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LATINO CAMPERS ARE ON THE RISE, REPRESENTING AN INCREASINGLY CULTURAL MELTING POT OF U.S. CAMPERS

*New Campers in 2017 are More Diverse Than the Overall U.S. Population;
U.S. Latinos Comprised 17 Percent of New Campers in 2017*

BILLINGS, Mont. (April 11, 2018) – Latino campers now comprise one out of every 10 U.S. camping households and represent 17 percent of new campers in 2017, according to the [2018 North American Camping Report](#), an annual independent study supported by [Kampgrounds of America, Inc.](#) (KOA). The makeup of Latino campers is also the youngest ethnicity segment with almost 63 percent identifying as millennials, up from 58 percent in 2016.

The growth in Latino campers, as part of the overall increase of 2.6 million new U.S. camper households in 2017, is an indicator that camping is fast becoming a lifestyle and there is no indication this trend is slowing down. Building on 2017 report findings, campers at all experience levels and among all ethnicities continue to express the desire to camp more in 2018: 44 percent of Latino campers are likely to say they intend to take more camping trips in 2018.

Increases in camping are likely tied to increased accessibility of camping due to the removal of previously held beliefs and barriers. While previous research demonstrated bugs, safety/security and/or campers not knowing anyone who camped as primary barriers to camping, those barriers are waning with technology and social media serving as access portals to helpful information both prior to and during the camping experience.

“Younger, more diverse groups of new campers are helping to fuel the continued growth of camping in the U.S., and much of this growth is being led by Latino campers who are aligning with the family-friendly aspects of camping,” said Toby O’Rourke, president of KOA. “Findings of the 2018 report show Latinos seeking out more opportunities to camp and camp in different ways with the increase of RV and cabin camping. Combined with their growth in representation, all of this supports the idea that Latinos, just like other U.S. campers, are weaving camping into their idea of an active, outdoor lifestyle.”

The 2018 North American Camping Report continues to show campers view camping as a time to relax, escape stress and clear their minds. Even with an influx of new campers (both younger and more ethnically diverse), differences in opinion about the reasons for camping are beginning to lessen, with close to half of all campers suggesting that camping has “a great deal of impact” on reducing stress and allowing them to spend more time with their families.

For Latinos specifically, they strongly agree the top three benefits of camping include affordability (42 percent), the opportunity to camp as part of a group of friends or family (44 percent), and time to relax (48 percent).

Additional findings from the 2018 North American Camping Report highlighting Latino attitudes and behaviors include:

The Outdoors, much like the U.S., is a melting pot.

New campers in 2017 are more diverse than the overall population with a nearly even split between white and non-white campers.

- Latino and African American/Black new campers are in line with U.S. Census figures (17 percent of Latino campers compared to 16 percent from Census data; 14 percent of African American/Black new campers compared to 12 percent from Census data).
- New Asian American campers are now represented at three times that of Census figures (17 percent of new campers in 2017 compared to 5 percent from Census data).
- The representation of new Latino campers has grown 6 percent since the report's first measurement, from 11 percent in 2015 to 17 percent in 2017.

Latino campers intend to increase camping trips at a rate similar to all U.S. campers.

- Forty-four percent of Latino campers are likely to say they intend to take more camping trips in 2018.
- Forty-five percent of all campers indicated they will increase camping trips in 2018, an increase of 3 percent from last year's report.

Latinos are exploring the outdoors as much as different types of camping.

- Approximately 70 percent of Latino households in the U.S. tried new types of camping in 2017, including tent camping (42 percent) and RV camping (41 percent).
- While RV and cabin usage has increased among Latinos, traditional tent usage has seen a drop in recent years (67 percent in 2015 to 59 percent in 2017).
- In 2018, more than half of Latinos want to experience new or different types of camping accommodations, such as glamping, yurts and treehouses.
- Latinos spent the highest percentage of camping nights in national park campgrounds, 27 percent in 2017 up from 19 percent in 2016.

Latinos are more likely to camp with multiple generations of campers than any other ethnicity.

- Multigenerational camping among all campers has increased from 56 percent in 2015 to 59 percent in 2017.
- Since 2015, Latino campers have consistently remained the group most likely to camp with multiple generations, followed consistently by African American/Black campers.
- This year's report found that 75 percent of Latino campers are likely to camp with multiple generations, including siblings and parents, up 1 percent from last year.

When it comes to the millennial demographic trend around vacationing with their parents, Latino millennials show striking differences in comparison to their non-Latino peers.

- Single Latino millennials are less likely than their non-Latino peers to include their parents either on their camping trips and/or in their camping trip planning.
- On the contrary, Latino millennial families (defined as couples with one or more children) are more likely than their non-Latino peers to include their parents on both their trips (37 percent, compared to 26 percent of non-Latino millennial families), and more likely to include them in trip planning (26 percent, compared to 18 percent of non-Latino millennial families).
- Also, at a higher rate than their peers, Latino millennial couples (without children) include their parents on both trips (26 percent, compared to 17 percent of non-Latino millennial couples) and in trip planning (20 percent, compared to 15 percent of non-Latino millennial couples) more frequently.
- Single Latino millennials appear to be more independent of their parents than Latino millennial families, whether it's camping with them or involving them in planning process.

Access to technology while camping is helping to eliminate barriers to camping.

A past determinant of camping has been not having access to information about some of the issues that may have hindered camping in the past, such as safety and security. These issues can now be addressed with social media networks and searching the internet, putting information at the prospective camper's fingertips.

- Nearly all campers (97 percent) state that they bring some type of technology with them while camping.
- Latinos generally find that access to technology (e.g. cell service and Wi-Fi) allows them to extend their camping trips by one extra day.

SURVEY METHODOLOGY

U.S. and Canadian Household Results: This survey was conducted by Cairn Consulting Group, an independent market research firm with extensive experience in the hospitality and services industries. The survey was conducted in January 2018. The sampling methodology targeted a randomly selected sample of U.S. and Canadian households. Sampling was designed to obtain n=2,903 completed survey among representative U.S. households and representative Canadian households. A sample of n=2,402 U.S. households is associated with a margin of error of +/- 1.99 percent. Among Canadian households, a sample of n=501 is associated with a margin of error of +/- 4.37 percent.

Teen Survey Results: The results are based on a total of 403 surveys completed among a random sample of U.S. households with children between the ages of 13 and 17. Each survey was completed with a teen respondent whose parents gave prior permission. A sample of n=403 teen campers is associated with a margin of error of +/- 4.9 percent.

All surveys were completed online via an outbound solicitation sent to a randomly selected cross-section of U.S. and Canadian households. The sample of households from which the surveys were completed was statistically balanced to ensure that the results are in line with overall population figures for age, gender and ethnicity.

ABOUT KAMPGROUNDS OF AMERICA

Kampgrounds of America, Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with more than 500 locations across the U.S. and Canada. 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. The company was founded 55 years ago in Billings, Mont., and today serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures KOA is known for. For more information, visit KOA.com and KOApressroom.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.

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