!

Insure your Campground! Call Warren today!

Warren Oliver | Campground Insurance Specialist

woliver@acrisure.com | 551-345-9115

AROUND THE STATES

Connecticut Campground Owners Association

(CCOA) www.campconn.com

Jim Whitney, President/CEO



It has been a busy few months in Connecticut with some meaningful successes and ongoing significant changes to our industry. Our campgrounds have been reporting mixed results for the 2025 season. While seasonal business has been reported as strong and stable, transient business has been varied and inconsistent compared to recent years. On a positive note, several of our members have added sites to their campgrounds this year.

We are extremely pleased to report that on October 1, 2025, our Inherent Risk bill became law. This has been a lengthy, complicated and challenging process. We have spent a couple of years, several legislative sessions and wrote eight different versions of the bill before arriving at successful language. The final language was a result of coordinated discussions between us and the Connecticut Trial Lawyers Association, meeting both group's goals and objectives. It became effective on October 1, 2025 as Public Act 25-74. The most significant language in this new statute is Section 1 (3)(b) which states that "Each camper shall assume the risk for any injury to their person arising out of the hazards inherent in camping." This phrase is required to be written into any camper registration material.

We send special thanks and acknowledgment to State Representative John Piscopo, who was the original sponsor of the bill, and Bill Malitsky of Focus Government Affairs for their constant and ongoing efforts and support. Many of our members also stepped up and responded to our numerous calls to action by testifying, sending letters and making phone calls. It passed with bipartisan support in the Judiciary Committee (who assumed sponsorship of the bill) as well as the House of Representatives and the Senate. The vote was a unanimous yes in both the Judiciary Committee and the Senate and a vote of 135 to 16 in House. This was truly a team effort and arguably has resulted in one of the most significant legislative initiatives for our industry in Con-

necticut in many years. At this point and to the best of our knowledge, we are one of only six states that have successfully put this type of legislation in place.

We recently approved a new membership category as well as potential Board/Officer membership category entitled INDUSTRY ADVOCATE. The purpose of this proposal was 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 recognize the advantages 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 our 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. This season, the issue has again resurfaced at several points but thanks to our member's diligence and sharing, we continued to minimize the impact of these various negative activities. We are proud of our members for their continued sharing and their commitment to helping each other.

We continue to see a significant number of our campgrounds being sold and changing from family owned to corporate owned. At this point, we are aware of two campgrounds for sale with three having been sold in 2024 and two already sold in 2025. If all of these sales take place, just over 30% of our campgrounds will be corporation owned vs. family owned. We expect that this trend will continue for the foreseeable future. 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, as well as providing continued support to our campgrounds that remain family owned and operated.

As always, we will continue to look for other initiative 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 Friends!

This year has been quite a different year for membership here in Maine. We have done numerous non-member invite email campaigns throughout the summer/fall and many in person campground visits to member parks. We are very pleased to announce 10 new members have joined – this is historic in one summer for MECOA. However, our glory faded when we ended up losing 9 current members for various reasons.

This year seems to have been a challenging and “flat” season for many of the parks here in Maine and across the country for various reasons – Lack of Canadian Visitors due to the potential tariff war and the unfavorable exchange rate, unsettling economy and cost of everything continuing to rise, fewer reservations being booked further in advance, tent sites difficult to fill, and the list goes on. MECOA membership is strong with 180 members beginning the 2026 season.

Camping Guide ad sales are down this year. We lost approximately \$10,000 of ad revenue from campground ads but glad to say our business ads stayed strong, all returned for 2026.

The 2026 Maine Camping Guide is in full production. We will be reducing our pages from 88 to 80 this year. We will print 140,000 pieces and will be printing with Solicso from Canada. We expect to have our guide to the printer before Thanksgiving and print will be December for Distribution beginning in January.

MECOA CONTINUES TO WORK HARD FOR OUR MEMBERS!

Our friend Todd Southwick has retired from the camping industry and has resigned from the MECOA Board of Directors. Todd sold his park. Congratulations to Todd and his family we wish him the very best. He will be greatly missed here at MECOA. Todd has been involved with the industry and MECOA for over 40 years. Thank you Todd and good luck!

MECOA now sends consumer emails to thousands of recipients and they are being well received. They go out about once a month. Looking forward to gaining additional emails though this is a lengthy/long process.

MECOA recently added a Promos, Deals and More page on the home page of CampMaine.com. This also has been well received by campgrounds, with numerous parks using this more and more. Seemed to be very helpful to parks this year.

MECOA built a new Kiosk display Banner at the Kittery Information Center where we have the Maine Camping Guide on display with our friends from Maine Tourism Association. Looks terrific and I am told visitors love it! We are looking very classy and reports show the Maine Camping Guide flying off the shelves.

Maine Tourism Association has recently opened the new Maine State Visitor Center in Trenton at the Acadia Gateway Center and MECOA has contracted with MTA to distribute our Maine Camping Guide at this location.

MECOA has signed a 2026 RV show contract with the State of Maine for four (4) shows we attend, Boston, Springfield, Montreal and Auburn. This definitely helps promote our booth presence at these shows. MECOA plans on participating in 6 RV shows for 2026: Boston, Hartford CT, Springfield, New Hampshire, Montreal and our own Auburn show.

Our Vacationland RV & Camping Show will be held April 11-12, 2026 with set up on April 10. The show will be held at the Norway Savings Bank Arena in Auburn Maine. Booth space is ¾ full and bulk space is 90% full. Harvey's RV from Bangor will be joining us at our 2026 Maine RV Show.

The Maine Legislative Council meets in October for the initial review of submitted legislation for next session, an appeals process will be held on November 20th. After that time, we will have an idea of what we will be faced with for the next session, along with any of the carry over bills. The next session will begin on Wednesday, January 7, 2026. MECOA has not submitted any new legislation.

OUR SEASON IS NOT OVER YET!

Our Fall season continues to grow year after year with visitors as they hear more and more about the beauty of Maine after Labor Day. Maine weather typically includes warm, sunny days and cool nights. Campers love to go leaf peeping, they also love the beach, biking, hiking and more! Our Maine parks have something special for everyone. We are hoping for a few more weeks of great weather, great camping, and great business here in Maine! And let's not forget our hunting season, many parks now stay open thru November.

AROUND THE STATES

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



Greetings from Maryland! Our Fall MAC meeting was held at beautiful Cherry Hill Park, in College Park, MD, on Tuesday 10/21/25, followed by the NCA Great Escape. Fifteen of our twenty-five member campgrounds were represented (roughly 60% of our membership) and several of our business members attended as well.

MAC plans on once again having a booth at the Timonium RV Show in February 2026. Held on two weekends in February, this show has six acres of heated indoor display area and is always well attended. There is free entry for military/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. At our MAC booth we will be handing out our newest print directory (to be produced by Peter and Josh from Pelland Advertising). Show promoters and dealers reported being happy with the turnout and enthusiasm of people attending the show in September 2025. The attendance was estimated at 20,000. The numbers for attendance in the larger February show, are usually far more.

This will mark the first year MAC will participate in the Outdoor Recreation Summit, being held in Baltimore, MD October 28-30th, 2025. This event brings together advocates and enthusiasts of the outdoor industry from across Maryland and beyond our borders as well. The Maryland Department of Natural Resources asked us to join with them as a sponsor, and we're delighted to be a part of the activities.

We will again discuss the Weather Channel mobile app that delivers weather expertise, data and insights to consumers, so they can track when conditions are ideal to get outside and do what they love. According to research, 72% of people surveyed check the weather before planning outdoor events.

The app is easily located on your phone. You can select the activity, such as camping, hiking, biking, fishing, etc., that your phone monitors.

Maryland Tourism reports that every dollar spent to market our state as a tourism destination, returns \$31.00 to the state. Despite this great return on the dollar, we cannot convince our Maryland Legislature to award more money to promote tourism in our state. We will continue to work with the Maryland Tourism Council (we have a seat on their Legislative Committee) and other organizations to lobby for tourism funding. Our budget of \$15.3 million pales in comparison to our neighbors: PA \$35.1 million, VA \$78 million, and W.VA \$25.4 million.

We worked with OHI on the Credit Card Competition Amendment, nationally and on the state level. This bill, if passed, could potentially save small business owners roughly 15% annually on the major cost of processing fees. Senator Ben Kramer (Montgomery County) sponsored the bill, but when it did not pass, it was withdrawn. We will continue to monitor this subject, and other legislature that may come up. We appreciate the help of OHI on matters of this nature, and more.

Speaking of appreciation, MAC is very grateful to belong to the Northeast Campground Association. Working with Cyndy and crew has given us all a much greater understanding of the many things we have in common with our Northern neighbors. As well as, the things that are unique to our areas, even our own individual campgrounds. Those differences help us learn as well. We look forward to working together and moving forward to strengthen our relationships, promote good will and leave a lasting positive impression. Thank you for bringing the Great Escape to Maryland - we loved having you here!

