

2016 Camper Enrollment Data

With Strong Enrollment
Comes New Challenges

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Background

Each Fall, the American Camp Association® (ACA) collects enrollment data and trends from camps who respond voluntarily to an online survey. Because this survey was voluntary, it represents the experiences of those who responded to the survey. However, it does provide insight into enrollment trends that might affect the camp industry as a whole.

Additional resources can be found on the ACA website under the Research tab. Articles on enrollment appear each March/April in Camping Magazine.

Some charts may not equal 100% due to estimation errors.

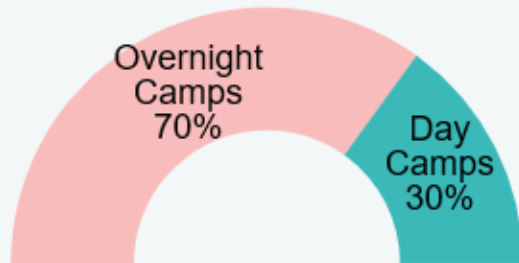
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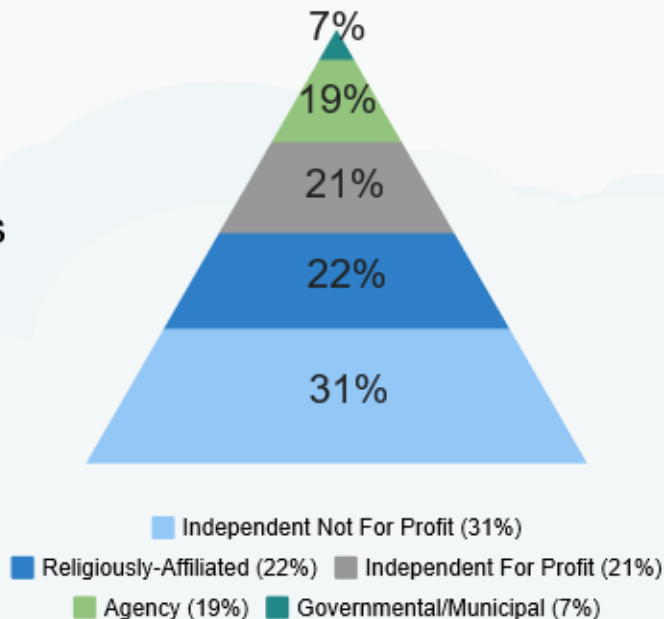
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Camp Professionals Responded

