# Private outdoor recreation businesses : camping enterprises. Report 60 1970

Cohee, Melville H.

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RESEARCH REPORT 60

# PRIVATE OUTDOOR RECREATION BUSINESSES
# CAMPING ENTERPRISES



By

Melville H. Cohee

Department
of
Natural
Resources

Madison, Wis.
1970

## ABSTRACT

Wisconsin ranks fifth among all states in number of campsites, and more than 60 percent of this supply is privately owned. A 50 percent increase in number of campers is expected by 1980.

This study of 82 privately owned camping enterprises (4,214 camping spaces), located in 28 counties, is designed to assess and evaluate their physical, management and stability features in some depth. Camper preferences were polled during interviews with 141 camping parties including 688 people.

On a usual midsummer weekend day, over 40,000 people camp in Wisconsin's privately owned campgrounds. Ninety-five percent of them have also used publicly owned campgrounds. Forty-five percent of these campers used both privately and publicly owned campgrounds in their last previous year of camping. One-third of the camping parties include 1 or more members who have camped or would like to camp on an officially designated wilderness area. The average camping party size is 4.8 people and 82 percent of them include 1 or more children. Approximately one-third of the campers are children under 12 years of age and slightly over one-half the campers are children.

About half of the camping outfits are tents and the other half are those moved on their own wheels (various types of trailers). Nearly all of the camping spaces on privately owned campgrounds are for either tent or trailer use.

The 82 campgrounds studied were rated by a scoring method, devised for this study, which establishes 5 quality status groupings. This sample, 26 percent of all such camping enterprises in Wisconsin, has 14 A, 23 B, 24 C, 17 D and 4 E campgrounds with score points ranging from 95 to 36. Thus, approximately three-fourths are A, B or C campgrounds and one-fourth are D or E status. The stronger scoring features of these campgrounds include cleanliness; adequacy and location of toilets and drinking water; roads; lighting and outlets; and set-back of camping spaces from lake or stream. The weaker scoring features include: distance between camping spaces, barriers to define privacy for camp use area; garbage disposal facilities; and satisfactoriness of registration station and area. One-third of the campgrounds have only flush toilets, one-fifth have only pit toilets, and 39 percent have both pit and flush toilets. Three-fourths of the campgrounds have hot water shower baths.

Size of the campgrounds ranges from 6 camping spaces to 385 spaces. Of the 4 size groupings for all campgrounds studied, 13 percent have 80 or more camping spaces each and the others are almost equally divided between those having 6-20 spaces, 21-40 spaces and 41-60 spaces. Approximately one-fifth of the campgrounds have camping spaces 50 to 100 feet apart (between centers) with an average of 47 spaces on 12.6 acres of developed

site-area or 3.7 spaces per acre. The other campgrounds have camping units 20 to 50 feet apart or have scattered or indefinite space arrangements on an average of 8.5 acres of developed site-area with 6 spaces per acre. Distance between camping spaces has no correlation with amount of camping space use.

Generally, as the size of campgrounds double, so does the participant days use per camping space. Total annual participant days use of the campgrounds is about equally divided between that on weekend days and that on weekdays; however, percentage of camping spaces filled is not comparable since weekend days constitute less than 30 percent of the average of 147 days annually that the 82 campgrounds are open for business. Many of the campgrounds have all or more than 50 percent of their camping spaces filled on weekends during the 90-100 days summer season. For the entire season the 82 campgrounds average 42 percent fill for the usual weekend days and a 16 percent fill for weekdays.

Over 70 percent of the campgrounds are in wooded tracts of land with two-thirds high canopy tree cover and one-third low canopy; on the others only scattered canopy or sparse shade is provided.

Swimming facilities are available at 83 percent of the campgrounds, but only 12 percent have swimming enterprises. Swimming facilities are used by 87 percent of the campers. Nearly all camping parties have 1 or more members who swim if facilities are available. Forty-nine ownerships with a camping enterprise also have 1 or more of 66 other recreation enterprises; most prevalent are boat rentals, operated on 37 of the ownerships. Others include swimming, pond fishing, picnicking, horseback riding, and winter sports.

Camping parties made a priority preference rating of 26 campground and enterprise features. Of the top 9 features, cleanliness and availability of swimming facilities were most preferred, followed by fishing opportunity, shower baths, flush toilets, wide distance between camping spaces, helpful operator, plenty of shade and store on grounds. Such features as nearby entertainment facilities, trails, nearness to home residence, and hard surface boat ramps were among those items rated as less important. Nearness of campground to super highway rated 26th.

There is no apparent relationship between higher quality status campground and the length of stay of clientele. On 73 (89%) of the camping enterprises, 89 percent of the annual trade is from campers having occupancy periods of not over 1 week and most of this trade is from campers who do not stay over 5 nights. However, an equal number of enterprises have some campers staying longer than 1 week while only 58 percent of the enterprises have trade from campers staying only 1 night. In general, the larger and higher quality status campgrounds have appreciably more annual trade per camping space than do the smaller lower quality status campgrounds.

Fee charges for a camping space range from $1.00 (2 cases) to $3.50 per day. Two-thirds of the enterprises have charges of $1.75 to $2.75 per day while one-fifth have charges of $3.00 to

$3.50 per day. There is no prevailing pattern among enterprises for any of the fee charge rates and over half of them have added charges for utility hookups--electricity, sewage and/or water at fees of $.25 to $1.00 per day. Camper preference for low charges was medium.

A large majority (69%) of the camping enterprise operators indicate that returns from their recreation business are 'satisfactory'; and 'maybe satisfactory' adds 16 percent. Expansion acreage is available for almost all of the recreation businesses and more than one-third have planned for added developments costing an average of approximately $9,000 each. There is no indication that lack of satisfaction with returns will be a major cause for an operator to discontinue his enterprise. All operators believe that their recreation businesses will be continued when they are no longer the manager. Generally, the camping enterprises appear to be stable. The camping enterprise accounts for one-half or more of the total recreation business gross income on 84 percent of the ownerships and for 90-100 percent on 43 percent. Eighty-five percent of the ownerships have 1 or more nonrecreation enterprises and only 6 ownerships do not have a second recreation enterprise or a nonrecreation enterprise.

Travel guides and/or directories and roadside signs are the media most depended upon for advertisement; however, the operators' estimate that over half of all first time customer trade results from personal referrals from past customers.

This research report is one in a series of 7 separate reports covering 6 types of recreation enterprises on private lands for commercial use, namely boat rental, camping, horseback riding, picnicking, pond fishing, and swimming plus one on private outdoor recreation businesses--their composition, operation and stability.

The author is a Recreation Research Specialist for the Bureau of Research, Madison

Edited by Carol A. Knott

CONTENTS

LIST OF TABLES

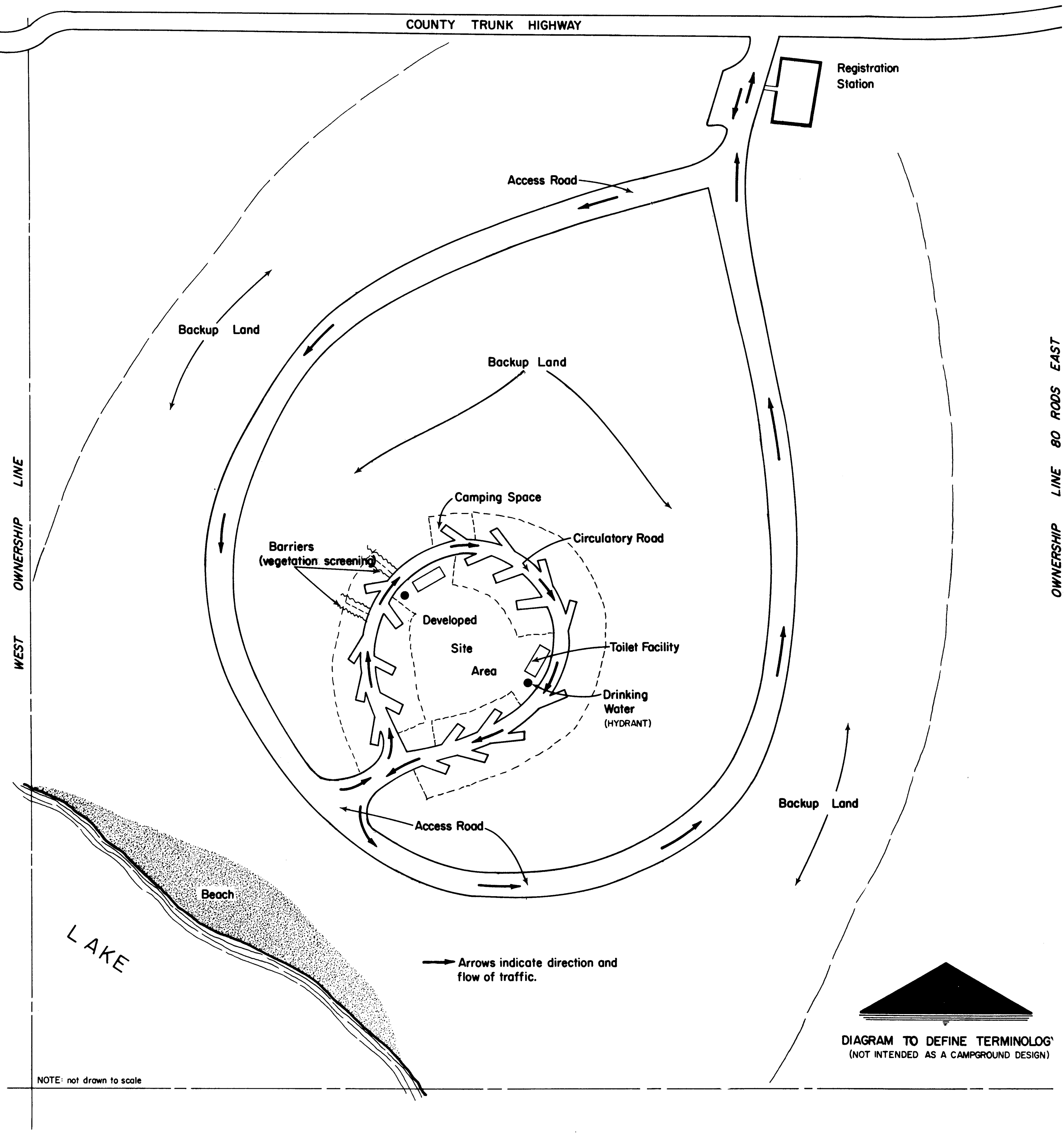


DIAGRAM TO DEFINE TERMINOLOGY
(NOT INTENDED AS A CAMPGROUND DESIGN)

## INTRODUCTION

Privately owned recreation enterprises are the larger part of the total supply of all outdoor recreation facilities in Wisconsin open to the general public,[1] and privately owned campgrounds are a large part of the outdoor recreation industry in the state. A national survey ranks Wisconsin fifth among all states in number of campsites (Woodall, 1968).[2] More than 60 percent of this supply is privately owned (Woodall, 1968; DNR 1968).[3] General public use of them will increase as recreation demands grow and a 56 percent increase in camping space demand is expected by 1980.

## PURPOSE

This study is designed to assess and evaluate in some depth the physical, management and stability features of privately owned camping enterprises. Information concerning general public use of privately owned campgrounds was obtained. The study should supply insight into user (camper) desires and preferences for facilities and services used both generally and in the occupied campground(s). The study findings should be helpful for guidance work and for future supply-demand relationship planning. Projections of data from this study should provide a needed measure of use of privately owned campgrounds throughout the state.

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1 'Recreational enterprise' refers to a unit of a private outdoor recreation business established for a specific recreational activity where users (recreationists) pay a fee for use of the facilities and related services. A recreation business may include 1 or more recreation enterprises on a tract of land contained in 1 ownership (camping enterprise, swimming enterprise, etc.). 'Ownership' refers to that area of land considered by the owner as 1 operating tract on which is located 1 or more recreation enterprises, and on which 1 or more nonrecreation enterprises may also be located. Taverns food and/or lodging enterprises, and permanent trailer courts or parks are not considered recreation enterprises in this study.

2 Woodall Publishing Co., Highland Park, Illinois. Survey data collected in 1968. California ranks first (47,674 spaces), New York second (32,104), Michigan third (30,796), Ohio fourth (29,173) and Wisconsin ranks fifth (28,451 spaces).

3 The Woodall survey shows that 65 percent are on private ownerships. Wisconsin's Outdoor Recreation Plan indicates that 60 percent of the 1967 supply are in private enterprises.

This study should also develop applicable methods for evaluating the camping enterprise of private recreational businesses. Such methods must encompass evaluation of privately and publicly owned campgrounds as conjoint supply for comparison with user demands. This entails analysis and evaluation of the areas and facilities and their use and operations that are not entirely contingent upon recognized differences (mainly economic) in type of ownership. Emphasis on evaluations of similar factors irrespective of ownership is needed, as is analysis of the amount of differences arising from dissimilar factors. This project includes only private camping enterprises but use of its study methods should expedite evaluations of publicly owned campgrounds.

## PROCEDURE

### Sample Selection

The study includes 82 recreation ownerships, each having a camping enterprise, located in 28 counties (Figure 1). Ownerships were selected to represent type and distribution locally and in the immediate region.

Counties were picked to represent planning areas. Local professional people who participated in a 1966-1967 inventory of private outdoor recreation enterprises selected ownerships in their counties (SSWCC 1967).[4] Two main criteria prevailed in selection of a cross section sample by county; namely, that (1) size of enterprise and (2) quality of resources and facilities should represent the local type and distribution. Size and quality of enterprises were indicated by ownerships on the selected list from which the sample was drawn. The 1966-1967 inventory provided some general guidance for volume of enterprises by planning areas but was not considered a satisfactory basis for a statistically drawn sample for this study. In broad respect, selected sample was founded upon the constructive judgement and knowledge of many informed persons.

On the basis of statewide surveys (Woodall, 1968) it is estimated that the 4,214 camping spaces on 82 campgrounds used in this study constitute a 26 percent sample of all privately owned (commercial) campgrounds in Wisconsin primarily serving transient campers.

### Study Forms' Coverage and Use

A general business form (Schedule Part A) and a specific camping enterprise form (Part B-Schedule B) were used in collecting data for each of the ownerships (82) in the research study. Each recreation business operator was personally interviewed to complete schedules of information solicited. Observations of the enterprise facilities were made by the interviewer after completing the schedules. Rechecks were made with the operator to verify or revise any of the recordings when the interviewer questioned correctness or completeness of the initial entries.

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[4] Directions for conducting the 1966-1967 inventory are covered in the publication. Agencies supplying personnel for the survey work are also indicated.

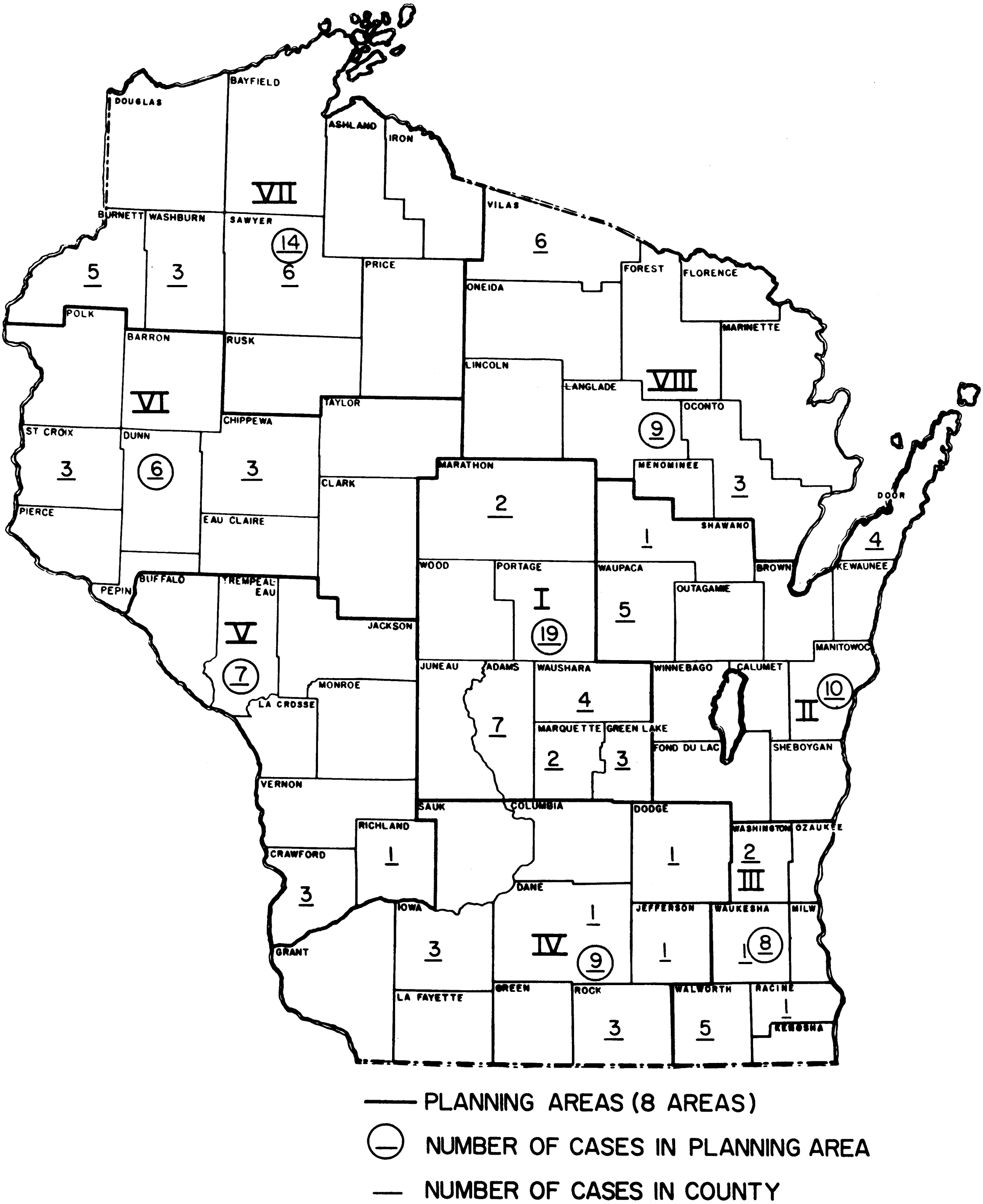


Figure 1. Privately owned campgrounds sample-number of cases by planning areas and counties.

The General Business form (Schedule Part A) of the study covers the following: years in the recreation business, size of ownership and the recreation area part, types and sizes of all recreation enterprises, operator's age, training and experience, seasonal length of business, labor and operations information, expansion possibilities, satisfactoriness of income, assistance from technical and financial help sources, cooperation with private and public individuals and agencies, availability of capital, advertisement media, types and number of nonrecreational enterprises on the ownership and other related information. This schedule provides for 195 possible entries for its 35 principal items and sub-items. (Appendix A).

The Camping Enterprise (Part B-Schedule B) coverage includes: number and acreage of separate developed camping site-areas and backup land acreages; number of camping spaces by sub-counts for tents, trailers or both; wooded condition of the grounds; screening or separations for camping spaces and distance between spaces; provisions for overflow usage; other recreation activity facilities; use and total trade by weekends and weekdays and by length of stay periods; availability of various campground service facilities; campground quality status; types and amounts of fee charges; percentage of total recreation business coming from the camping enterprise; total number of people and participant days use of campground; features attracting customers; extent of repeat customers; and acceptance of requests for reservations. This Schedule B provides for 102 possible entries for its 22 principal items and sub-items (Appendix A).

All 82 campgrounds were examined in detail while completing a Campground Score Card (Schedule S) for each. This score card covers 22 subject items separately rated in numerical terms; it also provides for a summary score and an alphabetical status rating (see following section on Rating Campgrounds). The campground was scored by the research project personnel with no assistance from or discussion with the camping enterprise operator. Neither scoring nor findings were reviewed with the operator.

Following completion of the three schedules (Part A, and Schedules B and S), interviews were made with some of the camping parties in the campground. A User Preferences form (Part B-Schedule C-Camping Enterprise) was completed during each interview (Appendix A).

This schedule covers such items as: total number of camping party members with separations for husband, wife, children, number under 12 years of age, other adults; type of camping abode; miles from home residence; cause of campground selection; advance reservation; years of camping--total in the campground where interviewed within 25 miles of present camp; in other privately owned campgrounds; private or public campground camping or both last year and miles from home residence; if and where added camping will be done in present year; features party may prefer in a campground (25 considered, 5 selected in priority of importance, and up to 5 selected as having little or no significance); did party bring its own boat or motor, will such be rented this trip, and is rental usual; number in party swimming daily or occasionally (if weather permits); acceptability of a swimming pool substituting for a beach; length of stay in present campground present trip; party's use of campground for overnight stay only, weekend camping, vacation camping or combination thereof; past camping in and future desire for camping in an officially designated wilderness area; and general comparison of present campground with others used. This schedule provides for 106 possible entries for its 21 principal items and sub-items. (See following section on Campground User Preferences.)

Campers were not always available for an interview when project personnel were on the ownerships studying the 82 camping enterprises. The aim was to interview 3 to 5 camping parties on each campground. Up to 5 camping parties were interviewed on each of 65 campgrounds. The camping parties were chosen by entirely informal random selections with a due ratio between resident and out-of-state parties. While completing Schedule S (score card) the project personnel observed automobile license plates and noted the approximate proportion of in-state and out-of-state cars. If, for example, there were about 3 in-state cars to 1 out-of-state car, 3 interviews were conducted with Wisconsin resident parties and 1 interview with a non-resident party. This general procedure was followed without attempting to make it an exacting mathematical exercise.

Following the introductory conversation establishing purpose and conduct for the interview, 1 camper spokesman was designated to represent the camping party members. For some questions in some parties the majority preference was determined by a quick polling of the camping party members. This survey proved to be a welcome visit among campers, and, before it was completed on a campground it was not unusual for the interviewer to be approached with bashful invitations to 'come over and ask us those questions'. There is a friendly atmosphere on a campground and such a survey visit affords campers a diversion and an opportunity to express opinions about camping. Interviews with camping parties on adjacent camping spaces were avoided to prevent recording of any possible biased answers caused by a party overhearing answers given by a neighbor or friend. The user preferences schedule (S) was completed with 141 camping parties representing 688 campers interviewed on 65 campgrounds.

This study of privately owned camping enterprises has essentially 3 major and related parts. They are reflected in the schedules described above and reviewed in subsequent sections in the following order: (1) Rating Campgrounds-covering composition, quality and status rating of the campgrounds as revealed through the Campground Score Card--Schedule S, (2) Enterprise Operations and Campgrounds Use-covering the camping enterprise, its operations and use accounted for primarily by Part B-Schedule B but supplemented with general business coverage from Schedule Part A, and, (3) Campground User preferences covering preferences of campers as revealed from recordings on Part B-Schedule C.

## Preparing Data for Computer

Completed schedule data were coded into 361 card column characters for computer programming and analyses (80 for Schedule B, 71 for S, 51 for C and 159 for Part A). The General Business (Schedule Part A) form accounts for 159 of these characters although primarily used in connection with a separate correlative Research Report, Private Outdoor Recreation Businesses--Their Composition, Operation and Stability.

The coding was done in accordance with directions prepared in advance of field use of the survey schedules; card column references were a part of the directives for uniformly obtaining and recording data called for on the schedules (survey forms). Such directives may be illustrated by the following excerpt for 1 item of a schedule: "Check one of the five sub-items that is the dominant condition. For the sub-item checked, insert its number in card column 33. For example, if a check is recorded by sub-item 8(4) insert '4' in card column 33."

Detailed instructions were prepared for the computer programmer by reference to card column numbers. A simple and short instruction from those for a schedule (coded for card No. 4) illustrates this technique: "I-E, number and percent of parties without children who had tent abode: Count the cards having a numerical number in (4)13 but an 'O' in (4)14 and that have a 'G' in card column (4)15. For percent divide the answer by answer to (141 minus number answer to 'D' above)." Computer results were recorded by numbered items of these detailed instructions.

## RATING CAMPGROUNDS

A Campground Score Card (Schedule S) was completed for each campground by research personnel conducting the project. The purpose of the rating is to determine adequacy and quality of the existing physical setup of the individual campground. To compare all campgrounds with a hypothetical ideal or perfect model is not a part of the purpose.

The scorecard with 22 subject items and 5 mathematical summary items is divided into 4 principal sections (Figure 2). The card covers: I-Roads-Access and Circulation (with 6 sub-items); II-Design-General, and Site-area (with 10 sub-items; III-General Service Facilities (with 6 sub-items). Each of these 3 sections carries a summary item for total score points. Section IV provides spaces for total score points and for the campground score in both numerical (percentage points) and alphabetical grade terms. This score card is original for this research project since no references to previous experiences were available to provide patterns.

Campground Score Card -- Schedule S

Operator's Name ______________________ Sample Unit Number ______________

Name of Scorer ______________________ Date ______________________

| I. Roads -- Access and Circulation | Access Score | | Circulation Score | | Total Score | |
|---|---|---|---|---|---|---|
| | Possible (1) | Rated (2) | Possible (3) | Rated (4) | Possible (5) | Rated (6) |
| A. Lane-if double @ 22'+; if single @ 15'+ | 1 | | 1 | | 2 | |
| B. Surface-composition, gravel, or natural | 2 | | 2 | | 4 | |
| C. Adequately graded and drained | 2 | | 2 | | 4 | |
| D. Paralleling roads at least 200' apart | - | - | 3 | | 3 | |
| E. Roads blend with natural topography | - | - | 2 | | 2 | |
| F. Use system one-way; easy access to camp stalls; other | - | - | 5 | | 5 | |
| G. Total score points (I) | 5 | | 15 | | 20 | |

| II. Design-General, and Site-Area | Score Possible (7) | Rated (8) |
|---|---|---|
| A. Parallel, circular or other definite design (incls. compact or loop) | 5 | |
| B. Setting, attractiveness, neatness, and cleanliness of grounds | 9 | |
| C. Camp spaces (stalls or spurs) 75' - 100' apart | 5 | |
| D. Car spurs 12' by 50' long, at 45° to 60° angle to access road; flared entrance[1] | 4 | |
| E. Designated use plots 30'-35' in diameter; cleared; sand tent pad by parking stall[2] | 4 | |
| F. Use area well drained, shaded in afternoon and more open for morning sun | 5 | |
| G. Table and fire facility (circle, fireplace or stove) provided for each space | 3 | |
| H. Barriers (natural or artificial) to define parking spaces and privacy for camp use area | 6 | |
| J. No units (spaces) too close to lake or stream preventing availability to all campers[3] | 4 | |
| K. Definite developed trails to service facilities, easily accessible to each camp space | 5 | |
| M. Total score points (II) | 50 | |

| III. General Service Facilities | Score Possible (9) | Rated (10) |
|---|---|---|
| A. Toilet location: Over 75' from most camp spaces; most camp spaces closer than 400' | 3 | |
| B. Toilet capacity: At least one large set for each 30-35 camp spaces or one small set for each 20-25 spaces; and well kept and clean[4] | 5 | |
| C. Wells or water system: All camp spaces less than 400' to convenient supply: no well closer than 75' to a toilet; firm dry base at supply location | 6 | |
| D. Garbage disposal: Garbage containers ample, attractive and locations reasonably screened | 4 | |
| E. Electricity: Lighting and outlets commendable within type of purposes intended[5] | 4 | |
| F. Registration station and area: Easy access and exit on direct route to campground that is well marked by directional signs, map, separate camp space identification, etc. | 8 | |
| G. Total score points (III) | 30 | |

IV. Campground Score

A. Campground score points (I+II+III) 100 ______

B. Campground Status: ___A ___B ___C ___D ___E

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1 If trailer (or tent) to accommodate back-in parking.

