

Majority of Campers Plan to Camp in 2022

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Kampgrounds of America's Monthly Research Report indicates that two-thirds of campers plan to take at least one camping trip this year.

BILLINGS, Mont. (Mar. 29, 2022) – [The KOA Monthly Research Report – March Edition](#) reports that nearly two-thirds (64%) of campers expect to take a camping trip this year. With 50% of campers indicating they have already booked some of their trips and building on a robust 2021, the outlook for 2022 camping is strong. KOA's Monthly Research Reports provide a timely snapshot that builds upon the findings of Kampgrounds of America, Inc.'s (KOA) annual [North American Camping Report](#), which will release in April.

"Between what campers are telling us and our reservation data, it's clear that camping will be a popular way to travel again this year," said Whitney Scott, chief marketing officer of Kampgrounds of America. "Campers and leisure travelers alike are looking to get out and try new things as COVID-19 wanes."

Compared to February, when nearly 30% of respondents said COVID-19 concerns negatively impacted their camping plans, only 19% said they would be unlikely to camp due to the ongoing pandemic. This corresponds with increased interest in a vast array of experiences travelers would like to try in 2022, including extended road trips (33%), visiting national parks (26%) and hiking long trails such as the Appalachian (20%).

"Even as fuel prices rise, people are still looking to vacation, and camping is an affordable travel option," Scott said. "Recent fluctuations in gas prices are something we are keeping an eye on, but knowing that most campers stay within 100 miles of home, we think the industry will be resilient. We plan on sharing results around gas prices in our April KOA Research Report."

The KOA Monthly Research Report – March Edition also asked about campers' spring break plans. One-in-five respondents indicated they had a warm-weather camping trip in mind for spring break. Canadian campers plan to spend spring break trips closer to home (16%).

To view the full findings of the KOA Monthly Research Report – March Edition, past and future editions, and review the research methodology, visit the [KOA Press Room](#).

ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America](#), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of "connecting people to the outdoors and each other." The industry leader in outdoor hospitality, KOA's family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. In addition to unrivaled brand visibility, KOA offers campground owners unparalleled support, marketing, and technology. The company's proprietary reservation software, K2, delivers campgrounds a complete advantage within the market. Founded in 1962 in Billings, Mont., KOA now serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures for which KOA is known. For more information, visit [KOA.com](#).

ABOUT CAIRN CONSULTING GROUP

Cairn Consulting Group is a market research firm with extensive experience in the hospitality and services industries. For the past several years, Cairn Consulting Group has worked with organizations in both indoor and outdoor hospitality, including the gaming/casino areas, food services/restaurant space, accommodations, travel/tourism and the products and services that are a part of the hospitality industry. The organization also serves clients in branding/brand positioning efforts, evaluating consumer behavior, public opinion & policy and product development.