More Overnight Camps



Camps Varied in Affiliation



Respondents Based on Region

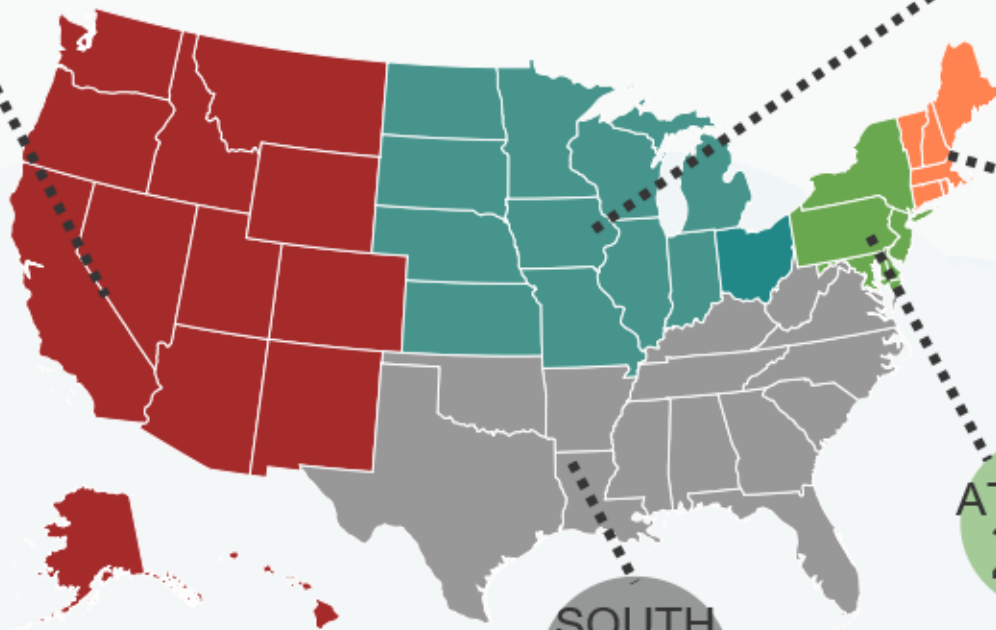
WEST
16%

MID-AMERICA
24%

NEW ENGLAND
14%

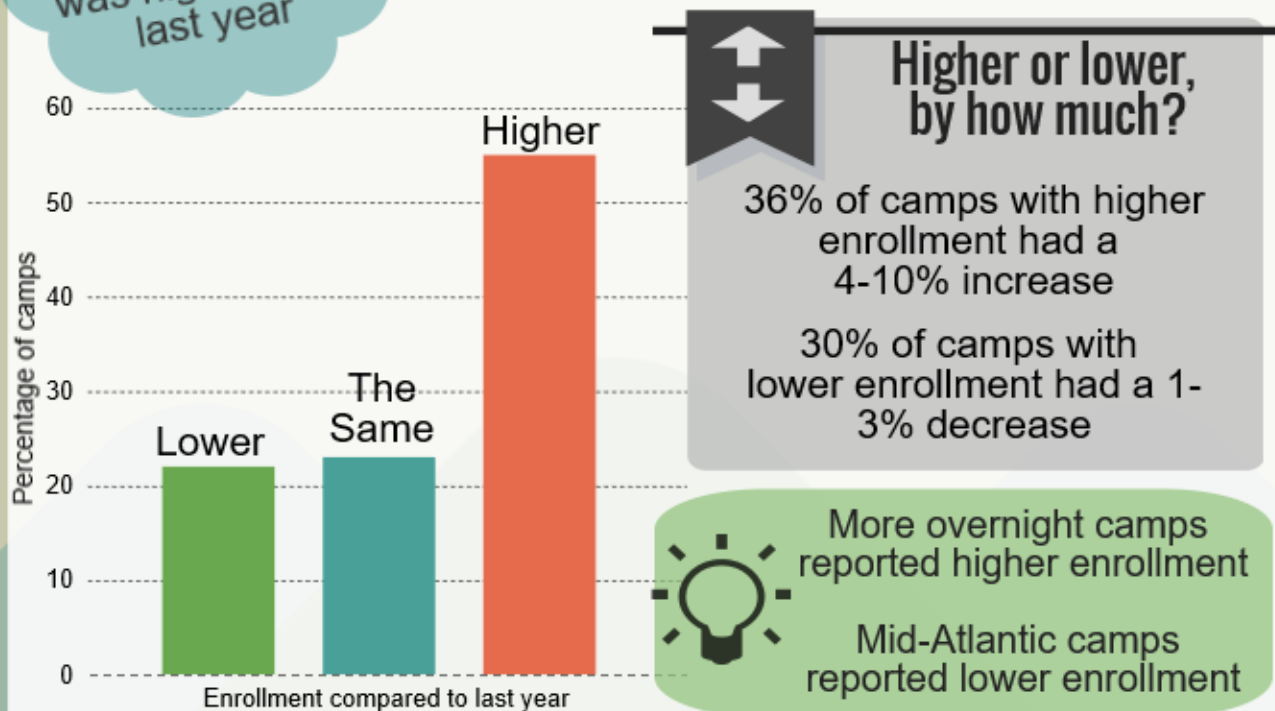
MID-ATLANTIC
26%

SOUTH
20%

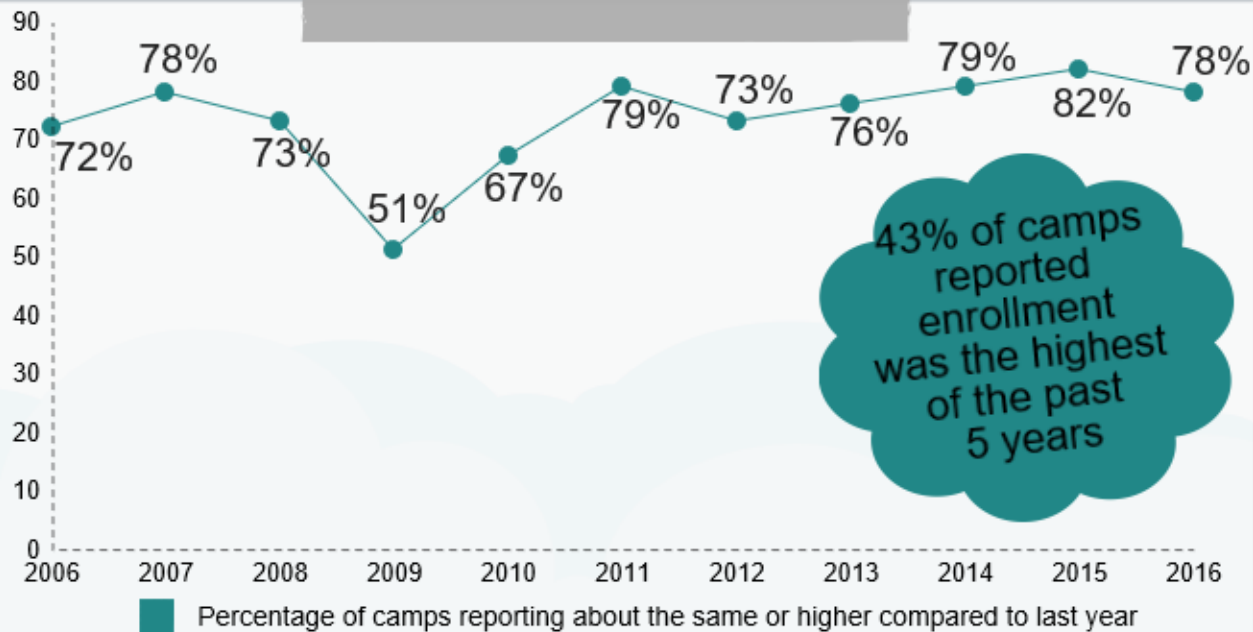


55% of camps reported overall enrollment was higher than last year

Overall Enrollment

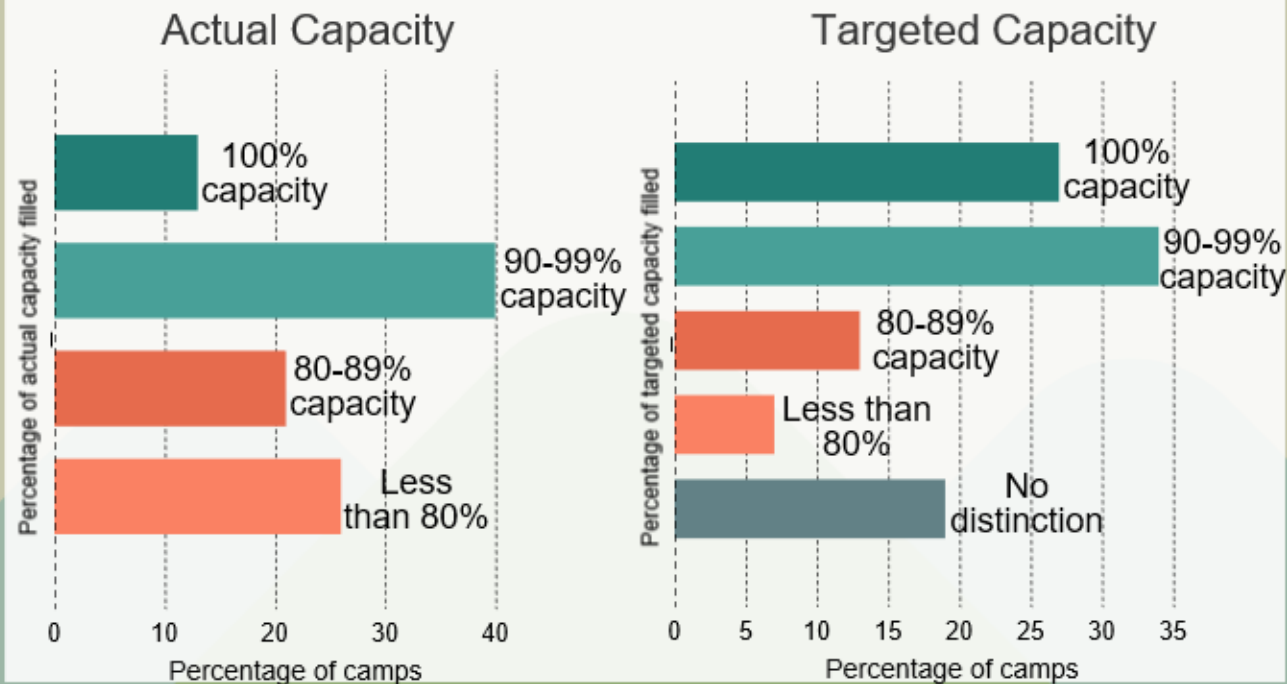


10 Year Enrollment Trend



The economic downturn happened in 2009. Since 2014, enrollment reflects the trends established before the recession!