**THANK YOU
MARYLAND
ASSOCIATION OF
CAMPGROUNDS!**



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



This year twenty-one MACO member campgrounds were visited throughout Massachusetts along with the new Huttopia in the Berkshires prior to its July opening. MACO's membership drive began in mid-June and will be done soon. We are waiting on commitments from a few current members. To date we have lost one member - purchased by a family investment group in 2023 - and gained two members - Lake Dean Campground and Huttopia Berkshires. MACO also added two new Affiliate Members with RV Life and Northeast Campground Brokers.

For the third year we have depleted our supply of 50,000 guides. In 2026, MACO will print 60K guides and use the extra 10,000 in our out-of-state distribution in NY, PA, MD and DE in place of the separate rack card. This will increase exposure for all members and our advertisers. Walsworth will be printing for MACO and for the third year Design Principles will be handling the design of the guide to be ready for distribution in early January. Ad sales were successful with only one lost small ad and one larger ad space secured by a campground member. As MACO does not have a conference, ad sales in the guide are always a high priority. The Board voting for our 2026 cover has finished and we are excited to unveil it in January.

For 2025, MACO awarded two graduating seniors each a \$1000 scholarship. Awardees chosen from our twenty-six applicants were Trent Levesque heading to University of Vermont to study Environmental Science and Matthew Desruisseaux preparing to attend the University of Maine at Orono with a concentration in Wildlife Ecology. The all new online application process from the resource page of CampMass.com, as an option, was for the second year a great tool for students and review committee.

This summer, for the first time, MACO made an appeal to members and their guests to work together to help

provide an outside play area for the Ronald McDonald House in Springfield, MA - The only RMH in the state. To date donations totaling \$1,875 have been received and Chair, Dan Weaver and I will deliver these checks to Springfield on November 17th.

MACO will continue to make sure our campgrounds have the music and movie licensing information in front of them to secure licensing at a discount through the Hospitality Connections program (deadline 1/15/26) or the OHI member benefits (deadline 11/26/25).

MACO worked with its webmaster this year on a Google Ad Words campaign from February to May and then voted to extend through August. There was a spend of \$5000 and it grew our web traffic by 50% year over year during the campaign. "Camping near Boston", "Campgrounds Massachusetts" and "Camping Massachusetts" were top 3.

A new marketing piece for 2025-2026 is a full page color MACO ad in the nine issues of the Patriots Program Book sold at Gillette for each home game. MACO shared the expense with the four campgrounds choosing to participate. Another member was able to take advantage of the savings offered to the association and has its own half page ad in the issues. MACO will be participating in Tampa and The Boston Outdoor Show along with the camping shows in Boston, Hartford, Springfield, NH and ME.

Looking forward to representing MACO/NCA/OHI Foundation at this year's OHCE in Louisville this month. In December the MACO Bylaw Committee will meet in person for a morning session. Following lunch we will hold another session for Board and Committee members as we discuss what will be included in a member resource guide that MACO will unveil next year.

Thank you to my fellow Executive Directors for their help and guidance throughout the year!

Bonnie Brae, Normandy Farms & MACO were represented at the NCA Great Escape. Learning & fun from morning until night!





Marketing

The 2025 Campground and RV Park Guide was in high demand this year, with individual guide requests up year over year. With a circulation of 100k copies, we were thrilled to try some new things in addition to our tried and true methods of distribution. We were pleased to once again partner with Anderson's Brochure Distribution to ensure visibility at participating RV and travel shows - more than 20 this year! However, with one of the main pain points of our season being the decrease in Canadian tourism to the US, CONY shifted gears with our Camp New York brand to encourage in-state travel. Our campaign "you don't have to go far to get away" was met with positive feedback for in-state travel, as well as an answer to budget-friendly travel needs. Further, we attended unique distribution events such as the NYS Canine Expo and local sporting events, and partnered with local grocery stores in their free publication stands. Currently we are in production of our 2026 guide and are finding that ad sales are slow with many former advertisers citing budget issues. We are actively prospecting for other advertisers outside of campgrounds to help offset our costs, but overall this is a big challenge for us this year. Lastly, we launched our very first "Best of Camp New York" awards - an entirely camper-driven contest celebrating the best in independent campgrounds in New York. Winners will be announced at our upcoming Annual Conference and will be provided with many tools to market ahead of the 2026 season.

Member Benefits

Hospitality Connections has been an extremely valuable addition to our membership benefits and our monthly Campfire Connections virtual membership calls continue to enhance our communications between the CONY office and membership. While live/real time engagement is always best, our post-meeting recording watch rate is upwards of 35% of our membership! Our newest member benefit is our recently launched mentorship program which will kick off at our Annual Conference. This program will pair volunteer campground owners and operators with members of all experience levels to support various needs such as infrastructure upgrades/issues, marketing, branding, finance, and staff training.

Advocacy

While our advocacy efforts in Albany slow down when members are not in session, we continue to cultivate relationships with state representatives and share our concerns and priorities all year long. CONY's 2026 Advocacy Day will be held in March where 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. Most recently we have adapted to the new Short Term Rental legislation which requires short term rentals within a participating county to register and pay occupancy and sales tax. Due to the business model and types of units on member properties, this has minimal impact on our members, but rather levels the playing field with third-party platforms such as AirBNB and VRBO.

2025 Events

Attendance at in-person events and overall engagement does not seem to have returned to pre-pandemic numbers. In response to this challenge and hearing feedback from both campground members and supplier members, the CONY board of directors and staff worked hard to set up new programming for 2025. Due in part to the success of our monthly Campfire Connections calls, our Spring Zone Meetings were replaced with a virtual conference, Fire Up Forum, on April 1, 2025 using the Whova EMS. This included a virtual trade show with various exhibitors to help our members get "fired up" and prepared for the upcoming season. As it was the first event of its kind for our members it did take some getting used to! Overall the response was extremely positive and an event we will continue to grow in 2026.

Our 2025 Annual Conference will be held on November 2, 2025 at The Otesaga Resort Hotel in Cooperstown, NY. Again, in response to feedback from members, we have changed course from the traditional trade show/expo event model to a more streamlined one-day celebratory event focused on relationships and sharing of best practices.

We are thrilled to be your hosts here in New York for next year's Great Escape! Stay tuned for more details in the months to come. Wishing everyone a restful winter and holiday season. Thank you to NCA and its members for the continued support and partnership.



Membership and guide advertisements - Both of these areas have remained fairly consistent with previous years. Still chasing a few guide advertisements and nearing a deadline to decide whether we will reduce the number of pages the publication will be next year. Canadian traffic - Campgrounds in parts of our Seacoast and White Mountains Region seemed to be the ones most affected with a reduction in Canadian traffic. It wasn't so much that Canadians had been canceling planned trips, it was that they never even made the reservations. Some in those areas least affected reported that the Canadian traffic had not been large of a factor in their businesses recently or at least since after the pandemic.

Campground visits - Campground visits are probably finished for the season. It has been interesting to hear how different the year went depending on the campground's location in the state. A frequent topic of conversation has been that tenting seemed to be off this season. The early season rainy weather we experienced in New Hampshire was also a contributing factor in that area being down for a number of campgrounds. Seasonal openings - For the first time in a number of years, there are a number of campgrounds with openings. A recent social media post currently has over 20 campgrounds on the listing. This is something New Hampshire campgrounds have not seen for a while.

Guide distribution - We printed 150,000 copies this year and all that is left is backup which I hold onto in case of printing delays. Plans are to print the same quantity for 2026. We have 10-11 New Hampshire Welcome Centers throughout the state but really only 4 major ones, as of last week we had distributed over 36,000 at those alone.

Joint Promotional Program Grant - The association applies for marketing grant through the state which must be rewritten each year. Thankfully we have been approved for our grant once again. Essentially what the grant does is assist with funds identified for use with marketing efforts. The grant this year consists of pieces

of the guide printing, trade shows, social media marketing and guide distribution. This has been extremely helpful assisting marketing our member campgrounds.

Legislative Recap - 72:7-d compliance - Thankfully a proposed bill with changes to Chapter 72, Persons and Property Liable to Taxation, Property Taxes, Section 72:7-d (Exemption; Recreational Vehicles) was defeated earlier in the year. The legislation aimed to impose a flat fee on unregistered vehicles and trailers by April 1st, shifting the burden of collection to campgrounds, who would then be responsible for gathering these payments from seasonals. Representatives from several member campgrounds, myself included, voiced our opposition at the public hearing. Basically, this proposal was forcing campgrounds to act as tax collectors for someone else's liability.

Planned Upcoming Show Schedule

- NYS RV Show, NY
- 2026 Progressive® NCRVDA Charlotte RV Show, NC
- 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

**Horizon Outdoor Hospitality**



Guiding Growth.
Elevating Operations.
Empowering Hospitality.

Partner with Horizon Outdoor Hospitality for full-service management or strategic professional services designed for every stage of your outdoor hospitality journey.

**Ascend**
by Horizon Outdoor Hospitality

Third-party management customized to your goals and backed by industry expertise.

**Terrain**
by Horizon Outdoor Hospitality

Strategic services that help your property run smoother, smarter, and more profitably.

Let's Build Your Success Together.

horizonoutdoors.com | connect@horizonoutdoors.com | (303) 529-9770



1000+ \$2.99 downloadable audiobooks & eBooks for your customers.
10% permanent discount & free titles for them.
40% of net receipts for you paid monthly at NO cost ever to you.
Your 1 QR code pays your 40% whenever used by anyone forever.

