

80% of Campground Owners Confirm: Special Events Drive Value, Reveals New Industry Report

New Report Highlights Economic and Community Benefits of Event Hosting at Campgrounds, with 80% of Owners Endorsing the Strategy for Growth and Engagement

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A landmark report unveiled today by [Modern Campground](#), in partnership with [Cairn Consulting Group](#), casts a spotlight on a transformative trend

within the outdoor hospitality sector: a robust 80% of campground owners and managers advocate for the efficacy of hosting special events, spotlighting it as a strategic investment with dual benefits of immediate appeal and sustained growth. This revelation not only underscores the financial viability of such endeavors but also marks a significant shift towards enriching the camping experience through community-centric events.

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Scott Bahr

community engagement and cultural exchange.

Titled "From Campfires to Conferences: Adapting Campgrounds for Diverse Event Hosting," the report delves into actionable strategies that empower campground owners to unlock the full potential of their spaces. By integrating event hosting into their business models, campgrounds can not only diversify their revenue streams but also strengthen their positions as essential hubs of

Echoing the report's findings, Scott Bahr, President of Cairn Consulting Group, emphasized, "The data presents a clear call to action for the industry, highlighting the profound impact of special events in drawing visitors and fostering a sense of community. It's a strategy that pays dividends on multiple fronts, enhancing the guest experience while bolstering business outcomes."



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Brian Searl, Founder & CEO of Modern Campground, further highlighted the strategic implications of the report, stating, "This isn't just about numbers; it's about recognizing the potential to transform campgrounds into destinations where memorable experiences are curated. It charts a course for growth that is both innovative and inclusive, inviting campground owners to reimagine their roles in creating vibrant, engaging spaces."

The report synthesizes insights from a range of sources, presenting a compelling case for the integration of special events as a cornerstone for future development in the sector. It offers a blueprint for success that is grounded in community engagement, operational innovation, and strategic marketing, positioning special events not as ancillary offerings but as central components of the campground experience.

For campground owners and managers looking to explore the nuanced benefits of this approach and to navigate the practicalities of implementation, the full report serves as an invaluable resource. It not only highlights the opportunities inherent in event hosting but also provides a comprehensive framework for execution, from conceptualization to realization.

To access the detailed insights and recommendations outlined in "From Campfires to Conferences: Adapting Campgrounds for Diverse Event Hosting," interested parties are encouraged to download the full report at Modern Campground's MC Hospitality Highlights - February 2024.

About Modern Campground:

Modern Campground is a leading news and information resource for the outdoor hospitality industry, offering comprehensive coverage and analysis to support campground owners, RV park



operators, and industry suppliers in navigating the evolving landscape of outdoor hospitality.

About Cairn Consulting Group:

Cairn Consulting Group specializes in delivering strategic market insights for the camping and outdoor hospitality industry, leveraging extensive research expertise to guide businesses towards informed decisions and sustainable growth strategies.

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