



Technology in Outdoor Hospitality

Trends, Impacts and Opportunities

Technology Meets the Great Outdoors

- Technology is now part of the outdoor experience.
- Guests expect connectivity, convenience, and modern amenities.
- This presentation covers trends, consumer behaviours, and opportunities for outdoor hospitality properties.



The Changing Camper Profile



- Millennials, Gen Z, and remote workers are increasingly camping.
- Families looking for convenience, routine and safety.
- Desire for both outdoor adventure and digital connectivity.
- Mix of traditional campers and “connected campers”.



Understanding the New Guest

- Digital Natives – which has fundamentally shaped their worldview, from how they communicate and learn, to their values and consumer habits.
- Highly diverse and socially conscious – concerned with issues like sustainability, racial equality and mental health.
- Huge variety in family traditions – global citizens, the world is much smaller, impacts of immigration.
- Experiences over things.
- Don't have the hands-on, life skills held by older generations, need to be taught outdoor skills.





Values and Preferences

- Strong social and environmental consciousness.
- Drawn to outdoor hospitality because of its sustainability and connection to nature.
- Expect the same level of service as other industries.
- May not have grown up in the industry but appreciate the traditional elements and seek respite from daily life.
- Strong online presence and demand for “Instagrammable” moments.





Working while on Vacation

- Workplace is no longer stationary.
- Younger generations are requiring a better work:life balance and creating it for themselves.
- People spend an average of 2 extra nights if they are able to work while they vacation in the outdoor hospitality industry.





New Economic Climate

- Given experiences as gifts during childhood over things.
- Less financial stability than previous generations – employment, housing, storage.
- Less demand for seasonal camping – trailer purchase is unattainable, nowhere to store the trailer if purchased.
- Increased demand for overnight camping and glamping.





