

**2026 ANNUAL
CONFERENCE**
WISCONSIN COUNTIES ASSOCIATION

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**Campsites to Cashflow: How Campgrounds Drive County
Revenue, Tourism, Jobs and Economic Growth**

1:00 – 2:00 am

CAMPITES TO CAST FLOW

How Campgrounds Drive County Revenue, Tourism, Jobs & Economic Growth

Presented by

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Why This Matters to Counties

Business Growth

Campgrounds attract visitors.

Tourism Boost

Visitors spend throughout the county.

Community Impact

That spending supports jobs, businesses, and tax revenue.



Wisconsin Tourism Impact

- \$2.7 Billion annual tourism impact
- 114.4 million visitor trips annually
- Tourism continues setting records statewide.

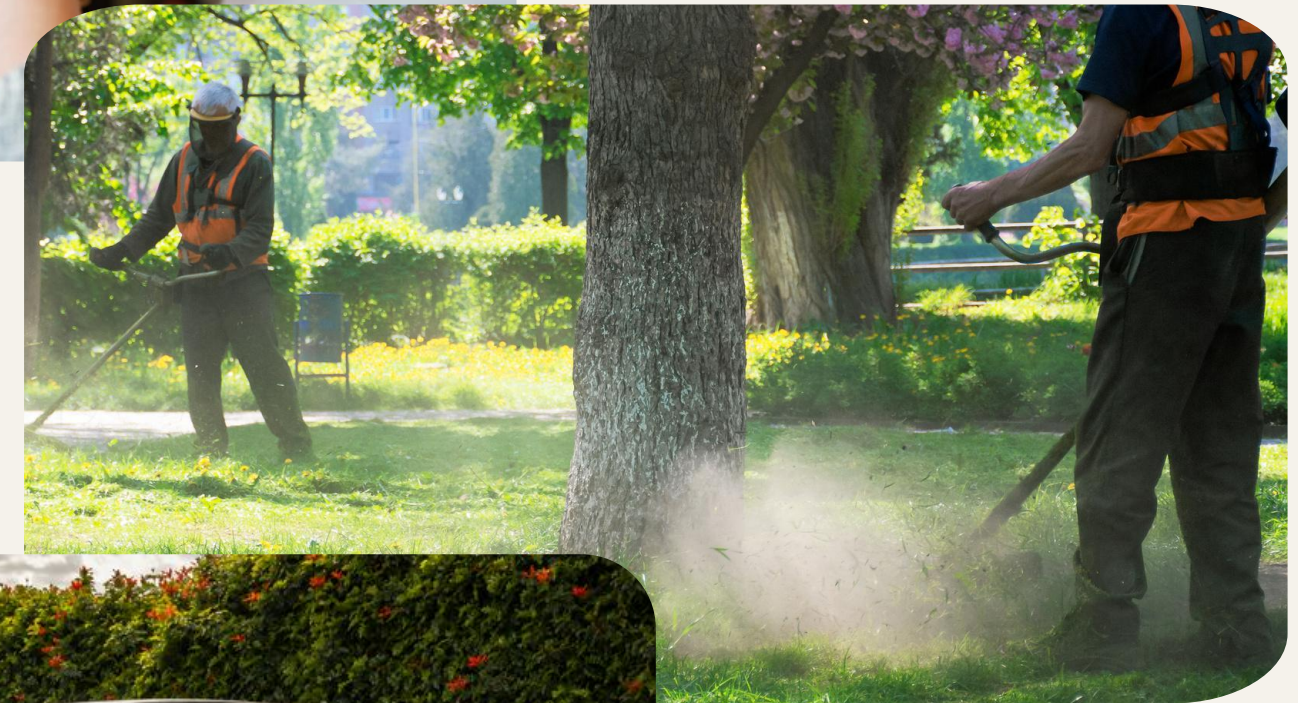


\$900B+

U.S. outdoor recreation industry value

Outdoor Recreation Impact

- \$12 billion contribution to Wisconsin GDP
- 100,000+ jobs supported
- \$5.7 billion in wages generated



NEW: RVIA Wisconsin Economic Impact (June 2026)

The RVs Move America Economic Impact Study includes all companies involved in the manufacture, sale, rental, repair, storage, and service of RVs, as well as in the aftermarket industry, financing, and insurance of RV purchases. The economic impact of campgrounds and trip spending during RV travel is also captured in the report.

- ✓ \$3.0 Billion total RV industry impact
- ✓ \$2.0 Billion from RV Campgrounds & Travel
- ✓ 12,648 jobs supported
- ✓ \$868 million in wages
- ✓ \$303.8 Million in taxes paid



RV's Move America



Campgrounds Are the Largest RV Economic Driver

1

Campgrounds & Travel
\$2.0 Billion

2

RV Sales & Service
\$611 Million

3

Manufacturing & Suppliers
\$520 Million

4

Campgrounds generate more impact than
the other segments combined!



How Campgrounds Drive Local Spending

1

Restaurants



Shell Lake Lunchbox near Red Barn
Campground in Washburn County.

2

Gas Stations



Pick a county, any county - they all have gas
stations!

3

Grocery Stores



Main Street Market near Tranquil
Timbers Campground in Door County.

4

Retail



In Lafayette County, you can find boutiques
like Jace Boutique near Backyard
Campground.

How Campgrounds Drive Local Spending

5

Attractions



Sauk County is full of attractions and campgrounds.
An example is the Timbarati Wildlife Park near
Bonanza Camping Resort.

6

Events



Oktoberfest brings in tens of thousands of people to
La Crosse County annually, which is near several
campgrounds, such as Pettibone Resort!

7

Marinas & Outfitters



Castle Rock Marina near Castle Rock
Lake Campground in Juneau County

Interactive Exercise: Where Did the Camper Spend \$500?

Family of four, 3-night stay:

- Campground - \$150
- Fuel - \$75
- Groceries - \$100
- Restaurants - \$75
- Attractions - \$50
- Retail - \$50



Economic Ripple Effect

- *What if 1,000 families visit?*
- *What if 10,000 families visit?*
- *How many jobs are supported?*
- *How much tax revenue is generated?*



What Does Camping Mean to YOUR County?

Crawford County



- \$10 Million Annual Economic Impact
- \$6 Million in Campgrounds & RV Travel
- \$3.8 Million in Wages

Adams County



- \$23 Million Annual Economic Impact
- \$21 Million in Campgrounds & RV Travel
- \$5.6 Million in Wages

Washburn County



- \$13 Million Annual Economic Impact
- \$12 Million in Campgrounds & RV Travel
- \$6 Million in Wages

- County tourism impact
- Visitor spending
- Tourism jobs
- Campground inventory
- Park visitation
- Room tax

Discussion: If Every Campground Closed Tomorrow...

- Which businesses are impacted first?
- Which jobs disappear?
- What tax revenue is lost?
- How does tourism change?



Key Takeaways

- Tourism: \$27B
- Outdoor Recreation: \$12B
- RV Industry: \$3B
- Campgrounds & Travel: \$2B
- Campgrounds are economic infrastructure



THANK YOU

Lert & Tina Severson

Wisconsin Association of Campground Owners

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