



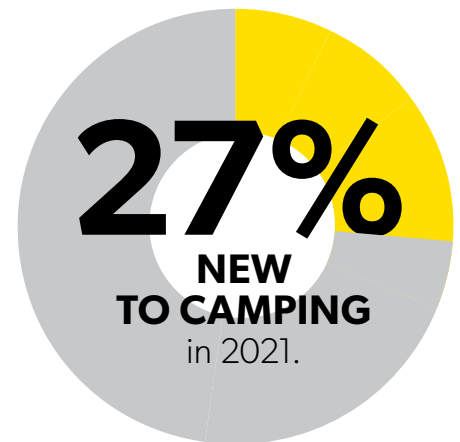
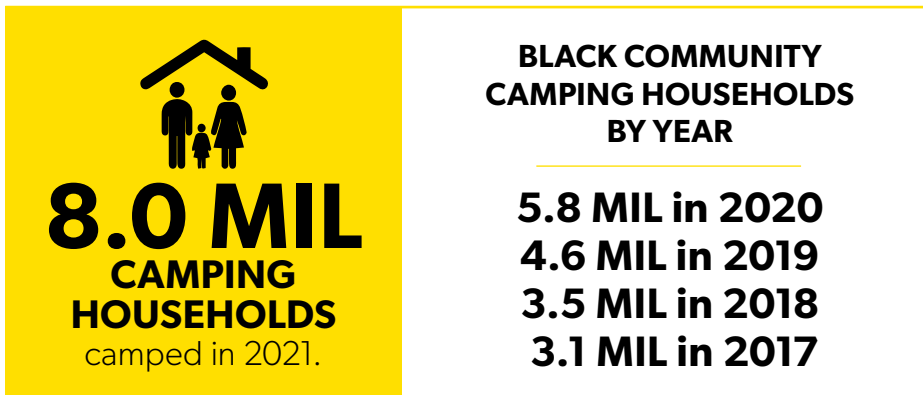
BLACK COMMUNITY CAMPING SNAPSHOT

2022 EDITION

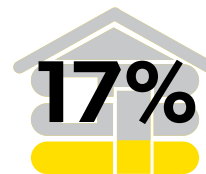
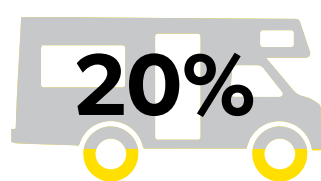
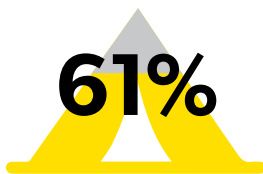


Over the last decade, camping has become more representative of many diverse populations and communities of people. While diversity is increasing across many ethnicities, increases among Black campers have been among the most dramatic. Since 2017, Black camping households have increased 158%, from 3.1 million to 8 million in 2021. This growing subset of campers, 27% of whom were new to camping in 2021, are a dedicated group eager to explore. A full 46% take more than three camping trips a year and, as a whole, spent 7.4 nights camping in 2021.

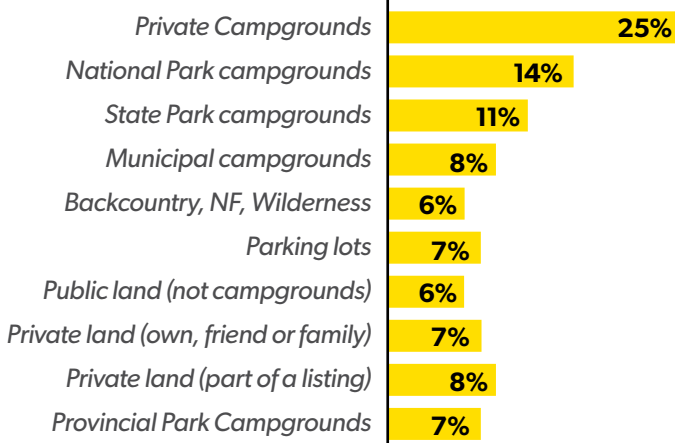
In recognition of Black History Month, KOA celebrates the camping growth and behaviors within the Black community in our first Black Community Camping Snapshot.