2 If double unit, 50' diameter

3 Distance of 75' to 100' desirable for trails or other uses.

4 Large set is 4 stools or units per building; and, small set is two stools or units.

5 Where electrical outlets are provided, they should be adequate; where possible lines should be underground; well placed lights around wells and in toilets is a consideration.

Figure 2

During the project preparation and schedule(s) pre-test periods, arbitrary weighting points were studied and assigned to each item of the score card. It was determined that a fair distribution of 100 possible points would be: 20 to I-Roads, 50 to II-Design-General and Site-area, and 30 to III-General Service Facilities. The number of points respectively distributed to sub-items was based upon multiple judgments of the relative importance of sub-items to both their respective section and to the total complex of a campground.

Most of the score card items are measurable but some are subject to judgment evaluation. Items of the card that are subject to legal regulations (e.g., toilets and water supply) conform to but may exceed minimum requirements set forth in Wisconsin Statutes, Chapter H78, Campgrounds and Camping Resorts .

The scorecard was appropriately adjusted as necessary to the individual circumstances found on each of the 82 campgrounds rated. If an item did not apply it was omitted and the total possible score (100 points) was accordingly reduced. For example, item "II-E, Designed use plots 30'-35' in diameter; cleared; sand tent pad by parking stall", does not entirely apply to a campground designed and maintained with grass (vs sand) and catering mainly to trailer rather than tenting use. In such cases the 4 score points possible for this item were reduced and rating was made on the size and clearing features. Also as an example, when the campground design provided adequate roads but not of the "II-D, paralleling roads at least 200' apart" type then the 3 score points for this item were eliminated. Changes in the total possible score points do not alter the comparison of campgrounds unduly since scores are percentages derived by dividing rated points by possible score points. The score card and its maximum possible score points by items provide the means for a uniform evaluation of campgrounds.

A pre-survey guide for 5 alphabetical ratings of A through E had the following percentage score point ranges: A for 80-100 points, B for 60-79 points, C for 40-59 points, D for 20-39 points and E for 0-19 points. It was intended that adjustments would be made after the campgrounds were scored in order to fit the actual scores into the 5 alphabetical groups. No campground scored over 95 percentage points or less than 36 percentage points. This spread of 60 percentage points was divided into the 5 intervals with a 12 point range in each. Thus the alphabetical status scores by percentage score point ranges are: A for 84-95 points, B for 72-83 points; C for 60-71 points; D for 48-59 points and E for 36-47 points.

Campground Scores and Status

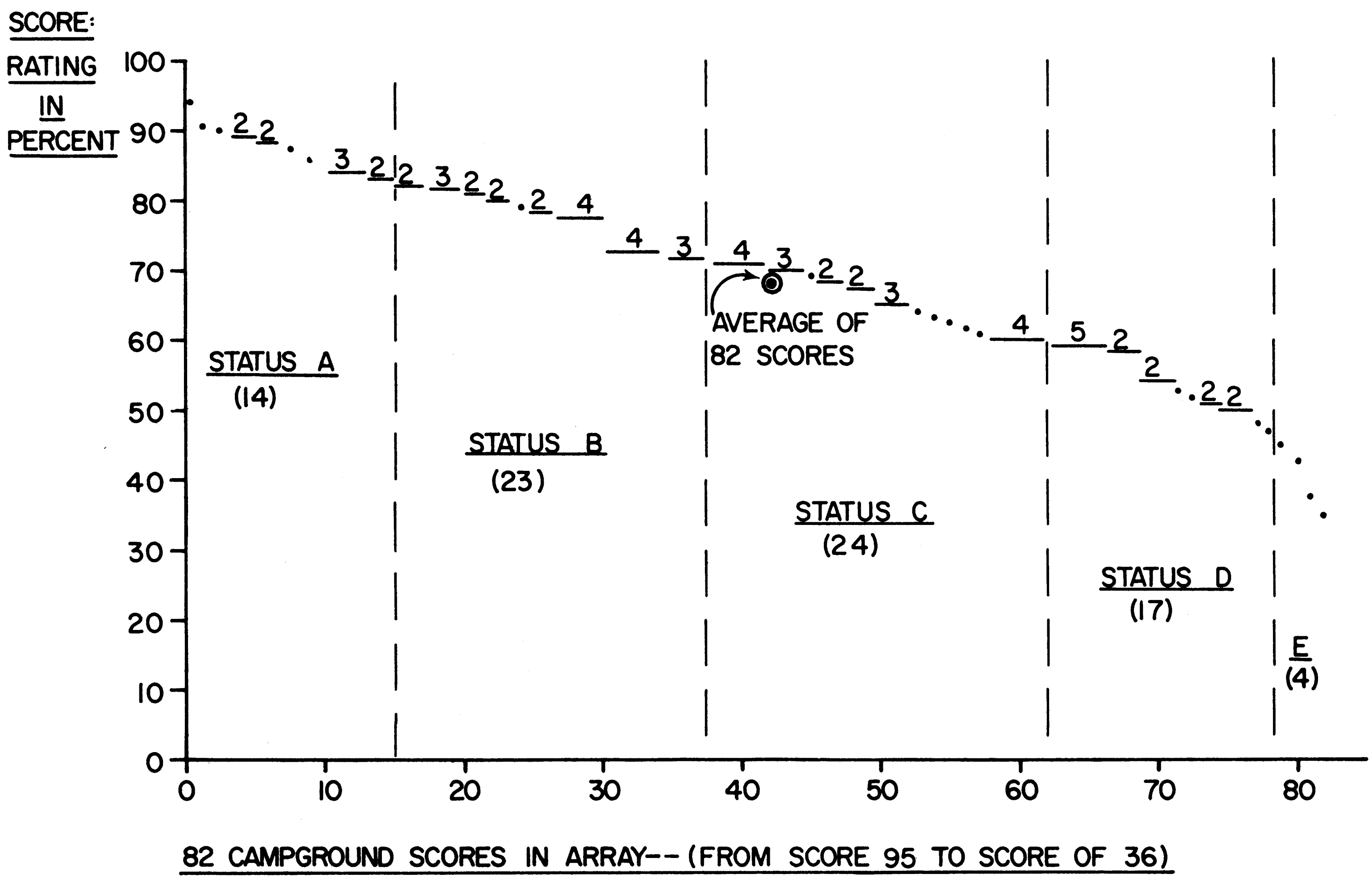
Nearly one-half (37) of all campgrounds scored 72 or more percentage points. These 37 were 14 campgrounds averaging 88 points in the A status group and 23 averaging 78 points in the B status group (Table 1). Twenty-four campgrounds scored in the C range with an average score of 66. Of the other 21 campgrounds, there were 17 D's with an average score of 54 and 4 E's with an average score of 40. The average of all 82 campground scores is 69 points which falls in the upper quartile of the C status range of score points (Figure 3).

TABLE 1

Summary of Rating Scores

| Score Card Rating Sections | Average scorings by rating status groups | | | | | |
|---|---|---|---|---|---|---|
| | A | B | C | D | E | All |
| I Roads-access & circulation | | | | | | |
| Possible score points | 19 | 19 | 19 | 18 | 16 | 18.7 |
| Rating score points | 17 | 15 | 14 | 10 | 7 | 13.6 |
| Score (%) | 87 | 80 | 72 | 58 | 44 | 73.0 |
| II Design-general & site-area | | | | | | |
| Possible score points | 49 | 46 | 46 | 47 | 46 | 46.5 |
| Rating score points | 42 | 34 | 28 | 23 | 18 | 30.7 |
| Score (%) | 86 | 75 | 62 | 49 | 39 | 66.0 |
| III General service facilities | | | | | | |
| Possible score points | 30 | 30 | 29 | 30 | 28 | 29.5 |
| Rating score points | 27 | 24 | 20 | 18 | 12 | 21.5 |
| Score (%) | 90 | 80 | 70 | 61 | 42 | 73.0 |
| IV Totals (of I-II-III) | | | | | | |
| Possible score points | 98 | 95 | 94 | 95 | 90 | 94.7 |
| Rating score points | 86 | 73 | 62 | 51 | 37 | 65.8 |
| Score (%) | 88 | 78 | 66 | 54 | 40 | 69.0 |
| Rating intervals(%) | 84-95 | 72-83 | 60-71 | 48-59 | 36-47 | 36-95 |
| Rating interval mid-point (%) | 89.5 | 77.5 | 65.5 | 53.5 | 41.5 | 65.5 |
| Number of campgrounds | 14 | 23 | 24 | 17 | 4 | 82 |
| Avg. no. camping spaces/campground | 54 | 61 | 50 | 45 | 22 | 51 |

Figure 3. Eighty-two campground scores in array (from score of 95 to score of 36).



Scores (percentage score points) for the 3 principal sections both in total (Table 1) and for each item (Table 3) are determined for use as a guide in evaluating strength or weakness of campground features. In general the II-Design-General, and Site-area features do not score as favorably as others covered in the score card. In all 5 status groups the average scores for this section are below their respective total score for the campgrounds, and this section has approximately half the total possible scorepoints (Table 2).

Sub-items in the 3 principal sections were examined by using 4 groups, namely A or B, C, D or E scoring campgrounds and the average for all 82 cases (Tables 2 and 3). Since the possible score points for an item may not be the same for different campgrounds the score in percentage points (rated points divided by possible score points) were used for comparisons (Table 3). These scores are determined directly from data in Table 2. Each percentage score in Table 3 can be contrasted with the number 100 and those nearest this size show high quality campground features (items on the score card) while the smallest scores reflect lack of quality.

A few items are consistently strong throughout all status groups. In Section I (Roads), most roads blend with natural topography and except in the D or E status campgrounds most single lane roads are at least 15 feet wide and most double lane roads are at least 22 feet wide. In the II-Design-General and Site-area section no item is consistently strong in all status groups. No sub-item scored over 67 percentage points in the D or E status group and most scored under 50. However, the A or B status group scored 80 or greater for all sub-items except for the item "C.-Camp spaces (stall or spurs) 75'-100' apart" which scores 62, the car spurs item which scored 76, and the "H.-Barriers (natural or artificial) to define parking spaces and privacy for camp use area" which scored 57.[5]

In section III most toilets were located over 75 feet from most camping spaces and closer than 400 feet to most camp spaces in all but the D or E status groups. The section's "E. Electricity; Lighting and outlets commendable within purpose intended" is a strong scoring item. However, features of the campgrounds concerning registration stations and areas (item III-F) had low scores in many instances. The item III-"D. Garbage disposal: garbage containers ample, attractive and locations reasonably screened" is the other low scoring feature in this section of the score card.

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[5] Validity of the distance and screening standards as scoring guides will be covered in subsequent sections of this report where use and user preferences are examined.

TABLE 2

Average Scorings for Campgrounds

| | Score | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | All campgrounds (82) | | A or B status (37) | | C status (24) | | D or E status (21) | |
| | Possible | Rated | Possible | Rated | Possible | Rated | Possible | Rated |
| I. Roads - access and circulation | | | | | | | | |
| A. Lane-if double @ 22'+; if single @ 15'+ | 1.98 | 1.7 | 2.0 | 1.9 | 1.9 | 1.8 | 1.9 | 1.5 |
| B. Surface-composition, gravel, or natural | 3.95 | 2.3 | 4.0 | 2.8 | 3.9 | 2.4 | 3.9 | 1.6 |
| C. Adequately graded and drained | 3.96 | 3.0 | 4.0 | 3.5 | 4.0 | 2.9 | 3.9 | 2.1 |
| D. Paralleling roads at least 200' apart | 2.0 | 1.66 | 2.4 | 2.2 | 2.4 | 1.9 | 1.1 | .5 |
| E. Roads blend with natural topography | 1.9 | 1.8 | 2.0 | 1.9 | 1.9 | 1.8 | 1.8 | 1.7 |
| F. Use system one-way; easy access to camp stalls; other | 4.8 | 3.1 | 4.9 | 3.7 | 4.9 | 2.8 | 4.6 | 2.4 |
| G. Total Score points (I) | 18.7 | 13.6 | 19.3 | 16.0 | 19.0 | 13.6 | 17.2 | 9.7 |
| Percentage Score | 73% | | 83% | | 72% | | 56% | |
| II. Design-general, and site area | | | | | | | | |
| A. Parallel, circular or other definite design (incls. compact or loop) | 4.94 | 3.74 | 5.0 | 4.7 | 4.8 | 3.3 | 5.0 | 2.5 |
| B. Setting, attractiveness, neatness and cleanliness of grounds | 9.0 | 6.6 | 9.0 | 7.8 | 9.0 | 6.7 | 9.0 | 4.4 |
| C. Camp spaces (stalls or spurs) 75'-100' apart | 4.8 | 2.6 | 4.7 | 2.9 | 4.8 | 2.4 | 5.0 | 2.1 |
| D. Car spurs 12' by 50' long, at 45° to 60° angle to access road; flared entrance[1] | 3.4 | 2.0 | 3.8 | 2.9 | 3.3 | 1.5 | 2.6 | 1.2 |
| E. Designated use plots 30'-35' in diameter; cleared; sand tent pad by parking stall | 2.8 | 1.8 | 2.8 | 2.3 | 2.3 | 1.4 | 3.2 | 1.5 |
| F. Use area well drained, shaded in afternoon and more open for morning sun | 4.98 | 3.63 | 4.9 | 4.0 | 5.0 | 3.8 | 5.0 | 2.9 |
| G. Table and fire facility (circle, fireplace or stove) provided for each space | 2.97 | 3.63 | 3.0 | 2.7 | 2.9 | 1.5 | 3.0 | 1.6 |
| H. Barriers (natural or artificial) to define parking spaces and privacy for camp use area | 6.0 | 2.22 | 6.0 | 3.4 | 6.0 | 2.5 | 6.0 | 1.7 |
| I. No units (spaces) too close to lake or stream preventing availability to all campers | 2.76 | 2.16 | 2.8 | 2.3 | 2.5 | 2.0 | 3.0 | 2.0 |
| J. Definite developed trails to service facilities, easily accessible to each camp space | 4.85 | 3.45 | 4.9 | 4.3 | 5.0 | 3.3 | 4.5 | 2.2 |
| K. Total score points (II) | 46.5 | 30.7 | 46.9 | 37.3 | 45.6 | 28.4 | 46.4 | 22.1 |
| Percentage score | 66% | | 79% | | 62% | | 48% | |
| III. General service facilities | | | | | | | | |
| A. Toilet location: over 75' from most camp spaces; most camp spaces closer than 400' | 3.0 | 2.5 | 3.0 | 2.7 | 3.0 | 2.8 | 3.0 | 1.9 |
| B. Toilet capacity; at least one large set for each 30-35 camp spaces or 1 small set for each 20-25 spaces; well kept and clean[4] | 5.0 | 3.98 | 5.0 | 4.6 | 5.0 | 3.9 | 5.0 | 3.0 |
| C. Wells or water system: all camp spaces less than 400' to convenient supply: no well closer than 75' to a toilet; firm dry base at supply location | 5.93 | 4.72 | 6.0 | 5.5 | 5.8 | 4.2 | 6.0 | 4.0 |
| D. Garbage disposal: garbage containers ample attractive and locations reasonably screened | 4.0 | 2.27 | 4.0 | 2.8 | 4.0 | 2.2 | 4.0 | 1.4 |
| E. Electricity: lighting and outlets commendable within type of purposes intended[5] | 3.6 | 3.2 | 3.8 | 3.5 | 3.4 | 3.0 | 3.5 | 2.9 |
| F. Registration station and area: easy access and exit on direct route to campground that is well marked by directional signs, map, separate camp space identification, etc. | 7.96 | 4.94 | 8.0 | 6.0 | 8.0 | 4.2 | 7.9 | 3.8 |
| G. Total score points (III) | 29.5 | 21.5 | 29.8 | 24.7 | 29.1 | 20.3 | 29.4 | 17.0 |
| Percentage score | 73% | | 84% | | 70% | | 58% | |
| IV. Campground score | | | | | | | | |
| A. Campground score points (I+II+III) | 94.7 | 65.8 | 96.0 | 78.0 | 94.0 | 62 | 93.0 | 48.8 |
| | | 69 | | 81 | | 66 | | 52 |
| B. Campground status | C | | A,B | | C | | D,E | |

1, 4, 5 - See footnotes - Figure 2

TABLE 3

Campgrounds' Rated Scores' Percentage of Possible Score

| Score card subject items and section totals (Item captions abbreviated from full context of Figure 2) | Percentage Scores by Status Groups | | | |
|---|---|---|---|---|
| | All (82 campgrounds) | A or B (37 campgrounds) | C (24 campgrounds) | D or E (21 campgrounds) |
| I. Roads - access and circulation | | | | |
| A. Lane - width | 83 | 90 | 93 | 63 |
| B. Surfacing | 80 | 92 | 78 | 60 |
| C. Grading and drainage | 80 | 92 | 72 | 67 |
| D. Parallel spacing | 57 | 70 | 55 | 35 |
| E. Blend with natural topography | 89 | 92 | 88 | 83 |
| F. Use system; camp stall access | 62 | 75 | 53 | 48 |
| G. Total | 73 | 83 | 72 | 56 |
| II. Design - general, and site-area | | | | |
| A. Definite design (incls. compact or loop) | 74 | 94 | 69 | 50 |
| B. Setting, attractiveness, neatness and cleanliness | 73 | 87 | 74 | 49 |
| C. Camping spaces - distance apart | 54 | 62 | 50 | 42 |
| D. Car spurs - length, access angle and flaring | 59 | 76 | 45 | 46 |
| E. Use plots diameter; clearing; pad surfacing | 64 | 82 | 61 | 47 |
| F. Use area drainage and shading | 73 | 82 | 76 | 58 |
| G. Table and fire facilities | 67 | 90 | 52 | 53 |
| H. Barriers separating use-plots | 37 | 57 | 42 | 28 |
| I. Blockage to water shore general use | 78 | 82 | 80 | 67 |
| J. Trails to service facilities | 71 | 88 | 66 | 49 |
| K. Total | 66 | 79 | 62 | 48 |
| III. General service facilities | | | | |
| A. Toilet location - distance to use plots | 83 | 90 | 93 | 63 |
| B. Toilet capacity; cleanliness and upkeep | 80 | 92 | 78 | 60 |
| C. Drinking water: location and base drainage | 80 | 92 | 72 | 67 |
| D. Garbage disposal units | 57 | 70 | 55 | 35 |
| E. Electricity: lighting and outlets | 89 | 92 | 88 | 83 |
| F. Registration station facilities | 62 | 75 | 53 | 48 |
| G. Total | 73 | 84 | 70 | 58 |
| IV. Total score | 69 | 81 | 66 | 52 |

In general, the A or B status group has average scores for all 3 principal sections of the score card in the range of 79 to 84 percentage points (Figure 4). Correspondingly the C status group scores ranged from 62 to 72 and the D or E status group has average scores of 48 to 58 percentage points. Since these are averages for each status group, approximately one-half of the campgrounds in each group carry higher scores while the other half has lower scores. Many of the individual campgrounds have only 1 or 2 items (on the score card) rating lower than 100 percentage points while others have 1 or 2 very poor quality features which bring their scores down. Conversely, a few campgrounds in the D or E status group have no features of sufficient high quality to offset their low scores on most of the rating items. This is not entirely associated with size of campgrounds as measured by number of camping spaces (Table 4). The E status group has only small campgrounds and the A status group has predominantly larger campgrounds, but in-between sizes show no definite relationship to scoring (quality) status. Larger campgrounds do not consistently score higher.

TABLE 4

Campground Size and Quality Rating Status

| Size groups (No. camping spaces) | Number of campgrounds by rating status | | | | |
|---|---|---|---|---|---|
| | A | B | C | D | E |
| Under 20 | 1 | 3 | 6 | 3 | 2 |
| 20 - 39 | 3 | 8 | 10 | 4 | 2 |
| 40 - 59 | 5 | 3 | 2 | 6 | 0 |
| 60 - 79 | 2 | 5 | 4 | 2 | 0 |
| 80 - 99 | 0 | 0 | 0 | 1 | 0 |
| 100 or more | 3 | 4 | 2 | 1 | 0 |
| Totals | 14 | 23 | 24 | 17 | 4 |
| Percent with 40 or more | 72 | 52 | 33 | 59 | 0 |

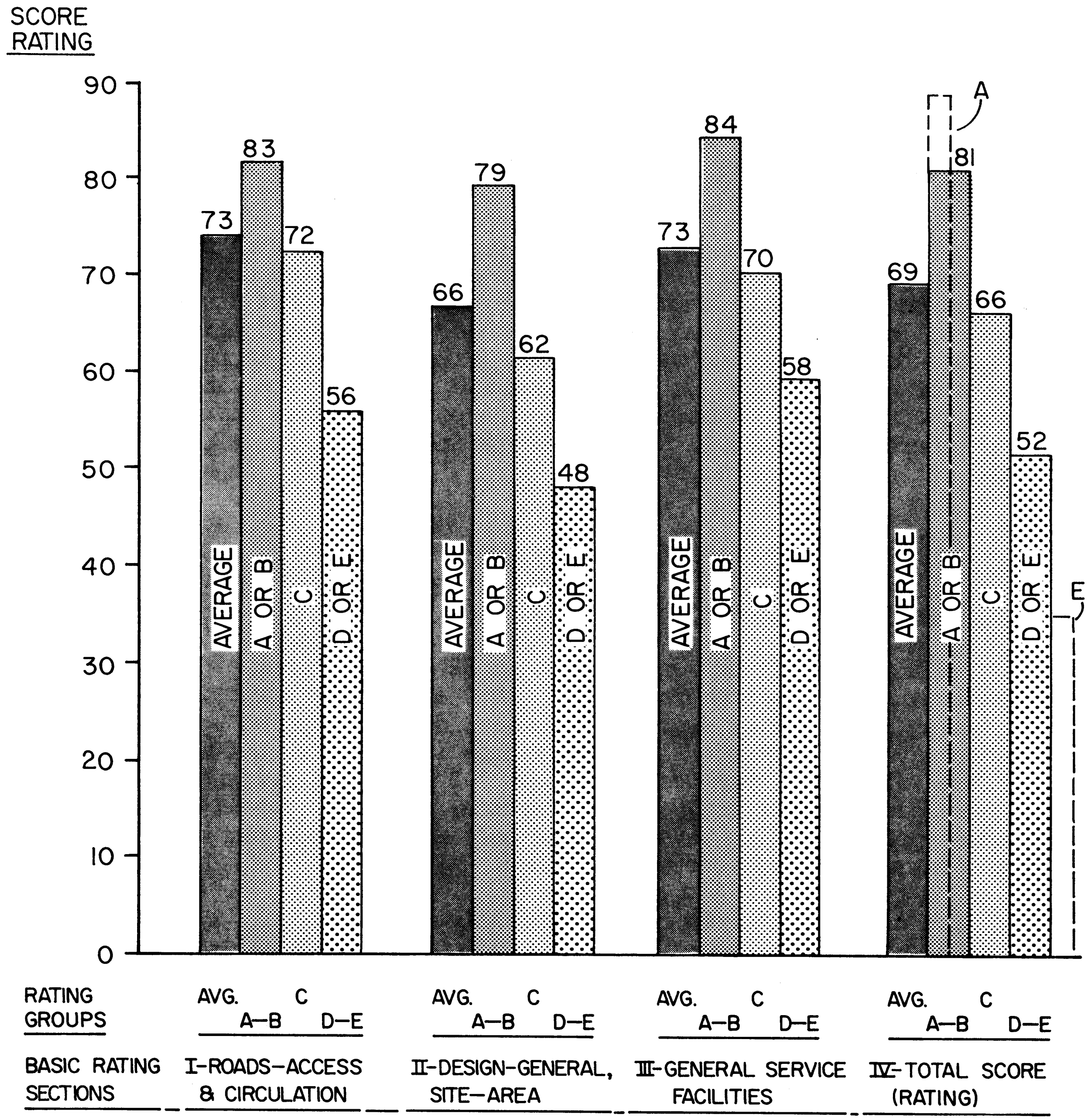


Figure 4. Campground scorings by rating groups, by basic rating sections and total.

Campground scores relate more closely with rated points than possible score points (Figure 5). This is understandable since the scores are the percentage that rated points are of possible score points, where possible score points are either a total of 100 or a lesser figure caused by deletion or adjustment for items (of the score card) not applicable to the individual campground.[6] However, the nearly paralleling relationship of rated points and score irrespective of possible score points, depicted in Figure 5, verifies that amount of possible score points does not relate positively with campground score.

Further examination of the influence of possible score points on scores of campgrounds is presented in Figure 6. Rated points decrease somewhat uniformly with reduced possible score points but scores do not follow at uniform smaller percentage points. Rated points and scores diverge rather than parallel (Figure 6) even though the pattern of all 3 factors is in the same sloping direction. The scores follow the rated points more closely than possible score points even though there is about a 10 percent spread in possible score points in the rating status groups.

## ENTERPRISE OPERATIONS AND CAMPGROUND USE

### Enterprises on the Ownership

Camping enterprises were studied on 82 private ownerships. Size of ownerships ranges from 3 acres to 3,800 acres. One large acreage ownership (3,800 acres) supports a semi-wilderness camping enterprise. The mean average size of all 82 ownerships is 148 acres but without the semi-wilderness case the average is 103 acres per ownership. The acreages used primarily for recreation, in all 82 cases, average 38 acres per ownership. This would be only 2 acres less per ownership if the extremely large one was excluded.

