

**Outback RV Resort Opportunity Zone Fund, LLC**

**Market Research Report: Wenden, Arizona Region**

**Prepared: July 2025**

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## **1. Executive Overview**

The Wenden region in La Paz County, Arizona is positioned along one of the fastest-growing recreational corridors in the Southwest. Located on U.S. Highway 60 between Phoenix and Quartzsite, Wenden serves as a gateway to the Sonoran Desert for RV travelers, off-road enthusiasts, and winter visitors. The Outback RV Resort seeks to capitalize on this influx of outdoor tourists, offering a uniquely themed, veteran-focused resort with custom tiny homes, RV garages, off-road test tracks, and full resort amenities. This market report supports the rationale for long-term viability and regional demand.

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## **2. Regional Demographics**

- **Population:** La Paz County has a small permanent population (~22,000) with seasonal fluctuations increasing the local population 3-4x during peak months (November through March).
  - **Target Audience:** Retirees (55+), off-roaders, snowbirds, and outdoor recreationists.
  - **Average Visitor Age:** 52
  - **Median Household Income (Visitors):** \$65,000 - \$125,000
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## **3. RV and Outdoor Tourism Trends**

- **RV Ownership:** Over 11 million households in the U.S. own RVs, with a growing trend among retirees and Millennials.

- **RV Travel Growth:** Post-COVID trends show a 20% increase in RV usage and longer stays.
  - **Arizona Ranking:** Arizona is a top 5 RV destination in the U.S.
  - **Quartzsite Factor:** Less than 30 minutes from Wenden, Quartzsite attracts over 1 million visitors each winter for RV expos, flea markets, and off-road events.
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## 4. Market Supply and Competition

- **Local Inventory:** Wenden and the surrounding communities have <6 professional RV parks within a 25-mile radius, most lacking modern amenities or long-term stays.
  - **Last Major RV Resort Built:** Over 25 years ago in the corridor.
  - **Competitive Advantage:** Outback RV Resort is the **first themed RV park with high-end amenities** (event center, Olympic pool, test track, tiny home community, vendor spaces).
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## 5. Economic Development Factors

- **Opportunity Zone Location:** Federal and state tax incentives for both investors and fund managers.
  - **Infrastructure Readiness:** Site already has roads, utilities in progress, and active Phase 1 development.
  - **Labor Force Access:** Within 75 minutes of Buckeye, Wickenburg, and Quartzsite.
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## 6. Pricing and Revenue Opportunity

- **Tiny Home Sales:** \$300,000 to \$450,000 per unit depending on upgrades and customizations.

- **RV Stays:** Estimated \$55 to \$110 per night per pad; monthly memberships and long-term rental discounts.
  - **Vendor Income:** Over \$50,000 annually from rentals of retail and vendor stalls (cafe, general store, gold panning, rentals).
  - **Membership Packages:** Projected \$10,000 per year for access to event center, track, and amenities.
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## 7. SWOT Analysis

### Strengths:

- First-mover advantage in luxury RV lodging in Wenden region.
- Veteran-focused, patriotic branding and design.
- Infrastructure partially completed, lowering risk.

### Weaknesses:

- Rural access and perception may affect general tourism.
- Heavy reliance on seasonal traffic.

### Opportunities:

- Market saturation in nearby Quartzsite; overflow demand.
- Capitalizing on long-stay, hybrid work RV demographic.
- Additional revenue from unit sales, note conversion.

### Threats:

- Regulatory shifts in zoning or Opportunity Zone designations.
- Cost inflation in materials or delays in construction phases.

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## 8. Conclusion

The Wenden market is primed for a boutique destination resort, particularly one with a hybrid model of hospitality, real estate sales, and vendor-integrated amenities. This report supports the feasibility of the Outback RV Resort Opportunity Zone Fund as a high-upside, low-competition development with diversified revenue streams and exit options.

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