Affiliate Comment

"Works for us." Jeff. Thornton, NH campground.

"Nice extra monthly income that gets bigger every month." Tom, Salt Lake City Utah campground.

[HTTPS://simplymediastore.bixgrow.com](https://simplymediastore.bixgrow.com)
[HTTPS://simplymedia.com](https://simplymedia.com)

Simply Media.
simplymedia2@gmail.com
 617-966-1836
 Deaver Brown, Publisher




STRYDE

**MORE BOOKINGS
THROUGHOUT THE
WEEK - NOT JUST
THE WEEKENDS.**

● ● ●

**GET A FREE, NO-PRESSURE
MARKETING AUDIT & STRATEGY.**

We'll uncover gaps, low-hanging fruit, and easy wins to increase your bookings all week long.




RVPARKS.STRYDE.COM

**Offer Your Campers Better
Firewood at Competitive Prices.**

Not this...



BUT THIS!



Since 1988, West End Firewood has offered premium, hand-selected firewood that is competitively priced.
YOUR CAMPERS WILL NOTICE THE QUALITY!

CALL or TXT: 774-813-7378
bruce@westendfirewood.com



West End Firewood

Visit WestEndFirewood.com for other comparisons.



Actual West End Firewood pieces from the package above.



**CLICK ME TO
LEARN MORE!**



landscape structures

**Your inspiration.
Your playground.**

Play shapes us. That's why we want to help you create the playground of your dreams. Wherever your ideas come from, whatever your vision, we can bring it to life with our unparalleled design capabilities. **Learn more** by contacting your local playground consultant, O'Brien & Sons, Inc. at 508.359.4200.

O'BRIEN & SONS
 ELEMENTS FOR A GREAT OUTDOORS
www.obrienandsons.com

©2023 Landscape Structures Inc.

Park Model Cabins That Keep Guests Coming Back.

100% REAL LOG CABINS.

PERFECT FOR CAMPGROUNDS AND RV PARKS.

- **Real Log Construction**
All our cabins are made from real log timbers and quality materials.
- **True Rustic Appeal**
Enhance the look and feel of your campground.
- **Durability**
Lasts 50+ years with little maintenance and retains high resale value.



Stand out from the rest with **solid log cabins** that offer a **premium guest experience**.



CALL FOR A QUOTE:

717-445-5522

LancasterLogCabins.com

Sales@LancasterLogCabins.com



Lancaster
Log Cabins



Unmatched Experiences

Engage every age with high-energy thrills and relaxing comfort.



Learn more about our recreation solutions!

877-896-8442 | crs4rec.com

Your Partner in Glamping Success!

Park Model RVs

Call today to learn about our quality Park Model RVs – delivering long-term revenue to your campground or resort.

Michele B. White
Vice President
Business Development
717-940-3207

HELPING CAMPGROUND AND RV RESORT OWNERS NAVIGATE THEIR INSURANCE NEEDS FOR OVER 45 YEARS.

Outdoor recreation insurance is our forte, and we've spent the majority of our careers providing insurance products and services to business owners like you.

We would love the opportunity to help you tailor an insurance policy to fit your business's needs.

GUY GAGNON

800-525-2060 ext. 4349
guy-gagnon@leavitt.com

DEREK HIPPLE

800-525-2060 ext. 4366
derek-hipple@leavitt.com

BRYAN TOLLI

800-525-2060 ext. 4348
bryan-tolli@leavitt.com

JAYME HIPPLE

800-525-2060 ext. 2145
jaye-hipple@leavitt.com

WWW.LRHI.NET

Leavitt Recreation & Hospitality Insurance
A Leavitt Group Insurance Agency

Manage Your Campground With Confidence

- ✓ All-in-one software
- ✓ Revenue-driving features
- ✓ Best-in-class integrations
- ✓ Advanced data and reporting
- ✓ Largest camping OTA

Book a FREE demo today.
Find out how Campspot can help you book more guests and increase revenue.

software.campspot.com sales@campspot.com



Branded Product Specialists

- Embroidery •Screenprinting •Laser Applique
- Promotional Products •Digital Printing



15 Acme Rd, Brewer, ME 04412

207-989-3410

info@wsemerson.com



wsemerson.com



**Maximize your property,
simplify your life.**

- ✓ Reservation Management
- ✓ Events + Activities Management
- ✓ Guest Text Messaging
- ✓ Advanced Accounting
- ✓ Point of Sale

SCHEDULE A DEMO

Software.CampLife.com

877.783.2367



Upgrade to the Jump Pad



Safest playground
activity for over 14 years.
0 injuries. Pure fun!

THE JUMP PAD

\$200 OFF
MENTION
THE WORD
"AD2025"

Discover why KOA, Yogi Bear,
and campgrounds nationwide trust
The Jump Pad to keep guests coming back!

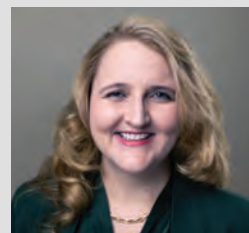


Reserve yours now call us 865.387.5667

OUTDOOR HOSPITALITY LAW

Committed to success on *your terms*

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

518.935.4260

**GOLDBERG
SEGALLA**

Attorney advertising. © 2025 Goldberg Segalla LLC

THE PSYCHOLOGY OF ONLINE BOOKING: WHAT MAKES GUESTS CLICK “CONFIRM”

September 7, 2025 ~ Posted on Resort-Forward.com

Booking a stay at a campground or RV park isn't just a transaction. It is an emotional decision. While price and availability matter, they're far from the only influences. Behind every successful booking lies a blend of cognitive biases, emotional triggers, and subtle design cues that reassure guests they're making the right choice.

For campground and RV park operators, understanding these psychological drivers isn't just fascinating—it's essential. When the digital booking experience aligns with actual guest psychology, properties see increased conversions, reduced abandonment, and stronger trust.

Here is the psychology of online booking and uncover what truly makes campers commit to clicking “Confirm.”

1. The Power of First Impressions

First impressions form in milliseconds, and they set the tone for the entire decision-making process. If a booking page looks cluttered, outdated, or slow, campers often question the park's overall quality.

Remember that design equals trust: A clean, modern interface reassures visitors that the campground or RV park is well-managed.

Speed matters: Even a three-second delay in page load time can cause potential guests to abandon the process.

Consistency builds confidence: If the booking engine feels disconnected from the main website, guests may fear a scam.

Think of your booking page as your digital check-in desk: it needs to look professional, feel reliable, and immediately establish trust.

2. Choice Architecture: Guiding Without Overwhelm

When people face too many options, they can become paralyzed. This is a phenomenon psychologists call choice overload. In camping, this happens when sites list dozens of campsite types, hookups, or add-ons without clear distinctions.

Smart booking systems use choice architecture to guide decision-making. In order to do this the systems follow simple rules.

They highlight the most popular choice. Guests often follow social proof, so labeling an option as “Most Booked” or “Best Value” encourages commitment.

They reduce visible complexity. Instead of showing every detail at once, use collapsible menus or filters.

They anchor prices. Showing a higher-priced option first makes mid-range choices feel more reasonable.

The goal is to help campers feel empowered, not overwhelmed.

3. Social Proof: Reducing Uncertainty

Camping trips often represent valuable family time or memorable adventures. Guests want assurance they're making the right choice, which is why they rely heavily on social proof.

Ratings and reviews strongly influence decisions. Even a half-star difference can swing a booking. User-generated photos (like tent setups or RV pads taken by past visitors) feel more authentic than

promotional shots. Endorsements and badges (“Voted Best Family-Friendly Park” or “Trusted by 5,000 travelers”) boost confidence.

If other campers had a great time, new guests are more likely to feel secure booking their stay.

4. Scarcity and Urgency: The Power of FOMO

Few triggers are more effective than scarcity. Phrases like “Only 2 sites left this weekend” or “Offer ends in 12 hours” spark fear of missing out (FOMO).

Examples of urgency done well include real-time counters showing how many people are viewing a site, countdown timers for limited-time discounts and highlighting peak weekends (like holidays or festivals) likely to sell out.

Scarcity transforms a casual decision into an urgent one, nudging hesitant campers to act quickly.

5. Emotional Imagery and Storytelling

At its core, camping is about experiences, not just spaces to park an RV or pitch a tent. Psychology shows us that emotion drives decision-making more than logic.

Lifestyle imagery works best: A family roasting marshmallows by the fire sells the site better than a bare photo of a gravel pad.

Story-driven copywriting creates vision: “Wake up to the sound of birdsong and mountain views” is more compelling than “Standard Tent Site.”

Contextual personalization helps—messaging framed around family adventures, relaxation, or outdoor sports resonates with travel motivations.

When campers see themselves in the story, they become more likely to confirm.

6. Reducing Friction: The Path of Least Resistance

Even when the intent to book is strong, friction can derail the process. Psychology shows that the more effort something requires, the less likely people are to complete it.