Each campground on 67 of the ownerships includes only 1 developed site-area of camping spaces. The other 15 ownerships have a total of 32 site-areas. Thus, there are 99 site-areas on the 82 campgrounds. There are 744 acres in all site-areas averaging 7.5 acres each (or an average of 9.1 acres per campground). There are an average of 18.6 acres of adjacent backup lands used by campers for each site-area (or an average of 22.5 per campground). The ratio of backup acreage to unit of developed site-area is 2.5 acres to 1 acre.

On about 39 percent of the 82 ownerships, camping is the only outdoor recreation enterprise. However, on 49 (61%) of the ownerships, there is 1 or more of 6 other recreation enterprises in addition to camping. Most (37) of these ownerships have only 2 recreation enterprises but 7 have 3 and 5 have 4 enterprises (Table 5).

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6 The lesser figure has the relative effect as 100 points since the campground rating points cannot exceed it.

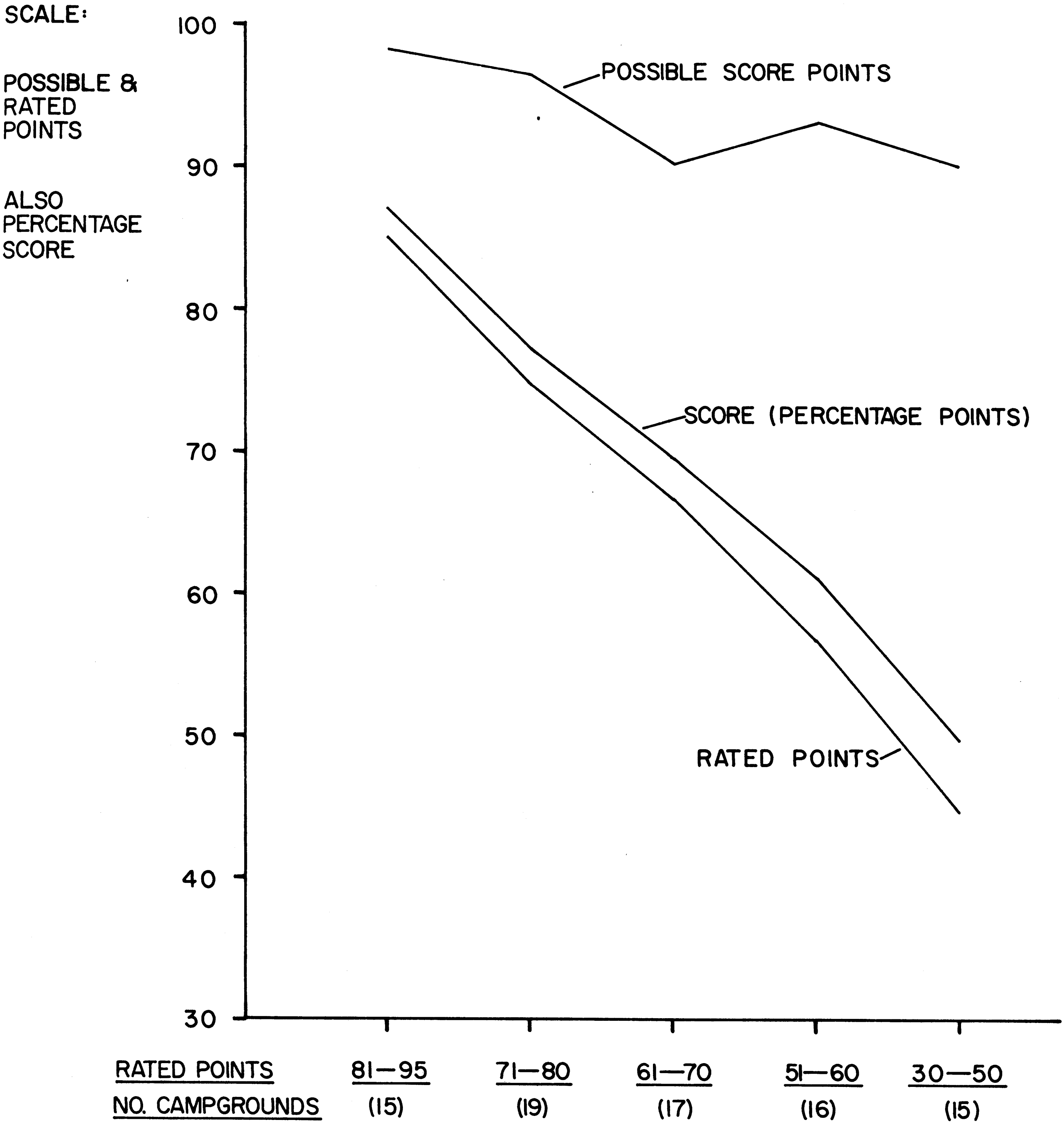
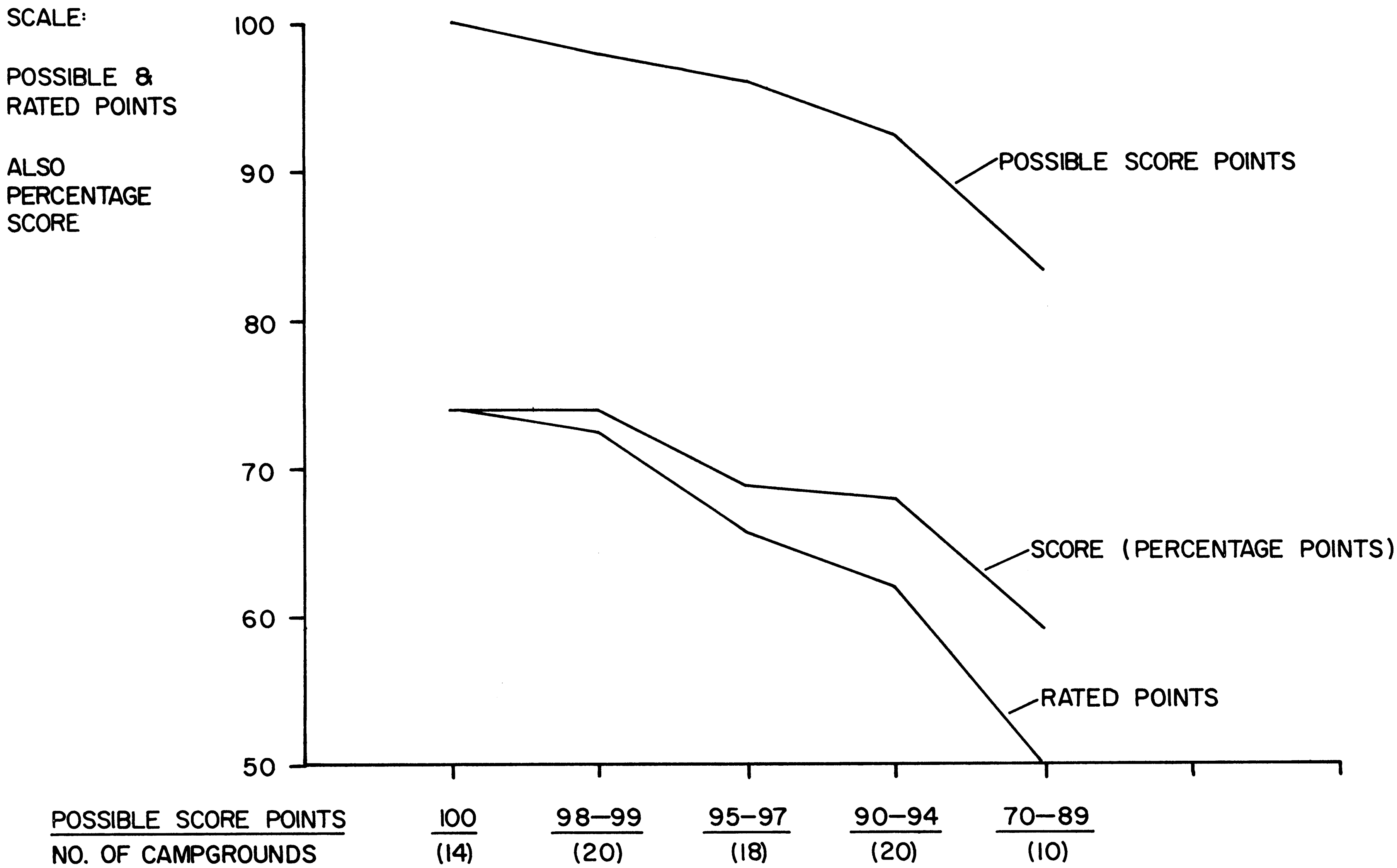



Figure 5. Relation of rated points to possible score points and score.

Figure 6. Relation of possible score points to rated points and score.



There are 148 recreation enterprises on the 82 ownerships; 82 camping enterprises and 66 others (37 boat rental, 9 swimming, 9 picnicking, 5 horseback riding, 4 pond fishing and 2 winter sports enterprises). Twenty-seven ownerships have the most prevalent combination: camping and boat rental (Table 5).

TABLE 5

Recreation Enterprises in the Recreation Business-
Camping Alone and in Enterprise Combinations

| Enterprise combinations | Number of businesses -- with 1 enterprise | 2 enterprises | 3 enterprises | 4 enterprises |
|---|---|---|---|---|
| Camping | 33 | | | |
| Camping - boat rentals | | 27 | | |
| Camping - pond fishing | | 4 | | |
| Camping - swimming | | 3 | | |
| Camping - picnicking | | 2 | | |
| Camping - horseback riding | | 1 | | |
| Camping - boat rentals - horseback riding | | 2 | | |
| Camping - boat rentals - picnicking | | | 2 | |
| Camping - boat rentals - winter sports | | | 1 | |
| Camping - horseback riding - swimming | | | 1 | |
| Camping - horseback riding - winter sports | | | 1 | |
| Camping - boat rentals - picnicking - swimming | | | | 5 |
| Totals (82 with a camping enterprise) | 33 | 37 | 7 | 5 |
| Total - number of enterprises other than camping (66) | 0 | 37 | 14 | 15 |

Food and/or lodging, a store, permanent trailer court or park, and farming enterprises are common among the nonrecreation enterprises found on the ownerships studied. There are 1 or more nonrecreation enterprises on 70 (85%) of the ownerships having a camping enterprise. Of the remaining 12 ownerships without a nonrecreation enterprise only 6 have a recreation enterprise other than camping.

## Size of Camping Enterprises

Physical size of a camping enterprise can be measured by its number of camping spaces (camp units). The smallest camping enterprise studied has 6 camping spaces and the largest has 385 spaces. About 13 percent (11) of the campgrounds have more than 80 camping spaces each (Table 6). The other enterprises are distributed almost equally among 3 size groups: 6 to 20 spaces, 21 to 40 and 41 to 81 spaces each. Except for the largest size group (81 to 385 spaces), the average number of spaces per enterprise increases in direct proportion to the size group. There is uniform distribution of enterprises by number of camping spaces within each size group, except for the group with 81 or more spaces per enterprise which has more larger than smaller campgrounds. There are 4,214 camping spaces in the 82 camping enterprises with an average of 51 spaces in each (Table 6).

TABLE 6

Size of Enterprise by Number of Camping Spaces

| Camping enterprise size groups* (By No. of camping spaces) | Enterprises | | No. camping spaces | |
|---|---|---|---|---|
| | Number | Percent | Total | Avg./enterprise |
| 6-20 spaces | 24 | 29.3 | 352 | 15 |
| 21-40 spaces | 23 | 28.0 | 730 | 32 |
| 41-80 spaces | 24 | 29.3 | 1,404 | 58 |
| 81-385 spaces | 11 | 13.4 | 1,728 | 157 |
| Total | 82 | 100 | 4,214 | 51 |

* Christianson, et. al. reported studies of 47 enterprises (camping) arbitrarily divided into 3 size groups: small (3-28 sites), medium (30-55 sites) and large (80-291 sites). The percentages of their 47 enterprises falling in each of these 3 size groups respectively are 46.8%, 36.2% and 17.0%. If the 82 camping enterprises used in this (DNR) research study were divided into 3 size groups closely aligned to the above the distribution would be generally similar as follows: small (6-30 camping spaces) 13.41%, medium (31-80 spaces) 40.24% and large (81-385 camping spaces) 13.41%. However, average number of camping spaces (sites) per enterprise in the similar size groupings have variances between the 2 studies as may be noted from the following comparisons: small campgrounds (sited report) 16 vs. 19 (this DNR study) medium 42 vs. 53 and large 134 vs. 157.

## Campground Service Facilities

Most of the camping enterprises provide modern facilities. Some of the campgrounds were established with uniform types of facilities--

water, toilets, electricity, and sewage disposal--throughout the developed site-area. Other campgrounds, by design, have more facilities in one part than in another. In some cases the operator is gradually adding facilities as customer demands dictate and finances permit. There are few enterprise operators who will maintain parts or all of their campgrounds in rustic or semi-wilderness form. Generally, the operators believe their future trade will demand modern facilities and less use will be made of those spaces intended for rougher types of camping. There are, however, some customers who bring their modern facilities 'on wheels' and want semi-isolated spaces.

There are more camping enterprises with flush toilets than those having pit toilets (Table 7). Slightly less than one-fourth of the campgrounds have only pit toilets while 38 percent have only flush toilets. Many campgrounds have both pit and flush toilets (39%). Seventy-seven percent of the enterprises have flush and 62 percent have pit toilets as a part or all of the toilet facilities on a campground. When both types are available the flush toilets generally have more use than the pit toilets, especially by camping parties with smaller children.[7]

More than three-fourths of the enterprises have hot water shower baths for use by their campers. Some of the showers also serve swimmers, both where there is a swimming enterprise and where only campers use the swimming facilities. This dual use of showers does not appear to raise objections, since a large majority of campers also swim. Only 2 camping enterprises having a hot water system do not have shower baths.

A few of the enterprises have combination toilet and bath houses of exceptional quality, with expensive features such as ceramic tiled walls and inlaid tile floors. Generally, drinking water outlets on the campgrounds are satisfactorily distributed and are adequate; however, adequate drainage around outlets has not been provided on some campgrounds.[8] A small minority of the campgrounds have hand pumps for part or all of the campers' supply of drinking water.

Most of the camping enterprises (91%) have electric outlets at camping spaces (Table 7), but, very few enterprises have electricity at all of their spaces. The proportion of spaces with electric outlets changes each year since more outlets are being added. In some campgrounds, the operators do not intend to install electric outlets for some of their camping spaces. Where sewage hookups are provided, electric hookups are always available; however, only 20 percent of the enterprises have sewage hookups. No campground has sewage hookups at all camping spaces on the campground. This, too, is not a fixed proportion, since additional sewage outlets are being added on many campgrounds.

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[7] Approximately 52 percent of camping party members are children and about 63 percent of the children are less than 12 years old (or, one-third of campers are less than 12 years old).

[8] See Table 3, Item III-C.

TABLE 7

Campground Service Facilities

| Service facilities | Enterprises Number | Percent |
|---|---|---|
| Toilets | | |
| Pit toilets only | 19 | 23 |
| Pit toilets | 51 | 62 |
| Flush toilets only | 31 | 38 |
| Flush toilets | 63 | 77 |
| Both pit and flush toilets | 32 | 39 |
| Water (Domestic purposes) | | |
| Drinking water | 82 | 100 |
| Hot water | 65 | 79 |
| Showers | 63 | 77 |
| Electricity and sewage | | |
| Electric hookups | 75 | 91 |
| Sewage hookups | 16 | 20 |
| Both electric & sewage hookups | 16 | 20 |
| Laundry machine(s) and store | | |
| Laundry machine(s) | 23 | 28 |
| Store | 35 | 30 |
| Both laundry machine(s) and store | 19 | 23 |
| Grills | 36 | 44 |

There is apparently some relationship between having a store and having laundry machines on a campground. Twenty-three percent of the ownerships with a camping enterprise have both a store and laundry machines while only 5 percent have a laundry facility but not a store and 7 percent have a store but not laundry machines (Table 7). The main reason for this is probably the building costs (as well as needs), since in most cases the store and laundry machines are in parts of the same building in addition to other rooms for different use purposes.

Outside cooking grills do not appear to be an important campground provision. Less than one-half (44%) of the camping enterprises provide them at some of their camping spaces. Some campgrounds have a few grills at centralized locations. A few enterprises provide portable grills. Enterprise operators indicate that present day camping equipment carried by the campers largely precludes their need to provide this facility.

## Fee Charges and Advance Reservations

Base charges to a camping party for use of a camping space varies between enterprises. None of the 82 enterprises studied have less than a $1.00 per day charge nor over $3.50 (Table 8). Approximately equal numbers charge no more than $2.25 (46%) as charge $2.50 or more (54%). Fees have been raised in the last 2 years by many operators, and most operators now charge for utility services (electricity or sewage hookups). Fifty-seven (70%) of the enterprises charge mostly 25 cents or 50 cents per day per camping party for utility service(s). (Table 8, footnote).

Eleven of the 82 enterprises base their fee charge per day on 4 to 6 people per party (9 @ 4 and 1 each @ 5 and 6) and add 25 or 50 cents per extra person. One enterprise operator charges an extra 50 cents for each extra person over 4 in the party stopping for only 2 days but charges only $1.00 per extra person per week of stay. Two enterprises have extra charges for use of shower baths--1 charges $1.00 per camping party and the other 25 cents per person; both are single charges irrespective of length of stay on the campground. Sometimes a camping space is paid for by 1 party but a second automobile arrives with 'visitors' who stay; and 3 enterprises have added an extra fee of 1 or 2 dollars per each such car.

Unless a camper insists on paying when he arrives, most of the enterprise operators collect fees when the camping party leaves or the evening before. Operators indicate that very often campers will stay a day or so longer if they like the campground when they have not paid fees in advance for the time period they originally intended to occupy the camping space. However, on some campgrounds at the peak of the camping season this is not possible since advance reservations keep the spaces filled.

Advanced reservations for camping spaces are accepted and honored by 82 percent of the enterprise operators (Table 9). One-third of all operators will do this only if a deposit is paid for the reservation. The deposit is credited against the camper's fee at the time of his occupancy. About one-half (49%) of the enterprises do not require a deposit. Committment of the enterprise for a specific camping space by advanced reservation is avoided. Experience shows that more disfavor is caused than good-will by this practice, since very often more than 1 camping party greatly prefers a particular space (this frequently happens among previous customers). Even with a reservation, therefore, the camping party is given its choice only from available spaces. If they have no choice the operator simply assigns them a camping space as he determines their likes and location needs.

TABLE 8

Fee Charges For Camping Space

| Base fee charges per day -- Per camping space | Enterprises Number | Percent | No. charging extra for utility hookup* |
|---|---|---|---|
| $1.00 | 2 | | 1 |
| $1.50 | 10 | | 9 |
| $1.00 - $1.50 | (12) | 14.7 | (10) |
| $1.75 | 2 | | 1 |
| $2.00 | 29 | | 21 |
| $2.25 | 1 | | 1 |
| $1.75 - $2.25 | (32) | 39.0 | (23) |
| $2.50 | 18 | | 14 |
| $2.75 | 3 | | 2 |
| $2.25 - $2.75 | (21) | 25.6 | (16) |
| $3.00 | 15 | | 6 |
| $3.25 | 1 | | 1 |
| $3.50 | 1 | | 1 |
| $3.00 - $3.50 | (17) | 20.7 | (8) |
| Totals | 82 | 100 | 57* |

* Utility hookup rates per day (57 enterprises making charges); Electricity: 15 @ 25¢, 1 @ 35¢, 1 @ 40¢, 37 @ 50¢, 1 @ $1.00, 1 @ metered rate; water: 1 @ 25¢. (8 of these enterprises make a 25¢ or 50¢ per day sewage hookup charge.)

## Features of Camping Spaces and Their Use

On 98 percent of the campgrounds studied, 93 percent of their camping spaces are for either tent or trailer use (Table 10). Of the 82 camping enterprises with a total 4,214 camping spaces, 9 enterprises (11%) provide 142 spaces (3.4%) for tents only and 15 enterprises (18%) provide a total of 226 spaces (5.3%) for trailers only. These 24 enterprises (9 plus 15) have smaller campgrounds than the average size, but only about one-fourth of their camping spaces are exclusively used for tents only or for trailers only. Only 1 enterprise has all its spaces exclusively for trailer camping. Another enterprise has a part of its spaces for tents and another part for trailers with no spaces for optional tent or trailer use. It is apparent that dual use potential is the dominant pattern for the privately owned camping enterprises.

TABLE 9

Operators Acceptance of Advanced Reservations

| Type of acknowledgement | Enterprises Number | Percent |
|---|---|---|
| Operator accepts reservations | 67 | 82 |
| only with deposit | 27 | 33 |
| Operator will not accept reservations | 15 | 18 |
| Total | 82 | 100 |

TABLE 10

Camping Enterprises by Types of Spaces

| Types of spaces | Enterprises | | Spaces | | Site-area | |
|---|---|---|---|---|---|---|
| | Number** | Percent | No. per enterprise | Percent | Acres per enterprise | No. spaces per acre |
| Tents only | 9 | 11 | 16 | 24 | 10.7 | 6.2 |
| Trailers only | 15 | 18 | 15 | 26 | 10 | 5.8 |
| Either tents or trailers | 80 | 98 | 48 | 93 | 9.2 | 5.6 |
| All enterprises-any type | 82 | 100 | 51 | 100 | 9.2 | 5.6 |

* Data are for total site-area and total camping spaces on the enterprise rather than respectively for the tenting only or trailer only or either tent or trailer parts of the campgrounds.

** Only 1 enterprise has just one type of camping spaces and it is in the "trailers only" group. Another enterprise has some spaces for tents only plus other spaces only for trailers; and this enterprise is in both the "tents only" and "trailers only" groups. These 2 are the only enterprises having no spaces for "either tent or trailer".

Some campgrounds have spaces used for permanently or seasonally parked camping trailers (an estimated 10% of the camping spaces on private campgrounds). In this study such spaces were included in the nonrecreational part of the business.

The number of camping spaces (units) per acre on those enterprises having campgrounds segregated for different camping abodes (tents, trailers or either) varies only from 5.6 spaces per developed site-area acre where either tents or trailers may be used to 5.8 spaces/acre for trailers only to 6.2 per acre for tents only (Table 10). It is evident that developed area per camping space is about the same per campground irrespective of type of camping abode.

On more than one-half (56%) of the campgrounds, the camping spaces are between 20 and 50 feet apart (Table 11). This means that the distance between centers of 2 adjacent camping spaces is not less than 20 feet or more than 50 feet. The other campgrounds are about equally divided between those with camping spaces 51 to 100 feet apart (between centers) and those having the units at varying distances for scattered camping spaces, averaging about 20-50 feet apart.[9]

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9 The number of "camping spaces" for the "Indefinite--scattered spaces" are determinable by facility placements, observable past-use plot locations and/or by the operator's calculation of the numbers of camping units using the campground on a single day. Expressions herein about distance between camping spaces or use plots or their 'feet apart' refers to measurements from center to center of adjacent units.

There is no relationship between number of camping spaces per enterprise and distance between spaces (between centers); however, when the distance between spaces increases the number per developed site-area acre is smaller. Those 17 enterprises having units 51-100 feet apart average 3.7 camping spaces per site-area acre. This is only about one-half as many per acre as when placements are 20-50 feet apart (Table 11).

Campgrounds with less distance (20-50 feet) between camping spaces average slightly more customers per unit than do those having more distance between spaces (51-100 feet). Twenty-two enterprises have 1,219 camping spaces with less than 40 feet between the centers of adjacent spaces. They have a weighted average weekend use of 52 percent of their camping spaces throughout the season. The 46 enterprises listed in Table 11 (which includes the above 22 enterprises) with camping spaces 20-50 feet apart have a weighted average weekend use of 44 percent of their camping spaces throughout the season.[10] There is also a 44 percent usage of the 17 enterprises (Table 11) having 51-100 feet between their camping spaces. Nine enterprises having in excess of 100 feet between camping spaces have an average weekend use throughout the season of 39 percent.

TABLE 11

Distance Between Camping Spaces and Numbers per Site-Area Acre*

| | 20-50 feet | 51-100 feet | Indefinite -- scattered spaces |
|---|---|---|---|
| Number of enterprises (82) | 46 | 17 | 19 |
| Average no. spaces per enterprise | 53 | 47 | 53 |
| Avg. acres dev. site-area/enterprise | 8.3 | 12.6 | 7.6 |
| Avg. no. spaces/dev. site-area ac. | 6.3 | 3.7 | 6.9 |

* Distance is measured from center to center of adjacent camping spaces. Ten of the 82 enterprises have part of their developed site-area with one pattern of spaces and another part with a different pattern; the predominant arrangement is considered for purposes of this table. This table does not include over-flow areas that are on 67 percent of the enterprises.

10 Weighted average percent usage is determined by the following steps: (1) for each enterprise multiply the number of camping spaces by the percent of occupancy for the average weekend throughout the season. This obtains an equivalent number of camping spaces used; (2) sum the numbers of camping spaces for the enterprises; (3) sum the numbers of equivalent camping spaces used and divide the answer by the number of camping spaces.

Distance between camping spaces is only 1 of many features of a campground that influence customer preference for a campground. Measured by a standard of 75-100 feet distance between spaces, conceived before carrying out this project, the 82 campgrounds scored an average of only 54 percent (Table 3). Furthermore, campgrounds with status ratings of A or B scored only 62 percent and the lowest status group (D or E) scored 42 percent (see section on Rating Campgrounds). Among 26 campground features, that for wide distance between camping space centers had only 6.5 percent of all camper preferences of any priority (first through fifth). Of preferences for this feature, only 7 percent were first priority choice (see section on Camper Preferences, Tables 30 and 31). This feature ranks sixth among camper preferences. Apparently distances of more than 30 to 50 feet between camping spaces is not a necessary feature, in itself, for the camping enterprises.

Camping spaces which are screened, are usually separated by natural or planted vegetation. Density, height, and placement of this vegetation can be such that the spaces are well screened or only partially screened. Numbered markers or other indicators are often the only indicators of camping space separations. Some campgrounds have no separation indicators. Thus the types of separators fall into 5 groups: (1) well screened--natural vegetation (2) partially screened--natural vegetation (3) markers only (4) other artificial indicators, and (5) no separation indicators.

Only 7 percent of the 82 enterprises have well screened camping spaces and 27 percent have spaces partially screened (Table 12). About one-third (34%) of the campgrounds have no separation indicators for camping spaces. Others have only markers (26%) or artificial indicators (6%), such as electrical outlet posts or unmarked entrance posts.

