



AIANTA
American Indian Alaska Native
Tourism Association

Welcome
Session A4- Tourism Trends:
Best Practices for RV Parks and Campgrounds
Tuesday, September 18, 2018
1:45pm - 3:15pm

To receive a Certificate of Completion, please provide information requested in the session sign-in sheet for each session attended



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UNDERSTANDING RV CONSUMER & PRODUCT TRENDS , A4

September 18, 2018

Terry Heslin—Bureau of Land Management, New Mexico
Recreation/Travel Management/National Trails Lead





What is the mission of AIANTA?

AIANTA's mission is to define, introduce, grow and sustain American Indian and Alaska Native tourism that honors and sustains tribal traditions and values.



Goal:
*Sustaining Public Lands
Recreation Resources and Services to
Enrich Individual and Community Life*

Challenge:
*Doing so in context of other land uses
and while protecting natural and cultural resources*



Who Runs Public Lands?

Bureau of Land Management

- Land:** 383,000 square miles
- Budget:** \$1.3 billion

Forest Service

- Land:** 300,000 square miles
- Budget:** \$6.2 billion

Fish and Wildlife Service

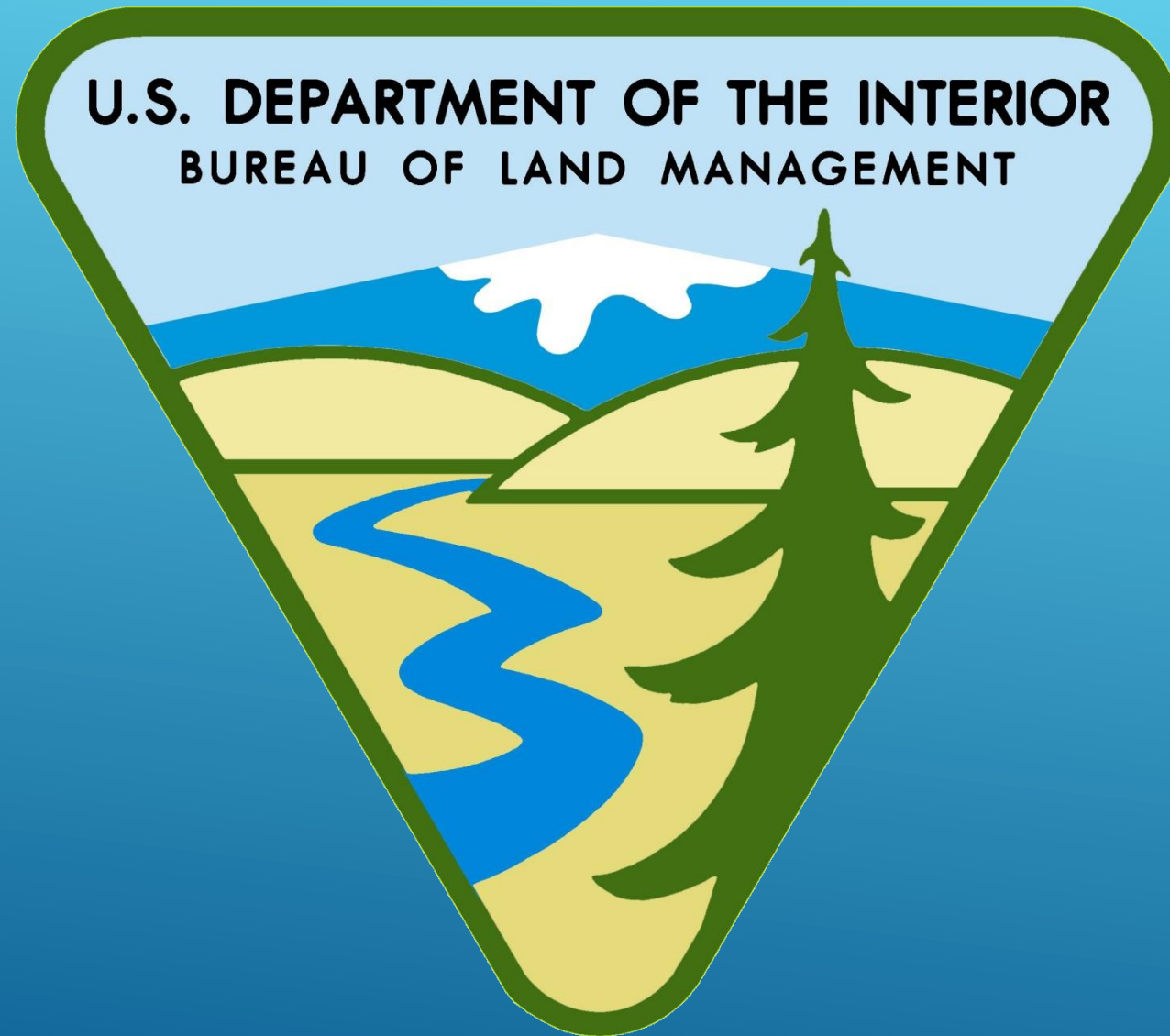
- Land:** 156,000 square miles
- Budget:** \$3 billion

National Park Service

- Land:** 132,000 square miles
- Budget:** \$3 billion

*Roughly 1m. Square miles (640) = 640,000,000 acres (Public Land nationally)
383,000 sq. mi (640) = 245,120,000 acres (BLM nationally)*

BLM PLANNING IN THEORY



BLM PLANNING IN THE REAL WORLD...