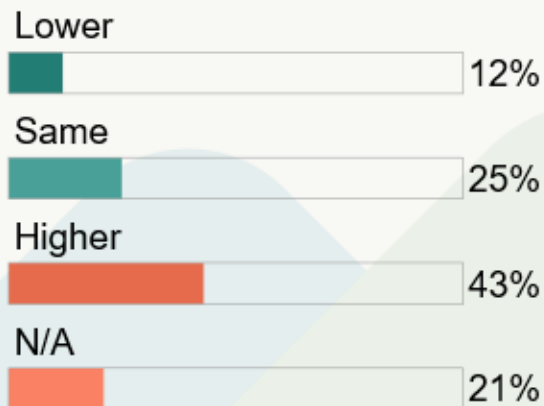
Enrollment Capacity



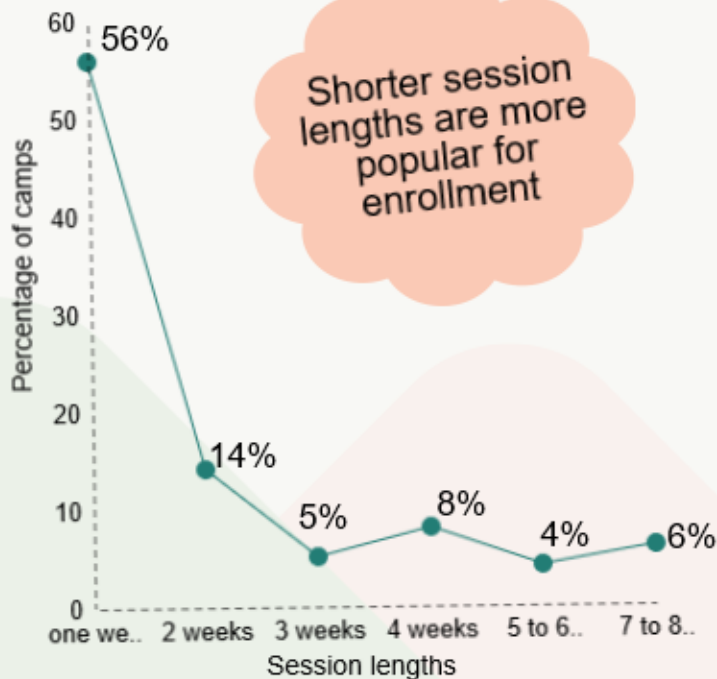
Session Lengths

1 Week Sessions

One week session enrollment is higher than last year

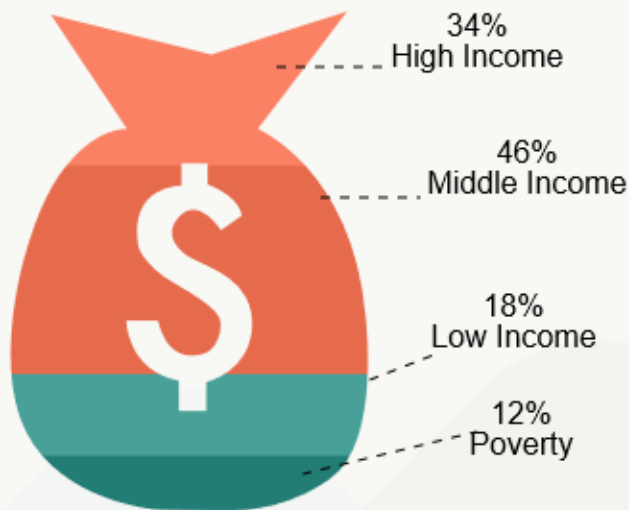


Overall Session Popularity



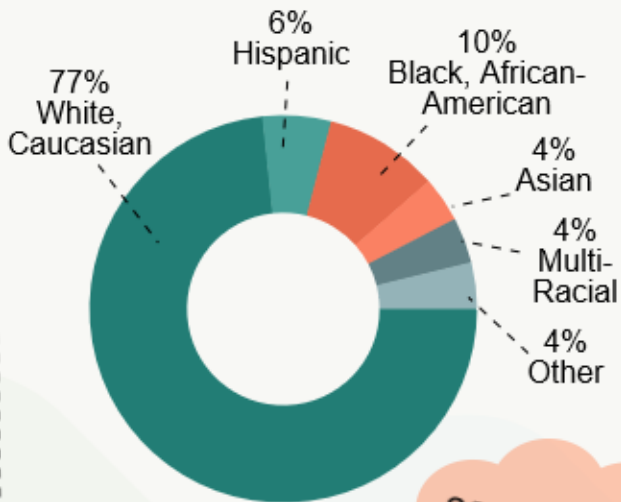
Camper Demographics

Socio-Economic Status



Campers are mainly from middle- and high-income families

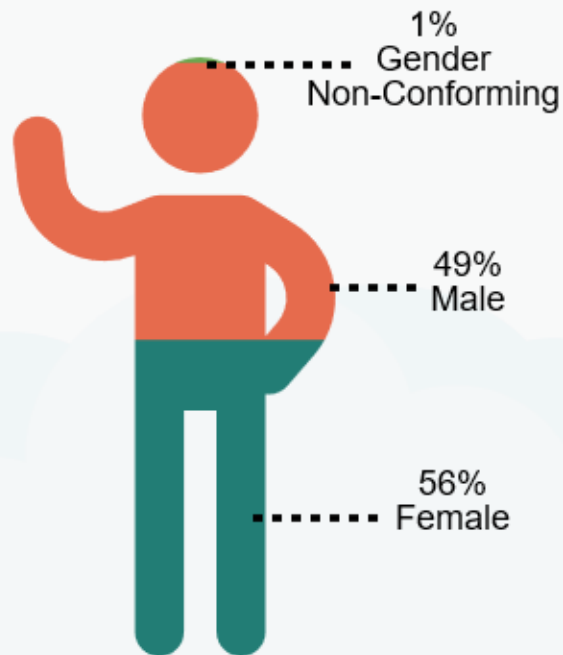
Race/Ethnicity



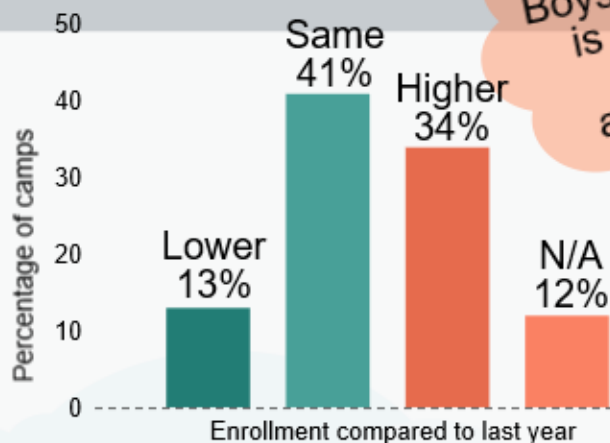
Campers are predominantly Caucasian

20% of camps reported enrollment was higher for minority campers

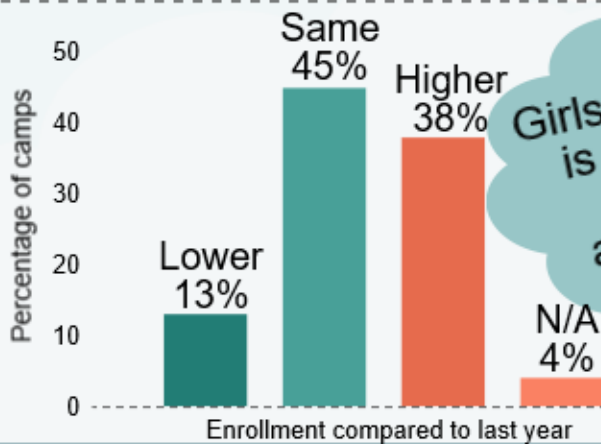
Gender



Campers by gender



Boys enrollment is about the same and higher



Girls enrollment is about the same and higher

