

The Value of Summer Camp

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By Travis Adams



Travis is the [CEO & Director of Fun](#), who carries the summer camp torch that his grandfather, Earl Adams, lit in 1965. Travis graduated from Texas Christian University in 2003 and received his MBA in Entrepreneurship from the Acton School of Business in 2009. Travis's passion is impacting youth in a profound, positive, and truthful way.

"Love the kids" is more than Camp Huawni's mission to Travis, it's his calling. Whether it's implementing a way for campers to grade their counselors or creating new cabin traditions, Travis is constantly looking at ways to improve campers' experience. This will be his 33rd summer at Camp Huawni, and yes, he's still a kid at heart.

Contact

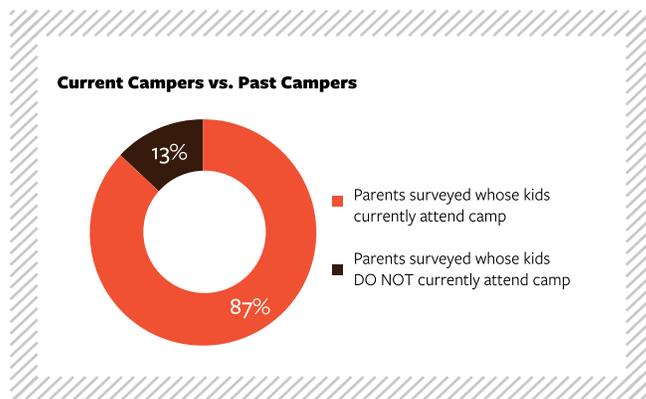
Travis Adams
CEO & Director of Fun
903.812.0480
travis@camphuawni.com

Experts at simple fun and meaningful relationships, Camp Huawni utilizes seasoned counselors (averaging 7.4 years of experience) with storied tradition to create an over-the-top, overnight [summer camp](#) experience.

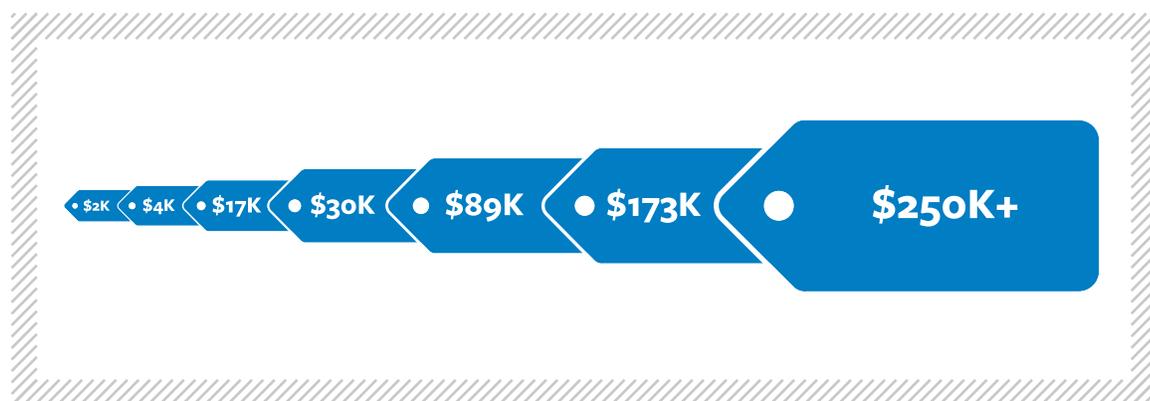
Is summer camp really worth the cost? This is the question many parents ask as summer draws near. In a recent survey of our summer camp families, parents valued two weeks of summer camp at \$6,003, which is approximately \$4,000 more than what they actually spent. Based on this survey, parents insisted that the value they put on summer camp is almost three times as much as what they pay. Results like these bring insight into just how much parents value their child's summer camp experience.

Researching the value of summer camp

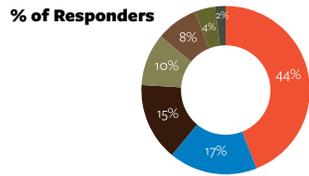
We recently surveyed our camp parents whose children have attended our Texas summer camp with the goal of gauging the value of their tuition investment verses what they actually paid. 87% of those surveyed have children who are currently campers; and the parents report having paid, on average, \$2,022 in tuition for two weeks of camp at Camp Huawni.



For the purposes of our survey, we researched approximate price tags for comparable family experiences to attach a quantifiable dollar value. We then asked parents to compare what they paid for their summer camp experience to what they paid for other family experiences in the attempt to put a number to the true value that they place on summer camp.