BLM PLANNING FRAMEWORK

Three components of BLM planning primarily address “Human Habitat” through prescribed landscape settings:

- ▶ **Recreation Management**
- ▶ **Visual Resources Management**
- ▶ **Travel & Transportation Management**



The Challenge:

Planning and Managing Recreation in a World of Change

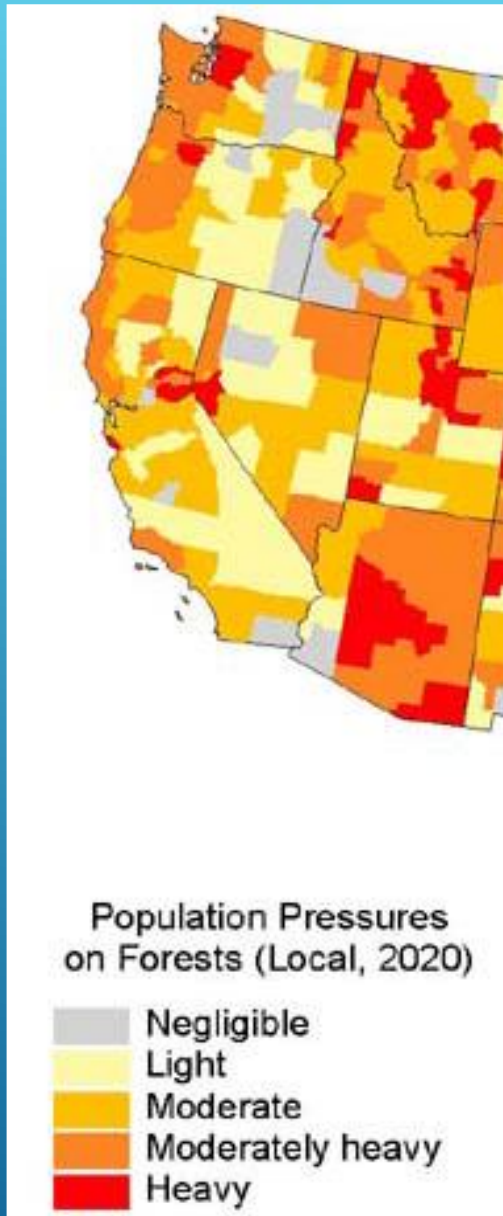
Population: growth and urbanization near public land **increases recreation demand and diversity of uses**

Economics: growing importance of recreation in the economy **increases business, community and political interest and influence**

Technology: continued advances in recreation technology **increases the pace and scope of management challenges**

Values: Change in public values concerning public land uses **increases public expectations for non-commodity amenities**





