



KOA MONTHLY RESEARCH REPORT

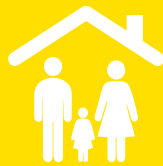
MAY EDITION



Following the release of KOA's Annual North American Camping Report last month, KOA will track camping incidence and behavior for **ALL CAMPERS** throughout the US and Canada on a month-by-month basis. This new report will evaluate the camping market from both a look-back at the previous month, and a look-forward to the trends for how the camping market is evolving.

MEMORIAL DAY/VICTORIA DAY OUTLOOK

After a difficult 2020 Memorial and Victoria Day weekend, camping is certainly on the rise with more than a third (37%) of all camper households stating that they intend to camp over the holiday weekend in 2021. It is estimated that 17.85 million households will kick off their summer camping season over the Memorial/Victoria Day weekend, with 19% staying over the long weekend alone, another 14% adding an additional day or two, and 10% camping for the entire week before or after the long weekend. The majority of campers, 72%, plan to camp in their own state with an additional 34% traveling outside their region. Overall, 1-in-5 North American campers intend to camp in the month of May.



17.85 MIL
HOUSEHOLDS

will kick off their summer camping season over the Memorial/Victoria Day weekend

LENGTH OF STAY DURING MEMORIAL DAY/VICTORIA DAY

19% *Staying the long weekend*

14% *Staying an additional day or two*

10% *Staying the entire week before or after the long weekend*

Of the **63% of campers** that do not plan to camp over the holiday weekend, about **one-third site concerns** around COVID as their reason for staying home.

Campers' Plans for Memorial Day/Victoria Day Camping:

- 1) State Park Campgrounds
- 2) Backcountry, National Forests or Wilderness Areas
- 3) National Park Campgrounds
- 4) Private Campgrounds
- 5) Private Land

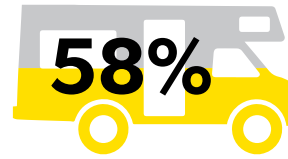
Top 10 States/Provinces* for Memorial/Victoria Day Camping:

- | | |
|-----------------|-------------------|
| 1) New York | 6) Wisconsin |
| 2) California | 7) Florida |
| 3) Pennsylvania | 8) Missouri |
| 4) Colorado | 9) North Carolina |
| 5) Texas | 10) Ohio |

*No Canadian Provinces were in the Top 10.

Impact of COVID on Summer Camping

Camping is still considered the safest form of travel with 6 in 10 campers in May saying it's safer than other forms of travel. Fully half of all campers intend to camp this summer and the impact of COVID, while still a factor for some campers, has lessened for their summer 2021 plans. Two-thirds of campers are already vaccinated or intend to be soon, but 1 in 5 campers are still waiting for more people to be vaccinated before solidifying their summer camping plans. There's also a large proportion of campers at 45% who say the COVID vaccine has no impact on their upcoming summer camping plans. Only 14% of campers have indicated they have cancelled their summer camping plans and half of those were due to COVID related concerns.



Feel camping is safer alternate to other forms of travel



50% OF CAMPERS
intend to camp this summer

TOP 3 LOCATIONS for camping this summer

- 74%**
National Parks
- 73%**
State Parks
- 68%**
Private Campgrounds

TOP 3 REASONS for summer cancellations

- 49%**
Concerns regarding COVID
- 36%**
Weather or national disaster
- 21%**
Safety and security

CAMPING INCIDENCE OVERVIEW

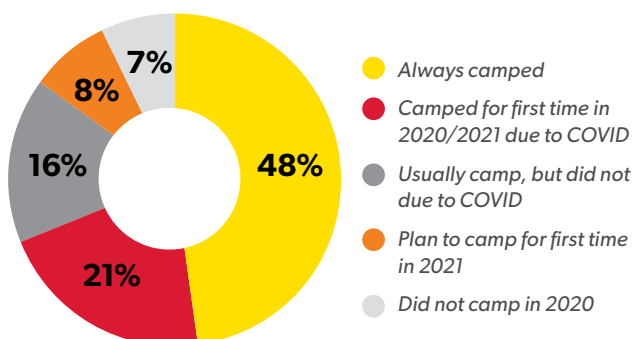
We know that 2020 was a record year for camping. Our new monthly data will showcase camping market trends, including camping incidence in which we will measure the number of households who indicate taking at least one camping trip this year.

