



CANADIAN CAMPING
AND RV COUNCIL

CONSEIL CANADIEN DU
CAMPING ET DU VR

Webinar: Campground Owners Round Table

MAY 7, 2020

TOPICS:

- Advocacy: Survey Results, Request for Support
- Seasonal Campgrounds: Fees and charges
- Recovering business for the summer: promotions, leads generation, advertising
- Insurance coverage
- Communicating new rules and expectations to your guests
- PPE Sources – Prep for opening!
- Any additions?





SURVEY RESULTS: COVID-19 IMPACT

Total Respondents: 46

Open May 1st or Later: 89% | Close October 1st or Later: 72%
Open Year Round: 2%

If you are in a Province that has NOT already ordered your closure: based on ALL current available information you have TODAY (despite the potential for circumstances to change), do you plan to open your park?

- "Yes, on time": 20%
- "Not sure yet, awaiting more info": 24%
- "Yes, but later than usual": 9%
- "No, not until public health orders are lifted in my area": 39%

Are you currently using social media or other electronic means to communicate updates with your guests and the public?

Yes: 91%

Has the local health department in your area been in contact with you regarding your business operations since public health emergencies were declared?

No: 74%

Have you inquired about your eligibility for any of the federal government support programming for businesses (the Temporary Business Wage Subsidy, Canada Emergency Business Account, or Business Credit Availability Program (BCAP))?

Yes: 72%

Do you think programs such as the federal wage subsidy program, the business credit availability and tax deferrals are adequate to help your business cope with the current crisis?

No: 80%

What types of programs do you think would be most impactful for your business?

- HST/GST Postponement/Forgiveness: 37%
- Interest Forgiveness: 35%
- Loan Guarantees: 26%
- Emergency funds for Seasonal Business: 63%
- Mortgage Postponement: 26%

What is your chief concern or your most burning issue arising from COVID-19 that you would like us to review with government officials?

- Keep on the CRA issues the government is going to be broke after this and mortgage guarantees interest forgiveness for 12 months
- Camping can be socially distant!!
- If we cannot open by the end of June we will lose one year worth of Revenue. Will the government supply grants to help us
- There is no equality between businesses, cannot camp but you can go buy a case of beer. Government is pandering to big corporations and not helping the small businesses.
- Getting campgrounds opened as soon as safe. Explaining social distancing that will happen in campground
- We hope that they consider the difference between seasonal vs. transient campers as restrictions start to lift. It would be easy for us to operate with seasonal campers and comply with all physical distancing
- They are spending money on mental health resources but have shut down access to campsites. People would benefit from being able to get fresh air in the country
- With the current loss of business and refunds we have already had to issue as a seasonal business and no emergency funding that we would qualify for we could go into bankruptcy.
- Camps with no employees have no relief from federal government. Small family tent & cabin sites
- Lack of concern and support for tourism businesses. Lack of awareness of this industry's economic input to our country. Lack of understanding that seasonal businesses have a different pattern of financial cycles and hiring.
- Our business is seasonal. Bookings and payments which generally start before the season have dried up. People are asking for refunds and others are not booking at all...not even for late summer visits. Even if we do get permission to open, our business will be significantly Down while taxes and mortgage continue to be due. This is just our second season as campground owners. It could bankrupt us.



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ADVOCACY

REQUEST FOR SUPPORT

Advocacy Letter to Government Officials

SEASONAL CAMPGROUNDS



FEEES AND CHARGES

How will you be addressing seasonal campers from outside your province that may not have access to their RV over the summer because of provincial border closings? Will you be offering rebates, credits, etc.?



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RESERVATIONS RECOVERY

*PROMOTIONS
LEADS GENERATION
ADVERTISING*





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CONSULTING AND
CAMPGROUND DESIGN

STRATEGIC ADVERTISING FROM INSIDER PERKS

CAMP LOCAL

REDISCOVER THE JOYS OF CAMPING



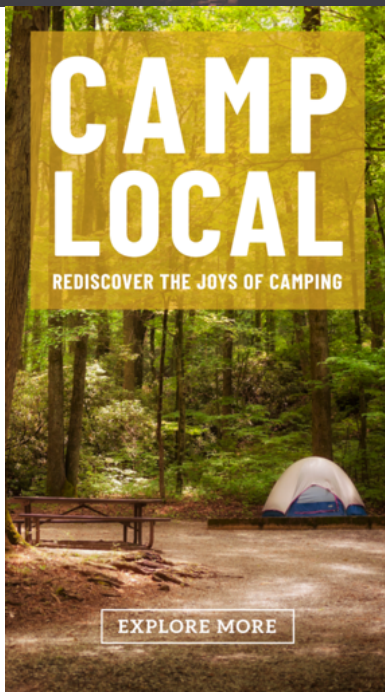
CAMP LOCAL

EXPLORE MORE



CAMP LOCAL

REDISCOVER THE JOYS OF CAMPING



EXPLORE MORE



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EXPLORE MORE

Camp Local

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EXPLORE MORE



INSURANCE COVERAGE

COVERAGE CONCERNS



COMMUNICATIONS



INFORMING GUESTS



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PPE SOURCES

PREP FOR OPENING





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INSURANCE COVERAGE



ADDITIONAL TOPICS



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THANK YOU

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