



# Recreational Vehicle Camps & Lifestyles 房车营地与生活方式

George Berean 白瑞安

# Recreational Vehicles (RVs) 房车

---

- ▶ **Definition:** Combines transportation and temporary living quarters
- ▶ **Purpose:** Travel, recreation, camping



# Types of RVs 房车款式

---

- ▶ Motor homes: Large, medium and small (20m, 13m, 8m)



- ▶ Pickup truck campers (8m)



- ▶ Trailers: Large, medium and small (15m, 10m, 5m)



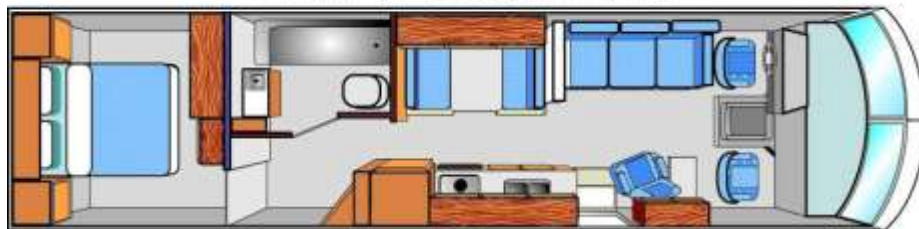
# RV Interior Layouts 房车内装饰

- ▶ Amenities: Bedroom, kitchen, bathroom, laundry



- ▶ Arrangements: Living versus sleeping

**DAY FLOORPLAN**



**NIGHT FLOORPLAN**



# RV Campgrounds 房车营地

---

- ▶ **Definition:** Facility that rents parking spaces for RVs
- ▶ **Facilities:** Provides water, electricity, sewage and other amenities such as internet access and laundry facilities



# Types of RV Campgrounds 房车营地样式

- ▶ Themed Camp: Disney-like features and themes
- ▶ Resort Camp: May include golf, tennis, watersports, fishing, hiking
- ▶ National or State Camp: Scenic attractions such as oceans, lakes, rivers, mountains or other natural features



# RV Campground Layouts 房车营地地图

- ▶ Amenities/Provisions: Parking (long term versus short term), restrooms, BBQ grills, recycling, waste disposal, and outdoor activities



# RV Campground Layouts 房车营地地图

**13 Hoodland Thriftway**

WE HAVE THE LARGEST SELECTION OF ICE COLD BEVERAGES ON THE MOUNTAIN AND A HUGE SELECTION OF FISHING AND CAMPING GEAR

Fresh Produce • Pop • Snacks • Picnic Supplies • much more

503-662-3244 Open 7 Days a Week, 7 AM - 11 PM

**Mileage From Mt. Hood To:**

Bend .....	119	Pendleton .....	225	The Dalles .....	59
Cannon Beach.....	122	Portland .....	46	Timberline .....	20
Eugene .....	143	Sandy .....	20	Troutdale .....	33
Florence .....	213	San Francisco .....	669	Vancouver, BC .....	353
Gresham .....	26	Seattle, WA .....	211	Warm Springs .....	61

**Resort Guest Policies**

**COTTAGES & CABINS:** CHECK-IN AT 4 PM & CHECK-OUT AT 11AM, RVs CHECK-IN AT 1PM AND CHECK-OUT AT NOON. LATE CHECK-OUT fee is 1/2 the nightly rate & must be pre-approved by Guest Services Department.

**SPEED LIMIT: 10 MPH** for vehicles, bicycles, scooters, skateboards, Rollerblades (helmets required).

All rentals subject to 6% County Tax. Site preferences are noted but not guaranteed.

**MAXIMUM OF 6 PEOPLE** per site, cabin or cottage and 2 vehicles. Additional vehicles will be charged \$5 per day and may be left in main parking lot.

All leash laws must be obeyed. **NO PETS** allowed in any buildings or cottages.

**RV DISCOUNTS** honored at time of booking only. Discounts do not apply to cabins or cottages.

All rentals and park buildings are **NON-SMOKING**. Each party must have one guest **AT LEAST 21 YRS. OLD** and provide **PHOTO I.D.** for all guests.

**QUIET TIME 10 PM to 8 AM.**

**THERE ARE NO REFUNDS** for cancellations made less than 15 days prior to arrival date in cottages or cabins and no refunds for cancellations made less than 8 days prior to arrival date in RV sites. Refunds are not given in any accommodations for: inclement weather; early departures, mechanical malfunctions, or Acts of God. Cash Deposits or Credit Cards may be used for unregistered guests, damages, theft, excessive cleaning, unauthorized smoking or pets.

**Free Cable TV**

2 ... KATU-ABC	16 ... VH-1
3 ... OVC	17 ... Nick
5 ... ESPN	18 ... FSNW
6 ... KOIN-CBS	19 ... MTV
7 ... PEG	20 ... HGTV
8 ... KGW-NBC	21 ... Comedy
9 ... TBS	22 ... WGN
10 ... KOPB-PBS	23 ... ASE
11 ... KSWB-WB	24 ... TBN
12 ... KPVT-IND	30 ... HSN
13 ... KPDX-FOX	98 ... C-SPAN
14 ... FOX Family	99 ... USA
15 ... ESPN-2	

**Site Map Legend**

A - Mt. Hood Information Center	L - Courtyard
B - Motor Storage / Maintenance Shop	M - Washroom Bldg
C - RV Dump Station	N - Season Use Tels.
D - Lido Flight Path	O - & Worked Rooms
E - Seasonal Activity Lodge	P - Pool (indoor / heated)
F - Village Store / Market	Q - Camp Area Restrooms
G - Basketball Court	R - Laundry Facilities
H - Wildwood Café	S - RV Storage Yard
I - Registration	T - Trailhead to Wildwood Park
J - Main Lodge, Dvgrgns & Frontside Rooms	U - Group Use Pk
K - Parking	V - Volleyball
	W - Children's Playground

**Where Was That Again?**

**Be Sure Your Campfire is Completely Out Before You Leave.**



# Optional Amenities 其他房车营地设备

- ▶ Swimming pools: Indoor and outdoor



- ▶ Go-kart track:



- ▶ Mini-golf:



# RV Campground Regulation 房车营地规则

---

- ▶ **Example government regulations:**
  - ▶ Interior 2-way road: minimum width of 10m
  - ▶ Interior 1-way road: minimum width of 6m
  - ▶ Distance between RVs: 3.5m
  - ▶ At least one building providing: toilets, showers
  
- ▶ **Example site regulations:**
  - ▶ All vehicles and campsites must display permits
  - ▶ Quiet hours: 11pm – 8pm
  - ▶ Main gate closed 11pm – 8pm
  - ▶ Smoking in designated areas



# Campground Management 房車營地管理

---

- ▶ Management companies: Similar to hotel industry, managing numerous campsites across different regions
- ▶ Quality standards: 3 to 5-star service
- ▶ Marketing and reservation service: Improves occupancy of campsites, maximizes revenue



# Industry Statistics 美国房车行业相关数据

---

- ▶ 12,000 RV businesses: 37.5 billion USD annually
- ▶ 16,000 RV campsites nationwide
- ▶ 8.9 million families own RVs
- ▶ Typical owner: 48 y/o, married, earns \$62,000 per year

