



CAMPCOUNTS 2021

ACA's annual business survey is back with findings and trends from the last year! We're delighted to share that 2021 saw a significant increase in unique campers served, and the percentage of programs offered returned to near normal levels. However, costs went up for both camps and the campers they served. That being said, most camps reported that philanthropic giving was higher in 2021 compared to 2020, as was the overall dollar value of means-tested financial assistance awarded to campers. Other things worth celebrating? Findings suggest that camps are continuing to employ a variety of camp staff members, trending toward increased gender, racial, and ethnic diversity. Still, staffing remains a pressing challenge as camps struggled in 2021 to meet staffing needs and retain staff members through the end of the summer season.

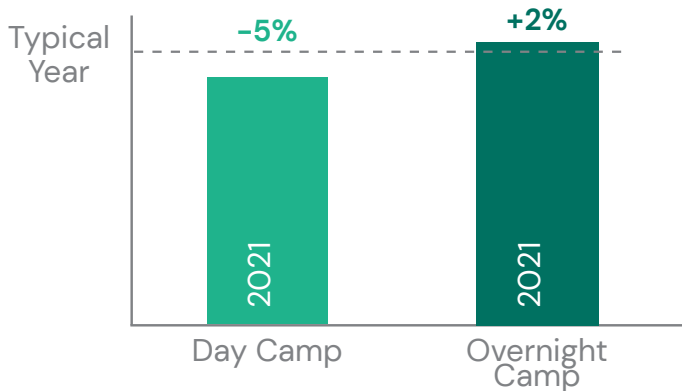
UNIQUE CAMPERS

How many unique/unduplicated campers did this camp serve all year in 2021, including summer, compare to 2020?



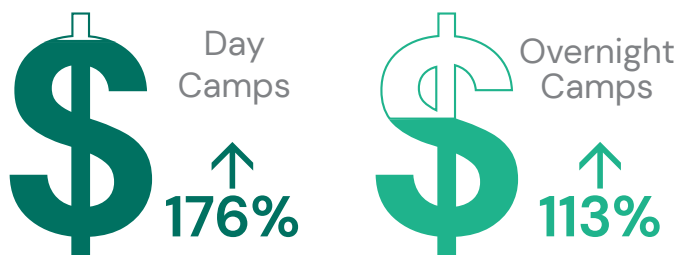
CHANGE IN PROGRAMS AND SERVICES OFFERED

Considering all of the programs and services your camp offers, how did your programs offered in 2021 compare to your typical year?



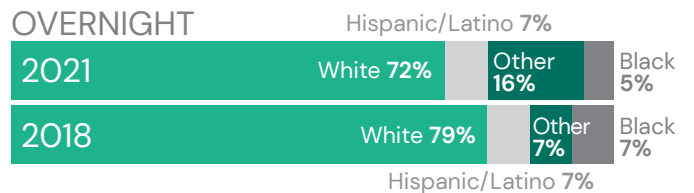
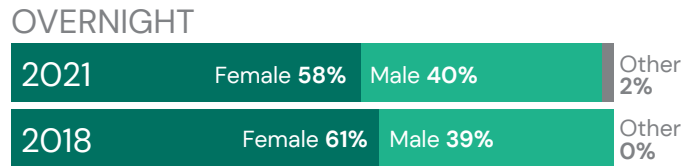
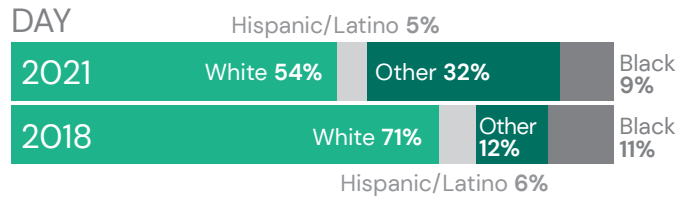
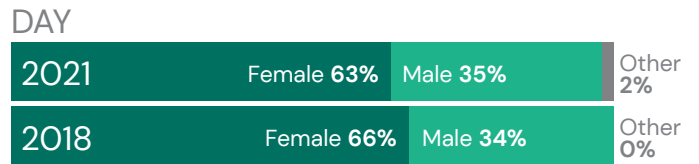
AVERAGE DAILY PER-PERSON FEES

How did your typical or published daily per-person fees compare from 2020 to 2021?



STAFF GENDER, RACE, AND ETHNIC DIVERSITY

About what percent of your camp staff fall into each of the following categories?



EARLY STAFF RESIGNATION

Did any camp staff resign in advance of their contracted end date?