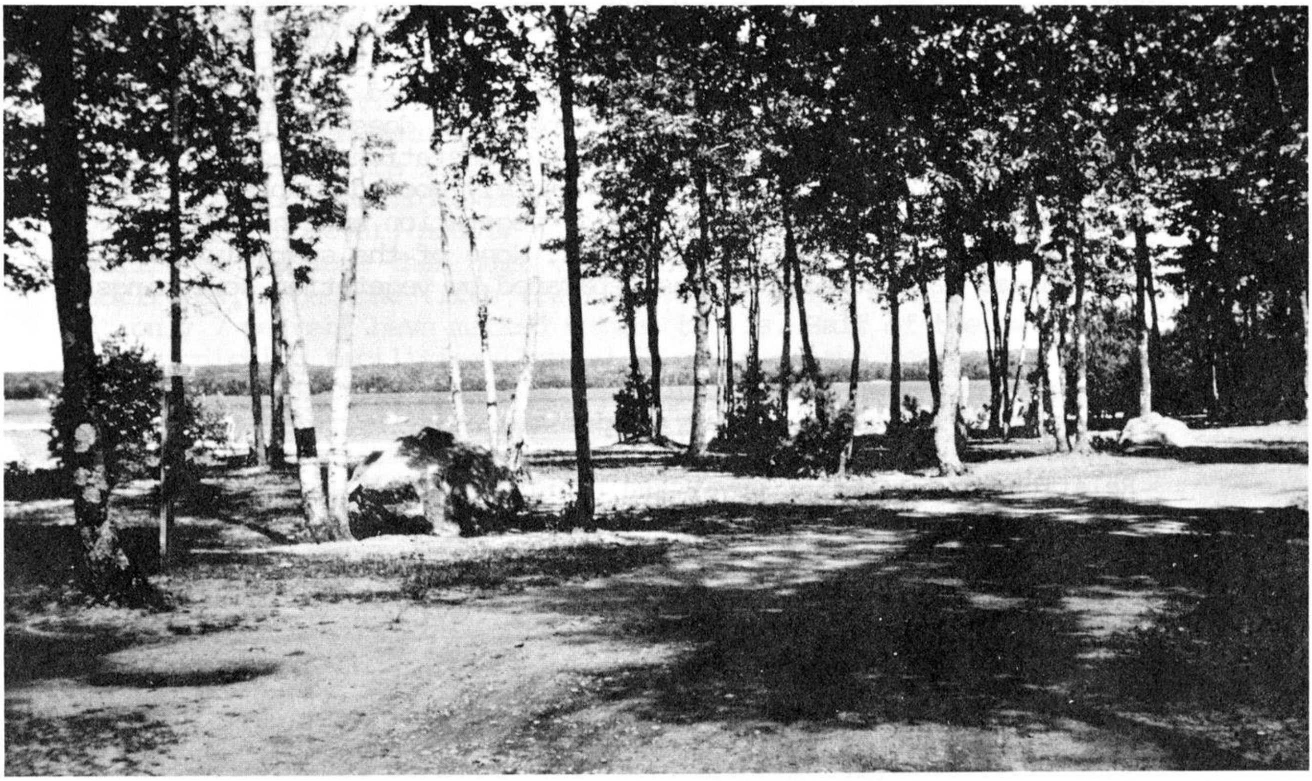

TABLE 12

Camping Space Separations

| Types of separators | Enterprises | |
|---|---|---|
| | Number | Percent |
| Well screened -- natural vegetation | 6 | 7 |
| Partially screened -- natural vegetation | 22 | 27 |
| Markers only | 21 | 26 |
| Other artificial indicators | 5 | 6 |
| No separation indicators | 28 | 34 |
| TOTAL | 82 | 100 |

Canopy cover was considered in 3 classifications: high, low, and scattered or open parklike (the latter group in practice included campgrounds with so few trees as to be almost unwooded). Forty-one percent of the 82 enterprises have high canopy and 21 percent have low canopy tree cover on their developed camp site-areas. The other 38 percent have scattered canopy or practically no canopy. The type of canopy appeared to be much less important than the extent of vegetation (trees) cover.

There is a relationship between vegetation cover and camping space separations. Fifty-nine percent of the 82 campgrounds have either heavily or moderately wooded vegetation (Table 13).[11] Only about one-third of these campgrounds are heavily wooded (23% of all 82 enterprises). However, having wooded campgrounds does not necessarily mean that the camping spaces are separated by vegetation screenings. About one-half (47%) of the heavily or moderately wooded camping site-areas have camping spaces separated by vegetation and the others (53%) have markers or artificial separators. None of the sparsely wooded site-areas have camping spaces separated by vegetation screenings.

TABLE 13

Relation of Vegetation Cover and Camping Space Separations

| | Enterprises | | | | | |
|---|---|---|---|---|---|---|
| | | | By camping space separators | | | |
| | | | Well or partially screened | | Markers, other artificial or none | |
| Vegetation cover | Number | Percent | Number | Percent | Number | Percent |
| Heavily wooded | 19 | 23 | | | | |
| Moderately wooded | 40 | 49 | | | | |
| Sub-total | 59 | 72 | 28 | 47 | 31 | 53 |
| Sparsely wooded | 17 | 21 | | | | |
| Almost or entirely unwooded | 6 | 7 | | | | |
| Sub-total | 23 | 28 | 0 | 0 | 23 | 100 |
| Total | 82 | 100 | 28 | 34 | 54 | 66 |

11 Four classifications were employed for describing the woody (shading size) vegetation (cover) of the camping site-area: (1) heavily wooded--generally 50 percent or greater tree cover shading; (2) moderately wooded--20-49 percent shading; (3) sparsely wooded--5-19 percent shading; and (4) practically or actually open with less than 5 percent canopy.

Screened camping spaces are found on all size campgrounds (Table 14). However, of the 28 campgrounds with screened spaces, 43 percent (12) are in the size group having 41 to 80 camping spaces; and, one-half of all campgrounds in this group have screened camping spaces. In contrast, only 5 (18%) of these 28 campgrounds are in the 6-20 camping spaces per enterprise size group and only 21 percent of all campgrounds of this group have screened camping spaces.

## Recreation Activity Facilities on the Ownership with Camping

All of the 82 recreation ownerships studied had other recreation facilities in addition to those for camping. Some of these are a part of recreation enterprises (Table 8) but more are for use by campers without extra fee charges (not an enterprise). The most common type of facility provided is for swimming (on 83 percent of the ownerships), however, nearly as many ownerships (77%) have boat fishing facilities and more than half (56%) have both swimming and boat fishing facilities. About one-fifth (22%) provide walking and/or hiking trails but only 7 percent have marked nature trails. Half of the ownerships have picnicking facilities. Around 40 percent have designated playfields for sports activities and an almost equal number have water skiing facilities. Relatively few ownerships (14 ownerships or 17 percent of the 82 studied) have 5 or more of these seven types of recreation facilities (Table 15).

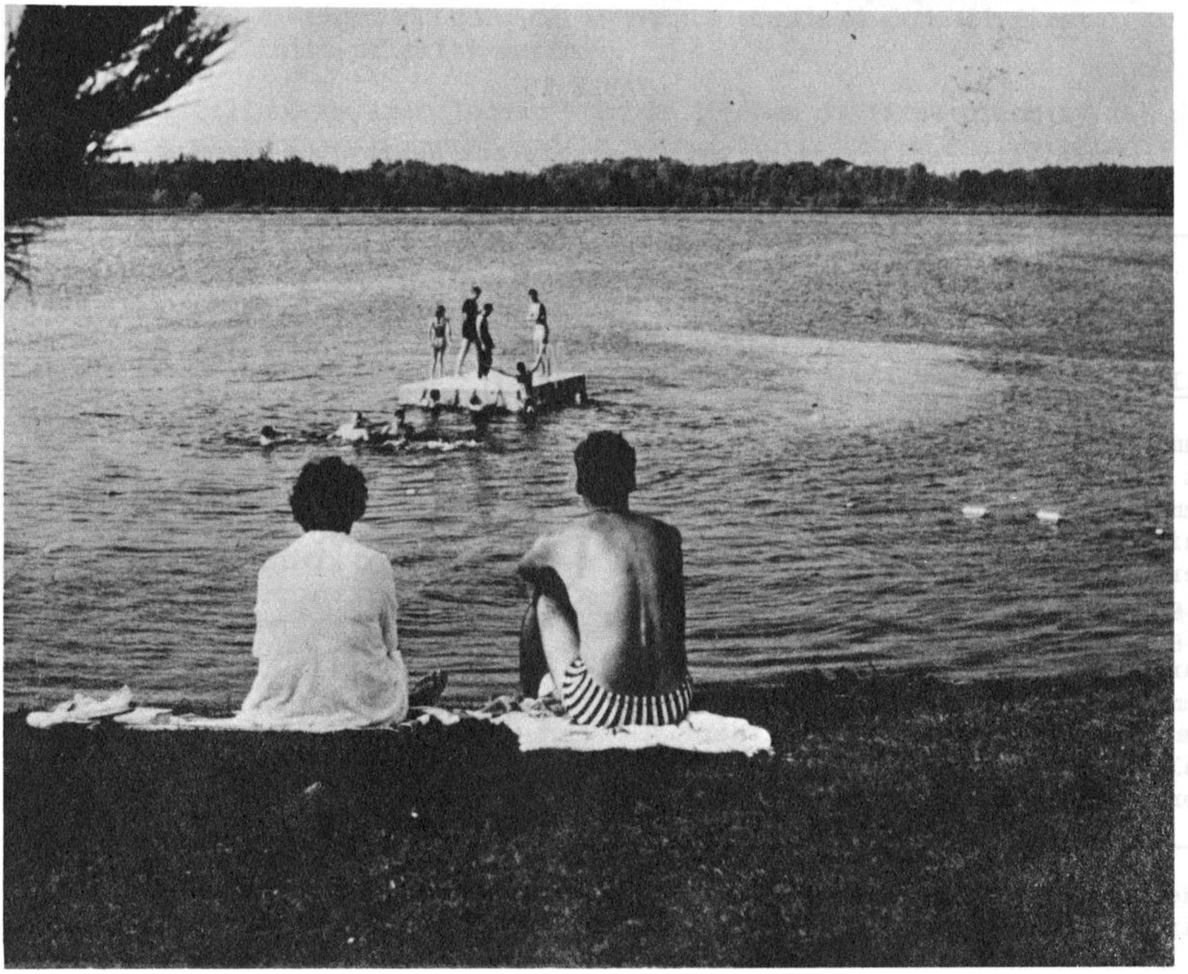

TABLE 14

Size of Campgrounds and Screened Camping Spaces

| Size groupings by number of spaces | Enterprises: All Number | Enterprises: All Percent | Having screened spaces Number* | Having screened spaces Percent** | Having screened spaces Percent of Group[1] |
|---|---|---|---|---|---|
| 6 - 20 | 24 | 29 | 5 | 18 | 21 |
| 21 - 40 | 23 | 28 | 7 | 25 | 30 |
| 41 - 80 | 24 | 29 | 12 | 43 | 50 |
| 81 or larger | 11 | 14 | 4 | 14 | 36 |
| Total | 82 | 100 | 28* | 100 | - |

* Includes the 28 enterprises covered in Table 16 for "camping space separators, well or partially screened". They are the same enterprises of Table 15 including the 6 with "well screened -- natural vegetation" and the 22 with "partially screened -- natural vegetation".

** Based on 28 enterprises.

1 Based on number of all enterprises in the size group.

TABLE 15

Activity Facilities on the Ownership and Nearby the Camping Area

| Facilities | Ownerships: Number | Ownerships: Percent of 82 | Percent of campgrounds scoring: A | Percent of campgrounds scoring: B |
|---|---|---|---|---|
| Swimming | 68 | 83 | | |
| Boat fishing | 63 | 77 | | |
| Swimming and boat fishing | 46 | 56 | 22 | 37 |
| Picnicking | 41 | 50 | | |
| Water Skiing | 34 | 41 | | |
| Designated playfield (with equipment) | 32 | 39 | | |
| Designated walking trails (hiking) | 18 | 22 | | |
| Nature trails (marked) | 6 | 7 | | |
| Swimming, boat fishing, playfield or water skiing, and trails (either walking or nature) | 14 | 17 | 50 | 29 |
| Resort (and/or cottages)* | 45 | 55 | | |

* Resorts and cottages do not connote a particular outdoor recreation activity, they are a feature on the ownership that may influence camper patronage.

There is some basis for the conclusion that those ownerships with higher rating status campgrounds have facilities for more other types of recreation activities. Of those 14 ownerships with the most other activity facilities, 50 percent are rated 'A' campgrounds and 29 percent rate 'B' (79 percent in these two status rating groups). Also, 59 percent of those campgrounds on ownerships with facilities for only the 2 other activities, swimming and boat fishing, rated either 'A' or 'B' status (Table 18).

Fifty-five percent (45) of the 82 ownerships also have a resort and/or cottages.

Enterprise operators indicate that campers are definitely attracted to their campground by various recreation facilities nearby the camping area. All but 1 ownership has facility attractions other than a campground. More than half (55%) of the operators placed swimming facilities in first priority for importance in attracting campers to their campground (Table 16). Another 19 gave swimming second priority and 1 rated it third. This means that of the 68 ownerships having swimming facilities (Table 15), only 3 operators did not consider swimming facilities among the three most important attractions (activities other than camping) to their ownerships. With a weighted points scoring method of 1 point for a first priority, 2/3 of a point for second and 1/3 of a point for third, the swimming item scores 58 points (Table 16). This score is approached in importance only by boat fishing facilities with a weighted score of 43 points obtained from 21 first, 30 second and 7 third priority ratings.

The miscellaneous item "other" (Table 16) has 14 first priority ratings for attracting campers; and it scored 25 points on the weighted score basis. This "other" item includes such facilities as a children's playground, bank or pond fishing, horseback riding, canoeing, and general attributes more of a subjective nature. Only 1 operator of the 45 with a resort and/or cottages gave this item first priority importance rating, 5 rated it second and 9 third making a basis for a weighted score of 6 points. Although more than one-fourth of the ownerships have walking and/or marked nature trails, neither type of trail received weighted scores of more than 2 points.

More than one-fifth (22%) of the operators consider that they do not have more than 2 types of activity facilities attracting campers even though several of them have 3 or more possibilities on their ownerships from which to indicate 3 priorities. It is clear that water oriented recreation activity facilities offer the outstanding camper attractions in addition to the camping facilities.

Use of Campgrounds

Each daily occasion of campground use by a person is commonly known as a 'participant day' for the camping activity. There are about 709,000 participant days (PDs) of use for the 82 campgrounds annually. This is an average of 8,645 participant days use per enterprise (Table 17).

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(PDs use) are those having campgrounds with more camping spaces and more use is made of each camping space (Figure 7). In broad averages, data for the 82 enterprises support the conclusion that doubling the PDs per camping space accompanies a doubling in the number of camping spaces per enterprise.[12]

The higher quality campgrounds have greater use than those with lower status ratings. Those 37 campgrounds with an A or B status (Table 4) have 205 PDs use per camping space while the 45 campgrounds with C or D or E status have 156 PDs use per camping space. Although the higher quality campgrounds have more participant days of use, higher quality is not the only cause for greater PDs use. Sixty percent of them are also larger campgrounds (more than 40 camping spaces each). While only 40 percent of the C or D or E status campgrounds have more than 40 spaces each. Translated into numbers of participants for a usual weekend day of the season, these higher quality and somewhat larger campgrounds have around 16 percent more campers than the others.

On the major holiday weekends during the summertime camping season, about two-thirds of the 82 enterprises have a large majority or all of their camping spaces filled (Table 19). On the average, for all campgrounds this added fill is around 30 percent. Quality of campground effects on trade is less noticeable on holiday weekends than at other times. Eighty-four percent of the A or B rating status campgrounds have added fill on holiday weekends and so does 77 percent of the C or D or E rated campgrounds.[13] Apparently the volume of trade on these unusual weekends is so large that most campgrounds benefit irrespective of their quality. Also there is a part of the camper clientele which uses a campground for features other than quality of camping facilities. These campers may like the tavern on the grounds, the fishing, or some other attraction. Further research to determine the basic interrelationships between such user preferences and the complex of campground facilities may be warranted.

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[12] Analysis of data for Table 20 by 3 PD size groups gives the following results: 29 enterprises-annual PDs up to 3,000: 21 camping spaces/ enterprise and 62 PDs/camping space. 22 enterprises-annual PDs 3,001-7,000: 44 camping spaces/enterprise and 111 PDs/camping space. 31 enterprises-annual PDs 7,001-52,000: 84 camping spaces/enterprise and 206 PDs/camping space. Average number of people per camping party found from random selection and count of 141 parties was 4.88; however, PDs used are by weighted averages from data for each camping enterprise.

[13] These are weighted averages from supporting data for Table 19 which concerns participant days trade on holiday weekends.

TABLE 17

Participant Days Use of Campgrounds;
Annually Per Enterprise and Per Camping Space

| Size groups | Enterprises | | Participant Days | | Camping spaces per enterprise |
|---|---|---|---|---|---|
| | Number | Percent | Per enterprise | Per Camping space | |
| 65 - 500 | 3 | | 163 | 19 | 9 |
| 501 - 1000 | 8 | | 763 | 38 | 20 |
| Total 65 - 1000 | 11 | 13 | 599 | 35 | 17 |
| 1001 - 2000 | 10 | | 1332 | 48 | 28 |
| 2001 - 3000 | 8 | | 2438 | 123 | 20 |
| Total 1001 - 3000 | 18 | 22 | 1824 | 78 | 24 |
| 3001 - 5000 | 11 | | 3984 | 87 | 46 |
| 5001 - 7000 | 11 | | 5777 | 139 | 42 |
| Total 3001 - 7000 | 22 | 27 | 4881 | 111 | 44 |
| 7001 - 9000 | 7 | | 8000 | 163 | 49 |
| 9001 - 11000 | 4 | | 9740 | 198 | 49 |
| 11001 - 15000 | 8 | | 12830 | 209 | 61 |
| Total 7001 - 15000 | 19 | 23 | 10400 | .92 | 54 |
| 15001 - 31000 | 7 | | 21928 | 193 | 114 |
| 31001 - 52000 | 5 | | 42200 | 264 | 160 |
| Total 15001 - 52000 | 12 | 15 | 30375 | 228 | 133 |
| Totals | 82 | 100 | 8645 | 168 | 51 |

TABLE 18

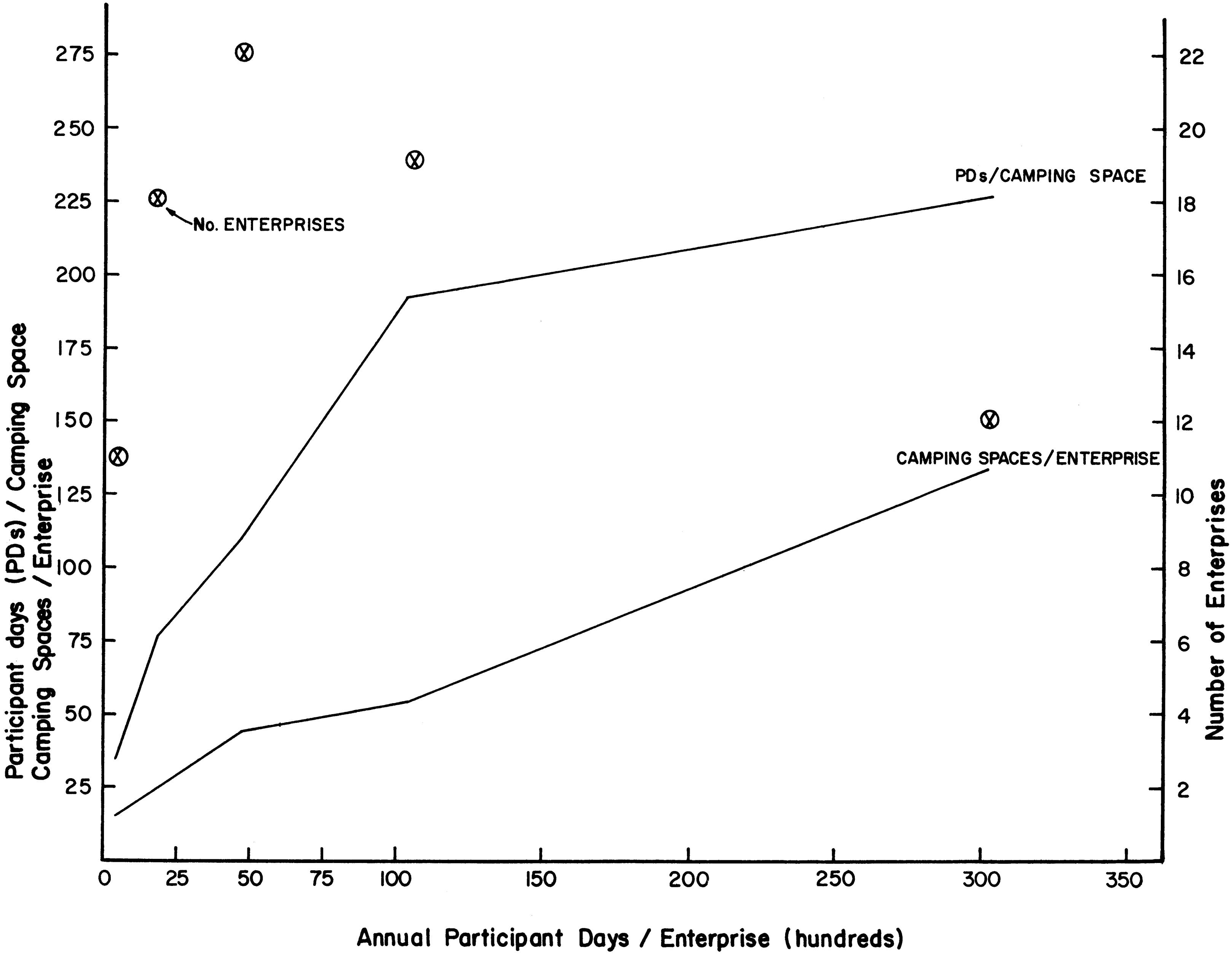
Weekend, Week Day and Weekly Occupancy of Camping Spaces by Enterprise Groupings for Percentage Fill on the Average Weekend

| | | Number of camping spaces | | Camping spaces fill-per enterprise* | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | Wkend day | | Wk day | | |
| Percent of camping spaces filled on avg. weekend day | Number of enterprises | Total | Per enterprise | Total number | Percent of available | Total number | Percent of available | Percent of wkly. trade from two wkend days ** |
| 75 - 100 percent group | 9 | 634 | 70 | 58 | 82 | 17 | 24 | 58 |
| 50 - 74 percent group | 23 | 1035 | 45 | 27 | 60 | 12 | 27 | 47 |
| Sub-total, 50% or more | (32) | (1669) | (52) | (36) | (69) | (14) | (26) | (51) |
| 33 - 49 percent group | 14 | 730 | 52 | 20 | 38 | 9 | 18 | 46 |
| 15 - 32 percent group | 21 | 1198 | 57 | 13 | 24 | 5 | 9 | 52 |
| Less than 15 percent group | 15 | 617 | 41 | 3 | 7 | 0.6 | 1.5 | 62 |
| Sub-total, up to 50 percent | (50) | (2545) | (51) | (12) | (24) | (5) | (10) | (50) |
| Total | 82 | 4214 | 51 | 21 | 42 | 8 | 16 | 51 |

* Weighted averages

** Based on usual average weekend and week days; if holiday weekend trade were included the percentages would be somewhat larger.

Figure 7. Annual Participant Days (PDs) use of camping spaces per enterprise
and number of enterprises for each size group.




Data Source: Table 17

TABLE 19

Occupancy of Camping Spaces on Average and Holiday Weekends

| Percent of camping spaces filled on average weekend -- plus added percent on holiday weekend* | Enterprises | | | | Percent in A or B quality status** |
|---|---|---|---|---|---|
| | Average weekend | | Holiday weekends | | |
| | Number | Percent | Number | Percent | |
| 75 - 100 Percent Group, avg. wknd. | 9 | 11 | | | 66 |
| Plus 5-25% on holiday wknds. | | | 8 | 89 | |
| No extra on holiday wknds. | | | 1 | 11 | |
| 50 - 74 Percent Group, avg. wknds. | 23 | 28 | | | 57 |
| Plus 26-50% on holiday wknds. | | | 16 | 70 | |
| Plus 10-25% on holiday wknds. | | | 4 | 17 | |
| No extra on holiday wknds. | | | 3 | 13 | |
| 33 - 49 Percent Group, avg. wknd. | 14 | 17 | | | 57 |
| Plus 50-60% on holiday wknds. | | | 3 | 22 | |
| Plus 5-49% on holiday wknds. | | | 9 | 64 | |
| No extra on holiday wknds. | | | 2 | 14 | |
| 15 - 32 Percent Group, avg. wknd. | 21 | 26 | | | 28 |
| Plus 41-55% on holiday wknds. | | | 3 | 14.2 | |
| Plus 16-40% on holiday wknds. | | | 6 | 28.6 | |
| Plus 5-15% on holiday wknds. | | | 6 | 28.6 | |
| No extra on holiday wknds. | | | 6 | 28.6 | |
| Less Than 15 Percent Group, avg. wknd. | 15 | 18 | | | 27 |
| Plus 90% on holiday wknds. | | | 1 | 6.6 | |
| Plus 16-40% on holiday wknds. | | | 6 | 40.0 | |
| Plus 4-15% on holiday wknds. | | | 4 | 26.7 | |
| No extra on holiday wknds. | | | 4 | 26.7 | |
| Total | 82 | 100 | 82 | 5 @ 100 | - |
| Having extra fill on holiday weekends | | - | 66 | 80 | |

* The percentage sub-groupings for added fill on holiday weekends are arbitrarily selected to cover the enterprise data respectively for each of the 5 major groupings herein based on percentage of camping spaces filled on the average weekend.

** These percentages could be adjusted upward since only 45 percent of all campgrounds have the A or B quality rating status.

Those campgrounds having one-half or more of their camping spaces filled on an average weekend day have week day trade using around one-fourth (26%) of their spaces (Table 18). There are 32 campgrounds in this group averaging 69 percent fill of their camping spaces on the usual weekend day. Nine of these enterprises have an average of 82 percent fill on weekend days but their week day percentage use of camping spaces is about the same as for the other 23 (of 32) enterprises. The 82 campgrounds average 101 campers (participants) per each campground on a usual weekend day during their entire open-season period. (There are variations depending on ownership and enterprise compositions; for example, ownerships with swimming facilities not operated as a swimming enterprise have 112 campers per usual weekend day).