Friction often appears in three areas. Forms that are long and complex with unnecessary fields cause drop-offs. Payment limitations with restricting payment options frustrates campers who prefer PayPal, digital wallets, or buy-now-pay-later services. Mobile design that is clunky can be fatal when many campers are booking on the road or via smartphones

By removing obstacles, campgrounds and RV parks make booking feel effortless—keeping momentum high.

7. Price Perception: It’s All in the Framing

Pricing is never just about numbers. It’s about perception.

Framing makes a difference: “\$150 for the weekend” feels better than “\$75 per night.”

Bundling increases value: Including firewood, parking, or activity passes makes guests feel they’re getting more for their money.

Transparency prevents distrust: Hidden fees (like mandatory service charges) not only discourage bookings but also damage reputation.

Guests don’t always choose the cheapest option—they choose the one that feels fair and offers value.

8. Cognitive Ease: Familiarity Wins

People instinctively prefer things that feel familiar. This concept, known as cognitive ease, explains why standardized booking layouts tend to perform well.

Progress bars reassure guests they’re moving toward completion.

Predictable UI elements like calendars, dropdowns, and site photos reduce cognitive load.

Consistency across channels (desktop, mobile, third-party platforms) avoids confusion.

The smoother and more familiar the journey feels, the more likely campers will stick with it.

The smoother and more familiar the journey feels, the more likely campers will stick with it.

9. Trust and Risk Reduction

Every booking involves risk: campers are sending money to a park they haven’t experienced yet. The more you minimize perceived risk, the more comfortable guests feel clicking “Confirm.” There are several ways to reduce risk.

Flexible cancellation policies reduce fear of commitment.

Visible security measures (SSL, payment processor logos) reassure data safety.

Clear policies on check-in, deposits, and refunds prevent surprises.

Trust isn’t just nice to have—it’s the foundation of every successful booking.

10. Post-Booking Reinforcement

The psychology of booking doesn’t end with confirmation. Guests often feel buyer’s remorse after big purchases. Smart follow-up can prevent cancellations and build excitement.

Instant confirmation emails reassure the guest that everything went smoothly.

Personal touches like using the camper’s name or mentioning their chosen site create connection.

Pre-arrival communication (e.g., packing tips, park maps, or activity guides) maintains enthusiasm.

When done right, post-booking reinforcement turns relief into anticipation.

11. Personalization: Making Campers Feel Seen

Travelers increasingly expect tailored experiences. Personalized booking flows feel more relevant and increase the likelihood of completion.

There are several ways to personal booking. Behavioral targeting can suggest site upgrades based on browsing history. Geographic cues will display prices in local currency. Past guest data can offer returning guests their favorite sites or loyalty discounts.

When campers feel the process is tailored to them, commitment grows stronger.

12. The Comfort of Control

Psychologically, people crave control, especially when making high-stakes decisions like planning a trip. Booking tools that give campers autonomy reduce anxiety.

Flexible filters let guests sort by site type, hookups, or pet-friendly options.

Interactive maps empower campers to choose exact sites.

Self-service options (like easy date changes) provide confidence that guests remain in charge.

A sense of control transforms booking from a stressful choice into an empowering action.

13. Anticipation and Reward

Booking is more than logistics. It's the first step toward a rewarding outdoor experience. Psychologists note that anticipation itself generates happiness.

Create that anticipation. Use imagery and language that inspire anticipation. Campfires, stargazing, and adventure heighten emotional payoff.

Use Post-booking countdowns or "Your trip is in 10 days!" reminders build excitement.

Frame upsells as enhancements. Add-ons like firewood bundles, kayak rentals, or guided hikes feel like part of the reward.

This anticipation effect keeps campers engaged long after they've clicked confirm.

Bringing It All Together

At its core, the psychology of online booking is about reducing uncertainty, inspiring confidence, and sparking excitement. Guests don't confirm simply because a site is available—they do so because the booking journey reassured their expectations and tapped into their emotional motivations.

The most successful campground and RV park booking flows:

- Make powerful first impressions.
- Guide choices without overwhelming.
- Use social proof to build trust.
- Employ scarcity and urgency responsibly.
- Tell stories with images and words.
- Remove every possible friction point.
- Frame price as value.
- Offer familiarity, trust, and control.
- Reinforce decisions after booking.
- Personalize the journey.
- Keep anticipation alive.

Conclusion: Designing for the Confirm Click

At its heart, online booking is about reducing uncertainty, inspiring confidence, and building excitement. Guests confirm not simply because a site is available but because the experience has eased their doubts, reassured their expectations, and tapped into the emotional reasons they want to travel.

In today's crowded hospitality market it is vital to making that "Confirm" button feel not only safe but smart and thrilling. That's the competitive edge!



You wouldn't go camping
without these...



You shouldn't run a business
without these...



- Staff Communication Radios
- Sales, Rentals, Service
- Base Station / Callbox / PA
- Repeaters / Antennas
- Headsets / Waterproof Cases

CALL US TODAY TO KEEP YOUR STAFF CONNECTED!

RadioBoss 2-Way Radios

516-694-6000

www.radioboss.com

Communication where
you need it.

Try it before you buy it! Ready, Set, Go to the Show!
Increase your profits! Camping, Gifts & Summer Products!

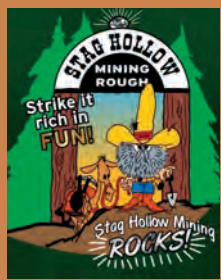
WILCOR BUYERS SHOW

Jan 15 - March 15
(Mon - Sat) **By Appointment Only.**



- Show Specials & Extended Dating
- See New Items First
- Hotel Accommodations Provided
- By Appointment Only
- No Crowds - One-on-One Attention

Wilcor International • Phone # 800-346-2345 • Fax # 315-733-3215
• Email: sales@wilcor.net • www.Wilcor.net



STAG HOLLOW MINING



Stag Hollow Mining is the premier provider
of gem mining sluices - which are designed & built
to your venue's custom specifications.

Stag Hollow Mining provides high quality gem mining
bags, customized with your venue's logo on the label,
and has a host of other gem products to enhance sales
in your store or souvenir shop.

Call Tom Brady for a quote: 603-991-7036

www.staghollowmining.com

Reliable Metering Solutions for RV Parks & Campgrounds



Utility-grade
refurbished & new meters

Call: 800-654-0821

Visit: www.HialeahMeter.com

Parts & accessories:
sockets, pedestals,
enclosures & more



More than meters — we
stock the parts and
accessories you need
to keep your park
running smoothly.



HIALEAH METER

Meters you can count on since 1954

Serving Northeast Campgrounds with
reliable metering solutions for decades



SCAN TO SEE
DEMO



PEAK ENERGY SAVER



**Recycle Electricity
& Save 15-20%
on Your Electric Bill**



- Help the Environment by Recycling Electricity
 - Every 1000 kWh Recycled is the equivalent to planting 11.5 Trees*
 - Recycling 1000 kWh Reduces 980 Pounds of CO2 emissions*
- Optional Surge Guardian
 - Up to 100,000 Amps Surge Protection
- Money Back Guarantee
- Easy to Install
- Made in Texas Since 2009



**New England Average*

888-613-7775 peakenergytech.com



Take Your
Campground Technology
to the next level

Planning,
Engineering
Installation

RVParkTV.com
800-951-1979



**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:



Expert Revenue Coaching
Refine your pricing strategy
with data-driven insights.



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.



Stronger Marketing Support
National and local campaigns
to attract more bookings.



**Dedicated Franchise
Business Coach**
A single point of contact
to guide your success.



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

Now is the time to take your business further.
KOA is ready to help.



**Contact us today at
800.548.7239 or
visit OwnAKOA.com**

Customized Software. Trusted Support.

One platform built for your business — from reservations
and POS to staff management, waivers, and guest
communication.

- ✓ Online Booking
- ✓ POS for Food & Retail
- ✓ Time Clock & Scheduling
- ✓ Customer Portal & Waivers
- ✓ Gift Cards, Coupons & Trip Manifests
- ✓ SMS + CRM Integration
- ✓ Real-Time Reporting
- ✓ Trusted U.S.-Based Support



*"We finally have software that fits how we actually work
— and a support team that truly shows up."*



See how R2M2 Software can simplify your operations.
www.r2m2software.com | r2m2@gotoblu.com



Phelps Honey Wagon, Inc
800-463-3707

www.phelpshoneywagon.com
info@phelpshoneywagon.com

*Commercial Equipment * 3" Diaphragm Pump * Compact Design *
Industry-Proven



good sam

Good Sam connects you to the customers you want!

Our marketing platforms are essential to keep you front and center of millions of highly targeted travelers.



Web



Mobile



Social Media



Blog



Print



Retail



Dealership



Reservations



Rentals



And More



We want you to be a part of this journey with us. Scan the QR code to learn more!

CampgroundSolutions.GoodSam.com | Campgrounds@GoodSam.com



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.

Professionalism, imagination and reliability still count.