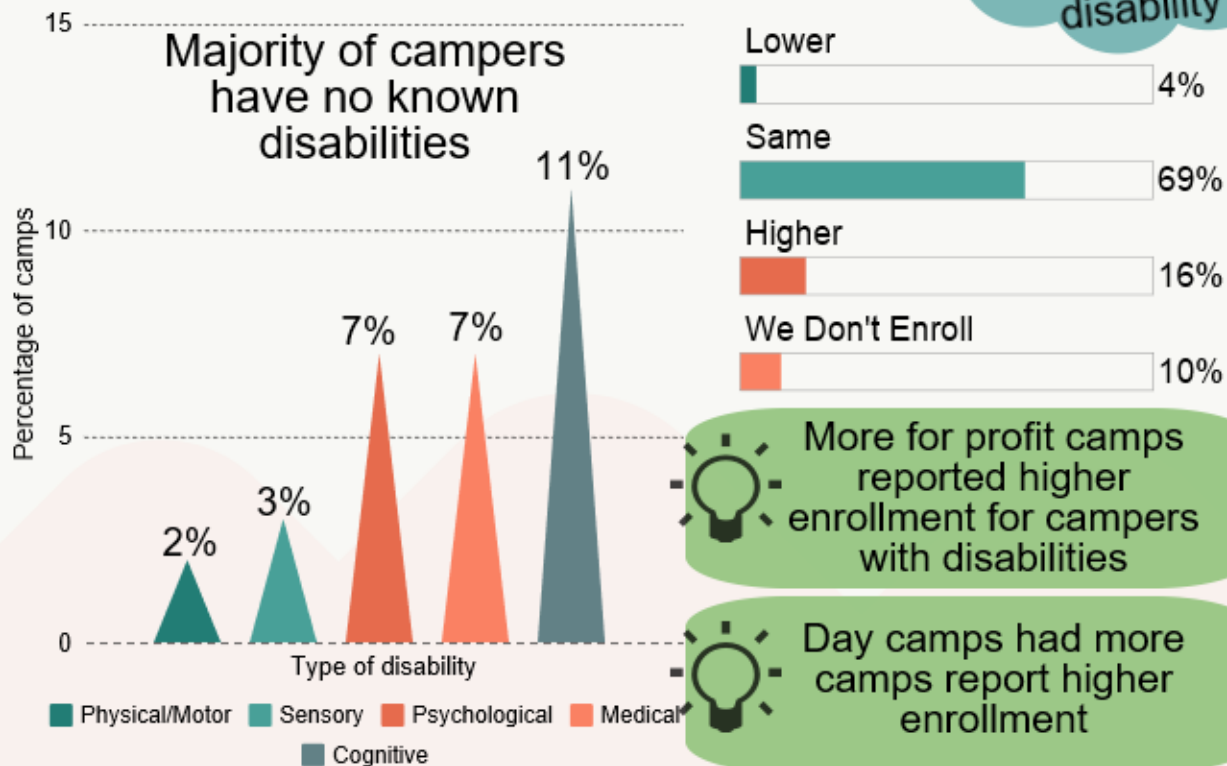


IFP and Religiously-Affiliated camps had more report lower enrollment for boys

More overnight camps reported higher enrollment than day camps

Disabilities

85% of camps reported about the same or higher enrollment for campers with a disability



More for profit camps reported higher enrollment for campers with disabilities

Day camps had more camps report higher enrollment

Camper Breakdown by Age

32%
9 and
younger

38%
10 to 12
years old

30%
13 to 17
years old

4%
18 and
older



Enrollment of 9 year olds and younger

83% of camps reported enrollment of 9 year olds and younger was about the same or higher

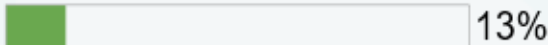


Higher or lower, by how much?