Those campgrounds having less than 50 percent of their camping spaces filled on a usual weekend day average only 10 percent fill on a usual week day. However, except for the campgrounds having less than 15 percent or more than 75 percent of their camping spaces used on a usual weekend day, the percentage of trade for use of camping spaces during an entire week is about the same from the 2 weekend days as from all 5 week days (Table 18). This is true even though the actual number of camping spaces used on 1 weekend day is between 2 and 3 times greater than on a single week day. Only 1 enterprise has more than three-fourths (80%) of its camping spaces filled on an average week day (Table 20) and 6 more enterprises have an average fill of 60 percent. However, the majority (60%) of the campgrounds have less than 15 percent (avg. 7%) of their camping spaces occupied on an average week day. Only about one-fourth (20 enterprises) of the 82 campgrounds have an added fill on the week days just before and/or after a holiday weekend (Table 20). This added fill amounts to 15 percent of the camping spaces.

There is no relationship between size of camping enterprise, as measured by number of camping spaces, and percentage of camping spaces used on any usual day (weekend or week day).[14] The 82 enterprises were divided into 4 campground size groups for evaluation purposes. There are 23 or 24 campgrounds in each of the first 3 size groups: 6-20 spaces, 21-40 spaces and 41-80 spaces (Table 21). The fourth group has 11 campgrounds with 81 or more camping spaces each, including the largest enterprise with 385 spaces. Distribution of percentages of camping spaces filled on weekends and week days prompted 3 separations of each of the 4 size groups by percentages of fill. These are (1) enterprises with both a weekend day and a week day fill of less than 33 percent of their camping spaces; (2) those with a weekend day fill of 33 percent or more but having less than 33 percent of their spaces occupied on a week day; and (3) those with both weekend and

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[14] This refers to percentage of use. Earlier it was established that size of campground and annual participant days use have a relationship.

TABLE 20

Week Day Occupancy of Camping Spaces and Holiday Influences

| Percent of camping spaces Filled on average week day | Enterprises/ average week day | | Percent of spaces filled (Avg.) |
|---|---|---|---|
| | Number | Percent | |
| 75 to 100 percent group | 1 | 1 | 80 |
| 50 - 74 percent group | 6 | 7 | 60 |
| 33 - 49 percent group | 8 | 10 | 39 |
| 15 - 32 percent group | 18 | 22 | 20 |
| Less than 15 percent group | 49 | 60 | 7 |
| Total | 82 | 100 | 16 |
| | | | Added fill |
| Having added fill on week days just before and/or after holiday weekends | 20 | 24 | 15 |

TABLE 21

Camping Space Occupancy by Size of Enterprise
For Average Weekend and Week Day Trade

| Size Groups (By Number of Camping Spaces on Campgrounds) | Number in Size Group | Enterprises | | | | | |
|---|---|---|---|---|---|---|---|
| | | Camping spaces fill on weekends and week days | | | | | |
| | | Both fills under 33% | | Weekend 33% or more, but weekday under 33% | | Both fills 33% or more | |
| | | Number | Percent | Number | Percent | Number | Percent |
| 6 - 20 spaces | 24 | 11 | 46 | 7 | 29 | 6 | 25 |
| 21 - 40 spaces | 23 | 8 | 35 | 13 | 56 | 2 | 9 |
| 41 - 80 spaces | 24 | 9 | 37.5 | 9 | 37.5 | 6 | 25 |
| 81 - 385 spaces | 11 | 5 | 45.5 | 5 | 45.5 | 1 | 9 |
| Totals | 82 | 33 | 40.2 | 34 | 41.5 | 15 | 18.3 |

week day fills of 33 percent or more. Only 15 enterprises (18.3%) have both weekend and week day camping space occupancy (fill) of one-third or more. These enterprises do not have a common size of campground--one-fourth of the smallest (6-20 spaces each) and an equal percentage of those with 41-80 spaces each are among the 15. Also, 9 percent of the group with 21-40 spaces each and an equal percentage of the largest campgrounds (81 or more spaces each) are among those with 33 percent or more of their spaces filled on both a weekend day and a week day (Table 21).

Days open, percentage fill and annual occupancy equivalent.

The length of period or number of days during the year that the enterprise is open for camping has some influence on the number of participant days of camping use of the campground. The shortest open-for-business period, for any of the camping enterprises studied, is 90 days. Only approximately 18 percent (15) of the enterprises are open for fewer than 120 days. The longest business period is 220 days for 1 enterprise. One other is operating a period of 200 days. Thirty-six (44%) of the enterprises have open-for-business periods of 160-199 days while 29 (35%) enterprises have operating periods of 120-159 days. The mean average number of days open for business in a year for all campgrounds is 147 days. However, on the average, approximately 77 percent of the enterprise camper trade is in the 90-100 day summer period including June, July and August. (This trade figure is determined from monthly trade data for one-fifth of the enterprises.)

A camping-space-days annual capacity was determined for each enterprise by multiplying number of days open for business by number of camping spaces in the campground (Table 22 re: "available space-days"). These capacities were summed separately for those enterprises in each of 5 groups established by percentage of camping spaces filled on an average weekend day as used in Table 18. An average per enterprise of camping-space-days annual capacity was respectively determined on a per camping space basis for each of the 5 groups and for all 82 campgrounds. These answers are figures for weighted average space-days per space availability.

Also, a weighted average per enterprise figure for percentage of spaces used per day was determined for each of the 5 separation groups (as used in Table 18) and for all 82 campgrounds. This was done by: (1) adding the number of spaces on each enterprise occupied during a usual 2 day weekend with a like figure for the 5 week days, (2) summing these answers and dividing by the number of enterprises, (3) dividing this answer by 7 (days in a week), (4) divided by the average per enterprise total number of camping spaces which gives percentage of spaces used per day.

Applying the percentage figure for spaces used per day to the number for space-days per camping space available (annual capacity) gives the annual equivalent occupancy per space. By this method the size of enterprise (number of camping spaces) and length of season for use are collectively functional. It also permits both weekend and week day occupancy to have their relative importance in evaluating extent of camping spaces used (Table 22 re: "Equivalent days occupancy").

TABLE 22

Equivalent Days of Camping Space Use per Year by Enterprises Grouped by Weekend Fill

| Camping spaces filled on avg. weekend day | Number of enterprises | No. of spaces used/enterprise: Total | Per weekend day* | Per week day* | Percentage per day* | Avg. no./enterprise per year/camping space*: Available space-days | Equivalent days occupancy |
|---|---|---|---|---|---|---|---|
| 75-100 percent group | 9 | 70 | 58 | 17 | 40.6 | 148 | 60.1 |
| 50-74 percent group | 23 | 45 | 27 | 12 | 36.9 | 156 | 57.6 |
| Sub-Total-50% or more | (32) | (52) | (36) | (14) | (38.1) | (153) | (58.3) |
| 33-49 percent group | 14 | 52 | 20 | 9 | 23.8 | 162 | 38.6 |
| 15-32 percent group | 21 | 57 | 13 | 5 | 12.8 | 139 | 17.8 |
| Less than 15% group | 15 | 41 | 3 | 0.6 | 0.32 | 146 | 4.7 |
| Sub-Total-less than 50% | (50) | (51) | (12) | (5) | (13.6) | (148) | (20.1) |
| Total | 82 | 51 | 21 | 8 | 23.3 | 150** | 35 |

* Weighted Averages

** This is 3 days larger than the arithmetic mean average per enterprise.

Those 32 enterprises having 50 percent or more of their camping spaces filled on an average weekend day had 58.3 equivalent days occupancy per camping space for the year (Table 22). This means that during the year, on an equivalent basis, each camping space on these 32 campgrounds was used approximately 58 of the 153 possible space-days (38% occupancy over the season). Similarly, all 82 enterprises averaged 35 equivalent days occupancy per space of the 150 possible space-days. However, those 50 enterprises having less than 50 percent of their camping spaces filled on an average weekend day had only 20.1 equivalent days occupancy per camping space of the possible 148 space-days for the year. There are extremes of 60.1 equivalent days occupancy for the 9 enterprises with over 75 percent of their camping spaces filled on an average weekend day compared with 4.7 equivalent days occupancy for the 15 enterprises having less than 15 percent fill on weekend days.

## Length of Camper Stay and Repeat Customers

Fifty-eight percent (48) of the enterprises have less than one-third of their total trade from campers staying only 1 night in their campgrounds (Table 23). Eleven percent (9 enterprises) have no one-night-only camping trade. Campers using the campground only 2 nights account for less than one-third of the total trade on 39 percent (32) of the enterprises and for two-thirds or more of the trade on 24 percent (20) of the enterprises. Thirty-six percent of the enterprises have between one-third and two-thirds of their trade from the 2 night occupancies. The 1 night only and the 2 nights only use together account for two-thirds or more of the total trade on 71 percent of the enterprises (58 campgrounds). Trade from campers staying 1 or more but not over 5 nights accounts for 89 percent of the annual trade on 67 (82%) of the 82 campgrounds studied.

TABLE 23

Importance to Total Trade From Camper Occupancy Periods of Less Than One Week

| | Enterprises-by percentage of total trade | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Up to 33% | | 33-65% | | 66-100% | | Totals | | | |
| Occupancy Periods | No. | % | No. | % | No. | % | No. | % | None | All |
| 1. One night stay only | 48 | 58 | 12 | 15 | 13 | 16 | 73 | 89 | 9 | 82 |
| 2. Two nights stay only | 32 | 39 | 29 | 36 | 20 | 24 | 81 | 99 | 1 | 82 |
| 3. One night only and 2 nights only | 10 | 12 | 14 | 17 | 58 | 71 | 82 | 100 | - | 82 |
| 4. One through 5 nights stay* | 6 | 7 | 9 | 11 | 67 | 82 | 82 | 100 | - | 82 |

* Includes item 3 plus the trade from campers staying 3 to 5 nights.

These 67 enterprises are listed in Table 23 in the "One through 5 nights stay" and "66-100%" trade group. If camper stays of 1 week were added the number is increased to 73 enterprises (89%) which have 89 percent of their annual trade from camping in occupancy periods of not over 1 week. However, only 10 of these 73 enterprises have 100 percent of their trade from campers staying no more than 7 days. Eighty-eight percent of all 82 enterprises have some trade from longer staying campers, in fact, 25 enterprises (30%) have campers occupying the same camping space for stays of 2 weeks or longer but for 19 of them these longer staying customers account for less than 16% of their total trade.

Three enterprises are different in that respectively they have 47, 50 and 60 percent of their total trade from campers using a space for 2 weeks or longer stays. Why is their trade pattern different? Case analyses reveal that there is a possible explanation for each of them: but it is not that they have high quality campgrounds. One has a rating of 51 (D status) 1 rated 69 (C status) and the other only 36 points (E status).

Two of these are fairly large enterprises with 75 and 60 camping spaces each and the third has only 10 spaces--size of enterprise does not explain the longer camper stays. However, these 2 larger enterprises have specialized in catering to trade that stays longer. One is far removed from urban centers and also has a resort, lodge, excellent muskellunge fishing and a seasonal trailer park--campers who stay longer in the transient campground stand a better chance of getting into the other park when a vacancy occurs. The second enterprise, like the first, is also full during most of the camping season; it too has excellent fishing waters and is near a large northern Wisconsin recreation-center city. Its trade has been built up largely from retired people who like the campground 'bowl' setting by the lake and come back year after year for 2 weeks to a month, camping at a weekly rate.

The third is a small minimally equipped campground owned by an operator of a tavern, a restaurant, a dance hall and a boat rentals business. Until 2 years ago the camping area was used without charge. Now the owner has added pit toilets and electric hookups and charges $1.00 per day for a camping space plus $1.00 per day for electricity. Sixty percent of his trade is from campers who like the recreation afforded by a nearby major river and do not move their camping trailers for several weeks at a time.

Camper satisfaction with a campground is indicated somewhat by the extent of repeat customers of the enterprise. Seventy-eight enterprises have significant current year trade from repeat customers of previous years. Eight campgrounds are predominantly used by repeat customers who make up 76 to 100 percent of their total trade (Table 24). Most of the 21 enterprises with no more than 25 percent of their trade from repeat customers have newer campgrounds and not enough business years for a build-up of repeat clientele. There are 49 enterprises with 26 to 75 percent of their total trade from repeat customers.

TABLE 24

Part of Total Trade From Repeat Customers of Previous Years

| Current trade from repeat customers | Enterprises Number | Enterprises Percent |
|---|---|---|
| Insignificant | 4 | 4.9 |
| 5 - 25 percent | 21 | 25.6 |
| 26 - 50 percent | 22 | 26.8 |
| 51 - 75 percent | 27* | 32.9 |
| 76 - 100 percent | 8* | 9.8 |
| Totals | 82 | 100 |

* Of these 35 campgrounds 15 (43%) scored either A or B, (to be compared with 45 percent of all 82 scoring A or B)

Not all campers prefer the same features of a campground to those at another camping place but once they find what they like, the camper will go back--sometimes for many seasons. Practically all campgrounds, not just enterprises with higher quality status campgrounds, have repeat customer clientele. This is illustrated by the 35 campgrounds that have more than 50 percent of their current trade from repeat customers. Forty-three percent of these 35 campgrounds scored A or B status which is about the same percentage (45%) as that of all 82 campgrounds scoring A or B.

## Recreation Business Income From the Camping Enterprise

Income from the camping enterprise accounts for 90-100 percent of total recreation income on 35 (42.7%) of the 82 ownerships (Table 25). It accounts for one-half or more of such income in 84.2 percent of the businesses. Only 5 ownerships receive less than one-fifth of their total recreation income from the camping enterprise in their businesses.

TABLE 25

Percentage of Operator's Total Recreation Income
From Camping Enterprise

| Percentage groupings | Enterprises Number | Percent |
|---|---|---|
| 90 - 100 | 35 | 42.7 |
| 80 - 89 | 4 | 4.9 |
| 70 - 79 | 13 | 15.8 |
| 60 - 69 | 9 | 11.0 |
| 50 - 59 | 8 | 9.8 |
| 40 - 49 | 3 | 3.7 |
| 30 - 39 | 4 | 4.8 |
| 20 - 29 | 1 | 1.2 |
| 10 - 19 | 3 | 3.7 |
| 2 - 9 | 2 | 2.4 |
| Sub-total 2 - 49 | 13 | 15.8 |
| Sub-total 50 - 79 | 30 | 36.6 |
| Sub-total 80 - 100 | 39 | 47.6 |
| Totals | 82 | 100 |

Thirty-three ownerships have a camping enterprise as their only recreation enterprise (Table 5), and it accounts for their total recreation income. However, 36 other ownerships have less than 100 percent but over 50 percent of their total recreation income from their camping enterprises. Recreation enterprises for other than camping activities account for one-half or more of the total recreation income on only one-third of those 36 ownerships having other enterprises besides camping (which is about 16 percent of all 82 ownerships).

Economic structure analysis of the recreation business, with detailed evaluations of costs, receipts and returns was not a purpose of this research project. Separation of the recreation investment from other types of investments on the ownership has been found to be not only difficult but a factor that has serious impact on conclusions about levels of net returns from the recreation enterprises (Cooper, 1968). Lack of more remunerative alternative opportunities for uses of land, labor and capital in many locations where recreation businesses are established, including many of the camping enterprises studied, can nullify the usefulness of some usual economic evaluation methods.

In this study each operator was asked for conclusions as to the satisfactoriness of his returns for continuing his recreation business somewhat the same as currently operated. He was also asked, by 6 separate items, if he anticipates that costs, receipts, and returns will increase, stay about the same or decrease (See Appendix A, Schedule form Part A-General Business Information, item 26).

Eighty-five percent (70) of the 82 camping enterprise operators indicate their recreation business returns are satisfactory (69%) or maybe are satisfactory (16%). Since the camping enterprise accounts for over 50 percent of the recreation business income on most of the 82 ownerships, it may be assumed that, generally, income satisfactoriness for the business, and for the camping enterprise, are equivalent. Only 15 percent of the operators concluded that returns were not satisfactory. Forty-nine (70%) of the 70 operators with satisfactory or maybe satisfactory returns anticipate that future returns will increase even though 29 (59%) of them believe costs and returns will both increase and only 19 (39%) of them anticipate about the same or lower costs while receipts will increase. One operator anticipates about the same or lower costs and receipts.

Seven of the 12 operators who believe their returns are not satisfactory anticipate an increase in returns with 5 of them having the opinion that costs and receipts will both increase and 2 anticipating the same or lower costs while receipts increase. The other 5 operators are about equally divided in their opinions that both costs and receipts will increase or will remain the same or be lower. It is clear that a large majority of the operators feel that returns from their recreation businesses are satisfactory and despite anticipations of higher costs, a large proportion of them expect larger receipts and higher returns. This is not to compare their returns with those from other occupations or industries but rather to conclude that with few exceptions any lack of satisfaction with income will not be a major cause for discontinuing the camping enterprises.[15]

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[15] Smith, Partain and Champlin (1966) state: "A camping area having 100 campsites for tents and trailers could earn $9,000 to $10,000 in a season. A 100-day season would give an operator a potential of 10,000 camper-days. Based on $2 per day with an average occupancy rate of 50 percent during the 100 day season, the campgrounds would gross an income of $10,000. Secondary income from a campstore and returns from additional activities and attractions should add a substantial amount to the profit from a successful campground." Data from this study indicate that the above illustration is low on fee-charge by roughly 50 percent and is high on total (seasonal) occupancy rate by about 28 percent. A 150 day season at $3.00 per space and a 23 percent occupancy (annual) of 100 camping spaces provides $10,350 gross receipts and might well illustrate average campground conditions in Wisconsin. The 100 camping space enterprises would probably have greater gross income but the 50 space enterprises would be on a proportional basis and would be apt to have at least $5,000 gross income (Tables 8, 21, 22).

## Added Developments Planned

Seventy-six of the 82 operators reported that they have suitable lands on their present ownerships on which to expand their recreation businesses. Twenty-nine indicated that such lands are available on adjacent ownerships at a reasonable cost and an additional 18 operators indicate there are such adjacent lands but they do not know about its availability or cost. There are available lands for enterprise expansions either on or adjacent to 94 percent of the 82 ownerships with a camping enterprise.

Thirty-two of the 82 ownerships with a camping enterprise have plans for enlarging their recreation businesses (Table 26). In all cases the camping enterprise will benefit from the enlargements and nearly all of them are directly involved. Each business enlargement will include added acreage developments totaling 242 acres or an average of 7.6 acres per ownership. Operator's estimates of development costs, exclusive of a land charge, is a total of $286,500; or an average of $8,953 per ownership. These developments are on ownerships well distributed throughout the state (Table 26) although proportionately more are in the central and east central parts (Planning Areas I and II, see Figure 1). Next to the southeast part of the state these are the sections where added camping facilities can best help meet the needs. Also, some of the estimated costs are for adding quality facilities as well as for increasing campground capacities.

TABLE 26

Ownerships With Camping Enterprise To Have Added Recreational Acreage Developments in the Next Three Years (By Planning Areas and Score of Present Campgrounds)

| Location by planning areas | Number of ownerships | Added development Acres | Added development Costs ($) |
|---|---|---|---|
| Central I | 7 | 91 | 70,000 |
| East Central II | 7 | 16 | 67,300 |
| Southeast III | 2 | 28 | 40,000 |
| South Central IV | 3 | 8 | 41,000 |
| Southwest V | 3 | 35 | 16,000 |
| West Central VI | 2 | 6 | 2,000 |
| Northwest VII | 6 | 42 | 39,200 |
| Northeast VIII | 2 | 16 | 11,000 |
| Total | 32 | 242 | $286,500 |
| Present campground scorings: | | | |
| Either A or B | 18 | | |
| C | 9 | | |
| Either D or E | 5 | | |
| Total | 32 | | |

More than one-half (18) of the 32 ownerships to be enlarged in the next 3 years, have campgrounds scoring an A or B status rating (Table 26). Only 5 of the 32 (16%) have D or E status ratings, and they account for $35,000 (12%) of the $286,500 costs for changes on all 32 ownerships. Those ownerships with the higher quality campgrounds have enlargement plans which, on the average, will cost more than those on the C, D or E status rating campgrounds. Estimated added development costs average $11,806 each on those 18 ownerships having A or B rating status campgrounds, as compared to an average of $5,285 each for the 14 ownerships with C or D or E status campgrounds.

Assistance From Agencies and Cooperation

Sixty (73%) of the camping enterprise operators have received assistance from 1 or more of 4 primary assisting public agencies. These agencies are the Wisconsin Department of Natural Resources[16] the local county Soil and Water Conservation District, the University of Wisconsin County Cooperative Extension Service and the U. S. Soil Conservation Service. Only 22 (27%) of the operators indicate that they have not requested or received any assistance from either of these agencies (Table 27). The number of operators receiving such assistance either in the initial 1 or 2 years when they were starting their enterprises or within the last 2 years is about the same respectively for each agency source of assistance. Also, the numbers, by agency sources, that receive assistance are generally about the same. And, in both time periods, between 33 and 43 percent of the operators received assistance from each of the 4 agencies (Table 27). However, a few less than one-half this number of operators have received assistance from all 4 agencies.

No relationship appears to exist between enterprises having campgrounds rating A or B (higher quality) status and use of assistance from the 4 agencies. This is indicated by there being generally about the same percentage of A or B status campground operators receiving assistance as the percentage of all 82 operators who have received help from the 4 assisting agencies (Table 27). In fact, only 68 percent of the 37 operators having A or B status campgrounds compared to 78 percent of those 45 having C, D, or E status campgrounds received assistance from 1 or more of the 4 assisting sources. There is no way of knowing, however, how many campgrounds might have scored lower if assistance had not been received from these agencies.

Camping Enterprises With Selected Favorable Features

Nine features of a camping enterprise and its campground were selected as a guide to what should be desirable and acceptable by a majority of campers. Those of the 82 camping enterprises having all 9 of these favorable attributes were compared with the average situation for all enterprises.

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[16] At the time of the survey, reference to this department was carried on Schedule Part A as "Wisconsin Division of Conservation (any representatives)"; subsequent departmental reorganization replaced this division with others.

TABLE 27

Assistance Received by Camping Enterprise Operators

| Sources of assistance | When received | All (82) Number | All (82) Percent | With campgrounds rated A or B (37)* Number | With campgrounds rated A or B (37)* Percent |
|---|---|---|---|---|---|
| UW-Coop. Extension-County | Presently | 35 | 43 | 19 | 51 |
| | Initially | 31 | 38 | 15 | 41 |
| Soil & Water Cons. Dist. | Presently | 31 | 38 | 16 | 43 |
| | Initially | 30 | 37 | 13 | 35 |
| Wis. Div. of Cons. (DNR) | Presently | 27 | 33 | 11 | 30 |
| | Initially | 32 | 39 | 18 | 45 |
| U.S. Soil Cons. Service | Presently | 31 | 38 | 16 | 43 |
| | Initially | 29 | 35 | 12 | 32 |
| All 4 of above agencies | Presently | 12 | 15 | 7 | 19 |
| | Initially | 13 | 16 | 9 | 24 |
| None of above 4 agencies | | 22 | 27 | 12 | 32 |

* See section on Rating Campgrounds; 37 of the 82 campgrounds are in the status group A or B (Table 1).

The 9 features are: (1) campground must have a status rating of A or B; (2) campground must be heavily or moderately wooded; (3) fee charge per day per space is $2.50 or more; (4) swimming and fishing facilities must be available on the ownership and nearby the developed camping site(s); (5) the enterprise operator accepts and honors advance reservations for a camping space; and the following facilities must be provided on the campground; (6) flush toilets; (7) shower baths; (8) electricity outlet, hookup at the camping space, and (9) laundry machine and/or store on the campground.

Thirteen (16%) of all 82 camping enterprises have these 9 features. These 13 enterprises account for 25 percent of the camping spaces on all 82 campgrounds with an average of 81 spaces per enterprise (as compared to an average of 51 camping spaces for all campgrounds). They have an average of 216 PDs use per camping space compared with 168 days for all enterprises. Their total PDs of use accounts for 30 percent of the total for all 82 enterprises. Eighty-five percent of their trade stays more than 1 night. All of their present operators except 8 percent expect to continue as operators for 8 or more years and 92 percent are financially stable. Six of the 13 enterprises have been established for no more than 4 years, 4 for 5 to 10 years and 3 for 11 or more years. This pattern distribution for years of recreation business continuance is different for the 82 enterprises mainly in that relatively fewer of the 13 are 11 or more years old while more are in the 5-10 year age group. The comparisons are 46 percent (for the 13) vs. 41 percent (for the 82) that have been in business for 4 or fewer years; 31 percent vs. 21 percent for 5-10 years; and 23 percent vs. 38 percent for 11 or more years. (Nineteen or 23 percent of the 82 ownerships with campgrounds have been in business 21 or more years, and the oldest is 51 years.)

Eight of these 13 ownerships with a camping enterprise have plans for additional developments in the next 3 years at an average cost of $11,100 each. This compares to $8,238 average for each of 24 other ownerships also adding developments. The acres to be developed per enterprise are nearly the same--8 acres for the 8 enterprises and 7.4 acres for the others.

It is obvious that camping enterprises having desired features both in their campgrounds and in their business operations are patronized by more campers than are those enterprises with fewer such features. In broad respect, there is some indication that the newer camping enterprises tend to have more desired features than the older enterprises.

Advertisement Media Used

Enterprise operators depend mostly on advertisement from travel guides and directories, roadside signs, and brochures distributed by them or by an organization or firm for them. Thirty-six of the 82 operators gave first priority in advertisement importance to travel guides and directories (Table 28). Some of these directories are provided by public agencies without charging the enterprise for its inclusion while others carry the enterprise listing and/or advertisement only if a fee is paid. Twenty-one additional operators indicated this medium as the second most important type of advertisement used. A total of 73 operators included travel guides or directories in their 4 selections from 8 choices as being important to their recreation business--only 9 operators did not include it.

Roadside or area collective signs were considered by 71 operators as among their first 4 priority of importance selections. This medium was generally rated somewhat evenly in the 4 levels of priority with third and first choice of importance respectively having the largest numbers of operator indications.

If brochures about the enterprise are considered irrespective of how they are distributed, their importance is more impressive than viewed separately by operators' distribution and by an organization or firm distribution (Table 28). This medium (collectively) could be considered as the second most important in the priority rankings made by the 82 operators.