<https://pelland.com>

25 Depot Road, Haydenville, MA 01039 • (413) 268-0100

New Glamping/Sauna Combo! Elevate Your Glamping Options



- Designed to Fit Your Location
- Turn-Key Service Including Deck & All
- Stand Out in the Industry
- Set Up on Your Location

CabinPro
BUILT TO LAST
3850 Tuscarora Path
Loysville, PA 17047

717-636-2110 | Sales@CabinProLLC.com
www.CabinProLLC.com



Unlock Your Investment Potential with **Colliers MHRV Group**

BUILT ON
50+ Years
Dedicated MHRV
expertise

SOLD
\$833M
MHC & RVPS
in 2024

SERVICES ALL
50 States
and beyond with regional
expertise

APPRAISED
\$400B
MHC & RVPS
over last 20 years

Your Leading Brokerage, Valuation & Underwriting Experts:

Michael J. Nissley
National Director & Vice Chair
+1 561 479 1588
mike.nissley@colliers.com

Bruce Nell, MAI, MRICS, AI-GRS
Director, Valuation & Advisory
+1 614 437 4687
bruce.nell@colliers.com

Richard Knapp
Vice President & Senior Analyst
+1 801 602 7910
richard.knapp@colliers.com



colliers.com/ManufacturedHousing MHRVgroup@colliers.com



www.sfceng.com ~ 603-647-8700 ~ dflores@sfceng.com



CAMPGROUNDS



CIVIL



CODE REVIEW / ACCESSIBILITY



RETAINING WALLS



FIRE PROTECTION

Windham NH ~ Portland ME

OUTDOOR HOSPITALITY GROUP



- ✓ OPERATIONAL AUDITS
- ✓ MARKET FEASIBILITY STUDIES
- ✓ FINANCIAL PROFORMAS
- ✓ LAND PLANNING
- ✓ BUILDING & AMENITY DESIGN
- ✓ CONSULTING

40+ YEARS OF EXPERIENCE

800-579-9796

OUTDOORHOSPITALITYGROUP.BIZ



www.MerchantryTourism.com



Go where the tourists\$ are!

Professional literature distribution in the U.S.
& Canada. 25 consumer shows in 2026.
Early bird discount & design/print offers.



CAMPING INDUSTRY

#1

Wi-Fi Service Provider For
Campgrounds and Marinas

Say Goodbye To Non-Working Wi-Fi
And
Welcome The Industry Leader

CALL US TODAY!



For More Information
989-771-7331

Visit Our Website
www.skywebwifi.com



Proud NCA Business Member Since 2011

We Co-Broke ~ Free Valuations



NORTHEAST CAMPGROUND BROKERS

Ready to Sell Your Park?

91 Parks SOLD...and Counting!

We ONLY represent
sellers to get you
the highest price
possible!



Mia Caetano Johnson

(401) 499-8360

mcaetanojohnson@verizon.net

www.necampgroundbrokers.com

STRAIT

WEB SOLUTIONS

It's Time To Go

CAMPING

Can your guests find you?

Let Strait Web Solutions help you get
found via your Digital Marketing:

- Websites
- SEO / Blogs
- Social Media Management
- Reputation Management

roxi@straitwebsolutions.com

StraitWebSolutions.com

360-797-3799

We have new
HOSTING &
SEO PLANS



UTILITY SUPPLY GROUP



Your Industry Experts for Electrical Supplies

- Pedestals
- Metering Solutions
- Cable & Wire
- Distribution Panels
- EV Charging Options
- Replacement Parts
- Custom Electrical Layout Service



Scan the QR Code
to visit our Website!



go-usg.com



info@go-usg.com



800-800-2811

PERFECT STITCH EMBROIDERY SCREENPRINTING, & PROMOTIONS



**Promote your campground
with custom products!**

www.perfectstitchemb.com

191 Park St. (Rt. 26) South Paris, ME 04281



WHERE PROCESSING RELATIONSHIPS
ARE FORMED

MCPSCREDITCARDS.COM

To us you aren't just another business.
You are unique!
We work with how you take payments.

MCPS Credit Cards, LLC
333 S. Market Street, Suite B
Selinsgrove, PA 17870
570-884-8338



And the Commercial Banking team from Norway Savings Bank wants to help you make every site a perfect little place for your guests. We understand your campground is your passion. We're here to offer support.



Meet Jack Day, our campground specialist.

Aside from being an avid camper, Jack is a banker who gets what it takes to keep a campground full and operational, having worked with over 70 across New England. Because in this business, there's nothing better than happy campers.

Give Jack a call. 207.393.3615
jday@norwaysavingsbank.com

Maine Campground Owner's Association (MECOA)
New Hampshire Campground Owner's Association (NHCOA)
Vermont Campground Association (VCA)
Northeast Campground Association (NCA)

1.888.725.2207 norwaysavings.bank

MEMBER FDIC



LIVE YOUR LIFE IN COLOR



YOUR PREMIER SOURCE FOR EVERYTHING PARTY

To visit our website scan the QR code





800-958-9915 info@partypeopleinc.com



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 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.



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



Bundled Campground Firewood

The premier producer of certified, kiln dried, firewood for NH, ME, & MA

A warm and cozy campfire is essential to your guest's camping experience. We produce the best quality, agriculturally-certified, firewood for campgrounds. Our timber is sourced responsibly from sustainable, local forests. Our firewood is kiln dried, packed, and wrapped in .75 cubic foot bundles for resale, ensuring every bundle is clean, dry, and easy-to-burn.



Quality Hardwoods



Locally Sourced



Sourced Sustainably



Certified Processing



Pest Free

Contact us today to take advantage of 2024 wholesale pricing and scheduled replenishments

RC Conner Enterprises

Exeter, New Hampshire • (603) 886-6041
SeacoastNHFirewood.com
Pickup & Delivery Available



NH Department of Agriculture Certified: Firewood is certified heat treated to a minimum core temperature of 160°F (71°C) for 75 minutes by the NH Dept. of Agriculture Markets & Food Compliance Agreement# NH-FW-MT3. New York approved heat-treated firewood/pest free.



NCA MEMBERS

We are your "one stop source" for campground supplies!



Kids Toys, Pet Waste Stations and Refill Bags, Resale Store Products, Trash /Recycle Receptacles and more!



SMART INDUSTRY PRODUCTS, LLC
PHONE: (847) 607-9319 smartindustryproducts.com

PRINTING? We gotcha covered.

AGS 
a division of TexasAdvertising

From Promotional Materials to Site Maps, AGS produces high quality pieces to get the word out about your business.

877-518-1989
www.agspub.com





DANIELLE WINDUS-COOK
Properties, LLC

*Are YOU looking to buy or sell a campground?
We would be happy to assist YOU!
We have over 20 years of experience
in campground sales!*



Danielle Windus-Cook
Real Estate Broker & Owner
(585) 615-4521
danielle@dwcproperties.com

*Reach out to
us today!
We would be
happy to give you
a valuation on
your property.*



Grant Ackerly
Real Estate Salesperson
(914) 755-2010
grant@dwcproperties.com

dwcproperties.com

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

newbook

**Know Your Key Business
Performance Insights**

Get the key metrics you need to **track occupancy, revenue, and seasonality** so you can make smarter, more confident decisions.

Download your
free eBook!




newbook.cloud



Mail your tax-deductible
donation to:

NCA Scholarship Fund, Inc.
76 Lamb Rd.
Stafford Springs, CT 06076

**Please make note of which fund
your donation will benefit: CCOA,
MECOA, MAC, MACO, NeHaCa,
VCA or NCA.*

MEMBER BENEFITS AS NEEDED!

Many of your fellow NCA members have already found savings through this savings plan with Hospitality Connections. Ready for you 24/7 on our association specific landing page.

Visit: <https://lp.constantcontactpages.com/cu/K5flaat/HCNCA>

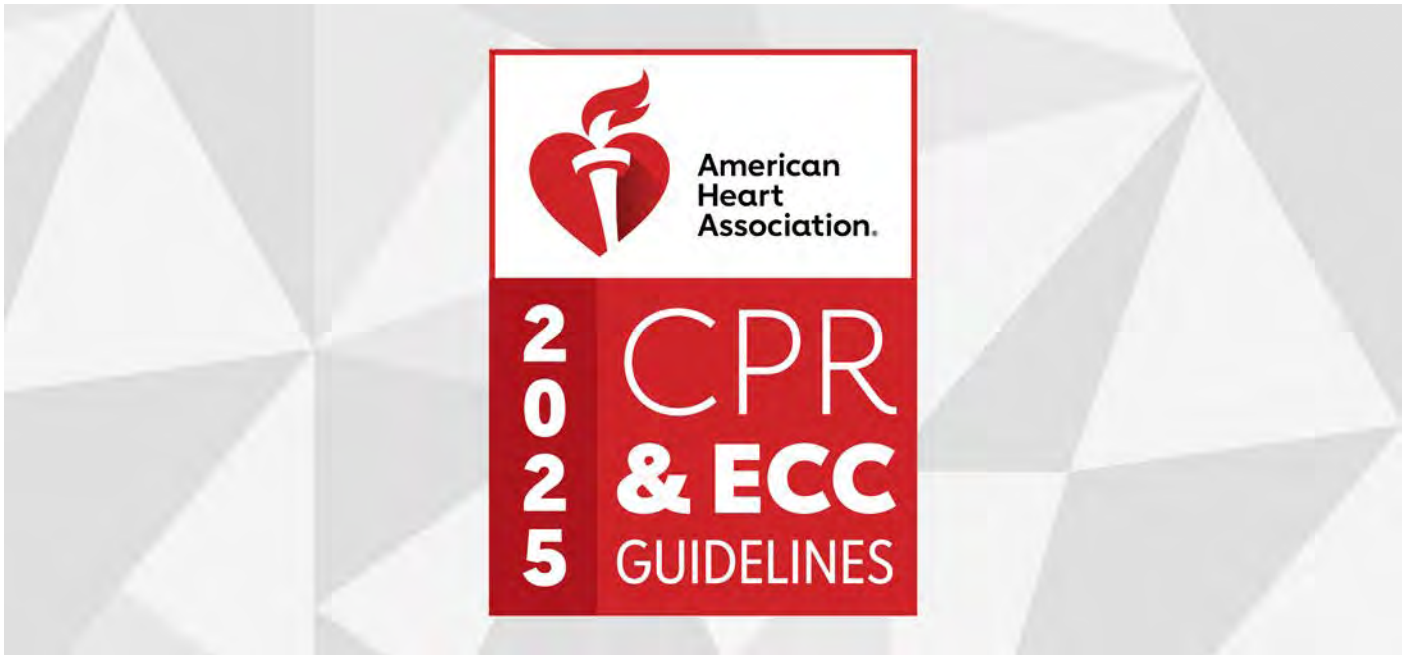
\$\$ Savings on:

- ✓ A campground's electric with Integrity Energy
- ✓ A food program with SBValue & US Foods
- ✓ And the list keeps growing
- ✓ Email marketing with Constant Contact
- ✓ Motion Picture licensing
- ✓ Suburban Propane plus More!

Questions? Call NCA at (860) 684-6389

Updated CPR guidelines tackle choking response, opioid-related emergencies and a revised Chain of Survival

American Heart Association Guidelines ~ heart.org



Here is an important video for you, your staff, and your guests.

There are others available along with the full article at:

https://newsroom.heart.org/news/updated-cpr-guidelines-tackle-choking-response-opioid-related-emergencies-and-a-revised-chain-of-survival?preview=1866&preview_mode=True

Child Choking Relief Video:

<https://iprsoftwaremedia.com/67/files/20259/Child%20Choking%20Demo%20video.mp4>

THANK YOU FOR SUPPORTING THE BUSINESS MEMBERS OF NCA!

ACRISURE

Warren Oliver
777 Terrace Avenue, Suite 309
Hasbrouck Heights, NJ 07604
(201) 727-0070 x229
woliver@acrisure.com
www.acrisure.com/newjersey
Insurance & Risk Management

AGS GUEST GUIDES

Michael Moore
P.O. Box 1149, Crowley, TX 76036
(817) 426-9395
info@agspub.com
www.AGSpub.com
Custom Site Maps & Guest Guides for RV Parks

ALLEN CAMPGROUND INSURANCE

Martha Wentworth
P.O. Box 649
Waterville, ME 04903
(800) 244-9046
mwentworth@allenif.com
www.allenif.com/campgrounds
Campground Insurance

AMPION PBC

Ely Spencer
75 Arlington Street, Suite 500
Boston, MA 02116
(716) 356-8687 / (800) 277-3631
www.ampion.net/nca
espencer@ampion.net
Clean, Renewable Energy

APP MY COMMUNITY

Joe Duemig
60 Fourfield Drive
Troy, MO 63379
(636-459-5161
joe@armstrongsoft.com
www.appmycommunity.com
Customized RV Park & Campground Apps

BUSINESS FINANCE DEPOT

Bruce Hurta
(281) 384-2595
bruce@businessfinancedepot.com
www.businessfinancedepot.com
Financing for Campgrounds

CABINPRO LLC

Marlin Fisher
3850 Tuscarora Path, Loysville, PA 17047
(717) 582-6378
sales@cabinprollc.com
www.cabinpro.com
Hi-quality cabins that stand the test of time.

CAMP JELLYSTONE

Steve Stafford
(800) 626-3720
sales@campjellystone.com
www.jellystonefranchise.com
Yogi Bear's Jellystone Park Camp-Resorts

CAMPGROUND BROKERS OF AMERICA

Tim Dougan
19872 MacArthur Blvd., Suite 285
Irvine, CA 92612
(540) 247-6930
www.campgroundbrokersofamerica.com
tim@campgroundbrokersofamerica.com
Campground Brokerage

CAMPLIFE

Roguer Rosa / Dan Benton
P.O. Box 1951, Mount Juliet, TN 37121
(877) 783-2367
sales@camplife.com
www.getcamplife.com
Clever Campground Software
& Resourceful Coaches Since 2006

CAMPSPOT

Casey Cochran
38 Commerce Ave SW, Suite 200
Grand Rapids, MI 49503
(616) 226-3135
sales@campspot.com
https://software.campspot.com/book-more
Powerful Campground Management &
Reservation Software That Drives Revenue

CHECKBOX SYSTEMS

Jim Ganley
P.O. Box 8118
Portland, ME 04104
(866) 345-9434
info@checkboxsystems.net
www.checkboxsystems.net
CheckBox Wireless Internet Access

CHURCH MUTUAL INSURANCE CO.

Laura Roggero
3000 Schuster Lane
Merrill, WI 54452
(917) 576-7520
www.churchmutual.com/camps
lroggero@churchmutual.com
Property and Casualty Insurance, Workers
Compensation, Auto, Professional Liability

COLLIERS INTERNATIONAL

Mike Nissley
301 Crawford Boulevard
Boca Raton, FL 33432
(561) 213-1532
mike.nissley@colliers.com
www.colliers.com
RV Park Brokerage

COMMERCIAL RECREATION SPECIALISTS, INC.

Nicole Barreau
807 Liberty Drive, Ste. 101
Verona, WI 53593
(608) 845-0352
www.crs4rec.com
nicoleb@crs4rec.com
Aquaparks, Floating Cabanas, Dock
Systems, Shad Structures, Shelters, Site
Amenities

DANIELLE WINDUS-COOK PROPERTIES

Danielle Windus-Cook, Broker & Owner
Grant Ackerly, Real Estate Salesperson
1 Park Avenue, Brockport, NY 14420
DWC: (585) 615-4521 / GA: (914) 755-2010
danielle@dwproperties.com
www.dwcproperties.com
NY Based Real Estate Firm Specializing in
Campground Sales

DANIELS EQUIPMENT COMPANY

Lisa Mahan
45 Priscilla Lane
Auburn, NH 03032
(800) 258-3570
mahanl@decequip.com
www.danielsequipment.com
Commercial Laundry, Water Heaters

FIREFLY RESERVATIONS

717 N. Harwood Street, Suite 2400
Dallas, TX 75201
(518) 218-5095 / (877) 547-2272
sales@fireflyreservations.com
www.fireflyreservations.com
Campground Reservation & Management
Software + ReserveAmerica.com

GNS WIRELESS

Mike Giovelli
650 Montauk Highway, Unit 18
Bayport, NY 11705
(877) 209-5152 / (516) 214-0321
www.gnswireless.com
sales@gnswireless.com
Campground Wi-Fi Equipment

GOLDBERG SEGALLA

Christine Taylor, Esq.
8 Southwoods Blvd., Suite 300
Albany, NY 12211
(518) 935-4260
www.goldbergsegalla.com
ctaylor@goldbergsegalla.com
Attorneys Specializing in Campgrounds and
RV Parks

GOOD SAM CAMPGROUND SOLUTIONS

Christine Distl
2750 Park View Court, Suite 240
Oxnard, CA 93036
(805) 648-8618
cdistl@goodsam.com
www.campgroundsolutions.goodsam.com
Multiple Marketing Channels: Online, Mo-
bile, Social, Print & Retail

GREAT AMERICAN DIRECT

Kendall Lecker
4000 Newman Rd.
Williamsburg, VA 23188
(757) 229-0567
sales@greatamericandirect.com
www.greatamericandirect.com
Mattresses, Sleep Sofas, Outdoor Furniture

THANK YOU FOR SUPPORTING THE BUSINESS MEMBERS OF NCA!

HEKIPIA TINY HOMES

Michele White
1139 Lehigh Avenue, Suite 650
Whitehall Township, PA 18052
(717) 940-3207
www.hekipiaamerica.com/roulotte
michele.white@hekipia.com
Manufacturer of Tiny Homes & Park Model RVs

HIALEAH METER COMPANY

Anita Rouse
450 West 28 Street, Hialeah, FL 33010
(800) 654) 0821
sales@hialeahmeter.com
www.hialeahmeter.com
Electric Meters, Installation Kits, Power Outlets & Pedestals

HIPCAMP INC.