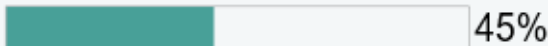
33% of camps with higher enrollment had a 4-10% increase

23% of camps with lower enrollment had a 1-3% decrease

Lower



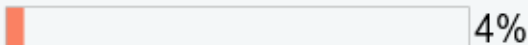
The Same



Higher



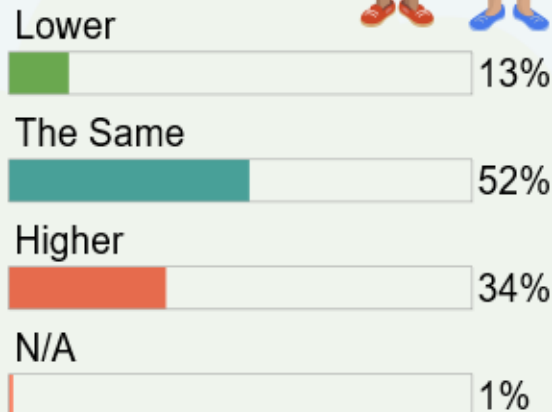
N/A



Day camps reported lower enrollment of 9 year olds and younger than overnight camps

10 to 12 year olds

86% of camps reported enrollment for 10 to 12 year olds was about the same or higher



Higher or lower, by how much?

26% of camps with higher enrollment had a 4-10% increase

26% of camps with lower enrollment had a 1-3% decrease



More day camps reported lower enrollment of 10 to 12 year olds than overnight camps

Teenagers

79% of camps reported enrollment for teenagers was about the same or higher

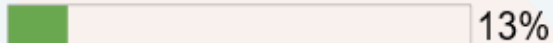


Higher or lower, by how much?

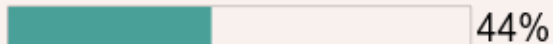
33% of camps with higher enrollment had a 1-3% increase

23% of camps with lower enrollment had a 1-3% decrease

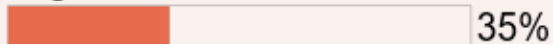
Lower



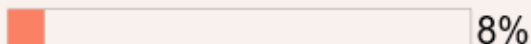
The Same



Higher



N/A



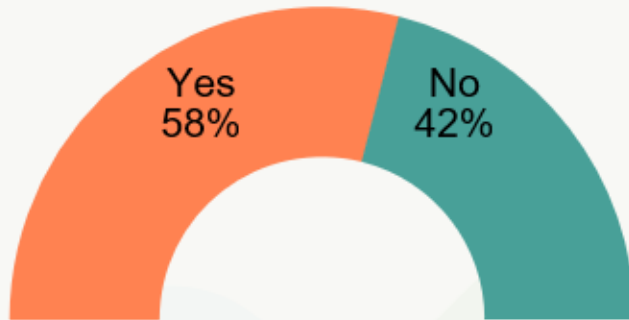
Religiously-Affiliated camps reported lower enrollment of teenagers compared to INFP




Agency camps reported higher enrollment among teenagers compared to independent for-profit camps

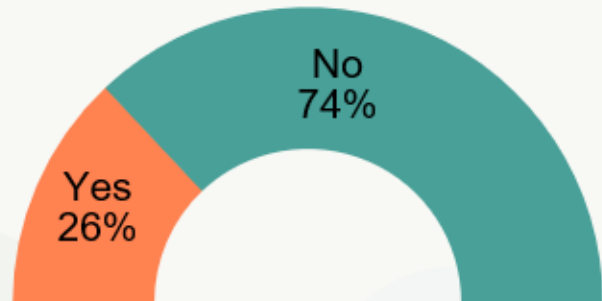
LGBTQ+ Campers


58% of camps serve campers who are LGBTQ+



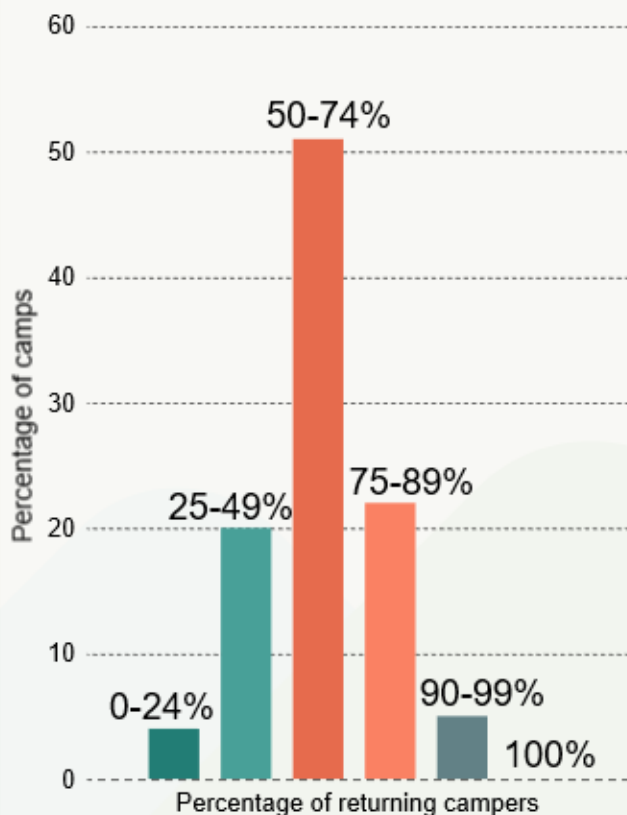
 More overnight camps Agency, INFP, and IFP located in New England and the West reported yes to serving LGBTQ+ campers

26% of camps serve transgender campers



 More summer camps in the West reported serving transgender campers compared to Mid-Atlantic, Mid-American, and the South

Returning Campers



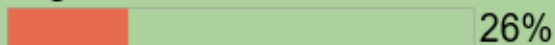
Lower



The Same



Higher



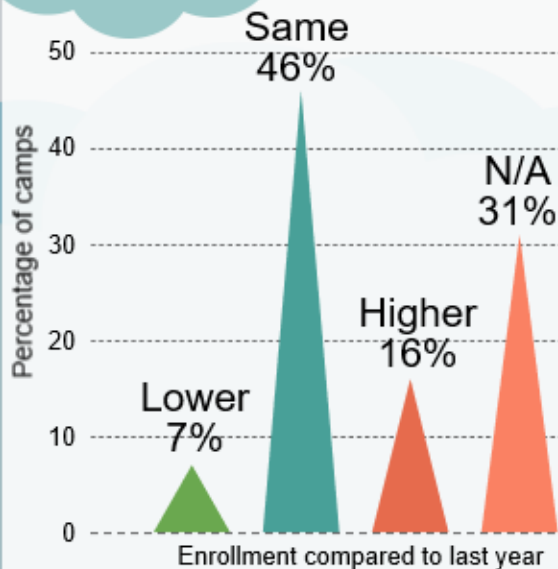
**Higher or lower,
by how much?**

54% of camps with higher enrollment had a 1-10% increase

20% of camps with lower enrollment had a 4-10% decrease

International Campers

62% of camps reported enrollment for international campers was about the same or higher



Higher or lower, by how much?