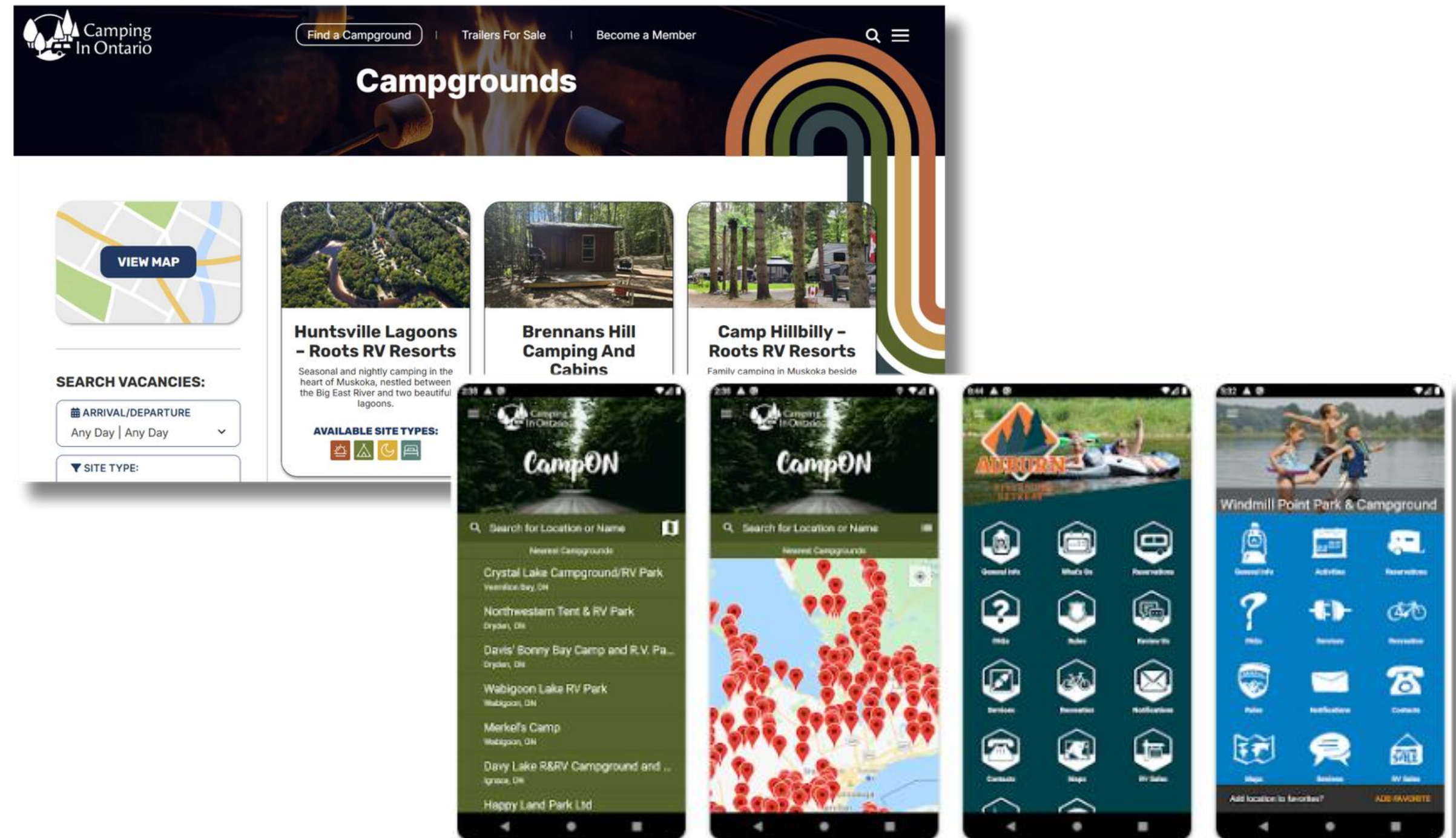
Demand for Amenities

- What is there to do?
 - for themselves
 - for their children
- WiFi availability
 - work
 - entertainment
 - routine
 - social connections