TABLE 28

Advertisement Media Used by Camping Enterprises -- by Operators' Priority Selections Importance

| Advertisement media | Number of operators by priority ranks | | | | |
|---|---|---|---|---|---|
| | First | Second | Third | Fourth | Total |
| Travel guides or directories | 36 | 21 | 13 | 3 | 73 |
| Roadside or area collective sign | 20 | 16 | 23 | 12 | 71 |
| Brochures distributed by operator | 14 | 19 | 13 | 8 | 54 |
| Brochures distributed by an organization or firm for the operator | 6 | 14 | 9 | 6 | 35 |
| Newspapers | 5 | 5 | 6 | 8 | 24 |
| Magazines | 1 | 2 | 2 | 0 | 5 |
| Other media * | 0 | 0 | 1 | 4 | 5 |
| Recreation trade journals | 0 | 1 | 3 | 0 | 4 |
| Sub-totals | 82 | 78 | 70 | 41 | 271 |
| No priority selection | - | 4 | 12 | 41 | 57 |
| Totals | 82 | 82 | 82 | 82 | 328 |

* Other media includes television or radio advertisements.

Camping enterprise operators depend very little on magazine or newspaper advertisements. The 5 operators (Table 28) who gave first priority to newspapers as their most important advertisement medium have peculiar circumstances regarding this medium. Their advertisements are either in special newspaper editions featuring recreation facilities in a given area or, because the operator has trade from large metropolitan communities, advertisements are in newspapers in cities such as Milwaukee, Chicago or Minneapolis.

All operators view referral of their campground by past users (campers) to their friends as an important form of advertisement. One-fourth of the operators indicate that 75 to 99 percent of their new trade comes about as a result of referrals. The average percentage of operator's estimates of new trade from this personal 'referral advertisement' is 51 percent for all 82 camping enterprises (Sielaff, 1963).[17] Even the newer enterprises, only 2 or 3 years old and without more years of past trade to cause such referrals, have about 34 percent of their new campers coming because of recommendations from friends who have used the campground. When this factor (referrals) is considered in conjunction with the percentage of trade from repeat customers (Table 24) it leaves only a small percentage of trade to be attributed to formal advertisement. For example, in a case where 60 percent of the current trade is from repeat customers and 75 percent of new trade results from referrals by past customers, only 10 percent results from other advertisement. However, to maintain and increase their trade all enterprise operators use at least 1 or 2 and many use more other advertisement media. Only a few operators infrequently use radio or television advertisements.

### Limitations

Users of findings from this study must recognize the coverage included in the sample of camping enterprises. Although the sample size is adequate to represent all other similar enterprises in the state, the findings are not necessarily applicable to public, quasi-public or privately owned campgrounds made available to campers under different charge, eligibility or gratis bases.

There are 2 principal types of measurement factors in the enterprise evaluation groupings, namely, number of camping spaces and percentage of camping spaces filled on a weekend day, that prompt standard deviation considerations when using the study findings (Table 29). Standard deviation values show that the sampling level used is adequate to provide satisfactory precision for the types of conclusions drawn in this report .

## CAMPGROUND USER PREFERENCES

### Camping Party Composition and Abodes

The campground user preferences part of this research project is based on data obtained from 141 camping parties totaling 688 people. They were interviewed in 65 privately owned commercial campgrounds. The sample is entirely by chance in several respects since interviews were made at many different times of the day and week throughout the main camping season. Approximately 52 percent of the camping party members are children of whom 63 percent are under 12 years of age.

The mean average is 4.88 people per camping party. Eighty-two percent of the parties had 1 or more children. Two-thirds of the campers surveyed are 12 years of age or older.

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[17] Sielaff found in his study of a 19 county area in Northern Minnesota that 35.5% reported that the recommendations of friends influenced them to come to the area.

TABLE 29

Statistical Calculations for Camping Data *

| Camping space groupings | Number of enterprises | Range | Mean | Standard deviation |
|---|---|---|---|---|
| By numbers: | | | | |
| 6-20 | 24 | 6-20 | 14.7 | 5.1 |
| 21-40 | 23 | 24-40 | 31.7 | 5.7 |
| 41-80 | 24 | 45-75 | 58.5 | 8.9 |
| 81-385 | 11 | 97-385 | 157.1 | 87.6 |
| Total | 82 | 6-385 | 51.4 | 54.8 |
| By percentages of fill: | | | | |
| 0-14 | 15 | 1-13 | 7.0 | 3.7 |
| 15-32 | 21 | 15-30 | 21.3 | 4.7 |
| 33-49 | 14 | 33-45 | 38.4 | 4.1 |
| 50-74 | 23 | 50-70 | 56.5 | 7.34 |
| 75-100 | 9 | 75-95 | 83.0 | 7.3 |
| Total | 82 | 1-95 | 38.3 | 24.4 |

* Calculations were based on the average weekend day throughout the camping season; data was not included for holidays.

Forty-seven percent of the camping parties used a tent; 25 percent had a camper trailer, and the other 28 percent were using a full trailer.[18] Thus, the camping outfits were about equally divided between tents and those moved on their own wheels. Thirty-five percent (9) of the 26 parties without children were tent camping. The number of parties (115) with children were equally divided between those using a tent and those with other camping outfits.

18 Full trailer designates those pull-type, or on truck, self contained camping units complete with all usual facilities including toilet; camper trailer designates units which are always on wheels and may have varying types of facilities and composition of abode cover but do not include a toilet; tent designates abode which is not on wheels and is manually folded or packaged for transit.

## Distance From Home Residence and Selection of Campground

Only one-tenth of the parties were in campgrounds less than 50 miles from their homes and 28 percent traveled less than 100 miles from home. Forty-three percent were 100 to 250 miles from their homes (with 60 percent of these 150-250 miles from their homes). Fourteen percent of the parties were 250-399 miles from home.

The remaining 15 percent of the parties are chiefly from those out-of-state campers traveling 400 miles or more from their homes, of which about one-third have permanent residences over 750 miles from the campground where they were interviewed.

Sixty-two percent of the 141 camping parties interviewed have permanent residences in Wisconsin. Southeastern Wisconsin, including Milwaukee, accounts for one-third of these parties and the east central area (Green Bay, Fond du Lac, etc.) for 20 percent. Thirty-eight percent of the parties interviewed are from 11 other states and Canada (Ill. Ia., Ind., Minn., Mich., Pa., Ka., Va., N.Y., Ariz., and Fla.). Fifty-five percent of the out-of-state parties or 21 percent of all parties interviewed were from Illinois.

Forty-seven percent of the camping parties indicated that they initially chose the campground being used because of friends' recommendations. This is more than double the 20 percent who selected the campground from a camping directory(s). Operator's brochure(s) accounted for only 6 percent of the selections and no camp was selected because of advertisements in a journal or magazine. Inquiry in the immediate region helped 10 percent make their selections while roadside signs influenced 12 percent of the parties. Miscellaneous reasons for campground selections were given by the other 5 percent of all 141 parties. These findings support the camping enterprise operators' conclusions that informal advertisement by personal referrals of satisfied customers accounts for a great part of their new trade but their conclusions about importance of their brochures may be optimistic (see section on Advertisement Media Used).

## Advance Reservations

Only 34 percent of the camping parties made advance reservations for a camping space in the campground where interviewed. It is not uncommon, however, for a camping party to move from 1 campground to another not too far from the campground originally intended as their destination. They simply find a campground in the vicinity of the selected campground which did not accept reservations, (for example, a publicly owned campground) or which on their arrival was found to be much too over-crowded for their liking. In these cases, friends' recommendations, again, or camping directories, local inquiry and/or roadside signs are the main sources of help in selecting a campground. To have an advance reservation, especially during the busiest parts of the camping season, is becoming increasingly important to many campers.

## Years of Camping Experiences and Past Use of Campgrounds

There were as many camping parties interviewed who have 5 or fewer previous years of camping experiences as those who have camped for 6 or more years. Only 12 percent have camped for as few as 1 or 2 years while 22 percent have 10 or more previous years of camping experiences.[19] Forty-four percent of the parties include 1 or more adults who camped during their teenage years. Ninety-five percent of the 141 camping parties interviewed have also used publicly owned campgrounds.

Sixty-five percent (92) of the parties interviewed have camped in the campground in which they were interviewed during 1 or more previous years (LaPage, 1968).[20] All parties were asked: "As you analyze your likes and dislikes in a campground, how does this campground compare with others used. Is it in the upper third liked, middle or lower?" Seventy percent (98) placed it in the upper third. Fifty-five percent of these 98 camping parties have gone camping in 6 or more years and 45 percent in 5 or fewer years. Only 5 percent of the parties rated the campground being used in the lower third, while 25 percent placed it in the middle third. Approximately one-half of the 134 parties which have used publicly owned campgrounds rate the commercial campground being occupied as superior to public campgrounds they have experienced and only 9 percent rate it as not as good.

The Wisconsin campers in this 9 percent group were either in a D or E rated campground or definitely had a legitimate complaint about some low scoring feature of the otherwise higher quality rating campground they were using.[21] For example, 2 of these parties were in an average B status campground having both pit and flush toilets. The operator was temporarily in short supply of labor to properly maintain the grounds and the pit toilets were badly

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19 Thirty-eight percent have camped 3 to 5 previous years and 28 percent, 6 to 10 years.

20 La Page reports: "the evidence that campers (like non-campers) are creatures of habit is impressive. In our survey of private campground visitors, 93 percent of the campers who had been to the campground before predicted that they would come back; but only 59 percent of the first-time visitors expected to return."

21 Only the Wisconsin residence camping party case recordings were examined, since it is likely that their comparisons are more with public owned campgrounds in this state than might be true for the non-resident camping parties interviewed.

needing an unload--the flush toilets were too far from some parts of this large campground to offset complaints. Both parties were campers at this enterprise in previous years when all maintenance was satisfactory. Their unhappiness regarding this feature in the current year caused their low evaluation of the campground.[22]

It is common for some campers to use a campground because of highly preferred features even though there may be other things about the enterprise which they do not like. Cleanliness of the campground is the outstanding user preference item among campers; they do not easily accept unkept or dirty toilets, and will even underrate the entire campground because of this 1 item.

Repeat camping trips to a particular section of the state are noticeable. Thirty-two percent of all parties interviewed have previously camped in other campgrounds within 25 miles of the campground used when interviewed.

Seventy-nine percent (112) of the 141 camping parties interviewed have camped on other privately owned campgrounds and over two-thirds of them (77) considered the campground used when interviewed to be in the upper third of their priority listing. Only 6 percent of these 77 camping parties place the campground used when interviewed in the lower third. Campers have different likes and dislikes about a camping enterprise even though desired features are commonly prevalent among their preferences. If it were otherwise some campgrounds would have practically no customers and others would continually be overused.

Generally about one-half (45 percent) of the camping parties used both privately and publicly owned campgrounds in their last year of camping before that when interviewed. Thirty-four percent used only privately owned campgrounds and 21 percent used only publicly owned areas. Three-fourths of those parties interviewed expected to make 1 or more additional camping trips that year.[23] Only about one-fifth (22 percent) were undecided as to the type of ownership area they would use but an almost equal number (19 percent) planned to use both privately and publicly owned campgrounds. Thirty-four percent planned to use only a privately owned area and 25 percent, only a publicly owned campground. Projecting these data to all 141 camping parties gives about the same percentage pattern for usage of private, public or both types of ownership campgrounds in the current year as in their past years.

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22 See Appendix A. Schedule C, Item 21. If the camping party indicated that this campground was not as good as publicly owned campgrounds used, notes were recorded for campers' 'why'. Also, in this instance, the project interviewer learned from the operator that he was aware of these circumstances but since it was the last 2 weeks of his open season he was hoping 'to get by' until the campground was closed for the current year. Score card for this campground shows that Section III-Item B has a possible score of 5 points with a rated score of 2 (or 40 percent)--scorings of campgrounds were always completed before camping parties were interviewed.

23 The interview schedules were completed in the period from June 19 through August 30, 1968.

Campground and Enterprise Features Preferred by Campers

A list of 26 features of a campground and the camping enterprise operations was taken up with each camping party interviewed. This list is shown in Table 30 and includes such items as shade, privacy of camping space by screenings, cleanliness, flush toilets, price, operator, nearness to main highway and the principal facility features that may be provided.

The technique employed in obtaining conclusions from the camping party for its priority preferences among these 26 features is important in appraisal of the findings. The interviewer followed definite steps in conducting the interview, namely that: (1) he explained that there were 26 items to be taken up with reference to any campground--not just to that in which the party was located, (2) that first he would slowly read these items to the party to make them familiar with feature coverage, (3) he would read the list a second time, and item by item the camping party spokesman would indicate 'yes' if the party has a significant preference for the item (not that it would just be 'nice', but that it really has importance in the selection and use of the campground by the party), (4) next, from those items checked as significant the party would indicate 5 items in priority order of importance, and lastly (5) from among those items not checked the party would indicate 5 items that are of the very least or no importance to it (without priority of unimportance solicited).[24]

Cleanliness has the highest priority among user (camper) preferences. Significantly not only did more camping parties place this feature among its 5 most important preferences than any other feature, but no party indicated it as unimportant. Each of all the other features was considered unimportant to them by 1 or more camping parties (Table 30).

The relative importance of 1 feature compared to another is fairly clear from data in Table 30 showing the numbers of camping parties giving a first priority to each of the 26 features plus the numbers respectively having the feature among their other foremost 4 priorities, along with consideration of how many parties said it was unimportant. The first 6 features listed in Table 30--cleanliness, swimming facilities, fishing opportunity, shower baths, flush toilets and wide distance between camping spaces in this order--each had more first priority and more total priority preferences from among campers' 5 priority selections than did any of the other features considered. Also, only 7 percent or fewer parties indicated that any of these 6 features was unimportant to them. In all 6 instances the first preference vote was respectively larger than that indicating unimportance for the feature.

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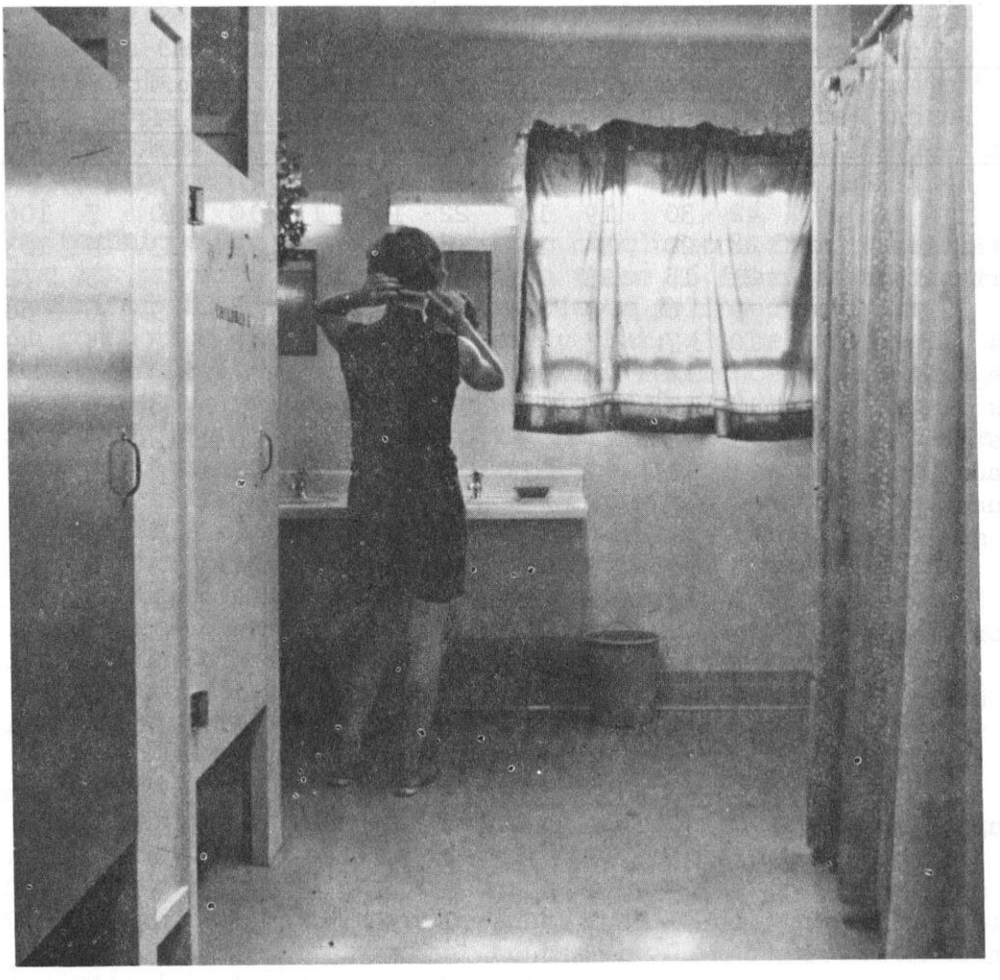
24 Very often a camping party asked for re-readings of the list as they assisted in carrying out steps 3, 4 and 5; sometimes the party spokesman worked directly on the list by doing the checking and priority numbering. Campers' assistance was given freely and wholeheartedly in all interviews.

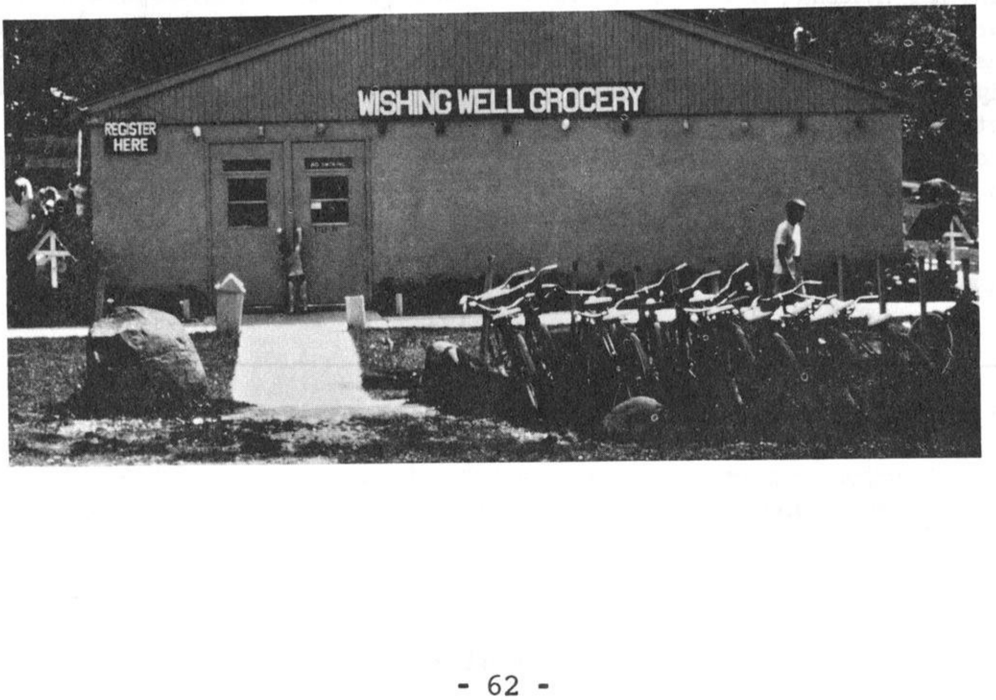
TABLE 30

Priority Preferences by Campers for Campground and Enterprise Features

| Features | Number of camping parties by priority of preference | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | First | | Second | | Third | | Fourth | | Fifth | | Total | | Unimportant | |
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1. Cleanliness | 42 | 30 | 19 | 13 | 22 | 16 | 13 | 10 | 10 | 7 | 106 | 15.0 | - | - |
| 2. Swimming facilities | 28 | 20 | 34 | 24 | 16 | 11 | 12 | 9 | 13 | 9 | 103 | 14.6 | 4 | 3 |
| 3. Fishing opportunity | 21 | 15 | 23 | 16 | 14 | 10 | 7 | 5 | 7 | 5 | 72 | 10.2 | 10 | 7 |
| 4. Shower baths | 9 | 6 | 9 | 6 | 18 | 13 | 11 | 8 | 9 | 6 | 56 | 7.9 | 5 | 4 |
| 5. Flush Toilets | 10 | 7 | 7 | 5 | 8 | 6 | 17 | 12 | 7 | 5 | 49 | 7.0 | 9 | 6 |
| 6. Wide distance between camp'g spaces | 10 | 7 | 11 | 8 | 7 | 5 | 10 | 7 | 8 | 6 | 46 | 6.5 | 7 | 5 |
| 7. Helpful operator | 1 | 1 | 7 | 5 | 11 | 8 | 8 | 6 | 13 | 9 | 40 | 5.7 | 2 | 1 |
| 8. Plenty of shade | 1 | 1 | 2 | 1 | 7 | 5 | 11 | 8 | 9 | 6 | 30 | 4.2 | 6 | 4 |
| 9. Store on grounds | - | - | 2 | 1 | 10 | 7 | 7 | 5 | 6 | 4 | 25 | 3.6 | 10 | 7 |
| 10. Privacy (by screening of spaces) | 3 | 2 | 6 | 4 | 4 | 3 | 5 | 4 | 6 | 4 | 24 | 3.4 | 14 | 10 |
| 11. Quietness | 2 | 1 | 2 | 1 | 2 | 1 | 6 | 4 | 11 | 8 | 23 | 3.3 | 6 | 4 |
| 12. Low price for camping space | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 6 | 8 | 6 | 19 | 2.7 | 23 | 16 |
| 13. Nearness to home residence | - | - | 1 | 1 | 2 | 1 | 5 | 4 | 6 | 4 | 14 | 2.0 | 68 | 48 |
| 14. Electricity (only) at space* | - | - | 3 | 2 | 5 | 4 | 3 | 2 | 3 | 2 | 14 | 2.0 | | |
| 15. Elec. & sewage disposal at space | 7 | 5 | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 14 | 2.0 | 9 | 6 |
| 16. Boat rental supplies | - | - | 2 | 1 | 1 | 1 | 4 | 3 | 3 | 2 | 10 | 1.4 | 51 | 36 |
| 17. Good roads from highway | 1 | 1 | 1 | 1 | 1 | 1 | 4 | 3 | 2 | 1 | 9 | 1.3 | 19 | 14 |
| 18. Nearby entertainment facilities | - | - | 1 | 1 | 2 | 1 | 2 | 1 | 4 | 3 | 9 | 1.3 | 77 | 55 |
| 19. Other (miscellaneous)* | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 9 | 1.3 | | |
| 20. Acreage to use near camp'g space | - | - | 3 | 2 | 3 | 2 | - | - | 2 | 1 | 8 | 1.1 | 11 | 8 |
| 21. Water sports | 2 | 1 | - | - | 2 | 1 | 1 | 1 | 2 | 1 | 7 | 1.0 | 61 | 43 |
| 22. Trails (walking, hiking, and/or nature | - | - | - | - | 1 | 1 | - | - | 5 | 4 | 6 | 0.8 | 32 | 23 |
| 23. Hard surface boat ramp | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | - | - | 5 | 0.7 | 97 | 69 |
| 24. Nature study opportunity | 1 | 1 | 1 | 1 | - | - | - | - | 2 | 1 | 4 | 0.6 | 48 | 34 |
| 25. No other activities nearby space | - | - | - | - | - | - | 1 | 1 | 1 | 1 | 2 | 0.3 | 45 | 32 |
| 26. Nearness to super highway | - | - | - | - | - | - | - | - | 1 | 1 | 1 | 0.1 | 91 | 65 |
| Totals | 141 | | 141 | | 141 | | 141 | | 141 | | 705 | 100 | 705 | 500 |

* Not included in inquiry for unimportant features.




WISHING WELL GROCERY
REGISTER HERE

Data in Table 31 covers tabulations of numbers of camping parties indicating importance of the 26 features to them in the selection and use of a campground, irrespective of priorities between the items. When the helpful operator, plenty of shade and store on campground features are added to the above 6, this top list of 9 features (Table 30) includes all of those having the highest priority preferences by the largest number of camping parties.[25] This is clearly depicted in Table 31 by having these 9 features listed in order of the largest numbers of camping parties selecting them as having importance, and by showing their priority rankings from Table 30. The number of preference indications for these 9 features (Table 31) accounts for 59 percent of the total number for all features considered by the camping parties. The order of items listed in Table 30 and 31 is made respectively by 2 different criteria but the same 9 features head each listing.

In contrast, the preference for privacy (by screening of camping spaces) is next (10th) in priority of preferences but is farther down the list (14th) by number of campers (41 percent of all parties) who indicated that it has some importance to them. This item is closely related to the feature of wide distance between camping spaces, which ranks sixth and seventh, respectively, by priority of preferences and by numbers of parties who indicated that it has some importance to them. Both features are subject to variation in camper judgment as to the degree of privacy and what is wide distance. Some campers offered that they preferred a 'wide' spacing like that which they were using; however, the space was only 40 or 50 feet wide. Also, campers very often expressed a preference for screening between camping spaces, but pointed out that with wide spacings it was not very necessary for the type of privacy they desired. It can be concluded that a majority of the camping parties prefer camping space arrangements and settings in which they have reasonable privacy from their neighbors. From 41 to 68 percent of the campers view these 2 features as among their important preferences while only 5 to 10 percent indicate that they are unimportant. (Tables 30 and 31)

Preference for trails did not appear as a first or second priority of any camping party. It ranked twenty-second on the priority preference list and 32 parties included trails among their 5 indicated unimportant features (Table 30). It ranked sixteenth among the 26 feature items based on numbers of all camping parties who indicated that it has preference importance to them, with 30 percent of the parties making this indication.

The campground location with respect to "nearness to super highway" was considered unimportant by 65 percent of the campers. Only 1 party gave it a priority preference, and only 3 other camping parties indicated that it was of any importance to them.

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25 Also, with an arbitrary weighting of the 5 priorities (3 points for first, 2½ for second, 2 for third, 1½ for fourth and 1 for fifth), these 9 features remain in the same relative ranking position as listed in Table 30.