20% of camps with higher enrollment had a 1-3% increase

18% of camps with lower enrollment had a 1-3% decrease



Mid-Atlantic, Mid-America, and the South reported more that enrollment for international campers was not applicable.

International Campers

Camps report serving campers from these primary countries

CANADA
21 camps

UNITED KINGDOM
37 camps

FRANCE
47 camps

SPAIN
46 camps

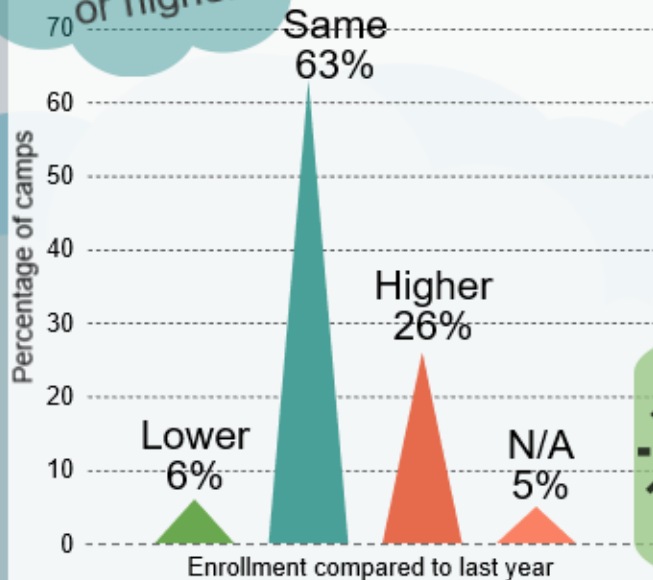
MEXICO
43 camps

JAPAN
24 camps

CHINA
74 camps

Scholarships

89% of camps reported enrollment for campers with scholarships was about the same or higher



Higher or lower, by how much?

20% of camps with higher enrollment had a 1-3% increase

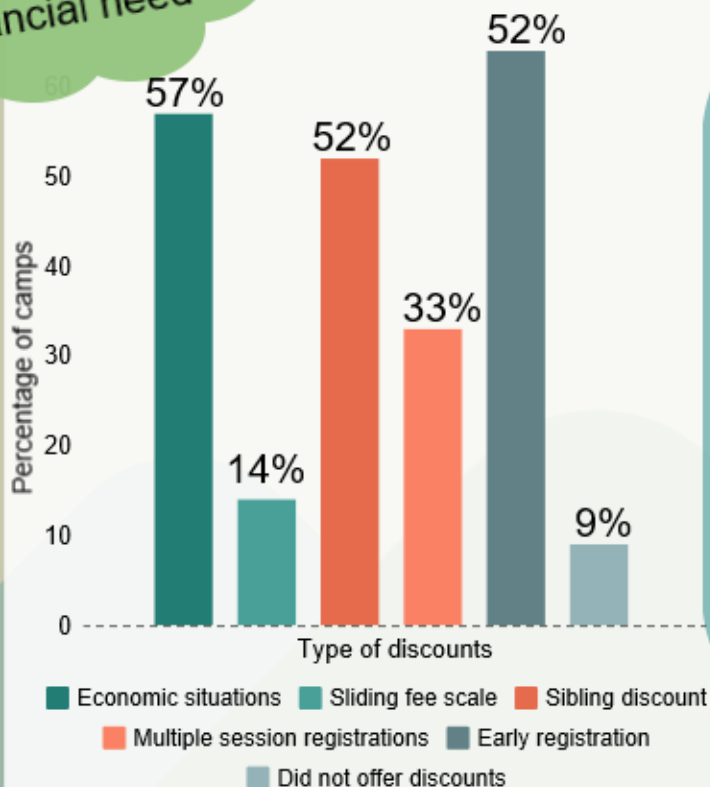
8% of camps with lower enrollment had a 4-10% increase



For profit camps reported an increase in campers enrolled on scholarships. Fewer day camps appear to enroll campers on scholarship than overnight camps.

