

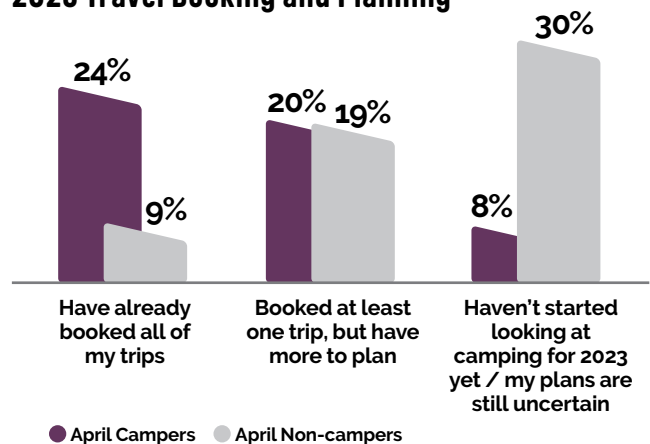


CAMPING PROJECTIONS

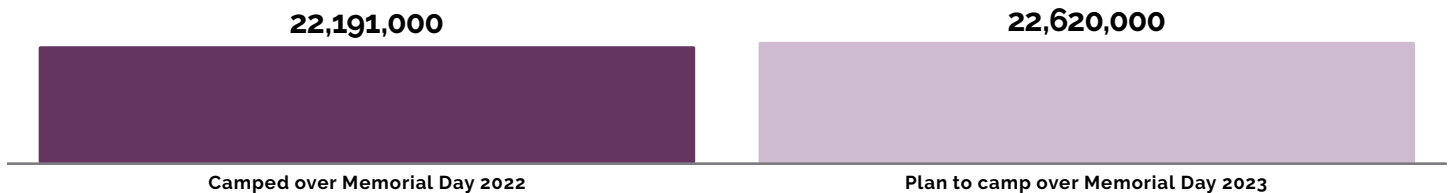
As we hit Spring and look to summer, one in four campers has booked all their trips for 2023 – doubling the percentage month-over-month. Another 20% of campers have secured at least one trip. In juxtaposition, nearly 1-in-3 non-campers have yet to start looking at camping/ travel plans for 2023. In a three-month trend, March saw increased camping year-over-year of 3 million more households. Optimism across camping continues to grow, with camping sentiment up to its highest level since October 2022. The rising interest points to healthy camping over Memorial Day Weekend as nearly 400,000 more households plan to camp over the previous year.



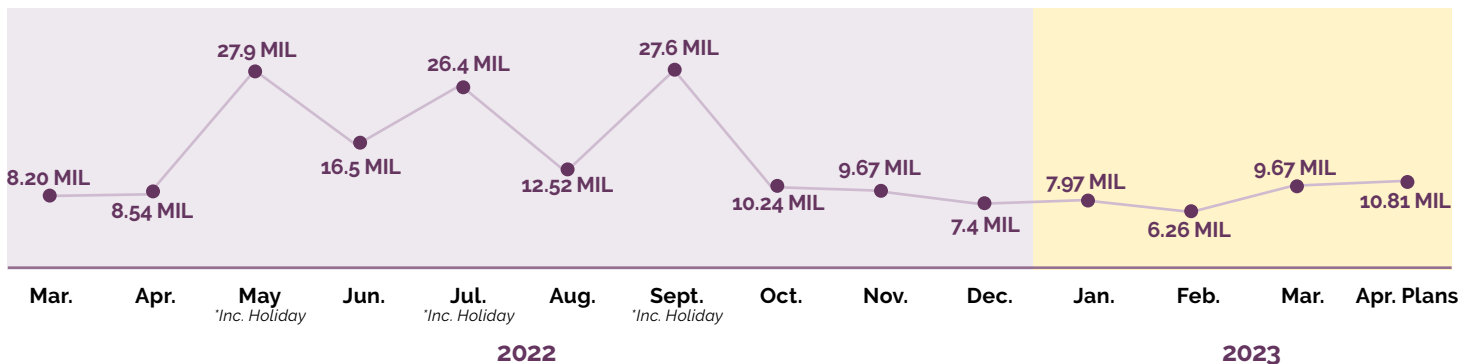
2023 Travel Booking and Planning



Memorial Day Camping



Households Camping By Month



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 KOApressroom.com.

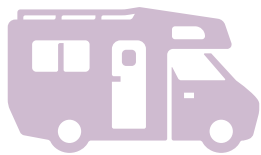


OFF-SEASON CAMPING SPOTLIGHT

Off the heels of the camping boom, off-season camping rose as campers sought new experiences and empty campgrounds. Winter camping* in 2023 exceeded 2022 by about 1.3 million additional households, reaching a total of 8.2 million. Roughly 36% of winter camping has been propped up by a set of camping participants who started camping over the last three years. Since December, there have been an additional 6.1 million households participating in camping compared to 2022, resulting in a monthly average of 1.5 million additional households. The popularity is not only helping overall participation but is driven by the desire to have new experiences. More than one-third of campers camping in the off-season who say that they are actively seeking out new experiences in their travel did so during these slower months.

**cold weather camping in northern regions and does not include snowbirding*

Winter Camping



New Off-Season Campers
in 2022/2023

6,153,890



Average Monthly Gain
in Off-season Campers

1,538,473

Off-Season Camping and Experience Seeking

