

# KOA Monthly Research Report Reveals Uplifting Trends in Holiday Travel and Winter Recreation

Press Release Date: November 22, 2023

*According to the KOA report, 90% of campers anticipate traveling during Thanksgiving and Christmas*

**BILLINGS, Mont. (Nov. 22, 2023)** – The [Kampgrounds of America, Inc. \(KOA\) Monthly Research Report – November 2023 Edition](#) reveals a notable increase in healthy holiday travel expectations, with camping emerging as a favored option for Thanksgiving, Hanukkah, and Christmas celebrations. An ongoing research initiative by the leading outdoor hospitality brand, KOA's report points to continued enthusiasm for camping as a preferred mode of travel.

Enthusiasm for holiday travel among campers is exceptionally high, with 90% anticipating travel during Thanksgiving and Christmas. Conversely, just over 60% of non-campers share they are embarking on holiday trips. Of those traveling for Thanksgiving, an impressive 45% intend to camp, making it the holiday with the highest camping participation. Hannukah is the second most popular camping option, with 36% of travelers sharing their desire to camp.

Whitney Scott, senior vice president of strategy at Kampgrounds of America, Inc., expressed enthusiasm about the shift in travel trends, "We're witnessing a remarkable surge in interest for camping during the holiday season. It's a testament to how outdoor experiences like camping are becoming integral to more than just secular travel. Families and individuals are seeking out the tranquility of nature to enhance their holiday traditions."

Mirroring the uptick in holiday camping, 36% of campers say they will definitely camp this winter, up 19% compared to last year. In all, over 60% of campers are likely to camp during the colder season. Notably, 60% of potential winter campers will do so for the first time.

Kampgrounds of America, Inc.'s ongoing reporting emphasizes the evolving landscape of travel and recreation, in which camping and outdoor hospitality play a pivotal role in holiday and winter travel. As families and adventurers look to reconnect with nature and each other, KOA stands at the forefront of this promising horizon.

"The surge in interest for winter camping, particularly in the northern states, is a clear indicator of unmet demand for winter recreation and travel," Scott asserted. "This should be seen as a golden opportunity for outdoor hospitality to expand and innovate their offerings into new seasons and areas."

## **ABOUT KAMPGROUNDS OF AMERICA**

[Kampgrounds of America, Inc.](#) has been the definitive leader in outdoor hospitality for more than 60 years. 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](#).