Most camps use discounts for siblings, early registration, and financial need

Discounts

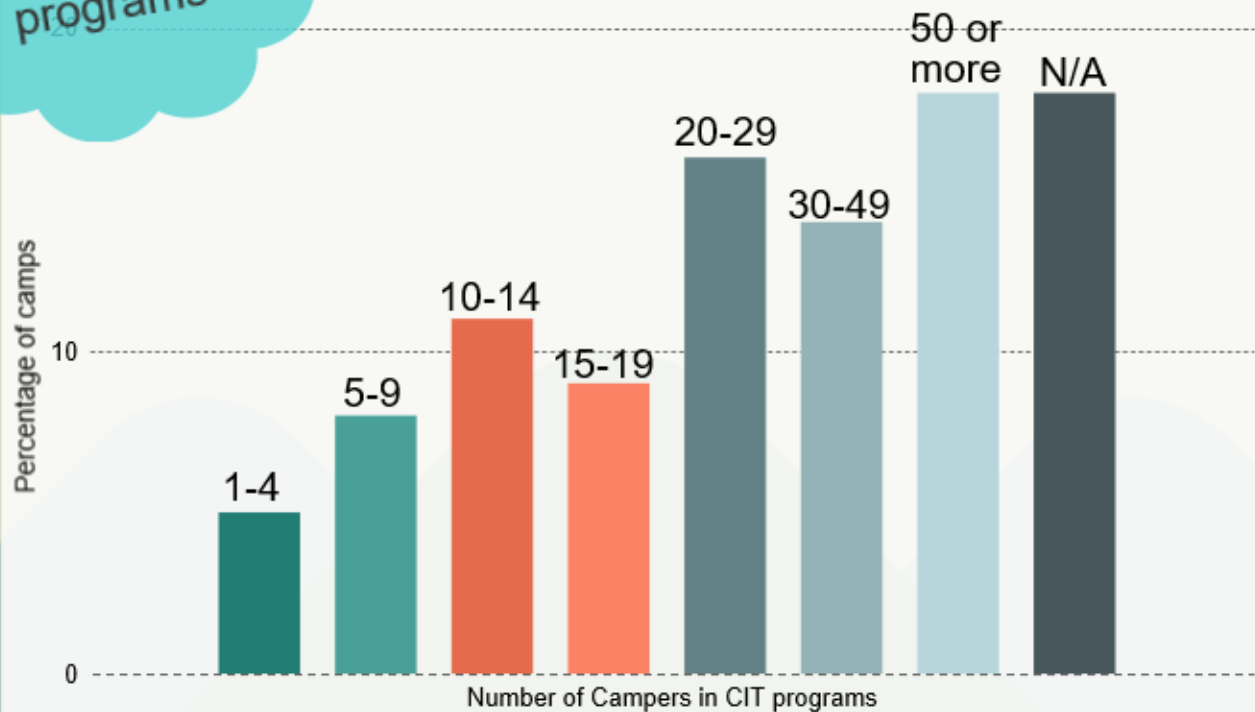


Other Discounts:

- Refer a friend
- Membership fees
- Military, fire, police, educators, alumni discount
- Volunteer tier pricing
- Staff discount
- All campers free due to scholarships
- Sponsorship or partnership
- New family discount
- Last minute sales

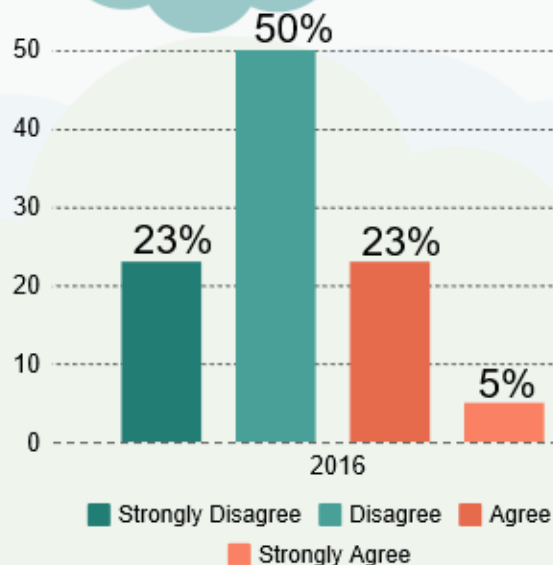
66% of camps have 20+ campers in CIT programs

Counselor-in-Training

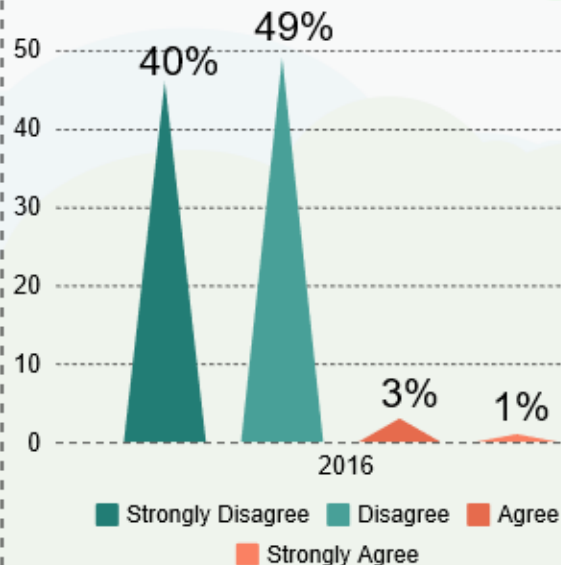


Camp Opinions on Enrollment

73% of camps felt that the economy did not negatively impact their camp

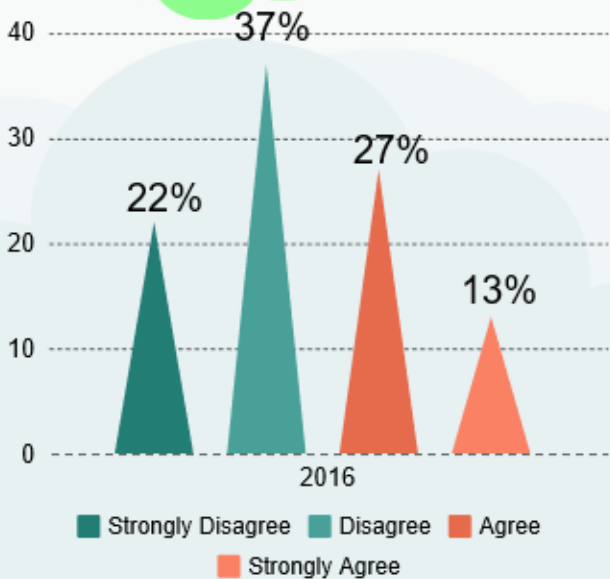


89% of camps felt that weather or natural disasters did not negatively impact enrollment