TABLE 31

Campground and Enterprise Features Preferred By Campers

| Features | Camping parties indicating preferences: Number | Percent | Priority rank from Table 30 |
|---|---|---|---|
| 1. Cleanliness | 137 | 97 | 1 |
| 2. Swimming facilities | 130 | 92 | 2 |
| 3. Helpful operator | 112 | 79 | 7 |
| 4. Plenty of shade | 104 | 74 | 8 |
| 5. Shower bath facilities | 103 | 73 | 4 |
| 6. Fishing opportunity | 101 | 72 | 3 |
| 7. Wide distance between camping spaces | 96 | 68 | 6 |
| 8. Store on grounds | 90 | 64 | 9 |
| 9. Flush toilets | 87 | 62 | 5 |
| 10. Quietness | 87 | 62 | 11 |
| 11. Acreage to use near camping space | 70 | 50 | 20 |
| 12. Good roads from main highway | 67 | 48 | 17 |
| 13. Low price for camping space | 61 | 43 | 12 |
| 14. Privacy (by screening of spaces) | 58 | 41 | 10 |
| 15. Boat rental supplies | 44 | 31 | 16 |
| 16. Trails (walking, hiking and/or nature) | 42 | 30 | 22 |
| 17. Nature study opportunity | 35 | 25 | 24 |
| 18. Nearness to home residence | 33 | 23 | 13 |
| 19. Electricity (only) at space | 31 | 22 | 14 |
| 20. Nearby entertainment facilities | 29 | 21 | 18 |
| 21. Electricity & sewage disposal at space | 28 | 20 | 15 |
| 22. No other activity nearby | 27 | 19 | 25 |
| 23. Other (miscellaneous) | 22 | 16 | 19 |
| 24. Water sports | 21 | 15 | 21 |
| 25. Hard surface boat ramp | 18 | 13 | 23 |
| 26. Nearness to super highway | 4 | 3 | 26 |
| Totals | 1,637 | | |

If each camping party had considered each listed feature as important to it, there could have been 3,525 party-preferences (141 parties times 25 features, exclusive of item "other" for miscellaneous). However, there were only 1,615 (total of 1,637 minus 22 for "other" in Table 31).[26] This can mean that on the average there is a 46 percent preference for the 25 features as a whole ranging from practically no preference for one to nearly 100 percent for another.

Less than one-half (43 percent) of the camping parties indicated that a low price for camping space was an important preference (Table 31). In their listings for priority preferences the camping parties gave this item only 1 first, 1 second, 1 third and eight fourth priority ratings. Eight parties included it as their fifth most important consideration. However, against these 19 priority preferences were 16 parties (Table 30) indicating low price as unimportant to them (i.e., as 1 of the 5 features they selected as having no importance). Comments from the campers promote the observation that if the daily price for a camping space is reasonable, most of them will not pass up a campground having their preferred features just to find something cheaper.

## OTHER CAMPER INTERESTS

### Boat and Motor

Twenty-eight percent of the camping parties brought their own boat and motor. Only 4 percent have only a boat along but no motor. One-third of the parties rent either a boat or both a boat and motor while on their camping trip. There is no indication that the remaining one-third of the campers expect to use a boat while camping.

### Swimming

Swimming facilities were available on the camping enterprise ownerships where 131 of the 141 camping parties were interviewed. Ninety-three percent (122) of the 131 parties have 1 or more members who go swimming daily if the weather permits. Eighty-seven percent of the campers use the swimming facilities.

All camping parties were asked if they considered a swimming pool as a satisfactory substitute for a swimming beach (at the campground). Nearly one-half (49 percent) answered 'yes'. Almost an equal number (47 percent) said 'no' and 4 percent had no opinion on the subject. For those 69 answering 'yes', 93 percent have 1 or more members of the party that swim daily, which is only slightly different from the parties that said 'no'.

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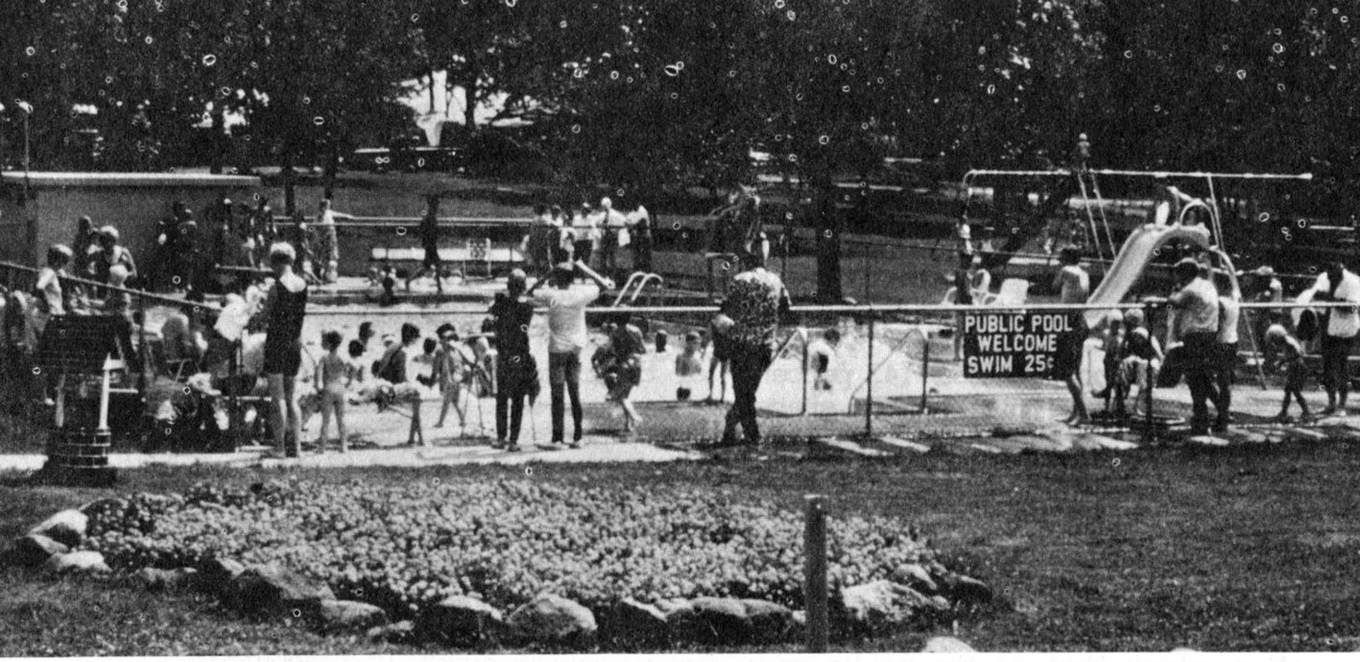
26 Write-in preferences for the "other" item were given by 22 camping parties. The predominant preference items included insect control, reservations possible, playgrounds, dumping stations and laundry facilities. This "other" item ranks 19th among 26 items of priority preferences (Table 30) and 23rd for numbers of total preferences of importance to campers (Table 31).




Camping parties were also asked if a swimming pool would be an important supplement to a swimming beach (for inclement weather days or other reasons). Only 31 percent answered 'yes' while 58 percent said 'no' and 11 percent had no opinion.

When asked if they would consider an added fee-charge as a reasonable requirement if a swimming pool were provided, 47 percent indicated "yes", 43 percent indicated "no" and 10 percent had no opinion.

The numbers of camping parties having affirmative answers to all 3 swimming pool questions dropped to about one-half or one-third of those separately answering "yes" to any 1 of them. The negative answer had about the same pattern--only 18 percent of the campers said "no" to all 3 questions. In total effect, therefore, the camping parties are about equally divided about the swimming pool proposition at a campground.

Days of Stay and Quality of the Campground

Only 4 percent of the camping parties interviewed were staying only 1 night in the campground during their camping trip while 2 percent were staying 5 or more weeks. Between these 2 extremes were the following distributions: 10 percent for 2 days only; 21 percent for 3 or 4 days; 18 percent for 5 or 6 days; 26 percent for 7 to 9 days; 13 percent for 2 weeks and 6 percent for 3 or 4 weeks. Thus, 79 percent were staying for less than 10 days and 21 percent for around 2 weeks or longer.

Of those camping parties staying less than 7 days, 25 percent were in campgrounds of quality status scoring A or B and 75 percent were in C, D or E status campgrounds. Of the 47 percent of all camping parties who were staying 1 week or longer at the camping enterprise where interviewed, only one-fourth were in A or B status campgrounds which they considered to be suitable for either overnight, weekend or vacation periods of stay.

There is no apparent relationship between higher quality status of campground and the length of stay of the clientele. Evidence of this is that about the same number of camping parties in the A or B status campgrounds were staying less than 1 week as were staying more than 1 week.[27] Reasons for campers' selection of a campground apparently does not depend heavily on the factor of length of stay. Thirty of the 141 camping parties interviewed were staying at lower quality campgrounds as determined by the score ratings in this study (D or E status). One-half of these 30 parties were staying for less than 1 week--mostly 2 to 5 days, and one-half were staying for 7 days or longer--about equally for 1 week and for 2 weeks. This is nearly the same distribution for length of stay as for all 141 camping parties interviewed (respectively 53 and 47 percent).[28]

Wilderness Camping Areas and Camper Preferences

The camping parties (141) were asked if they had ever camped in an officially designated wilderness area. Only 16 percent (23) of the parties had 1 or more members who had camped in such wilderness area. Of the 84 percent (118) without this experience 22 parties said they would like to do such camping sometime, 73 positively said 'no', 22 indicated 'maybe' and 1 party was unable to form an opinion.

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27 The 141 camping parties interviewed were in 65 campgrounds of which 55 percent are A or B status and 45 percent are C, D or E. This percentage distribution corresponds closely with the total camper PDs use of all 82 campgrounds studied in that approximately 58 percent is in A or B status campgrounds and 42 percent in C, D or E status campgrounds. Although 45 percent of the 82 campgrounds have status ratings of A or B, their annual PDs use per camping space is around 31 percent larger than on the lower rating campgrounds.

28 Use of camping spaces by campers staying up to 5 days as compared to those staying 1 week or longer is in about the ratio of 5 or 6 to 1. However, on any 1 day, random selection of camping parties in a campground has equal chance of including short-stay and long-stay users. Continuous days of interviewing over a 2 week or longer period with no repeat interviews would reflect the 5 or 6 to 1 ratio.

These 45 camping parties who have camped in a wilderness area or indicated a desire to do so were analyzed further as to their preferences for campground features. Ninety-three percent of them had expressed preferences for 2 or more of the following features as having importance to them: wide distance between camping spaces, privacy (by screening of spaces), acreage to use near the camping spaces, trails, nature study opportunity, and low price for camping space. These features could reflect interests of the type of camper that might also enjoy wilderness camping. However, preferences for features of importance to 64 percent of these same camping parties also included shower baths, store on the grounds or within 2 miles of the campground, and flush toilets. Although these 3 service facility features are not compatible with wilderness camping many of the 45 camping parties expressed their desires for an experience of the rough type camping but not to be done annually or for the majority of their outings. Apparently there can be a legitimate desire for some wilderness area experiences with full knowledge that it is rough type camping while at the same time holding preferences for modern facilities at campgrounds where most of the participant days of camping are done.

## SUMMARY OF MAJOR FINDINGS

The following findings are not listed by priority of importance.

1. Scores of the 82 campgrounds studied for adequacy and quality have the following distribution by 5 status ratings with A for the highest and E for the lowest: A's-14 (avg. 88 score); B's-23 (avg. 78 score); C's-24 (avg. 66 score); D's-17 (avg. 54 score) and E's-4 (avg. 40 score). No campground scored over 95 or under 36 (i.e. percentage points obtained from rated points divided by possible points). Forty-five percent have A or B status rating and 55 percent C, D or E.

2. In general, the campground design and site-area features did not score as favorably as the sections (of score card) on access, circulation roads and general service facilities. Some strong scoring sub-items include: roads blending with natural topography and their adequacy of width, toilet and drinking water locations and adequacy, cleanliness, lighting and outlets and set-back of camping spaces from lake or stream. Some weaker scoring sub-items include: distance between camping spaces, barriers to define parking spaces and privacy for camp use area, garbage disposal facilities and satisfactoriness of registration station and area.

3. Thirty-nine percent of the ownerships have only 1 recreation enterprise--camping. The others (61 percent) have 1 or more additional recreation enterprises, but only 15 percent of all ownerships have 3 or more. A boat rentals enterprise is the most common second recreation enterprise and is found on 45 percent of the ownerships. Eighty-five percent of the ownerships also have 1 or more nonrecreation enterprises; only 6 do not have a second recreation enterprise or a nonrecreation enterprise. The camping enterprise accounts for one-half or more of the total recreation business gross income on 84.2 percent (69) of the ownerships. It is 90-100 percent on 42.7 percent of the enterprises and only on 5 ownerships does it account for less than one-fifth of all recreation business gross income.

4. The smallest camping enterprise studied has only 6 camping spaces. The largest has 385 spaces and is in the 13 percent of all enterprises having 81 or more spaces each and averaging 157 spaces per campground. The other 71 enterprises are equally distributed in 3 size groups, namely, 6-20, 21-40, and 41-80 camping spaces, respectively averaging 15, 32 and 58 camping spaces per campground.

5. More of the camping enterprises have flush toilets than have pit toilets. Thirty-eight percent have flush toilets only, but 77 percent have flush toilets since 39 percent have both flush and pit toilets. While 62 percent have pit toilets just 23 percent have pit toilets only.

6. All camping enterprises have drinking water for the campers and 79 percent supply hot water. Seventy-seven percent of the enterprises have hot water shower baths. Twenty-eight percent have laundry machine facilities and 30 percent have a store (food, etc.).

7. Ninety-one percent of the enterprises have electric outlet hookup for campers' use at some or all of their camping spaces but only 20 percent also have sewage hookup facilities. More sewage hookups are being added each year on many of the campgrounds even though many of them already have sewage dumping stations.

8. Fee charges for a camping space vary from $1.00 (only 2 cases) to $3.50 per day. Approximately 21 percent of the charges are $3.00 to $3.50 per day, 26 percent are $2.25 to $2.75 per day, 39 percent are $1.75 to $2.25 and only 12 percent are $1.50 per space per day and 2 cases charge $1.00 per day. Seventy percent (57 enterprises) charge extra for utility hookups--electricity, sewage and/or water-with fees of from 25 cents to $1.00 per day. There is no prevailing pattern among enterprises for any of the fee charge rates and they are subject to change in the future. Some operators have an additional charge over their basic per camping space fee for each additional person over a minimum number of either 4 or 5 people per camping party.

9. Advanced camping space reservations are accepted and honored by 82 percent of the enterprise operators and only one-third of them require a money deposit. Reservations for a specific camping space are not accepted in advance to camper arrivals at the campground.

10. On 98 percent of the enterprises 93 percent of their camping spaces are for either tent or trailer use. Only 3.4 percent of all 4,214 camping spaces on the 82 campgrounds are for tents only (on 9 percent of the enterprises) and only 5.3 percent are for trailers only (on 18 percent of the enterprises). Furthermore, on these approximately 27 percent of the enterprises, only about one-fourth of their camping spaces are for either tents only or trailers only. Dual type use for a camping space is the dominant pattern. Developed area per camping space is about the same irrespective of type of camping abode use.

11. About one-fifth of the campgrounds have camping spaces between 50 and 100 feet apart (between centers) with an average of 47 spaces and 12.6 acres of developed site-area per enterprise or 3.7 spaces per acre. Slightly more enterprises have indefinite or scattered camping space arrangements. Their developed site-area acreage and spaces per acre are more like that of 56 percent of the enterprises having camping spaces 20 to 50 feet apart. They average 51 spaces per campground on 8.5 acres or 6 spaces per acre. Percentage of camping spaces used on an average weekend day is little different for those campgrounds with more distance between spaces than for those with units closer together. Apparently, distances between camping spaces of more than 30 to 50 feet is not a necessary feature, in itself, for increasing volume of camper trade.

12. Camping spaces are well screened (separated) by vegetation on 7 percent of the 82 campgrounds; similarily partial screening affords the separation on 27 percent of the campgrounds. Thirty-four percent of the campgrounds have no separation indicators for their camping spaces while 32 percent have material markers for separations. The number of campgrounds with camping space separations by natural vegetation screening has no relationship to the number located in wooded tracts or with different types of tree canopy. Vegetation screening of camping spaces is found on different size campgrounds in generally equal proportions and this screening feature has little or no relationship with amounts of use made of the camping spaces.

13. Seventy-two percent of the campgrounds are in definitely wooded tracts of land. Forty-one percent of the enterprises have high tree canopy cover and 21 percent have low tree canopy cover on the developed camping site-area. The other 38 percent have scattered tree canopy or practically no canopy. Shade for the camping spaces is a desirable feature, however, and on many of the campgrounds where it is now lacking young trees have been planted on the camp site-area.

14. Swimming and boat fishing facilities on the ownership and near the camping area are considered by the camping enterprise operators as the two most important camper attractions. Other facilities such as for picnicking, organized play (fields), waterskiing, or trails for walking, hiking and/or nature study have small attraction importance in comparison to those for swimming and fishing. Eighty-three percent of the ownerships have swimming facilities.

15. Size of campgrounds (numbers of camping spaces) and participant days use per camping space have a positive relationship--the larger campgrounds have more use. In general, as the size of campgrounds doubles, so does the participant days use per camping space. This is evidenced by the following annual use data on a per enterprise basis: 29 enterprises with an average of 21 camping spaces each have 62 participant days use per camping space; 22 enterprises averaging 44 spaces each have 111 participant days use per camping space and 31 enterprises with an average of 84 camping spaces each have 206 participant days use per camping space. Except on holiday weekends, when there is a general shortage of camping spaces, the higher quality status campgrounds have a noticeably higher use than do those with lower quality status. Size and quality status, however, bear some inter-relationship as more higher quality status campgrounds are in the large size category than in the small size.

16. Total annual participant days use of the campgrounds is about equally divided between that on weekend days and that on week days. Although on several weekends a good number of the enterprises have all of their camping spaces occupied, on an average annual basis only 39 percent (32) of the campgrounds have more than 50 percent of their camping spaces filled on weekends (average 69 percent per enterprise) and 26 percent on week days. The other 61 percent (50) of the enterprises that all experience under a 50 percent weekend day fill, averaging 24 percent per enterprise, also have week day fill of only 10 percent of their camping spaces. These weighted averages for each of the 82 enterprises studied, show a 42 percent weekend day fill and a 16 percent week day fill covering a total of 709,000 participant days annual use of the campgrounds' 4,214 camping spaces.

17. Only about one-fourth of the enterprises receive more than usual camping space use on week days just prior to or after a holiday weekend and this additional trade amounts to 15 percent extra camping space fill.

18. Only 1 enterprise is open for business 220 days annually. Another has a 200 day season. Forty-four percent of the enterprises are open for 160 to 199 days, 35 percent for 120 to 159 days, and only 18 percent have trade seasons of less than 120 days--the shortest of which is 90 days. The 82 enterprises have a weighted average of 150 available space-days per campground per year for campers' use (days open for business times respective number of camping spaces) with 35 equivalent days occupancy per camping space. Those enterprises having 50 percent or more of their camping spaces filled on a usual weekend day averaged 58.3 equivalent days occupancy per camping space per year (of 153 available space-days).

19. Eighty-nine percent of the annual trade of 89 percent (73) of the enterprises is from campers having occupancy periods of not over 1 week. While 88 percent of the enterprises have some trade from campers staying longer than one week, it accounts for a small percentage of their total trade, just as some camper trade of only one night stays, on 58 percent of the enterprises, accounts for less than one-third of their total trade. Return of campers who used the campground in 1 or more previous years accounts for over 25 percent of the total trade on about 70 percent of the enterprises; only on 5 percent of the enterprises is this source of trade insignificant while for 10 percent of the enterprises it accounts for more than 75 percent of the camper business.

20. Eighty-five percent of the camping enterprise operators indicate that returns from their recreation business are 'satisfactory' (69 percent) or 'maybe satisfactory' (16 percent). Opinions are mixed about future levels of costs and receipts but a slight majority of the operators believe their costs will be the same or lower; 70 percent expect greater receipts and an equal percentage anticipate larger returns. There is no indication that lack of satisfaction with returns from the recreation businesses will be a major cause for any business to discontinue. Only 15 percent of the operators indicate that returns are unsatisfactory.

21. There are available lands for enterprise expansions either on or adjacent to 94 percent of the 82 ownerships with a camping enterprise. Enlargement of the recreation business in the next 3 years is planned by 39 percent of the ownerships. The camping enterprise is directly involved in most of them and will be benefitted in the others. Estimated total development costs are $286,500 exclusive of costs for the 242 acres of additional site-area land. This is an average of $8,953 and 7.6 acres per ownership. More than one-half of these businesses that have campgrounds with A or B status rating will spend an average of $11,806 each for added developments.

22. Seventy-three percent of the camping enterprise operators have received assistance from 1 or more of 4 primary assisting public agencies, namely, the Wisconsin Department of Natural Resources, the local County Soil and Water Conservation District, the University of Wisconsin County Cooperative Extension Service, and the U. S. Soil Conservation Service. The numbers of operators receiving assistance from each of these 4 agencies are about the same, both during the enterprise establishment period and in current years. There is no correlation between assistance received and present quality status ratings of the campgrounds.

23. Formal advertisement media considered of greatest importance by the most camping enterprise operators are: travel guides and directories, roadside signs, and enterprise brochures distributed by them or by a firm or organization for them. The operators depend very little on magazine or newspaper advertisements for bringing camper trade. Informal advertisement by personal referrals from past users of their campgrounds accounts for the largest part of new trade for the camping enterprises. Only a few operators infrequently use radio or television advertisements.

24. Interviews were made with 141 camping parties including 688 people or an average of 4.88 people per party.[29] Eighty-two percent of the camping parties included children. Approximately two-thirds of the camping party members were 12 years of age or older. Fifty-two percent of the 688 people were children of whom 63 percent were under 12 years of age.

25. Forty-seven percent of the camping parties interviewed used a tent; 25 percent had a camper trailer; and 28 percent used a full trailer. Thus, camping abodes divided somewhat equally between tents and trailers. Thirty-five percent of the 26 parties without children were tent camping and those parties (115) with children were about equally divided between those using tents and those using trailers.

[29] Camping enterprise operators estimated the average size of camping parties using their campground. The mean average for all 82 enterprises was 4.8 people per party.

26. Twenty-eight percent of the camping parties interviewed were less than 100 miles from their homes including only 10 percent whose homes were within a 50 mile radius. Forty-three percent of the parties were 100 to 250 miles from their home residences; 14 percent were 250-399 miles distant; and 15 percent were over 400 miles from home including the 5 percent from over 750 miles from home. Sixty-two percent of the parties have home residences in Wisconsin, of which approximately 53 percent were from the more densely populated areas of southeastern and east central Wisconsin. The 38 percent which are non-resident parties came from 11 other states and Canada with more than one-half of them having home residences in Illinois.

27. Forty-seven percent of the camping parties interviewed had originally chosen the campground because of friends' recommendations, and 20 percent because of directories. Inquiry in the region helped 10 percent of the parties, roadside signs prompted selection by 12 percent, 6 percent were influenced by the operator's brochure. Miscellaneous reasons were given by the other 5 percent. Advance reservations for a camping space were made by 34 percent of the camping parties.

28. Twenty-two percent of the camping parties interviewed have 10 or more years of camping experience while only 12 percent had camped for just 1 or 2 years. There were equal numbers of parties that have camped 6 or more years and those who have camped only 5 or less years. A little more than one-half of the parties included 1 or more adults who went camping during their teenage years.

29. Ninety-five percent or 134 of the 141 parties have used publicly owned campgrounds. Approximately one-half of these parties rated the campground in use at the time of interview as being superior to the publicly owned ones experienced and 9 percent indicated it was not as good while the others said it was about the same. Sixty-five percent (92) of the camping parties had camped for 1 or more previous years in the campground where interviewed. Seventy-nine percent have used other privately owned campgrounds on previous outings. Forty-five percent of the 141 camping parties used both privately and publicly owned campgrounds in the last previous year that they camped, 34 percent used only privately owned and 21 percent used only publicly owned campgrounds.

By comparison of the campground used at the time of interview with all others previously used and based on the party's likes and dislikes in a campground, 70 percent of the parties placed the present campground in the upper one-third, 25 percent in the middle third and 5 percent in the lower third.

30. The 141 camping parties considered a list of 26 features of campgrounds in general (irrespective of the one being used at the time of interview) and made preference selections for those having significant importance to them. The following 9 items are those having the largest number of party preference indications,

which were also foremost among the campers' 5 priority features ranked by order of importance to the camping party: cleanliness, swimming facilities, fishing opportunity, shower baths, flush toilets, wide distance between camping spaces, helpful operator, plenty of shade, and store on grounds. Cleanliness and swimming facilities, by all analyses, were the 2 foremost campers' preferences in a campground. Preference for low price for camping spaces ranked in the middle of the 26 items. Nearness to super highway was 26th and decisively of little or no importance to the camping parties. Such items as nearby entertainment facilities, trails, nearness to home residence, and hard surface boat ramps were among those features that fewer camping parties considered as important and more parties indicated as being unimportant to them.

31. One-third of the camping parties rent either a boat or a boat and motor while on a camping trip while another one-third have their own boat and motor with them (28 percent) or have only their own boat (4 percent).

32. Swimming facilities were available on the camping enterprise ownership for 131 (93 percent) of the 141 camping parties interviewed (on 65 campgrounds). Ninety-three percent (122) of the 131 parties have 1 or more members who go swimming daily ('here') if the weather is suitable.

One-half of the camping parties would consider a swimming pool at the campground as a satisfactory substitute for a swimming beach and 93 percent of these parties include daily swimmers. Only one-third of the parties would consider a swimming pool as an important supplement to a swimming beach while 58 percent believe this to be unimportant and 11 percent had no opinion. Approximately half of those interviewed concluded that if a swimming pool were available on the campground, an added fee would be a reasonable requirement. Only about one-sixth of the camping parties made affirmative and an equal number made negative responses to all 3 swimming pool questions. Apparently the campers are somewhat equally divided on the proposition of having a swimming pool for their use at the campground either with or without a swimming beach.

33. There is no apparent relationship between higher quality status of campgrounds and the length of stay of the clientele.

34. Sixteen percent (23) of the 141 camping parties include 1 or more members who have camped in an officially designated wilderness area. An additional 22 parties indicated they would like to camp in such an area sometime. Ninety-three percent of the 45 parties already experienced with or desiring wilderness camping had preferences of importance for 2 or more of the following campground features: wide distance between camping spaces, privacy (by screening of spaces), acreage to use near the camping spaces, trails, nature study opportunity and low price for camping space. However, 64 percent of these same camping parties also had preferences for features of importance to them including: shower baths, store on grounds or within 2 miles, and flush toilets. Apparently there can be a legitimate desire by campers for some wilderness area camping

experience while at the same time holding preferences for modern facilities in campgrounds where most of their participant days of camping are done.

35. When camper use of the 82 campgrounds is projected to all similar type enterprises in the state approximately 40,200 people are camping in privately owned campgrounds on a usual weekend day in the midsummer season (June, July, August; and exclusive of campers in permanently or seasonally parked trailers).

## USE OF STUDY FINDINGS

From evaluations in this study it is apparent that the privately owned (commercial) camping enterprises provide a large part of the total camping facilities in Wisconsin. They constitute an important segment of the outdoor recreation industry which perennially enhances the state's economy. These camping enterprises are stable and will continue to contribute major supplies of camping spaces needed in meeting state-wide demands.