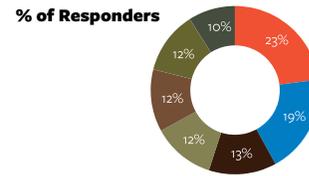


Perceived Value Per 2 Week Session



	Comparable Experience	Price Tag
15%	Weekend at a Local Resort	\$2,280
44%	Disney World Family Vacation	\$4,493
2%	One yr. of K-12 Priv. School Tuition	\$17,441
4%	New Car	\$30,303
17%	4 Yrs. Tuition at a State College	\$89,044
10%	4 Yrs. Tuition at a Priv. College	\$173,156
8%	\$250,000 or more	\$250,000+

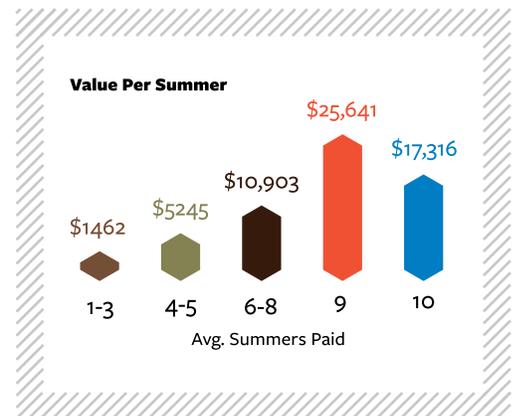
Perceived Value, TOTAL Camp Experience



	Comparable Experience	Price Tag
10%	Weekend at a Local Resort	\$2,280
12%	Disney World Family Vacation	\$4,493
12%	One yr. of K-12 Priv. School Tuition	\$17,441
13%	New Car	\$30,303
12%	4 Yrs. Tuition at a State College	\$89,044
19%	4 Yrs. Tuition at a Private College	\$173,156
12%	\$250,000 or more	\$250,000+

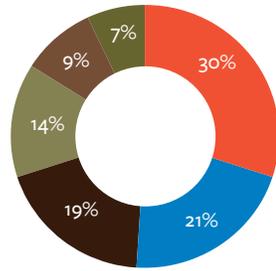
Does the value change if children attend camp for multiple summers?

According to our survey, the longer a child attended summer camp, the higher the value their parents placed on the experience. This is interesting because, while parents pay relatively the same tuition year after year, the amount that they value summer camp jumped more than a couple of thousand dollars per year. In fact, parents whose children had attended camp for six or more summers said that a summer of camp, was worth, on average, over \$10,000 to them, and as high as \$25,000.



What do parents value most about their child's camp experience?

Next we queried parents about exactly what it is that they valued the most from their child's experience, such as confidence gained or time spent around positive role models. While it cannot be assumed that every summer camp's service is equal, which is likely associated with a child's summer camp experience, our research helped provide a concrete reference point in determining what motivated the family to invest in summer camp for their child.



- Confidence & self-esteem gained
- Just pure/wholesome fun
- Personal or spiritual growth
- Lifelong friendships/relationships cultivated
- Independence gained
- Having strong, positive role models as counselors

What did parents say?

At the conclusion of the survey, parents were given the option to leave open-ended feedback about the value they place on their child's camp experience. Here is some of the feedback that we received:



My child has only been once, but 8 months later she considers this the BEST experience of her life!



Immeasurable. This makes our third summer, and this year we will be traveling from Los Angeles to bring our daughter to camp in east Texas. It's worth that much to us. Certainly there are camps in California- but they're not Huawni. Since she got her Log H camp jewelry last summer, she hasn't taken it off.



Invaluable. Zoe's experiences at camp are exactly what she needs in her world of academic and social difficulties. A complete and total break from the pressures of everyday life.



Ultimately the value of summer camp at Huawni can't be measured. It's kind of like love. The value just continues to grow.

So, do parents feel that summer camp really is worth the investment?

Absolutely yes. According to our survey, parents felt that two weeks summer camp tuition was worth \$6,003 (three times what they actually paid). Note, that number does not include the 8% who valued their experience at \$250,000 or more. If you include that 8%, the average value jumps to \$8,168 for a two week session, which is over \$6,000 more than what parents paid for two weeks at camp.



What is the overall value of summer camp?

In reviewing the results of our survey, and in speaking personally with thousands of parents and kids over the last decade, it just keeps coming back that the price of summer camp is definitely more than worth the experience. While summer camp is an investment in a family's time and money, the returns on investment fund a lifetime of personal and spiritual growth, self-awareness, increased self-esteem, strong friendships, physical activity, positive self expression, and last but certainly not least, wonderful memories. What's more, summer camp provides experiences that you just can't put a price tag on— like laughing so hard you cry, hugging like you mean it, and feeling the meaning of every single word you sing around a campfire. This is what summer camp is all about; and for all of these reasons, it is invaluable.



Camp Huawni
954 County Rd. 4235
Timpson, TX 75975
817.768.3854
fun@camphuawni.com

Report Designed By

Ronningen Design

Ronningen Design LLC
300 N. Main Street, Suite 202
Hendersonville, NC 28792
828.693.1924
nick@websitesthatdostuff.com