

Camp-California!

Affordable Fun for All Ages Year Round

Whether you are looking to – spend time on the beach, sit under a redwood, explore one of California’s missions, sip wine, seek out a geo cache, witness Yosemite’s grandeur, tube down a river, roast marshmallows, share time with your kids, winter in the desert, connect with nature or shop ‘til your heart’s content – RVing and camping offers you all the flexibility you could want in a vacation. And California provides the most diverse camping and RVing options out there: from deserts to wooded meadows, from the ocean to mountain tops, from luxury RVing to primitive tenting and from sleeping in a Teepee to renting a warm, cozy cabin....California RV parks and campgrounds have it all.

FACTS about California RVers & Campers

2008 spending by visitors staying at private RV Parks/campgrounds	\$3.1 Billion
2008 spending by visitors staying at public campgrounds	\$ 0.6 Billion
RV parks/campgrounds to choose from	over 700
RV & camping spaces to choose from	over 90,000
State Park campgrounds to choose from	115
State Park camping spaces to choose from	14,343
Nat'l Forest campgrounds to choose from	872
Other campgrounds to choose from	200

Over 80% of RVers and campers camping in California are in-state residents

Six out of ten RVers eat out in restaurants, go swimming, visit a beach, go fishing, visit an historic site and go hiking

A majority of RVers prefer two weeks of vacation rather than two weeks of salary and agree it is extremely important to experience new things to do and discover new places to vacation.

RV owners tend to be 41 or older, married with an annual income greater than \$50,000.



Camp-California! Guide – 250,000 distributed annually
www.Camp-California.com—1/2 million annual visitors

California Campin' - Monthly E-newsletter sent to 30,000 campers each month

On Twitter: CampCalifornia, CamperVerna and CamperRick

California Camping Facebook page with over 400 fans

RESOURCES...

