

CARVC BIO 2026 Updated July 2025

Jayne Cohen has over 50 years of outdoor hospitality management, operations, marketing, development, acquisitions, and family business experience and serves as the founder and CEO of Campground Consulting Group LLC. CCGs collective knowledge and experience in park operations, expansion, development, marketing and operating family businesses assist clients in achieving their goals.

Jayne's vast industry experience starts with growing up in an entrepreneurial family and owning, operating, and redeveloping a large and very successful family camping resort in New Hampshire and then expanding from one park in New Hampshire to 12 camping resorts throughout the country. This knowledge and 38 years of hands-on experience in development, operations, marketing and acquisitions are the foundation of her consulting endeavors which began in 2011.

Today the firm's focus and capabilities within the industry have grown significantly with the addition of talented associates, each with at least 25 years of outdoor hospitality experience in a variety of specialty areas. Team bios are found on our website at www.campgroundconsultinggroup.com

Jayne personally has worked with thousands of clients on new RV park developments and campground expansions conducting market and comparative analysis, feasibility research and financial reporting for lenders and investors, and land planning and design. Her operational audits and operational consulting services for RV park buyers, sellers, and operators have had great successes reducing expenses, increasing revenues, creating better guest experiences, preparing sellers to obtain maximum value and exiting success, helping buyers with due diligence and value opportunities for entry success, and

working with entrepreneurial families to improve business first family relationships.

Jayne speaks regularly at industry conferences and has been a member and devoted supporter of many campground associations. She serves on the OHI Business Forum with top industry leaders supporting important industry causes and the future of the outdoor hospitality industry.