2020 Camping Households
48,243,216

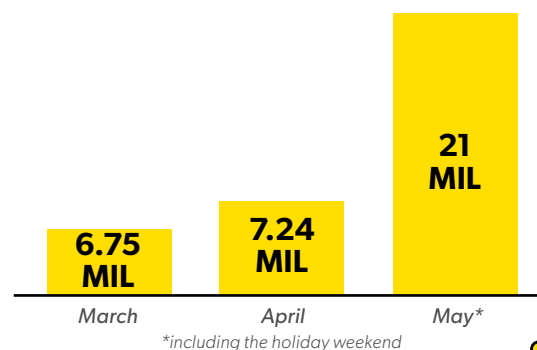
2021 Projected Camping Households
52,585,105

We estimate an additional **4.3 million NEW campers** will try camping in 2021 for the first time.

CAMPING BEHAVIOR IN THE PAST YEAR



MONTHLY CAMPING HOUSEHOLDS



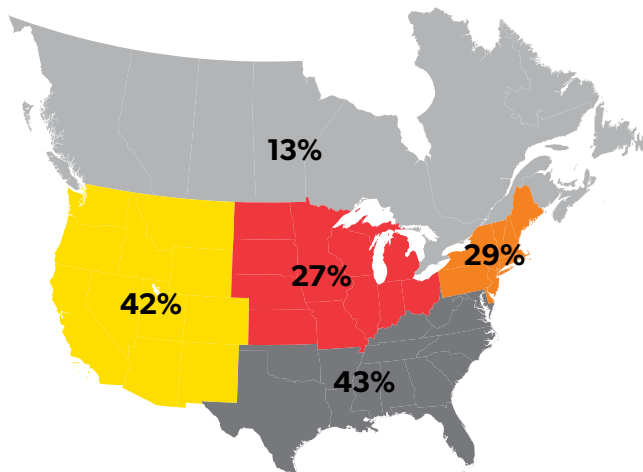
TOP CAMPING ACCOMMODATIONS

2020 and March & April of 2021

	2020	March	April
Tent	64%	61%	59%
Tent for family camping	44%	41%	47%
Tent for backpacking, biking, canoeing or kayaking	15%	13%	9%
Rooftop or truck bed tent for your vehicle	6%	6%	2%
RV	25%	22%	25%
Motorhome	5%	6%	4%
Fifth wheel trailer	4%	3%	3%
Travel trailer	9%	8%	8%
Pop-up trailer	2%	2%	3%
Pick-up camper	1%	1%	3%
Camping van	2%	2%	4%
Cabin/Glamping Accommodation	10%	14%	15%
Full-service cabin with a bathroom	9%	12%	9%
Rustic cabin with no bathroom	1%	1%	5%
Yurt, safari/glamping tent, teepee, treehouse or other type of structure	1%	1%	1%

TOP CAMPING LOCATIONS

for March by Region

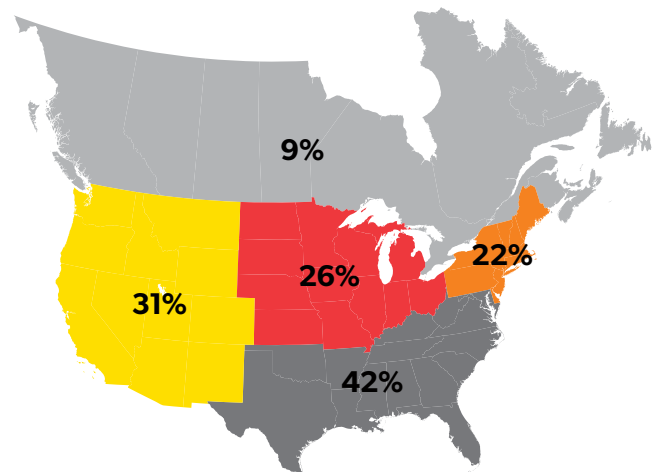


6,754,050 HOUSEHOLDS

camped in March

TOP CAMPING LOCATIONS

for April by Region



7,236,482 HOUSEHOLDS

camped in April

