

Park Type Matching Chart

The six primary types of campgrounds, what they cost, and the buyer each fits best. There is no best type — only the one that is best for you.

Park type	Price range & best-fit buyer
Resort / Destination	\$3M – \$20M+ · Pools, cabins, activities, staff. For the operator-builder who wants a business with a team.
Overnight / Transit	\$1.2M – \$6M · Highway stopovers, high turnover. For the natural host who likes steady guest flow.
Seasonal	\$1M – \$5M · Same campers all season, monthly income. For the steady investor who wants predictability.
Lake / Riverfront	\$2M – \$15M+ · Premium water access + permits & liability. For the lifestyle-premium buyer.
Rustic / Mom & Pop	\$400K – \$1.5M · Simple, hands-on, low staff. For the hands-on lifestyle owner.
Mixed-Use	\$1.5M – \$10M+ · Several income streams at once. For the experienced operator & builder.

Compare the Demands

As you move from Rustic to Resort, four things climb: the capital required, the staffing, the operational complexity, and how much the park takes over your life. Bigger is not better — right-fit is better.