



KOA MONTHLY RESEARCH REPORT

APRIL 2022 EDITION



KOA continues to track camping incidence and behavior of all campers throughout the U.S. and Canada monthly. This special report evaluates the camping market from both a look-back at previous months as well as a look-forward to show the trends for how the market continues to evolve. Previous camping reports can be found at KOApresroom.com.

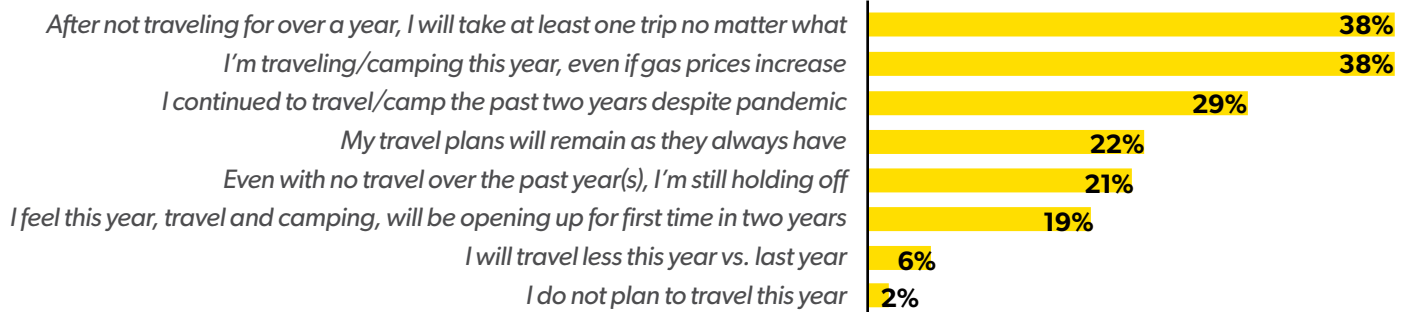
SPRING INTO CAMPING

Shaping up to be another strong year for camping, 4-in-10 campers state that after not traveling for a year or more, they plan to take at least one trip in 2022. However, several factors may impact the camping industry, such as gas prices dampening some camping enthusiasm early in the season. Roughly 7-in-10 campers say that increases in gas prices could affect their plans, whether it's taking fewer trips (24%), distance traveled per trip (25%), or staying closer to home (32%). The threshold for gas price increases is much lower for younger campers, with the most significant impact coming when prices reach \$4.50 per gallon.

The RV industry could feel the impact of gas price increases this year, yet interest in the lifestyle remains high. Close to half of non-RVers still express some interest in purchasing an RV, most likely a motorhome or travel trailer. Overall, if gas prices continue to increase, about 1-in-10 RV owners would consider selling their RV and 2-in-10 plan to RV less often. However, many RVers are more optimistic, with 6-in-10 not planning to make any changes to their travel plans or taking a wait-and-see approach.

Camping remained strong throughout the winter months, whether it was snowbirding, spring break, or cold weather winter camping. In fact, March camping was up by 1.5 million camping households over March of 2021. April looks consistent year-over-year, with between 7 and 8 million households getting out to camp.