Sales Associate
San Francisco, CA. 94114
host.hipcampa.com/campground-owners
info@hipcampa.com
Booking platform for outdoor stays

HORIZON OUTDOOR HOSPITALITY

Scott Foos
200 S. Wilcox Street, Suite 188
Castle Rock, CO 80104
(303) 529-9770
www.horizonoutdoors.com
Professional Turnkey Management & Consulting Solutions for RV Parks

HOSPITALITY CONNECTIONS

Jason Vaughan
East Stroudsburg, PA 18301
(303) 963-6441
care@hospitalityconnections.net
www.hospitalityconnectionssavings.com
Member Benefits

JAMESTOWN ADVANCED PRODUCTS

Leslie Bamburoski
2855 Girts Road, Jamestown, NY 14701
(800) 452-0639
Lbamburoski@jamestownadvanced.com
www.jamestownadvanced.com
Grills, Fire Rings, Picnic Tables, Power Outlets

KAMPGROUNDS OF AMERICA

Larry Brownfield
Billings, MT 59101
(800) 548-7239
lbrownfield@koa.net
www.ownakoa.com
Campground Franchises

LANCASTER LOG CABINS

Dan Smucker
1005 Brackbill Road
Gap, PA 17527
(717) 445-5522
sales@lancasterlogcabins.com
www.lancasterlogcabins.com
Park Model Log Cabins

LEAVITT RECREATION & HOSPITALITY INSURANCE

Guy Gagnon
1001 Lazelle Street
Sturgis, SD 57785
(207) 576-6250
guy-gagnon@leavitt.com
byran-tolli@leavitt.com
www.lrhinsurance.com
Commercial Insurance for RV Parks

MCPS CREDIT CARDS

Deanne Bower, President
333 S Market Street, Suite B
Selinsgrove, PA 17870
(570) 884-8338
mcpscreditcards@yahoo.com
www.mcpscreditcards.com
Credit/Debit Card Processing

MERCHANTRY TOURISM LLC

Don & Lisa Bennett
1 Grove Street, Suite 103B
Pittsford, NY 14534
(717) 264-5000
andersons@merchantrytourism.com
www.merchantrytourism.com
Brochure Distribution at RV Camping Shows

NEWBOOK

NewBook Sales Team
555 Anton Boulevard, Suite 215
Costa Mesa, CA 92626
(310) 855-3773
sales@newbook.cloud
www.newbook.cloud
Guest App, Online Bookings, Websites, PMS

NORTHEAST CAMPGROUND BROKERS

Mia Caetano Johnson
66 Woodsia Road
Saunderstown, RI 02874
(401) 499-8360
mcaetanojohnson@verizon.net
www.necampgroundbrokers.com
Campground & RV Park Brokerage

NORWAY SAVINGS BANK

Jack Day
31 Court Street
Auburn, ME 04210
(888) 725-2207
jday@norwaysavingsbank.com
www.norwaysavings.bank
Financing for Campgrounds

O'BRIEN & SONS, INC.

Meghan O'Brien
17 Trotter Drive
Medway, MA 02053
(800) 835-0056
mail@obrienandsons.com
www.obrienandsons.com
Playground Equipment and Site Amenities

OUTDOOR HOSPITALITY GROUP

Amber DiFabio
4700 Pine Island Road
Matlacha, FL 33993
(800) 579-9796
adifabio@oudoorhospitalitygroup.biz
www.oudoorhospitalitygroup.biz
Full Range of Services - Planning and Design

PARTY PEOPLE, INC.

David Hulme
46 Quirk Road
Milford, CT 06460
(800) 958-9915
dehulme@att.net
www.partypeopleinc.com
Novelty Entertainment

PATIOVA

Aaron Stoltzfus
6649 N. Moscow Road
Parkesburg, PA 19365
(610) 857-1359 x212 / Cell: (717) 980-9158
www.patiova.com
aaron@patiova.com
Poly/Wood Furniture & Playsets

PEAK ENERGY TECHNOLOGY INC.

Carol Weideman
243 Bent Creek Drive
Waxahachie, TX 75165
(888) 613-7775
peakenergytech.com
cweideman@peakenergytech.com
Recycle energy & save an average of 15-20% kWh on your bill with Peak Energy Savers.

PELLAND ADVERTISING

Peter Pelland
25 Depot Road
Haydenville, MA 01039
(413) 268-0100
plpelland@pelland.com
www.pelland.com
Website Development Services, Four-Color Printing & Site Maps

PERFECT STITCH EMBROIDERY, SCREENPRINTING & PROMOTIONS

Amy Plourde
191 Park Street, South Paris, ME 04281
(207) 743-2830
perfectstitchemb.com
amy@perfectstitchemb.com
Embroidery, Screenprinting, Promotions

PHELPS HONEY WAGON INC.

Ron Shannon
158 Whiskey Spring Road
Dillsburg, PA 17019
(800) 463-3707
info@phelpshoneywagon.com
www.phelpshoneywagon.com
Honey Wagons, Portable Sewage Handling

R2M2 SOLUTIONS
Charla Brewer
PO Box 377
Anderson, MO 64831
(417) 986-0963
www.r2m2solutions.com
r2m2@gotoblu.com
Reservation software with customized tools
to keep your business running smoothly.

RADIOBOSS 2 WAY-RADIOS
Adam Smith
28 Baiting Place Rd.
Farmingdale, NY 11735
(877) RADIOS2 (516) 694-6000 x330
adam@radioboss.com
www.radioboss.com
RadioBoss Two-Way Radios, PA, Callbox,
Repeater and Base Station

RC CONNER ENTERPRISES
Roger Conner
1 Continental Drive
Exeter, NH 03833
(603) 686-6041
rconnerenterprises@gmail.com
www.seacoastnhfirewood.com
NH Dept of Agriculture Kiln Drive Hard-
wood and Softwood Firewood

RESORT-FORWARD
Brian Schmitz
1905 Lexington Lane
Mankato, MN. 56003
(952) 905-9024
www.resort-forward.com
brian@resortforward.com
Reservation Software for Outdoor Resorts
& Campgrounds

RJ THOMAS MFG. CO. INC.
PILOT ROCK
Sales Department
P. O. Box 946, Cherokee, IA 51012
(800) 762-5002
customerservice@rjthomas.com
www.pilotrock.com
Picnic Tables, Grills & Site Amenities

RV LIFE
Dawn Watanabe
2600 Southlake Boulevard
Southlake, TX 76092
(805) 290-0656
dawn@rvlife.com
www.rvlife.com
Reaching the Heart of the RV Community!

RVParkTV.com
by IT'S ALL ABOUT SATELLITES
Ted Maes
10415 Comanche Road NE
Albuquerque, NM 87111
(800) 951-1979 www.rvparktv.com
ted@itsallaboutsattelites.com
Stream TV over Wi-Fi | HD TV Systems |
Broadband Internet | 100% Coverage Wi-Fi
Networks. DIRECTV Authorized Dealer

SFC ENGINEERING PARTNERSHIP, INC.
Dan Flores
183 Rockingham Rd, Unit 3 East

Windham, NH 03087
(603) 647-8700
dflores@sfceng.com
www.sfceng.com
Fire Protection & Civil Engineering

SIMPLY MEDIA
Deaver Brown
25 Fischer Mountain Road
Thornton, NH 03285
(617) 966-1836
www.simplymediastore.bixgrow.com
simplymedia2@gmail.com
1000+ Downloadable \$2.99 audiobooks &
ebooks with 40% affiliate program

SKY WEB NETWORKS INC.
Uttsha Shrestha
2710 State Street
Saginaw, MI 48602
(989) 771-7560
Uttsha@skywebwifi.com
www.skywebwifi.com
Campground WiFi and Camera Service

SKYWARE HOSPITALITY SOLUTIONS
Jan Murza
5100 Buckeystown Pike, Suite 250
Frederick, MD 21704
(877) 759-9329
www.skywarervsoftware.com
jmurza@skywaresystems.com
Property Management Solutions

SMART INDUSTRY PRODUCTS, INC.
Jeff A. Lazarus
3149 Dundee Rd #275, Northbrook, IL 60062
(847) 607-9319
jeff@smartindustryproducts.com
www.smartindustryproducts.com
Store Pet Products, Mattresses, Pet Waste
Stations, Trash/Recycle Cans, T-Shirts

STAG HOLLOW MINING
Tom Brady
1492 Presidential Highway
Jefferson, NH 03583
(603) 991-7036
kansasabe@icloud.com
www.staghollowmining.com
Mining Sluice Builder & Installer; Supplier
of Rough Bags & Buckets

STRAIT WEB SOLUTIONS LLC
Roxi Baxley
P.O. Box 938
Port Angeles, WA 98362
(360) 797-3799
roxi@straitwebsolutions.com
www.straitwebsolutions.com
Web Design, Development, Hosting, SEO,
Social Media Marketing

STRYDE
Greg Shuey
3300 Triumph Blvd., Suite 100
Lehi, UT 84043
(801) 609-8026
www.rvparks.stryde.com
gshuey@stryde.com
Digital Marketing

TAYLOR NEW ENGLAND
Bob Gallagher
1030 University Avenue
Norwood, MA 02062
(800) 245-4002
bobg@taylornewengland.com
www.taylornewengland.com
Soft Serve Equipment, Broaster Fryers

THE JUMP PAD
Steve Hawaii
9165 Glen Oaks Boulevard
Sun Valley, CA 91352
(865) 387-5667
info@thejumpad.com
www.thejumpad.com
The Jump Pad Trampoline

UTILITY SUPPLY GROUP
Heidi Doyle
P.O. Box 50
Mount Horeb, WI 53572
(800) 800-2811
heidi@go-usg.com
www.go-usg.com
Electric Boxes & Pedestals, Wire, Meters

W. S. EMERSON COMPANY
Merri Lee West
15 Acme Road
Brewer, ME 04412
(207) 989-3410
mwest@wsemerson.com
www.wsemerson.com
Embroidered, Screen Printed and Appliqued
Garments

WEST END FIREWOOD
Bruce Vanden Akker
496 Purgatory Road
Whitinsville, MA 01588
Text or Call (774) 813-7378
bruce@westendfirewood.com
www.westendfirewood.com
Manufacturers of Packaged Firewood,
Cord-Wood • Barrels of Firewood
Kindling • Fire-Starters

WILCOR INTERNATIONAL
Zach Sivers
161 Drive In Rd.
Frankfort, NY 13340
(800) 346-2345
sales@wilcor.net
www.wilcor.net
Camping, Fishing, RV Supplies, Toys, Gifts

ZOOK CABINS
Customer Service
5075 Lower Valley Road
Atglen, PA 19310
(610) 595-4641
info@zookcabins.com
www.zookcabins.com
A line of Park Model Homes offering
modern and luxurious options.

