

More than 15 Million Households Expected to Camp in July

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Kampgrounds of America's Monthly Research Report projects that camping will remain popular during volatile economic conditions.

BILLINGS, Mont. (July 26, 2022) – The [KOA Monthly Research Report – July Edition](#) projects that 15.93 million households will camp in July – a number similar to 2021 – though some admit changing plans due to economic factors. Following the release of Kampgrounds of America, Inc's (KOA) annual [North American Camping Report](#) in April, camping outlook has remained strong throughout the first half of the year.

“This year is very different than 2021, and we're encouraged that people are still turning to camping as a vacation option,” said Whitney Scott, chief marketing officer of Kampgrounds of America. “Even amidst uncertainty from external factors, campers are proving the importance of the activity as they make plans. People are finding ways to camp because it's a part of their lifestyle.”

While lower gas prices are less of a concern compared to previous months, shifting economic considerations have caused 77% of camping households to adjust their camping plans. Shifts include taking trips closer to home, fewer camping trips, or staying in locations longer. In the past 30 days, 12% said they canceled some of their camping plans.

It is also notable that other travel is also affected by financial concerns, with 35% of campers indicating they have or plan to replace another vacation option with a camping trip in 2022.

“Travelers have multiple factors impacting travel decisions, whether economic or the instability of air travel,” Scott said. “Knowing this, we continue to innovate our offerings to attract that business and provide superior outdoor experiences.”

Amongst the subset of campers who say they will not be camping this year, financial reasons, difficulty finding a site and not having vacation time were the top reasons. Gas prices, which have dropped slightly, fell as a reason for not camping.

The July Monthly Research Report also shared how far in advance campers are booking. Most (20%) indicated that they reserve their campsites three to five months in advance. Similar amounts said they prefer to book one month (18%) or six to twelve months (18%) in advance.

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

ABOUT KAMPGROUNDS OF AMERICA

Kampgrounds of America, currently celebrating its 60th year of operations, is the definitive leader in outdoor hospitality. United under the mission of “connecting people to the outdoors and each other” the company consists of two unique brands: KOA and Terramor Outdoor Resorts. KOA, the world's largest system of privately-owned, open to the public campgrounds, consists of over 525 franchised and owned campgrounds. With unrivaled brand visibility, KOA also offers campground owners and operators unparalleled support in campground education, design, recruitment, marketing and technology. Terramor Outdoor Resorts, a glamping venture, opened its first flagship property in Bar Harbor, Maine in 2020. Literally meaning ‘Love of Land’ the brand focuses on delivering a refined and upscale outdoor experience. For more information, visit [KOA.com](#) and [TerramorOutdoorResort.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.