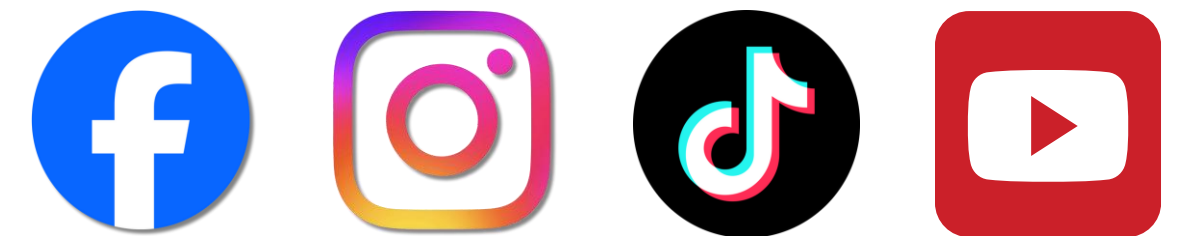
Booking and Trip Planning Technology

- AI, websites, and apps for research and booking



Booking and Trip Planning Technology

- Reviews, ratings, and social proof in decision-making



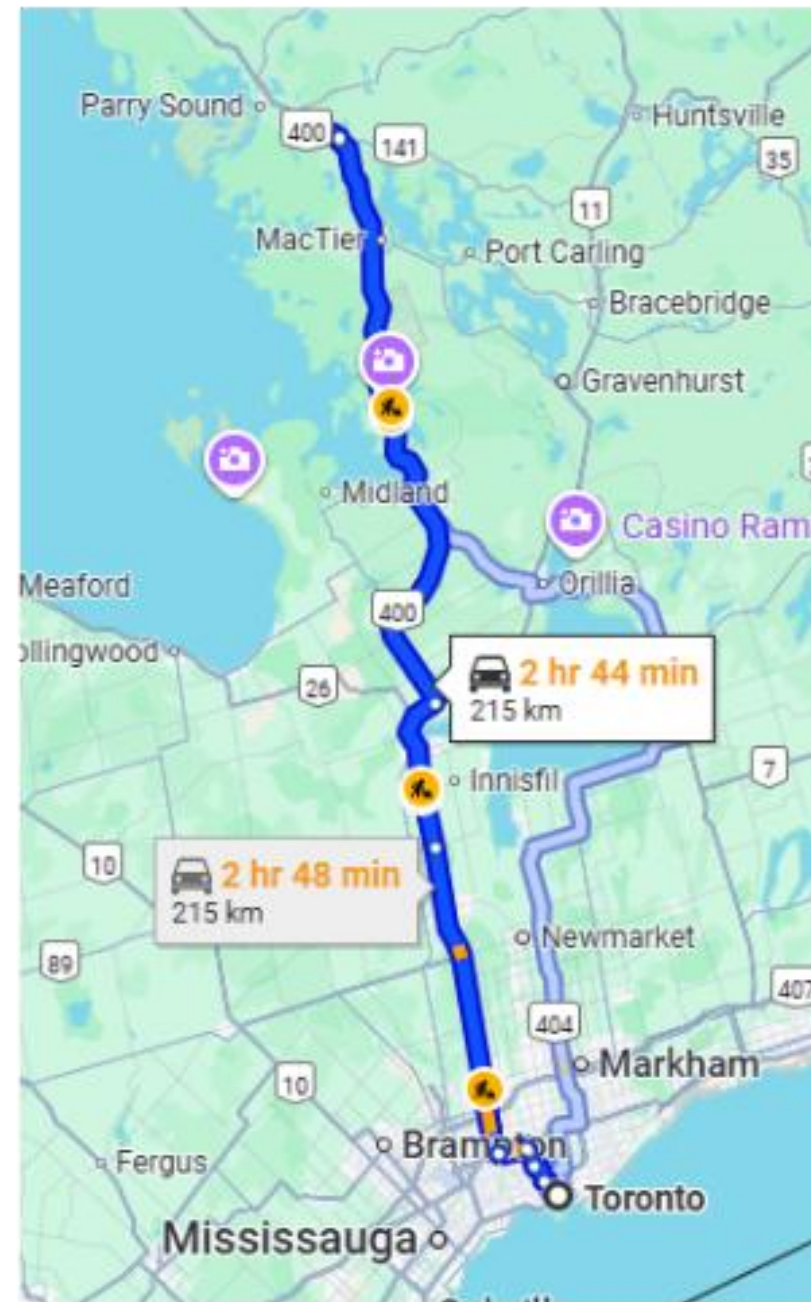
Booking and Trip Planning Technology

- Online reservation systems



Booking and Trip Planning Technology

- Digital Maps and GPS



← from Toronto, Ontario
to Parry Sound KOA Holiday, 276 Rankin Lake R...

2 hr 44 min (215 km)   
via ON-400 N
Fastest route now, avoids slowdown on Don Valley Pkwy N.

Toronto
Ontario

> Take Dundas St W, Beverley St, Spadina Ave. and Bathurst St to William R. Allen Rd N in York
29 min (8.4 km)

> Follow ON-400 N to Lake Joseph Rd/Rankin Lake Rd in Seguin. Take the Rankin Lake Road exit from ON-400
1 hr 51 min (203 km)

← Turn left onto Lake Joseph Rd/Rankin Lake Rd
 Continue to follow Rankin Lake Rd
 Destination will be on the right
4 min (3.9 km)

Parry Sound KOA Holiday
276 Rankin Lake Rd, Seguin, ON P2A 0B2

Technology on Site

- Demand for reliable internet access
 - on each site/roofed accommodation
 - hot spot at communal area
- Streaming
- Digital Nomadism
- Remote Work
- Social Posting
- Gaming



Technology on Site

- Wearable technology
 - Fitness trackers
 - Smartwatches
 - Safety and Navigation Apps
- Mobile Devices
 - Phones
 - reservations
 - maps
 - on-site apps
 - social media
 - Tablets
 - remote work
 - entertainment
 - maintaining routines
 - Drones



Experience Enhancement

- **Guest Facing**
 - Digital Waivers and Policy Agreements
 - Digital check-in
 - Contactless payment
 - Virtual concierge / Chatbot
- **Site-specific apps**
 - maps
 - activity schedules
 - online store
 - augmented and virtual reality programming (i.e. interpretive programs)
 - events and equipment booking
 - emergency preparedness information
 - alerts



Operations and Sustainability Enhancements

- **Operational Improvements**

- Smart lighting
- EV charging stations (land and water)
- Controlled access (gates)
- Digital Waivers and Policy Agreements
- Events and activity management
- Hydro recovery billing
- Water, septic and pool monitoring
- Database management
- Team management (schedules, work orders, etc.)



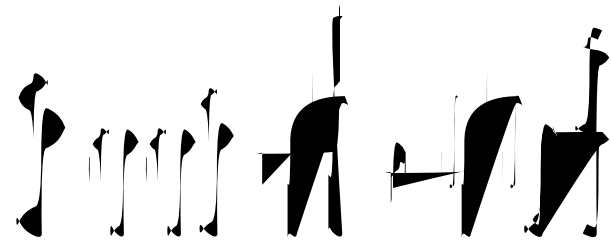
Social Media and Community Engagement



- Campers share their experiences on social media
 - encourage this behaviour
 - user-generated content is free marketing
 - brand building
 - referrals
- Use socials to create a community
 - become the local expert
 - do it in the off-season
 - diversify your platforms



- Balancing immersion in nature with digital demand
- Infrastructure
 - availability
 - bandwidth
 - operational needs vs. guest access
 - cost
- Privacy and cybersecurity
- Optics of digital connectivity while disconnecting in nature
- Ensuring inclusivity of non-tech savvy guests



- Differentiation and expanded product offerings through tech.
- Partnering with app developers, travel platforms, or gear providers.
- Leveraging data for improved guest experiences and intentional decision-making.
- Blending technology with authentic outdoor experiences.



Technology Meets the Great Outdoors

- Changing guest demographic, needs, and demands.
- Future outlook – “connected campers”.
- Call to action: embracing tech while preserving the outdoor spirit
 - guest-facing initiatives
 - operational improvements
 - data-driven decisions





THANK YOU

www.campinginontario.ca