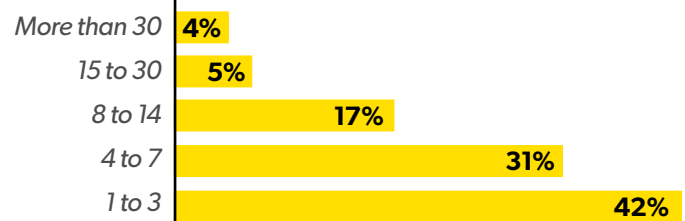
Preferred Camping Accommodations



Location of Camping Nights



Camping Nights



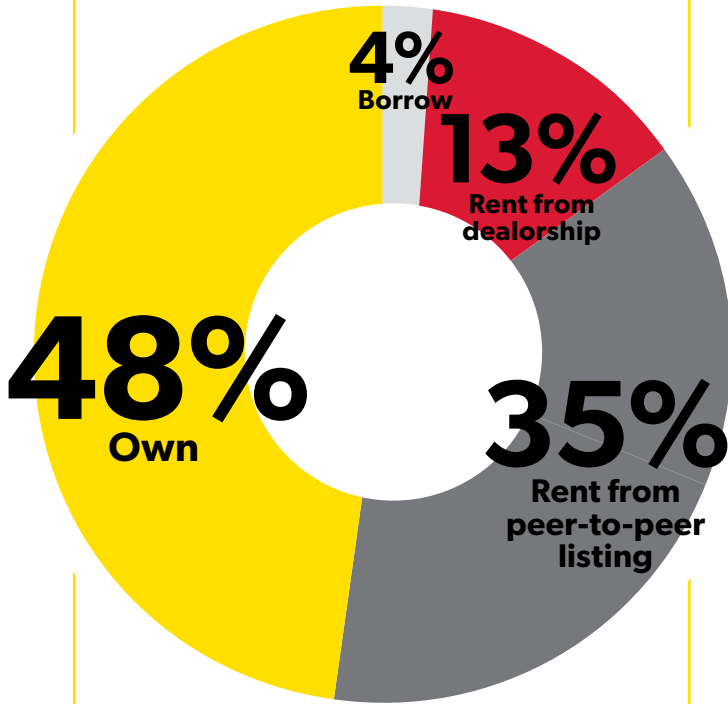


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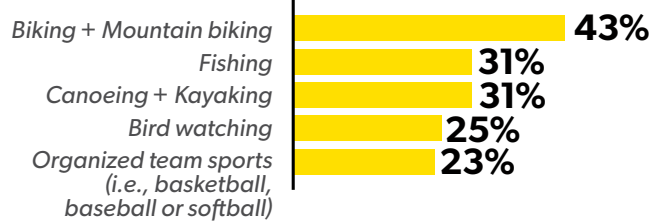


RV Ownership

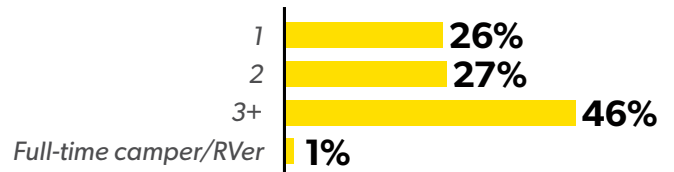


33% PLAN TO PURCHASE AN RV IN 2022.

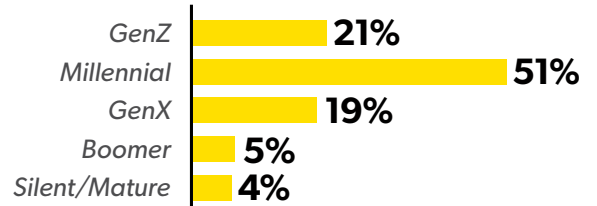
Top Recreation Camping Activities



Camping Trips



Generations



24%

plan to take a solo camping trip in 2022



34%

camp with extended family



49%

work while camping



60%

camp with multi-generations

