

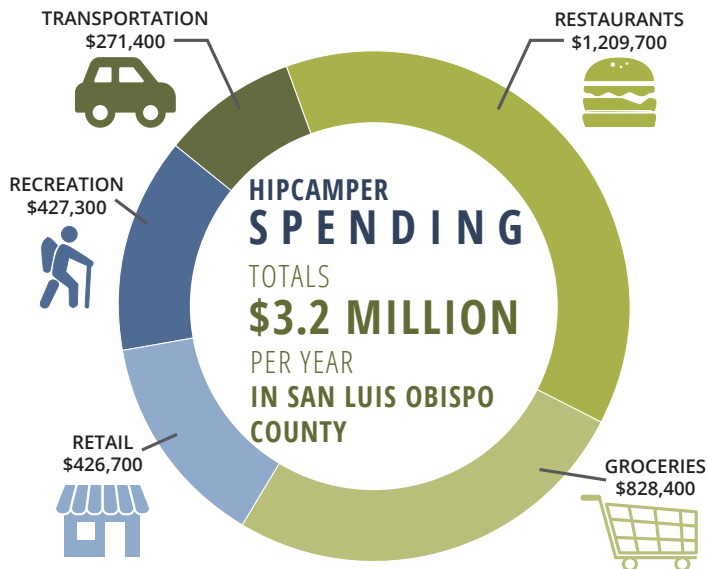
ECONOMIC IMPACT OF HIPCAMP PROPERTIES

How camping on private land benefits the local economy

📍 SAN LUIS OBISPO COUNTY, CALIFORNIA

Local landowners in San Luis Obispo County partner with Hipcamp to make their properties available for camping and other outdoor experiences. These experiences draw visitors (Hipcampers) from outside the region, who then stimulate the local economy with tourism dollars. Each year, Hipcampers add an estimated \$3.2 million in spending,¹ resulting in 31 full- and part-time jobs. Average wages from jobs supported by Hipcamp visitor spending is \$31,100—23 percent above the county's median income.

Beyond the spending occurring in the community, Hipcamp enables hosts to generate income from natural areas on their properties. The average host in San Luis Obispo County took home \$10,300 in annual supplemental income.



Every dollar spent by Hipcampers results in \$1.54 in spending within the county.



Spending in the community supports 31 jobs, with an average wage of \$31,100.



The average host earned \$10,300 in supplemental income.

¹ The estimates presented here track spending over 2020 and 2021, and have been re-scaled to annual values.