The following recommendations are proposed, therefore, for use in state-wide planning for supply-demand needs of campground facilities in the state.

### A. Projection Factors For Use With Inventory Data

The following projection factors are applicable to state-wide inventory data covering privately owned campgrounds open for general public use under similar principles of operations to those covered in this study.

1. Annual camper participant days per camping space for the enterprise by size of campground (as measured by number of camping spaces).

a. 10-30 spaces (avg. 21/campground)--62 participant days per space

b. 31-50 spaces (avg. 44/campground)--111 participant days per space

c. 51 or more spaces (avg. 84/campground)--206 participant days per space

2. Percent of campground camping spaces occupied on the usual weekend day as a season average--42 percent

3. Campers per campground per weekend day.

a. During entire open-season period, average per day--101 campers

b. During June, July and August (62 percent of weekend days of entire open-season period) average per day--128 campers

c. For campgrounds having 40 or more camping spaces and having A or B quality status--increase above numbers by 16 percent (For other campgrounds, decrease by 12 percent.)

4. Developed site-areas and camping spaces.

a. Acreage in developed site-area(s) per campground--9 acres (all campgrounds)

Increase to 12.6 acres for campgrounds having camping spaces with 51-100 feet between centers

Decrease to 8 acres for campgrounds having camping spaces with 20-50 feet between centers or with indefinite or scattered space arrangements

b. Camping spaces per acre of developed site-area--5.7 spaces (all campgrounds)

Decrease to 3.7 spaces for campgrounds having camping spaces with 51-100 feet between centers

Increase to 6.5 spaces for campgrounds having camping spaces with 20-50 feet between centers or with indefinite or scattered space arrangements

c. Percentage of campgrounds with 2 or more developed site-areas--18 percent (Including 2.4 percent with 3 site-areas per campground)

Average acreage per site-area -- 7.5 acres

5. Backup lands (immediately adjacent to campground developed site-areas).

a. Acreage per site-area--18.6 acres

b. Acreage per campground--22.5 acres

c. Ratio of backup area to developed site-area--2.5 acres per 1 acre

6. Swimming--regarding campgrounds and campers.

a. Percentage of ownerships with campgrounds having swimming facilities--82 percent

b. Percentage of campers using swimming facilities--87 percent

c. Percentage of camping parties with one or more members swimming daily (weather permitting)--93 percent

d. Percentages of camping parties indicating that a swimming pool would or would not be a satisfactory substitute for a swimming beach at a campground--49 percent 'yes'; 47 percent 'no' (4% no opinion)

e. Percentages of camping parties indicating that an added fee-charge for use of a swimming pool would be a reasonable requirement--47 percent 'yes'; 43 percent 'no' (10% no opinion)

7. Mean average number of days (annually) per enterprise that campgrounds are open for business--147.

a. Percentage of trade during mid-summer 90-100 days including June, July & August--77 percent

b. Percentage of trade during 47-57 days not including June, July & August--23 percent

8. Camping abodes.

a. Camping parties using a tent--47 percent

b. Camping parties using trailers (all types)--53 percent
Full trailers--28 percent
Camper trailers--25 percent

9. Children in camping parties.

a. Percentage of camping parties having children--82 percent

b. Percentage of all campers that are children--52 percent
Percentage of children under 12 years of age--63 percent

c. Percentage of all campers that are 12 years of age or older--67 percent

10. Highway travel distance from campers' home residences to campgrounds--by miles and percentage of camping parties.

a. Within 50 miles--10 percent

b. 51-99 miles--18 percent

c. 100-249 miles--43 percent

d. 250-399 miles--14 percent

e. over 400 miles--15 percent

f. Over 750 miles--5 percent (also included in 'e' above)

11. Campers' use of privately owned and publicly owned campgrounds--by percentage(s) of camping parties.

a. Have used 'this' privately owned campground in previous years--65 percent

b. Have used other privately owned campgrounds--79 percent

c. Have used publicly owned campgrounds--95 percent

d. Use of privately owned and/or publicly owned campgrounds in the same year: both--45 percent; only privately owned--34 percent; and only publicly owned--21 percent

12. Acreage in ownerships having camping enterprises and recreational area parts.

a. Total acreage per ownership--148 acres (range from 3 to 3,800 acres)*

*Exclusive of 3,800 acre extreme case the average per ownership is 103 acres.

b. Recreational acreage per ownership--38 acres (range from 3 to 235 acres)

c. Common mean average for percentage of ownership in recreational uses--35 percent

B. Cooperation With Enterprise Owners

There are opportunities for professional people in public agencies responsible for outdoor recreation planning to cooperate with owners and operators of camping enterprises. Many of the enterprise operators have experienced community and/or area planning in regard to recreational needs and developments. Indications are that this reservoir of experienced recreational businessmen are conducive to cooperative planning endeavors in the recreation field. Furthermore, there are facilities expansion possibilities on or adjacent to the ownerships now having a camping enterprise. With fuller understandings of the needs, and opportunities to meet camper demands and preferences for quality camping facilities, more of the present owners might appropriately alter and/or expand their businesses. This could be an especially worthwhile objective in those parts of the state where camping facilities are in short supply. It is recommended, therefore, that planning medium for the state outdoor recreation program should appropriately reflect these considerations and opportunities.

## APPENDIX A

The inquiry schedule forms used in collecting information and data for this study are included. Their titles are:

Private Recreation Enterprises-User Consumption:

Part A-General Business Information,
Part B-Schedule B-Camping Enterprise

Private Recreation Enterprises--User Preferences

Part B-Schedule C--Camping Enterprises

Private Recreation Enterprises - User Consumption
Part A. - General Business Information

May 20, 1968

| | | Card Columns<br>Card #1 |
|---|---|---|
| 1. | Card number ____ 2. Sample unit number ____ | |
| 3. | County, name ____ and number ____ | 3 – 6  7 – 8 |
| 4. | Business name ____ | |
| 4a. | Operator name ____ | |
| 5. | Address ____ | |
| 6. | Years in recreation business here ____ | 9 – 10 |
| 7. | Years recreation business established here ____ | 11 – 12 |
| 8. | Number previous operators of this business ____ | 13 |
| 9. | Total acres in ownership here including this business ____ | 14 – 17 |
| 10. | Acres in recreation business part (presently) ____ | 18 – 20 |
| 11. | Acres in recreation business when you started here ____ | 21 – 23 |
| 12. | Acres intially in recreation business here ____ | 24 – 26 |
| 13. | Enterprises in recreation business (Amts.) | |
| ____ | 0. Camping - number spaces ____ | 27 |
| ____ | 1. Swimming beach - acres beach ____ | 29 |
| ____ | 2. Picnicking site-area(s) - number tables ____ | 31 |
| ____ | 3. Horseback riding - number horses ____ | 33 |
| ____ | 4. Lake-River Fishing - number boats (and canoes) for rent ____ | 35 |
| ____ | 5. Hunting - number acres (land and water) ____ | 37 – 39 |
| ____ | 6. Water skiing - number boats (rental) used ____ | 40 |
| ____ | 7. Winter sports (name: ) ____ | 42 |
| ____ | 8. Vacation boarders - number people capacity ____ | 44 |
| ____ | 9. Group camping - number people capacity ____ | 46 – 48 |
| ____ | 10. Pond fishing - number acres ____ | 49 |
| ____ | 11. Deer hunting boarders - number people capacity ____ | 51 – 52 |

14. Operator's work in recreation business: (Ft.) (Pt.)

1. Full time 12 months _____ 5. Part time 12 months _____ [ ] 53 [ ] 54

2. Full time 9 months _____ 6. Part time 9 months _____

3. Full time 6 months _____ 7. Part time 6 months _____

4. Full time 3 months _____ 8. Part time 3 months _____

15. Operator's wife or female adult relative - work in business (Ft.) (Pt.)

Full time months __________; Part time months __________ [ ] 55 [ ] 56

(Use codes from 8 sub-items from No. 14 for column spaces)

16. Operator's children (over 12 years old) working in the business. (No.) (Ft) (Pt)

_____(1) First case: Full time months ____ Part time months ______ [ ] 57 58 [ ][ ] 59 [ ] 60

_____(2) Second case: Full time months ____ Part time months ______ [ ] 61 [ ] 62 63 [ ][ ] 64

_____(3) Third or more: Full time months ____ Part time months ______ [ ] 65 [ ] 66 [ ] 67

(Use reported months in appropriate card columns)

17. Yearly period of business operations (any or all enterprises)

1. Opening date (before May) ______________

2. Opening date May ________ [ ] 68

3. Opening date June ________

A. Other opening date ________

4. Closing date August ________

5. Closing date September ________ [ ] 69

6. Closing date (after Oct. 1) __________

B. Other closing date __________

Contiguous period that business is open.

7. In addition to above, usually reopened from __________

to __________ for ____________________; and [ ] 70

8. from __________

to __________ for ____________________. [ ] 71

9. (Notations for any special occasions): __________

______________________________________

10. Total number of days open for business in a year ______ 72 [ ][ ][ ] 74

18. Operator's length of residency in Wisconsin (applicable only to head of business):

_____(1) one year _____(5) five years

_____(2) two years _____(6) six to ten years

_____(3) three years _____(7) 11 or more, but not lifetime ☐ 75

_____(4) four years _____(8) lifetime

19. Age of head of business

_____(1) 29 years old or under _____(4) 50 to 59 years old

_____(2) 30 to 39 years old _____(5) 60 to 69 years old ☐ 76

_____(3) 40 to 49 years old _____(6) 70 years and over

20. Education of head of business (years in school)

_____(1) 7 years or less _____(4) 14 to 17 years

_____(2) 8 to 10 years _____(5) 18 or more years ☐ 77

_____(3) 11 to 13 years

21. Education of wife of head of business (years in school)

_____(1) 7 years or less _____(4) 14 to 17 years

_____(2) 8 to 10 years _____(5) 18 or more years ☐ 78

_____(3) 11 to 13 years

22. Previous or present other principal occupation(s) of head of business

_____(0) Clerical _____(6) Laborer

_____(1) Farmer or Rancher _____(7) Management and Prop. ☐ 79

_____(2) Professional and Technical _____(8) Other

_____(3) Sales

_____(4) Craftsman, Foreman

_____(5) Operative

Card Columns
Card #2

23. Is there any realistic competition for use of these recreation lands for other purposes than as in present business? ☐ 1

_____(1) Yes _____(2) No _____(3) Part of them

24. Has operator tried to sell business in last two years?

_____(1) Yes _____(2) No _____(3) Currently trying to sell ☐ 2

25. Reasons for trying to sell business (If 24(1) or (3) checked)

_____(1) Advanced age
_____(2) Low returns
_____(3) Improvement costs
_____(4) Help difficulties
_____(5) Health ailments
_____(6) Alternative work opportunities
_____(7) Family desires
_____(8) Profit on investment
_____(9) Other

3 ☐ First
4 ☐ Second
5 ☐ Third

26. Are returns satisfactory for continuing business somewhat the same as now operated?

_____(1) Yes _____(2) No _____(3) Maybe — 6 ☐

_____(4) Increased costs anticipated _____(5) Same or lower costs anticipated — 7 ☐

_____(6) Increased receipts anticipated _____(7) Same or lower receipts anticipated — 8 ☐

_____(8) Increased returns expected _____(9) Same or lower returns expected — 9 ☐

27. Are changes in business planned for in next three years?

_____(1) In management _____(2) In volume of business — 10 ☐ 11 ☐

_____(3) Acres additional development — 12 ☐☐☐ 14

_____(4) Added capital costs estimated for expansions and improvements — 15 ☐☐☐☐☐ 19

_____(5) Capital is available _____(6) Capital availability is questionable — 20 ☐

28. Expansion acreage possibilities

Are expansion acreages available in present ownership ____(1) Yes ____(2) No — 21 ☐

Are there adjacent acreages suitable for expansion uses ___(3) Yes ___(4) No — 22 ☐

Can the adjacent acreage be purchased or leased (practical costs)
____(5) Yes ____(6) No ____(7) No opinion — 23 ☐

29. Planning and management assistance to operator.

Indicate sources of assistance--when starting the business and now.

Technical and Financial with personalized service (Initially and at present).

| (Ini.) | | (Pres.) | (Ini.) | (Pres.) |
|---|---|---|---|---|
| ____ | (1) Resource Agent-County | ____ | [ ] 24 | [ ] 25 |
| ____ | (2) Soil and Water Conservation District (County) | ____ | [ ] 26 | [ ] 27 |
| ____ | (3) Wisconsin Division of Conservation (any representatives) | ____ | [ ] 28 | [ ] 29 |
| U.S.D.A.: ____ | (4) Soil Conservation Service | ____ | [ ] 30 | [ ] 31 |
| ____ | (5) Forest Service | ____ | [ ] 32 | [ ] 33 |
| ____ | (6) Farmers Home Administration | ____ | [ ] 34 | [ ] 35 |
| ____ | (7) Small Business Administration | ____ | [ ] 36 | [ ] 37 |
| ____ | (8) Local Banker | ____ | [ ] 38 | [ ] 39 |
| ____ | (9) Private planning firm | ____ | [ ] 40 | [ ] 41 |
| ____ | (R) Relative or close friend | ____ | [ ] 42 | [ ] 43 |
| ____ | (0) Other (Name) ________________ | ____ | [ ] 44 | [ ] 45 |

General: (Initially and at present)

| | | | (Ini.) | (Pres.) |
|---|---|---|---|---|
| ____ | (1) Magazines | ____ | [ ] 46 | [ ] 47 |
| ____ | (2) Trade Association Journals | ____ | [ ] 48 | [ ] 49 |
| ____ | (3) TV and radio | ____ | [ ] 50 | [ ] 51 |
| ____ | (4) Newspapers | ____ | [ ] 52 | [ ] 53 |
| ____ | (5) State government bulletins | ____ | [ ] 54 | [ ] 55 |
| ____ | (6) Federal government bulletins | ____ | [ ] 56 | [ ] 57 |
| ____ | (7) Recreational association or trade group meetings | ____ | [ ] 58 | [ ] 59 |
| ____ | (8) Personally from friends in same type of business | ____ | [ ] 60 | [ ] 61 |
| ____ | (9) Representatives of manufacturing (trade) firms | ____ | [ ] 62 | [ ] 63 |
| ____ | (0) Other (name) ________________ | ____ | [ ] 64 | [ ] 65 |

30. Cooperation and Coordination

1. In how many associations (furthering recreation) or organizations are you a recorded (dues paying or otherwise) member or cooperator: ______Number; (Reference names): — 66 [ ] (Number)

______________________________________________

______________________________________________

______________________________________________

2. Have you been an active participant in any endeavors regarding community or area planning needs and developments involving recreation? How many? ______Number: (Reference name(s)): — 67 [ ] (Number)

______________________________________________

______________________________________________

______________________________________________

3. Would you be interested and willing to participate in such endeavors as indicated in sub-item 2 above (no dues charged)?

_____(1) Yes _____(2) Not interested — 68 [ ]

4. With whom do you have significant cooperation in current operations of your business?

_____(1) Recreation association — 69 [ ] Most

_____(2) County government, departments or agents

_____(3) Soil and Water Conservation District — 70 [ ] Second

_____(4) Watershed association

_____(5) State agency — 71 [ ] Some

_____(6) Neighboring recreation business operators

_____(7) Manager of public recreation area

_____(8) City governments or their agents

_____(9) Other; name: ______________________________

31. On what advertising media do you rely the most in soliciting customers for your business? (Rank 4 items)

_____(1) Newspapers

_____(2) Magazines

_____(3) Brochures distributed by you

_____(4) Brochures distributed by organization or firm for you

_____(5) Recreation trade journal

_____(6) Travel guides or directories

_____(7) Roadside or area collective signs

_____(8) Other

72 [ ] First

73 [ ] Second

74 [ ] Third

75 [ ] Fourth

32. Generally, without advent of unforeseeable circumstances how many more years do you expect to operate this business? ____(1) one; ____(2) two; ____(3) three to five; ____(4) six to ten; ____(5) over ten

76 [ ]

33. Generally, what percent of new recreation customers come here because of recommendations by friends who have been here: ______%

77 [ ][ ] 78

34. Interviewer's opinion regarding financial appearances of the recreation business: (1) _____satisfactory (2) _____not OK

[ ] 79

35. Number of other enterprises (income producing) carried out on the ownership but not covered under item 13 above: _____number; list name or other description: ______________________________

______________________________________________

______________________________________________

[ ] 80

______________________
Interviewer

______________________
Date

## Private Recreation Enterprises - User Consumption
## Part B. - Schedule B - Camping Enterprise

1. Card number ________________ 2. Sample unit number ________

3. County, name ____________________ and number ______________

3a. Schedule unit number ____________________________________

4. Operator's name ___________________________________________

5. Number of separate existing camping site-areas _____________

   _____(a) total acres in developed areas

   (b) developed acres in separate areas: _____(1)_____(2)_____(3)

   _____(c) total acres of back up lands for developed site-areas

   (d) back up acres with separate areas: _____(1)_____(2)_____(3)

6. Number of camping (tent or trailer) spaces _________________

   (1) number spaces for tents only _____________________________

   (2) number spaces for trailers only __________________________

   (3) number spaces for either tents or trailers ______________

7. Is the campground site-area:

   _____(1) heavily wooded _____(2) moderately wooded

   _____(3) sparsely wooded _____(4) practically or actually open

8. Are individual camping units (spaces) screened and/or otherwise separated and identified?

   _____(1) well screened _____(2) partially screened

   _____(3) separated by markers _____(4) no separation indicators

   _____(5) separated otherwise by ____________________________

Card Columns
Card #3

☐☐ 3 ☐☐☐☐ 6

7 ☐☐ 8

9 ☐☐☐☐ 12

☐ 13

14 ☐☐ 15

☐16 ☐17 ☐18

19 ☐☐☐ 21

22 ☐☐ 23

24 ☐☐ 25

26 ☐☐ 27

28 ☐☐ 29

30 ☐☐ 31

☐ 32

☐ 33

9. What is the predominant distance between individual camping units (spaces)?

_____(1) 10' to 20' _____(2) 21' to 50' _____(3) 51' to 100'

_____(4) over 100' _____(5) scattered @ 3 to 5/ac. ☐ 34

_____(6) scattered @ 5 to 10/ac. _____(7) other arrangement: ☐ 35

_______________________________________________

10. Are "over-flow" site-areas and/or additional spaces used on this ownership?

_____(1) Yes _____(2) No ☐ 36

11. For which of the following activities or features are facilities provided either adjacent to or within around 5 minutes walking time distance from the camping site-areas(s).

_____(1) Swimming _____(2) Boat fishing (dock) ☐ 37 ☐ 38

_____(3) Picnicking _____(4) Designated play field ☐ 39 ☐ 40

_____(5) Water skiing (dock) _____(6) Designated walking trails ☐ 41 ☐ 42

_____(7) Resort (Inc. cottages) _____(8) Nature (marked) trails ☐ 43 ☐ 44

_____(9) Other, name _______________________________

12. By percentage how much of the camping spaces are filled on an average weekend.

_____(1) 75% to 100% _____(2) 50% to 75% ☐ 45

_____(3) 33% to 50% _____(4) 15% to 33%

_____% (5) For holiday weekends add this percentage to above. _____(6) Less than 15% 46 ☐☐ 47

NOTES: _______________________________________________

13. By percentage how much of the camping spaces are filled on the average weekdays.

_____(1) Up to 15% _____(2) 15% to 33% 48

_____(3) 33% to 50% _____(4) 50% to 75%

_____(5) 75% to 100%

_____% (6) For weeks before and after holiday weekends add this percentage to above. 49 50

NOTES: ______________________________________________

14. What percentage of the trade (campers) stays:

_____(1) one night only _____(2) two nights only 51 54

_____(3) three to five nights _____(4) one week 55 58

_____(5) eight to ten days _____(6) two weeks 59 62

_____(7) longer than two weeks 63 64

NOTES: ______________________________________________

15. What percentage of your trade is repeat customers from previous years? _____% 65 66

16. **In** operator's opinion which three sub-items listed for Item 11 add the most in attracting customers to the camping enterprise of his business. 67 First

68 2nd

69 3rd

_____First _____Second _____Third

17. Campground facility services; are the following available:

_____(1) Toilets (P, pit; F, flush and R, both) 70

_____(2) Water (D, drinking only and H, hot water system and drinking water) 71

_____(3) Grills and showers (G, grills only; E, showers only; and M, both) 72

_____(4) Electricity and sewage for trailers (E, electricity only; S, sewage only; and K, both) 73

_____(5) Laundry machine and store (L, laundry machine only; N, store only; and B, both) 74

18. Campgrounds status: ___A___B___C___D___E 75

19. Fee charge for camping space.

___(1) under $1/da. ___(2) $1 or $1.50/da. ___(3)$1.75 to $2.25/da.

___(4)$2.50 and over/da. ___(5)Under $5.00/W. ___(6)$5 to $8/W. 76 P/da.

___(7)$8 to $10/W. ___(8)$10 to $12/W. ___(9)Over $12/W. 77 P/W.

___(10)trailer hookups per (     ) for ______________________

20. Estimate what part of the total income (gross) of this recreation business (ownership) is from the camping enterprise. 78

____(1)Less than 15% ____(2)15-25% ____(3)25-50% ____(4)50-65%

____(5)65-85% ____(6)Over 85%

21. How many people camped here last year:

(A) Total number (Year:           ):

(1)____under 500 (2)____500-1000 (3)____1000-3000 (4)____3000-5000 79

(5)____5000-7000 (6)____7000-9000 (7)____9000-11,000

(8)____11,000-15,000 (9)____Over 15,000

(B) _____Percent under 12 years of age.

22. Are advance reservations accepted and honored:

_____(1) Yes, no deposit _____(2) Yes, deposit required 80

_____(3)No

NOTES: ________________________________________________

Private Recreation Enterprises -- User Preferences

Part B. Schedule C -- Camping Enterprise

Card Columns
Card #4

1. Card number ______________ 2. Sample unit number ______

1 ☐☐ 3 ☐☐☐☐ 6

3. County, name ______________ and number ______

7 ☐☐ 8

3a. Schedule unit number ______________

9 ☐☐☐☐ 12

4. Operator's name ______________

5. Interviewee's name ______________

Address (home) ______________

6. Camping party members: __(a)total __(b)husband __(c)wife

Children: ___(d)total number ___(e)number under 12 years of age

___(f)number other adults

Type of camping abode: _____(g)tent _____(h)trailer

13 ☐ "a"

7. Miles from home residence: ___(a)Less than 50 ___(b)50 to 99

14 ☐ "d"

___(c)100 to 149 ___(d)150 to 249 ___(e)250 to 399

___(f)400 to 749 ___(g)750 and over

☐ 15

8. Selection of campground by:

☐ 16

____(a)friend's recommendation ____(b)camping directories

____(c)ad in journal or magazine ____(d)brochure of operator

____(e)recommendation from inquiry in region ____(f)roadside sign

____(g)other

17 ☐ 1st

NOTES: ______________

9. Was advance reservation made: ____(a) Yes ____(b) No

18 ☐ 2nd

NOTES: (If yes, how far ahead) ______________

10. How many years have you gone camping (any place; either tent or trailer)

____(a)one or two years ____(b)three to five years ____(c)six to ten years ____(d)over ten years ____(e)Did you camp when of teen age

☐ 19

11. How many different years have you camped here before this year:

☐ 20

____(a) ____(b)within 25 miles of this location ____(c)in other private owned areas

21 ☐ "e"

22 ☐ "a"

23 ☐ "b"

24 ☐ "c"

12. Were you on a privately or publicly owned campground for your last year of camping before this year?

_____(a)private _____(b)public _____(c)both

NOTES: (where and miles from home) miles(d) _____ 25

13. Will you camp again this year ____(a)Yes ____(b)No 26

____(c)private owned area ____(d)on public ownership

____(e)both ____(f)don't know

14. What features do you and party prefer in a campground: _____(a) 27

wide distance between units (spaces) _____(b)privacy (screening 28

_____(c)plenty of shade _____(d)swimming _____(e)fishing 29

_____(f)water sports _____(g)acreage to use near unit spaces 30

_____(h)trails _____(i)helpful operator _____(j)nearby 31

entertainment facilities _____(k)cleanliness _____(l)showers 32

_____(m)store on grounds or within two miles _____(n)boat rental 33

supplies _____(o)nature study opportunity _____(p)nearness to 34

home residence _____(q)good roads from main highway _____(r) 35

flush toilets _____(s)electricity* and sewage disposal for each 36

unit (space) _____(t)hard surface boat ramp _____(u)low price 37

for unit space _____(v)no other activities nearby _____(w)quietness

_____(y)nearness to super highway _____(z)other, name __________

_______________________________________________

15. Did you bring your own boat and motor:

_____(a) Yes _____(b) No _____(c) boat only _____(d) motor only 38

Do you rent either boat or motor: _____(e) boat _____(f) both 39

NOTES: usual or special this year, re: (e) & (f) _____________

* Record "8" for space entry and insert "8" into card column 37 if feature is electricity only.

16. How many of your party go swimming here (if facilities are readily available) ____(a)daily (weather permitting) ____(b)occasionally. 40 "a"

17. (1) Do you consider a swimming pool as a satisfactory substitute for a swimming beach in association with campgrounds. 41 "b"

____(a)Yes ____(b)No ____(c)no opinion

(2) Is it an important supplement to a swimming beach for cool days and/or for other reasons ____(d)Yes ____(e)No ____(f)no opinion 42

(3) Would you consider an added fee for use of the pool as a reasonable requirement ____(g)Yes ____(h)No ____(i)no opinion 43

18. How long will you stay in this campground for this trip? 44

_____(a)number days if not over 9 days

_____(b)number weeks if over 9 days (nearest number full weeks)

19. Do you consider this campground as primarily one for _____(a)overnight camping stay _____(b)weekend camping _____(c)vacation camping _____(d)any of the three _____(e)weekend and/or vacation camping 45 46 47

NOTES: ________________________________________

20. (1) Have you ever camped in an officially designated wilderness area?

_____(a)Yes _____(b)No

(2) Do you want to?

_____(a)Yes _____(b)No _____(c)maybe sometime 48

21. As you analyze your likes and dislikes in a campground, how does this campground compare with others you have used? 49

(1) _____(a)is in upper third liked _____(b)middle _____(c)lower

(2) comparable to public owned campgrounds used? 50

_____(a)superior _____(b)about same _____(c)not so good

NOTES: If 21 (1) (a), why? ________________________________ 51

________________________________________

If 21 (2) (c), why? ________________________________

________________________________________

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