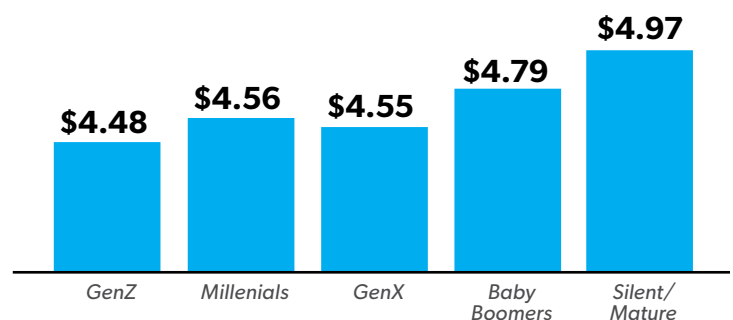
Pent Up Demand for Travel & Camping



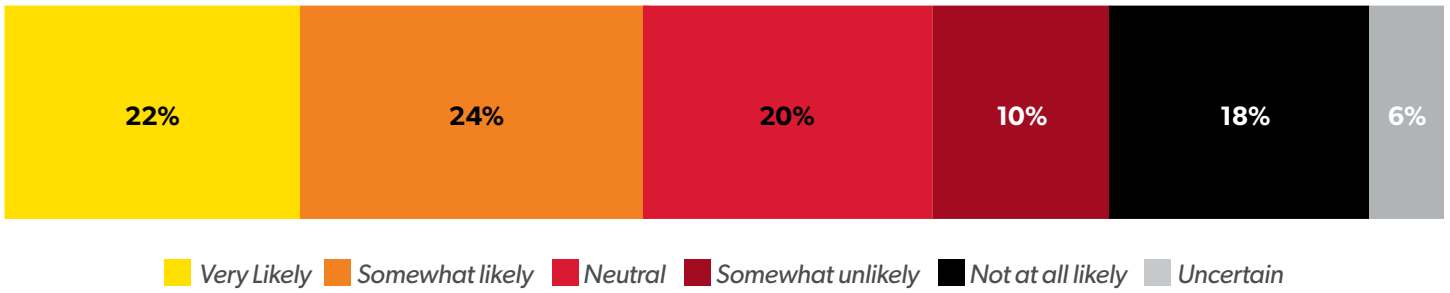
Impact of Gas Price Fluctuations on 2022 Camping Plans

- 32%** plan to camp closer to home
- 25%** plan to take fewer trips, but stay longer
- 29%** say it will not change their camping plans
- 28%** plan to take a cross-country road trip
- 24%** plan to take fewer trips overall
- 20%** delaying trips to later in the summer or fall

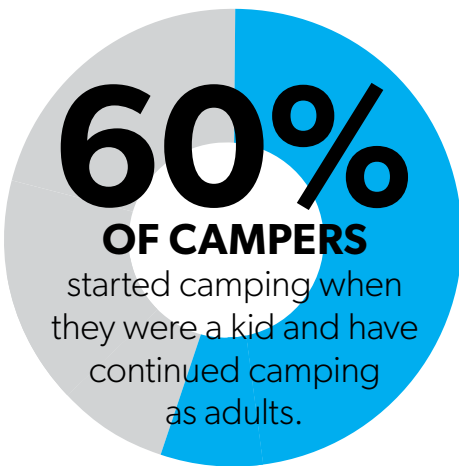
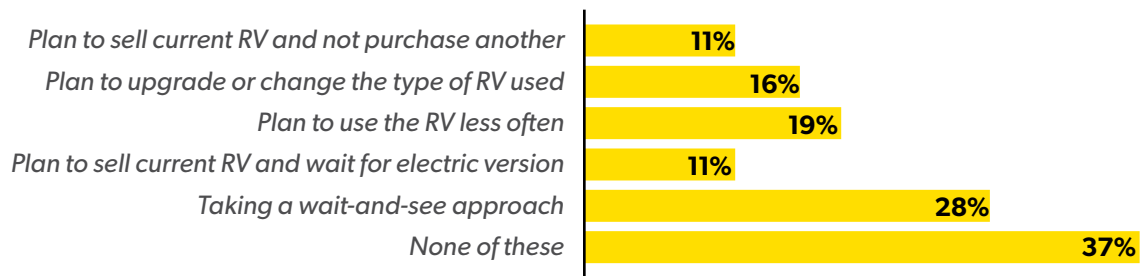
Threshold for Gas Price Increase Before Changing Camping Plans



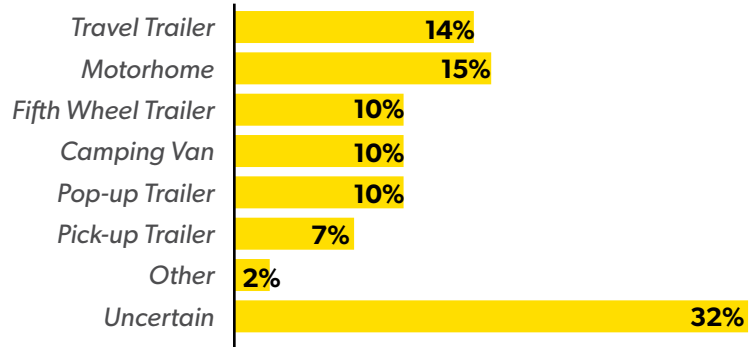
RV Purchase Intent for 2022



Changes to RV Ownership If Gas Prices Continue to Increase



Interest in Future Purchase by RV Type



2022 Camping Households by Month