Thank You
Business Members
for Supporting The Northeast
Campground Association!



Understanding the legal responsibilities of using music in your business is crucial.

*This is a portion of a well-written blog by Lynette Rowland republished by the Pennsylvania Association of Campground Owners in Campground Quarterly for October 2025. It was originally posted as “22 Things Roller Skating Rink Owners Must Know About Music Licensing” in May of 2024 by the Roller Skating Association newsletter. *Please note we have replaced “roller rink” with “campground” for your reading ease.*

Music brings life to your campground, creating an atmosphere that keeps guests coming back. This article breaks down the importance of being properly licensed for all music played anywhere on a campground property. Understanding the legal responsibilities of using music in your business is crucial. Here's a comprehensive guide to help you navigate U.S. copyright law.

1. Music Makes the Experience
Music sets the tone.

2. Who Really Owns the Music?
When you hear a song, you might think it belongs to the performing artist. In reality, unless the artist wrote the song, they don't own it. The ownership typically lies with the composer, songwriter, and music publisher, among many others. They are the ones who created the music and have the legal rights to it and each person might belong to different Performing Rights Organizations (PROs).

3. Understanding Copyrights
A copyright gives the owner exclusive rights to their creation. From the moment a song is written down or recorded, it is protected by copyright law. This means that others cannot use the song without the owner's permission, which is usually obtained through a license.

4. Why Pay to Play?

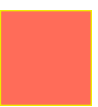
Paying for music licenses ensures that artists are compensated for their work. Music is a business, and like any other business, creators need to earn a living. Licensing fees support artists and encourage them to continue making music.

5. When Must Businesses Pay?

Anytime music is played in a public setting, such as a campground or during a sporting event, a license is required. This includes live performances, DJ sets, whether the music is played from CDs, a playlist of downloaded music, or any streaming service. The law considers these performances public, even if they happen within your privately owned campground.

6. The Truth About Business Streaming Services
There is a lot of misinformation about business streaming services. Some claim that services like Spotify or Apple Music for business cover public performance licenses. However, this is not true if your business charges an admission fee. These services are intended for personal use only. If you intend to use them in your campground, you will still need to pay your music licensing fees.

7. What is the Role of Performing Rights Organizations (PROs)
Performing rights organizations (PROs) simplify the licensing process by allowing businesses to obtain licenses for thousands of songs from multiple artists. PROs like BMI, ASCAP, SESAC, and Global Music Rights issue blanket licenses that cover all the music in their catalogs, making it easier for business owners to comply with copyright laws. They act on behalf of songwriters and publishers to issue licenses and collect fees. By obtaining licenses from these organizations, you ensure that you can legally play a wide range of music in your campground.



8. Where Do Licensing Fees Go?

Licensing fees collected by PROs are distributed to the music creators as royalties. Most of the fees go directly to the artists, with a small portion used for administrative costs. This system ensures that artists are fairly compensated for their work and can continue creating music.

9. Do You Need Multiple Licenses?

Songs often have multiple creators, each possibly represented by different PROs. To play these songs legally, you need licenses from all relevant PROs for each song. Many businesses opt for blanket licenses from all major PROs to cover all potential music usage and to avoid legal complications.

10. The CD and Download Misconception

Purchasing a CD or a digital download gives you the right to play the music privately. This means you can play it at home or in your car, but not in a public setting like your campground. For public performances, you need additional licenses.

11. Getting Licenses Made Easy

****Call your state association or NCA at (860) 684-6389 for the Hospitality Connections link to receive discounted rates to members. If you own more than one campground, you must pay for each campground individually. This streamlined process makes it easy to obtain the licenses you need.***

12. Who's Responsible?

As the business owner, you are responsible for securing the necessary licenses. If your campground is found to be playing music without a license, you could face significant fines and legal action. It's important to ensure you have the right permissions to avoid these risks.

13. How Fees Are Determined

Licensing fees vary based on the type of business, the admission charge, the occupancy size

of the building, how the music is performed, and how often it is played. Some PROs offer discounts to specific groups who have negotiated lower fees, which is what the RSA has done on behalf of members. For competitive events, there may be separate fees that you need to discuss with the licensing agency. ****Make sure your license covers you for your campground's music spend for live music during a season.***

14. The Consequences of Non-Compliance

Ignoring copyright laws can lead to severe penalties. These can include fines, court costs, and even criminal charges in extreme cases. The fines can be substantial, often enough to put a small business out of business. Compliance is not just a legal requirement but also a way to support the music industry.

15. How to Obtain a License to PROs

The Northeast Campground Association works with Hospitality Connections that partners with PROs to offer members discounted rates. Every member pays a different rate based on a few different factors such as number of sites or annual music spend, but Hospitality Connections simplifies the process by handling the accounting for the PROs. This saves YOU money and the PROs the time to collect from every member.

16. Do PROs Really Enforce U.S. Copyright Laws?

Yes, PROs actively enforce copyright laws. They monitor businesses to ensure compliance and take legal action against those who fail to obtain the necessary licenses. Enforcement can include sending representatives to check on businesses, issuing fines, and pursuing legal proceedings to recover unpaid fees and damages.

17. What Happens During an Audit?

If a PRO suspects that you are playing music without a license, they may conduct an audit. This involves checking your music sources and usage. If they find you are not in compliance,

they will issue a notice of infringement, and you may have to pay backdated fees and penalties.

For instance, with Global Music Rights, if you fail to pay your license and you play a song violating the Copyright Act, each song could incur \$150,000 in statutory damages. If an auditor is sitting in your campground and hears you play 20 of their songs, that's \$3 million dollars in fines alone. You do not want to put yourself at risk.

18. What Are the Types of Music Licenses?

- **Public Performance License:** Required for playing music in public spaces, including campgrounds. This is the most common license and is issued by PROs.
- **Mechanical License:** Needed if you are reproducing music, such as making copies of a CD.
- **Synchronization License:** Required if you are synchronizing music with visual media, like a promotional video for your campground.
- **Master Use License:** Needed for using a specific recording of a song in a project.

19. What are Some Tips for Staying Compliant?

- **Regularly Review Your Licenses:** Ensure all your licenses are up-to-date. Licensing terms and fees change every year, so periodic reviews are essential.
- **Keep Records:** Maintain detailed records of your music licenses and payments. This can be useful if there are ever any disputes or audits.



Music Licensing with NCA

The discounted music licensing program offers association members music licensing. The open enrollment period for Hospitality Connection's 2026 discounted music licensing program will begin on October 1, 2025 and end on January 15, 2026. No license can be secured outside of the license period.

Don't miss out on this unique opportunity to secure your music licenses at our exclusive discounted rates and help protect your park from liability and costly fines.

[CLICK HERE TO START!](#)

**Call Hospitality Connections at
610-767-5026
with any questions.**



THE NORTHEAST CAMPGROUND ASSOCIATION



Through membership in your state association, your campground is automatically a NCA member. In 2026, state associations will pay an annual \$25 administrative fee per campground allowing NCA, your regional association, to provide membership services and to maintain the best possible data. **Join your state association today!**

Just some of the benefits you have access to with NCA:

- Northeast Conference on Camping
Southbridge, MA March 18 - 20, '26
- Licensing Discounts & More
*Benefits w/ Hospitality Connections
- Annual NCA Buyer's Guide
- Quarterly Northeast In-Sites
- Listing on CampNCA.com
- Rack Card Marketing
- Your State Camping Guide
At NCA Cooperative Booth
- 60+ Business Members
- NCA Board Representation
- Scholarship Awards
- November '26 Cruise

Northeast Campground Association, Inc.
76 Lamb Road, Stafford Springs, CT 06076
cyndy@campnca.com ~ (860) 684-6389

www.CampNCA.com - Public Site
www.CampNCA.org - Member Site

NCA is dedicated to the promotion and growth of camping through networking and education in collaboration with state associations.



Northeast Conference

60th Anniversary Event

on Camping

★ An NCA
Hosted
Event



save the date
to celebrate
with NCA

March 18 - 20, 2026

♦ Southbridge, MA

★ CELEBRATING ★

60

Amazing March Events