



## Hipcamp's mission is simple: Get more people outside.

Hipcamp, the world's leading provider of outdoor stays, allows campers to find and book tent camping, cabins, RVs, glamping options, and more — everywhere from national parks to family-owned blueberry farms. Hipcamp creates sustainable revenue for small businesses, landowners, and local governments by harnessing the financial power of outdoor recreation.

### What is Hipcamp and how does it work?

Hipcamp began in 2013 after a group of friends struggled to find and book a campsite for a local weekend trip. Battling poor information, long reservation windows, and overcrowding on public lands, the idea for Hipcamp was born. Today, Hipcamp Hosts welcome campers in more than 500,000 sites across three countries and in 50 counties across the U.S. Landowners sign up with Hipcamp as Hosts and create a listing that shows the area available to campers, who search by location. Hosts set their own price, campers book and pay for their stay directly through Hipcamp, and hosts keep 90% of the payment. The rest covers credit card fees, insurance, and property protection. Hipcamp has helped people spend more than 3 million nights outside.

### How Hipcamp supports local governments and rural communities

- **Local tax revenue:** In 2020, Hipcamp Hosts in the U.S. earned nearly \$24 million in revenue. At an average transient occupancy tax of 10%, that would translate to \$2.4 million for local governments in taxes remitted
- **Looking to the future:** Hipcamp is growing fast; Hipcamp Hosts in the U.S. are expecting to double their revenue in 2022, meaning local governments stand to raise over \$5.1 million in taxes
- **Support for small businesses:** During an average visit, campers who book through Hipcamp spend \$300 at local restaurants, cafes, gear shops, farms stands, and more, providing sustainable revenue for small businesses
- **Job creation:** Hosts are job creators — they are employing local community members as cleaning staff, landscapers, gardeners, farm assistants, and more with the revenue brought in via Hipcamp

**\$24M**

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## Preserving our lands and way of life

- Hipcamp allows landowners to develop sustainable revenue so they can keep their land in the family and avoid sale or subdivision
- Hosts are integral to the fabric of their communities — on average, they've lived in their county for 19 years
- 80% of Hosts characterize their land as agricultural, ranch, farm, or undeveloped
- Hipcamp educates both Hosts and campers on environmental ethics regarding fire management, waste disposal, noise, and leave no trace; by educating recreationalists, we are creating the next generation of land stewards

## Shared community values

- Campers are responsible community members looking to connect with nature and avoid crowds. Most campers travel in couples or small groups of family or friends
- Half of all campers have children and use Hipcamp to introduce the next generation to the outdoors
- Hipcamp is a founding member of the Recreate Responsibly Coalition, a group of over 1,000 land management agencies, non-profit organizations, and outdoor recreation organizations working together to keep people, places, and communities safe

**\$1M**

per incident liability insurance for every Host.

## Responsible camping and trusted services

Hipcamp's main company value is to "Leave it Better." For our community of Hosts and campers, that means being thoughtful neighbors, responsible citizens, and environmental stewards. To live this value, Hipcamp provides:

- \$1 million per incident liability insurance for every Host
- Customer support on call for Hosts and campers 7 days per week
- Host Standards that detail our requirements on everything from fire safety and occupancy limits, to quiet hours and tax remittance
- Integration with the National Weather Service to provide valuable, real-time fire advisories to Hosts to help keep our community safe
- Awareness campaigns to pass on environmental ethics and ensure campers know what it means to recreate responsibly

## We are here to help

For more information on how Hipcamp can support your community, contact Hipcamp's team via email at [policy@hipcamp.com](mailto:policy@hipcamp.com). Hipcamp wants to work with counties to ensure they are responsibly maximizing local benefit from the quickly-growing and powerful economic opportunity presented by outdoor recreation. Our team is here to ensure Hipcamp meets your community's needs.



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Hipcamp has helped us earn some much needed side income to supplement our working ranch. Hipcamp staff are all very helpful and approachable, and they always respond to our inquiries immediately. We are big fans of this service and we can't recommend it highly enough to other landowners like ourselves!

- Jocelyn, Sonoma County, California

Hipcamp combines community-building with profitable return. Win-win for everyone. I'm ecstatic to be sharing my beautiful land, campers love being here, and I'm able to supplement my income.

- Gary, Shasta County, California