



Travelers continue to bring along their furry family members and are increasingly looking for pet amenities. Photo: Sugar Loaf Key West KOA Holiday

Pet Product Suppliers Weathering Tariff Storm and Finding Demand Still High at Campgrounds

■ BY RON BARGER

Dogs are the dominant sidekicks on the road. This trend is confirmed by the increasing breadth of canine amenities offered by parks, including dog parks, washes, food and accessories. Some even offer services such as walking and grooming.

The companies that *Woodall's Campground Magazine* recently spoke with noted that demand continues to be on the rise for pet-related products.

"Overall tariffs on imported materials and finished goods have created some additional busywork for our team in several of our other product categories," said Ryan Hartberg, vice president of sales and marketing for Verona, Wis.-based Commercial Recreation Specialist. "However, we're very fortunate that many of our core dog park products are manufactured and sourced in the United States, which has helped us minimize the direct impact of these tariffs on our business and our customers."

"All things considered, 2025 has been steady so far," shared Nora VandenBerghe, COO of Dog-ON-It-Parks, Inc., based out of Everett, Wash. "Obviously, there are still some unknowns moving forward as far as tariffs and materials are concerned, but we have been in business since 2009 and have weathered other storms. We have terrific, long-term relationships with our suppliers which helps us navigate challenging situations like this with ease."

She stated that Dog-ON-It Parks anticipated some bumps heading into the year and has been proactive in communicating with its customers regarding tariff related pricing and lead time changes that could occur.

"Some imported products and raw materials may be delayed at the borders, but again, communication is key," continued VandenBerghe, "All of our agility

equipment and the majority of our other amenities are made here in the U.S., so we are fortunate to be less impacted than other companies."

She said many parks have added more dog friendly amenities as today's campers expect more for their four-footed family members while on the road.

"Campgrounds are definitely adding more amenities," explained VandenBerghe. "When we first started, we were the only company in the U.S. manufacturing commercial dog park equipment, so we spent years educating and encouraging folks to see the value in adding agility components and amenities. Now, because people expect to see equipment in dog parks, just like they'd expect to see fun structures in a playground for the kids, new and old campgrounds are designing from the ground up to include play features, pet drinking fountains, grooming stations and much more. The expectation now is that a dog park should be more than just a fenced-in run."

Sales of grooming stations and dog washes are up, according to Ron Fishman, director of sales for Boynton, Fla.-based Evolution Dog Wash. The company supplies its automated dog washes to some major campground players.

"We have worked with Jellystone and Sun Campgrounds," said Fishman. "I am getting numerous quotes out for our dog washes in 2025. It just makes sense to install these into a campground, especially with over 50% of campers traveling with dogs. There are no tariff problems here because the units are all made right here in Denver, Colo."

He told WCM that park owners love dog washes because of the quick turnaround in return on investment (ROI), many time within the first year of service.

"The dog wash costs them just about a \$1.50 to run for each wash," he explained. "That's for the water, electricity and soap products. Most of them are charging \$10 for 10 minutes. But after the pandemic, people raised their prices on all this stuff. I have clients charging \$20 to \$25 dollars per 15-minute wash these days. This can pay for our \$25,000 dog wash in six months. After that, it becomes a real profit center."

Fishman stated that many new campgrounds are planning dog features as a major investment in the development.

New campgrounds that are state-of-the-art are including everything in the dog park," he reported. "Some have pools for the dogs or water features to cool off. I'm getting a lot of one-off, new development interests, which is interesting for us, because we didn't see a lot of that before, but we're seeing more of it now."

Install Advice from the Experts

"When adding pet features park owners should consider both safety and functionality," added Hartberg. "If space and capacity allow, providing separate areas for large and small dogs can help ensure a positive experience for all pets. In terms of design, avoiding 90-degree corners in enclosures and opting instead for more open, angled layouts like octagons can reduce the risk of smaller or timid dogs being cornered by larger ones."

"Sanitation and drainage are also critical factors that are sometimes overlooked," he added. "Owners should assess whether they have the resources to keep pet areas clean and safe, especially after rain or heavy use. This may involve power washing, sprinklers or dedicated staff. Dog-specific turf is becoming increasingly popular, as it offers improved drainage, simplifies cleaning, and helps maintain a green, inviting space throughout the year."