HOTSPOTS

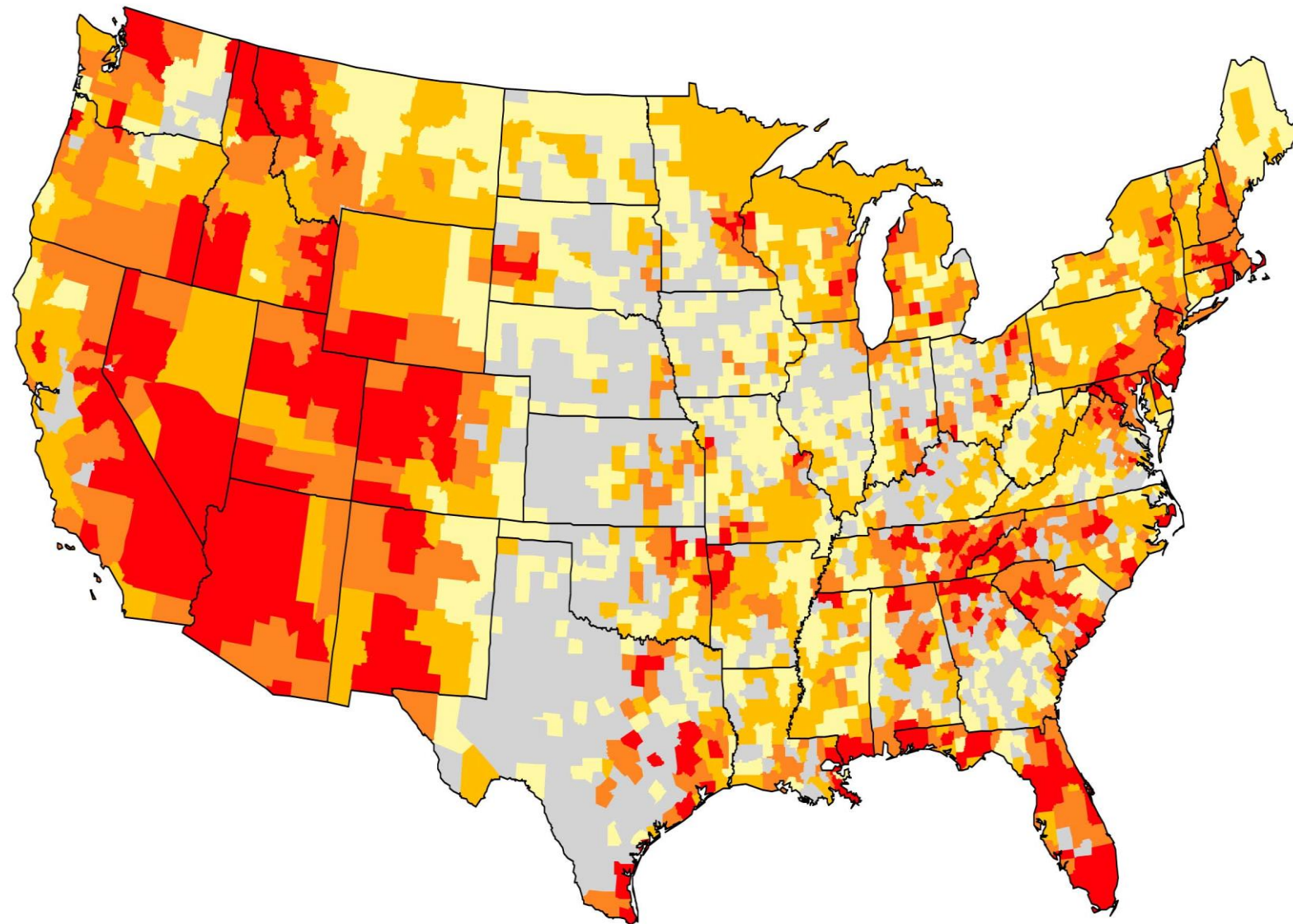
Hotspots can occur where human activity and public land collide.

Projections of 2020 “hotspots” were made for all counties in the lower 48 states.

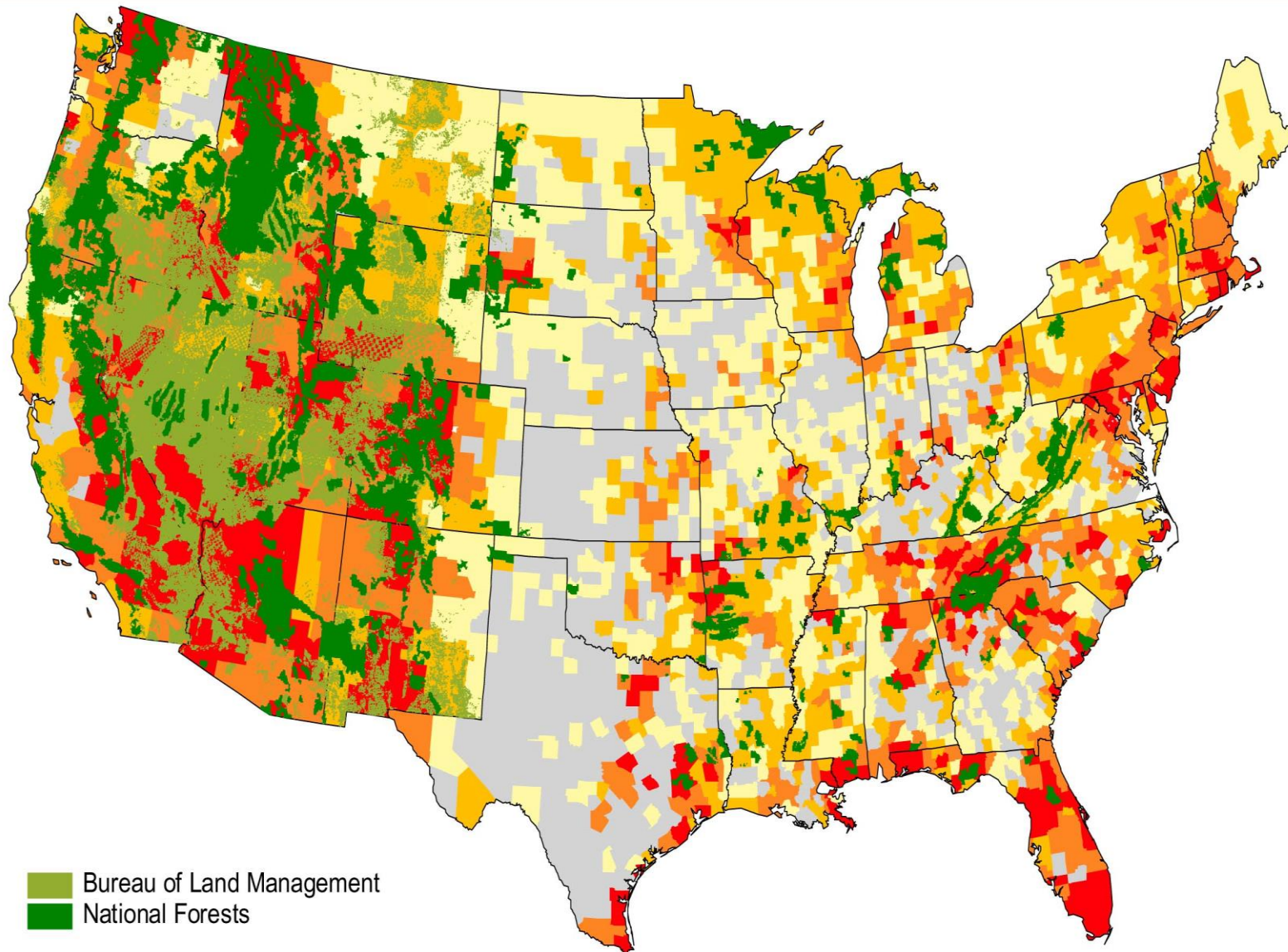
Social Pressure, on public land resources comes from:

- **Population density**
- **Economic potential and activity**
- **Outdoor Recreation Demand**

USDA FS, Southern Research Station, Hotspots.



PROJECTED 2020 RECREATION HOTSPOTS



- Bureau of Land Management
- National Forests
- Negligible
- Light
- Moderate
- Moderately heavy
- Heavy

PROJECTED 2020 RECREATION HOTSPOTS AND PUBLIC LANDS PROXIMITY

Source: Ken Cordell, National Survey on Recreation and the Environment



Crossroads Campground

BUREAU OF LAND MANAGEMENT
Lake Havasu Field Office



Dispersed Camping Sites

Camping on public lands away from developed recreation facilities is referred to as "dispersed camping" or "**boondocking**." These sites are widely dispersed, undeveloped, and are generally not signed as campsites.



HELP FACILITATE THE ADVENTURE

- ✓ Improved bathing facilities with hot showers, sinks, and flush toilets
- ✓ Camp stores to purchase essentials and restock necessary supplies before their next journey
- ✓ Recreational opportunities such as zip lines, guided rock climbing tours, ATV courses, watersports and boat, fishing gear or bike rentals
- ✓ RV storage areas near campsites for those who return often
- ✓ Enough room to park tow vehicle/Ease of pull in at nighttime
- ✓ Shade, Beautiful Scenery, Safety
- ✓ Consider “campers” vs. “long term stays”
- ✓ Guided Tours





Bike Photos: The New Yorker: The Extreme Cyclists of the Navajo Nation Terence Yazzie (top) Nigel James (bottom)

SOCIETY OF OUTDOOR RECREATION PROFESSIONALS (SORP)



SOCIETY OF
OUTDOOR RECREATION
PROFESSIONALS

Find a treasure trove of relevant information at (Membership Required):

<https://www.recpro.org/>

Some examples:

SORP WEBINARS @ RECPRO.ORG

- **Developing the Business Case for Your Campground, May 2018**
- **Best Practices in Campground Design, March 2018**
- **Best Practices in Cabin, Glamping, and Bike Camping, February 2018**
- **Understanding RV Consumer and Product Trends, January 2018***
- **The Changing Face of Camping, October 2017**

- **Partnering for Relevancy and Inclusion: A regional approach, August 2017**
- **Environmental Education and Outdoor Recreation: Strategies for Impact, February 2017**
- **Making the Case for Parks and Trails, January 2016**
- **Long Distance Trails: think regionally, implement locally - October 2015**
- **Trail Towns: Bringing Outdoor Recreation and Communities Together - July 2015**
- **Evolving Market Trends for Outdoor Recreation Professionals - February 2015**
- **Creating “Best of the Best” OHV Recreation Experiences**

ENJOY YOUR VISIT TO THE LAND OF ENCHANTMENT!



Terry Heslin
Recreation/Travel Management/National Trails
Lead
BLM New Mexico State Office
301 Dinosaur Trail
Santa Fe, NM 87508
505-660-2531 cell
505-954-2184 office
theslin@blm.gov

