



LATINX CAMPING SNAPSHOT

2021 EDITION



KOA celebrates the camping industry's changes with the Latinx audience.



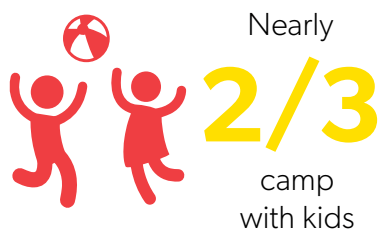
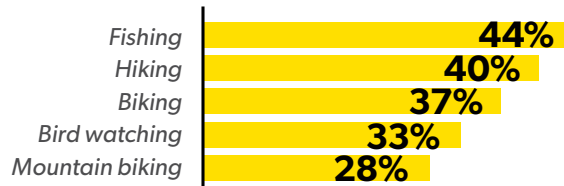
HISPANIC CAMPING HOUSEHOLDS BY YEAR

5.0 MIL in 2019
4.3 MIL in 2018
3.9 MIL in 2017
3.3 MIL in 2016
2.8 MIL in 2015
1.9 MIL in 2014

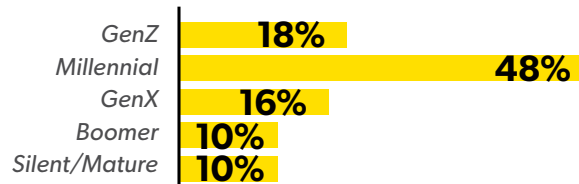
71%
camp with multi-generations

2/3
40 years or younger

TOP RECREATION CAMPING ACTIVITIES



GENERATIONS



Nearly 6 in 10 choose to camp because of their love of the outdoors and see camping as a way to escape stress and clear their minds.

Preferred Camping Accommodations:

