

## ***How Do You Participate?***

On the first of each month you will receive a yellow occupancy card (see enclosed). Please enter the month's figures, refold and seal so the CalARVC address is on the outside, affix postage and return to us by the 6th. To calculate your occupancy percentage, you will have to know the ACTUAL number of camper nights you do each month.

## ***What Is A Camper Night?***

A CAMPER NIGHT is each night that a site is occupied for a fee. If you have 100 sites and 50 are occupied that night, you did 50 camper nights. If you rent a site for a week and give one night free as a discount, all seven nights are considered camper nights. If you rent for the season with a seasonal fee, each night of the entire seasonal period would be counted as individual camper nights. If an RV is allowed to remain on a site after the season for a storage fee, this period is not counted as a camper night.

If you do not currently keep track of daily camper nights you will need to get a calendar or some type of record keeping system (sample included). Each day, either at night after you close or in the morning, record on your calendar how many sites were occupied for that night. Then at the end of the month add your daily totals and enter that figure on line "D" of the yellow survey card to figure your occupancy percent.

## ***How Do You Figure Your Occupancy Percentage?***

1. Multiply your total number of sites times the number of days in the month. This gives you your POSSIBLE monthly camper nights; e.g.,  $100 \times 30 \text{ days} = 3,000 \text{ POSSIBLE camper nights}$ .
2. Divide your ACTUAL number of camper nights (daily totals added together for the month) by the POSSIBLE camper nights;



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# **Monthly Occupancy Survey Instruction Booklet**

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***Designed to gather statistics vital to  
the RV Park and Campground  
Industry in California***

**California Association of RV Parks & Campgrounds**  
PO Box 5648 • Auburn, CA 95604  
(530) 885-1624 • fax (530) 823-6331

In August 1985 the CalARVC (formerly CTPA) Board of Directors decided to begin a monthly occupancy survey in order to gather statistics that are vital to the RV park and campground industry. These figures are calculated according to twelve geographical regions for California and statewide for California. At the end of each year, a report is available with the monthly and yearly totals.

### ***Why is this information needed?***

1. To provide accurate occupancy statistics that enable us to establish and predict trends in the RV park and campground industry.
2. To provide facts so that we can speak with knowledge and authority when asked for statistics concerning our industry. With this information we can make those who are unaware, such as government entities and others in the tourism industry, aware of the RV park and campground industry in the state.
3. To provide occupancy statistics from various regions that enables us to persuade government officials that additional public sites are not needed and to show developers whether or not sites are needed.

### ***How will it benefit you?***

1. By having industry wide occupancy data available, you will be able to supply additional information when effectively lobbying for a bill, applying for loans, buying or selling property, etc.
2. By establishing camping trends, you will be able to project your camper nights with greater accuracy.
3. By keeping track of your camper nights, you will be able to evaluate how your business is doing from year to year. You can study your advertising programs or other aspects of your business that may be affecting your occupancy.

4. By evaluating your occupancy rates compared to other parks on a regional and state wide basis, you will be able to see if your operation is experiencing the same trends as other parks.

### ***Why should you participate?***

1. Without your cooperation, the base, or number of campgrounds reporting, will not be large enough to substantiate the facts collected. Incomplete or skimpy facts will not do the job.
2. We will not ask you to release confidential information, only data pertinent to CalARVC and our industry. All information will be kept completely confidential and no one but the CalARVC staff will see the individual responses.

### ***Question of the Month***

In addition, each month CalARVC will ask a question about current issues affecting the industry or individual concerns certain parks may have. For example, past questions have asked for your summer forecast; how you handle reservations; if you lock your restroom, what type lock do you use; when did school open for your district (before or after Labor Day) and if it affected your business; etc.

### ***In Closing***

We hope that you will decide to participate in this ongoing monthly survey. Your input is vital to the success of this project. Only a few minutes of your time each month will allow CalARVC to more effectively influence the legislature and related industries. With these facts and figures, not only will your business, other parks, and the RV industry benefit, but so will CalARVC by increasing our recognition and clout. Here is your chance to do your small part for the industry. We thank you in advance for your participation in this very important project.