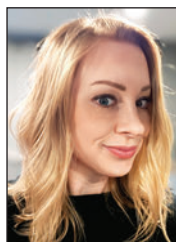
VandenBerghe noted that sometime less is more when it comes to adding equipment.

"There should still be plenty of open space for running, ball throwing and other dog shenanigans," she said. "Many RV resorts and campgrounds close seasonally, so opting for portable equipment that can be easily stored during the off-season can help make the most of your investment as opposed to permanently installed pieces that will weather while being unused."

WCM spoke with companies to get some feedback on how business is going in 2025 and highlight key products.



Ryan Hartberg



Nora VandenBerghe

pitch and height. Stock sizes range from 10-by-10 feet to 27-by-27 feet.

New Drinking Fountains

CRS also provides drinking fountains and wash stations, such as those from Stern Williams, which offer convenient hydration and cleaning options for both dogs and their owners. These features help parks create comfortable, welcoming environments for guests traveling with pets, noted Hartberg.

“There’s a clear trend of park owners expanding and upgrading pet amenities in response to guest demand,” concluded Hartberg. “Pet-friendly features have shifted from being a nice extra to an essential part of the campground and RV park experience.”

“We’re noticing that a wider variety of offerings including dedicated dog splash pads, shaded play zones, agility equipment, dog wash stations and even pet hydration and waste stations are becoming standard.”

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DOG-ON-IT PARKS INC.

“Key considerations should be durability, safety and making sure the equipment is right for the space,” said VandenBerghe, providing advice on installations. “We use aluminum in our manufacturing which is rust-resistant and offers more longevity than steel, in addition to being lighter weight and easier to install. We also design our equipment considering the dog’s needs. All our walking surfaces are highly textured for slip resistance, including in our tunnels, and we are the only manufacturer who makes these specialty tunnels.”

According to the firm, NatureDog offers the best of both worlds including fun play opportunities for dogs to climb, run, crawl and jump while providing durability and the ease of multiple installation options. Molded from real boulders and tree sections, these are manufactured with the company’s exclusive poly-



mer blend that provides structural support while being incredibly lightweight compared to concrete or fiberglass.

NatureDog is ideal for any park looking to complement the natural environment. Hand-finished with real sand and crushed rock gives NatureDog components visual authenticity and texture while also providing slip-resistance. Rust-proof aluminum flanges allow semi-permanent installation with landscape stakes or permanent mounting to a concrete pad or footers.

When temporarily installed, they are easy to remove and store for any type of park closure.

“With a wide range of heights and adventures the components are suitable for dogs of all shapes like low riding Basset Hounds to goofy Great Danes.

Choose from over 15 different configurations of boulders, stumps, logs and more. NatureDog products are proudly made in the U.S., with domestically sourced materials.

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DOGIPOT BY PLAYCORE

“Business has been strong for DOGIPOT in 2025,” said Linda Rosado, director of sales and marketing for the Orlando, Fla.-based firm. “With the continued

growth of outdoor recreation and pet ownership, we’re seeing more campgrounds, RV parks and outdoor spaces prioritize pet amenities. Our core products, dog waste stations, pet waste bags and dog park equipment, are in high demand as park owners recognize the importance of providing clean and welcoming environments for guests traveling with their pets.”



Linda Rosado

She stated that the most popular items for park owners are the company’s DOGIPOT Pet Waste Stations and the SMART Litter Pick Up Bags. They offer a simple and highly effective solution for maintaining cleanliness and guest satisfaction.

Another growing favorite is its line of dog park products, such as agility equipment and pet drinking fountains.

The DOGIPOT Pet Waste Station is a staple product that helps parks maintain a clean and pet-friendly atmosphere effortlessly. Its premium pet waste station is designed to promote cleanliness and responsible pet ownership in public and private outdoor spaces. Featuring a durable, all-weather aluminum sign clearly marked with usage instructions, the station reminds pet owners to leash and clean up after their dogs to help prevent the spread of disease and maintain a clean environment.

The DOGIPOT bag dispenser is constructed from heavy-duty powder-coated aluminum, built to withstand the elements while providing a reliable source of waste bags. The dispenser is easy to refill and se-



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