

# Campers Resolve to Camp More in 2023 after a Record-Breaking Year for Camping

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*Kampgrounds of America Inc.'s December Research Report estimates that 58 million households went camping in 2022*

**BILLINGS, Mont. (Dec. 20, 2022)** –The [Kampgrounds of America, Inc. \(KOA\) Monthly Research Report – December Edition](#) estimates that camping expects another record year, with 58 million households camping at least once. The outlook for 2023 also looks healthy as 87% of campers plan to include the activity in their New Year's resolutions, most of which say they would like to increase their trips. Bolstering Kampgrounds of America, Inc.'s annual [North American Camping Report](#) released each spring, the latest edition of the monthly report suggests a continuation of camping's popularity.

Looking to the new year, the report highlights what campers would like to do as they venture out in 2023. Dramatically outpacing other camping resolutions, 41% of campers hope to take more camping trips next year. Comparatively, 29% resolve to take more extended trips, regardless of mode of travel, while a similar proportion (28%) just want to get outdoors more often.

"With several years of record growth, even more campers are eager to make their way out," said Whitney Scott, chief marketing officer of Kampgrounds of America, Inc. "Much of what we are seeing is driven by the human realization that being outside and connecting with nature through camping is a perfect way to disconnect from the fast pace of modern life."

When looking at why people camp, there is a notable shift pre and post-COVID-19. Currently, 86% of campers say they like to camp to escape the stress of everyday life, an 11-point increase from pre-pandemic responses. A similar number (85%) choose to camp to relax and not feel like they need to be somewhere, up from 76%. The most significant jump occurred among those who say camping allows them to let loose and blow off steam, up from 57% to 73%.

"Camping is more than a way to travel; it allows us to unwind and reconnect," asserted Scott. "We know there is more urgency around getting outdoors and reaping nature's benefits. Our campgrounds provide an accessible way to fill that need as we support our mission of connecting people to the outdoors and each other."

According to the report, 52% of respondents indicate that spending time outside will be more important in 2023—this indexed highest among millennials (58%).

To view the full findings of the KOA Monthly Research Report – December 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 more than 500 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.