

Holiday Camping Outlook Surpasses 2021 as Summer Camping Season Kicks Off

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Kampgrounds of America's Monthly Research Report finds that more than 22.2 million households plan to camp over Memorial Day and Victoria Day holiday weekends.

BILLINGS, Mont. (May 23, 2022) – Following the release of Kampgrounds of America, Inc.'s (KOA) annual [North American Camping Report](#) in April, new research predicts late-spring holiday camping growth in 2022. The [KOA Monthly Research Report – May Edition](#) indicates that more than 22.2 million households plan to camp over Memorial Day and Victoria Day weekends – 5.4% more than camped in 2021 during this same period.

In addition to more campers (40% versus 39% in 2021) saying they plan to camp for the long weekend, many suggest they will add additional days to their camping plans. Three-in-10 say they will stay an additional day or two before or after the long weekend, a slight increase from 2021 (6%).

“Camping has been at the forefront of leisure travel's recovery and the holiday outlook suggests this is continuing,” said Whitney Scott, chief marketing officer of Kampgrounds of America. “People are choosing to start their summers with us over other forms of travel and that's incredibly encouraging.”

While the growth in May holiday camping is strong, some campers indicate concerns over rising prices. When asked why they may not camp over Memorial or Victoria Day, 22% noted that gas prices would keep them from the activity, while 15% cited inflation.

“In the current landscape, it is crucial we listen to our guests and understand what's affecting their plans,” said Scott. “Largely, while we know gas prices will have an impact, campers are choosing to alter how they camp rather than canceling plans. The bottom line is that camping is an affordable way to travel that has resilience.”

When asked about the outlook for the year, 65% of camping households said they plan to camp in 2022. Of those, 32% indicated that they would not change their plans due to increased fuel costs, while some will take fewer trips (30%) or camp closer to home (29%).

To view the full findings of the KOA Monthly Research Report – May 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.” Over the course of 60 years, KOA has been the definitive 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 competitive 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.