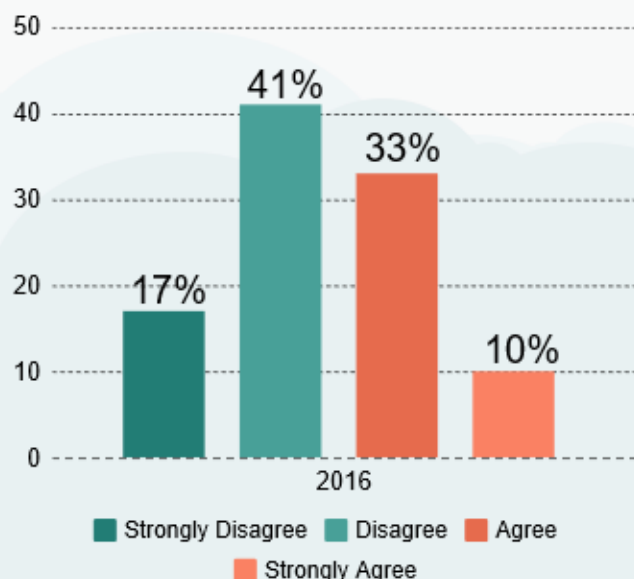


Camp Opinions on Enrollment

59% of camps felt that the school calendar did not negatively impact enrollment



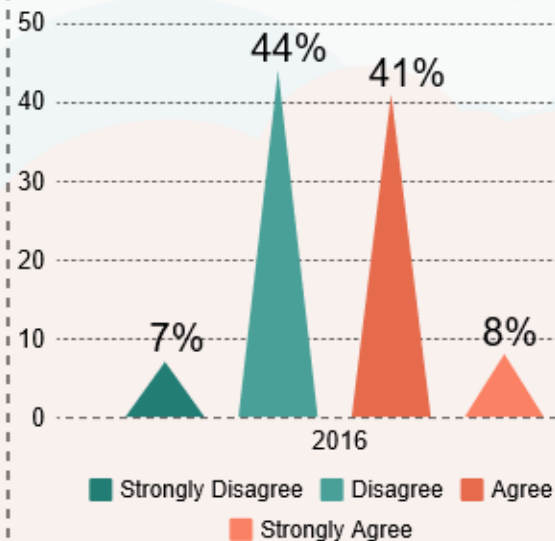
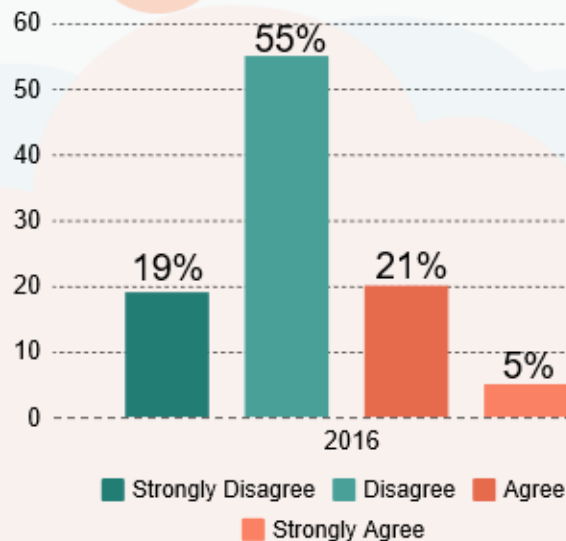
58% of camps felt that last minute registration did not negatively impact enrollment



Camp Opinions on Enrollment

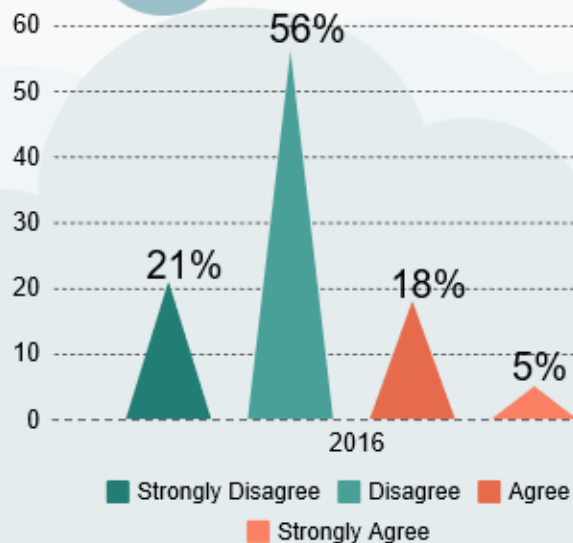
74% of camps did not feel parents enrolled their kids in shorter sessions

Camps had varying opinions on whether they had more requests for scholarships

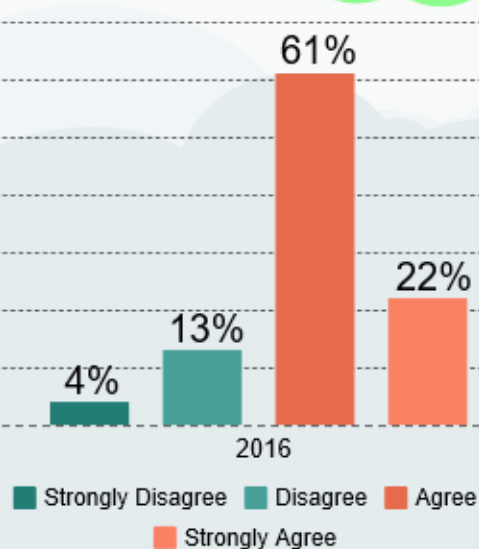


Camp Opinions on Enrollment

77% of camps did not feel they had reduced funds for scholarships

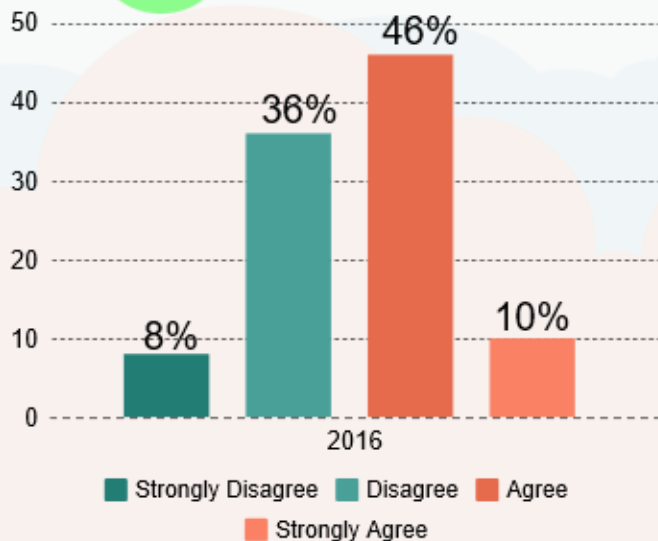


83% of camps felt they were able to provide scholarships to campers who requested



Camp Opinions on Enrollment

56% of camps felt they had increased competition from other programs



Top Enrollment Issues

1. Capacity
2. Competition
3. Registration
4. School calendars

Top Staffing Issues

1. Specialized staff
2. Male applicants
3. Staff availability
4. Competing jobs

Top Resources Needed from ACA

1. Marketing
2. Grant or funding resources
3. School calendar legislation

For more
information,
please
contact:

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