



THE SWEET SPOT OF AN UNTAPPED MARKET

Campgrounds

MEET GREG AND CINDY WILLIAMS, CAMPING ENTHUSIASTS

Greg and Cindy camp with their two kids at least 5-6 times a year. During the summer months, they camp for 3 or more days and try out different camp sites and parks within their state and neighboring states. They try to save money on gas by staying closer to home.

Who are they?

- Greg Williams, 42, and his wife Cindy, 40 live in Madison, Wisconsin with their two children, ages 6 and 9.
- Greg and Cindy both work full-time as teachers and make a household income of \$90K. They own a four bedroom home in the suburbs of Madison.
- Greg and Cindy own two cars, one SUV and one family van. They own a 24' travel trailer which they tow from their SUV. In their trailer they own a DVD, PlayStation and TV, along with an iPod player.

What are they Doing?

- Cindy and Greg both own cell phones and bring a laptop, camera, DVDs and video games with them on camping trips. They usually make their camp reservations online.
- Cindy and Greg spend a lot of their time after work driving their children to different events and activities, from the community centers classes to soccer practice.
- Greg and Cindy look to save money on their daily expenses and always utilize family plans for their cellular phones, as well as buying food in bulk from club stores and combining their home expenses by using one vendor for cable, high speed internet and phone.

What are their Beliefs?

- They prefer camping as a vacation and release from their daily lives. They feel that it's a better venue to bond with family members and spend time together.
- Greg and Cindy are extremely passionate about education for children and serve on many education boards within their community as well as volunteer at many after school programs and activities.