



CAMPERS EAGER FOR FALL

With summer winding down, campers are looking to extend their camping season into the fall. More than 25 million campers are hoping to camp over the Labor/Labour Day holiday. This growth is in line with earlier estimates this year that called for a robust fall camping season as many seek to avoid crowds and take advantage of falling gas prices.

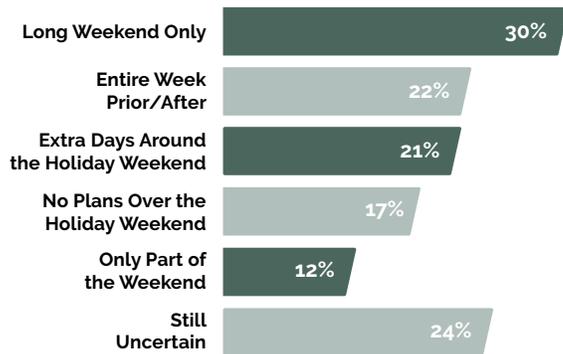
Negative travel experiences, including the instability of airfare, are also contributing to an increase in camping, whether over the summer or looking ahead to the fall. Close to half of campers report having negative non-camping travel experiences in 2022, including 28% who are now taking more and/or longer camping trips due to these negative experiences. Additionally, one-third of campers have replaced or plan to replace another leisure travel trip with a camping stay, again helping to contribute to the strong camping incidence figures for this year.

Even though camping incidence remains relatively stable year-over-year, organic increases in the number of households are helping to contribute to some of the record-breaking figures observed so far this year.

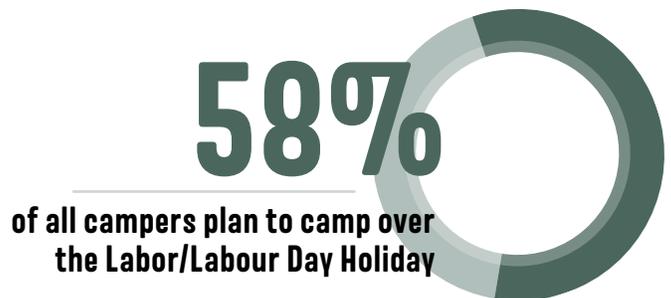
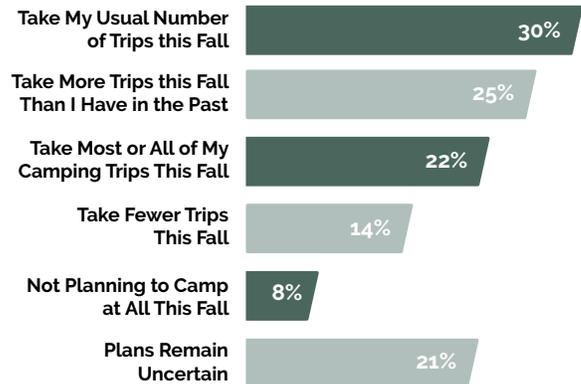
25 MILLION CAMPERS
PROJECTED TO CAMP OVER LABOR/LABOUR DAY HOLIDAY



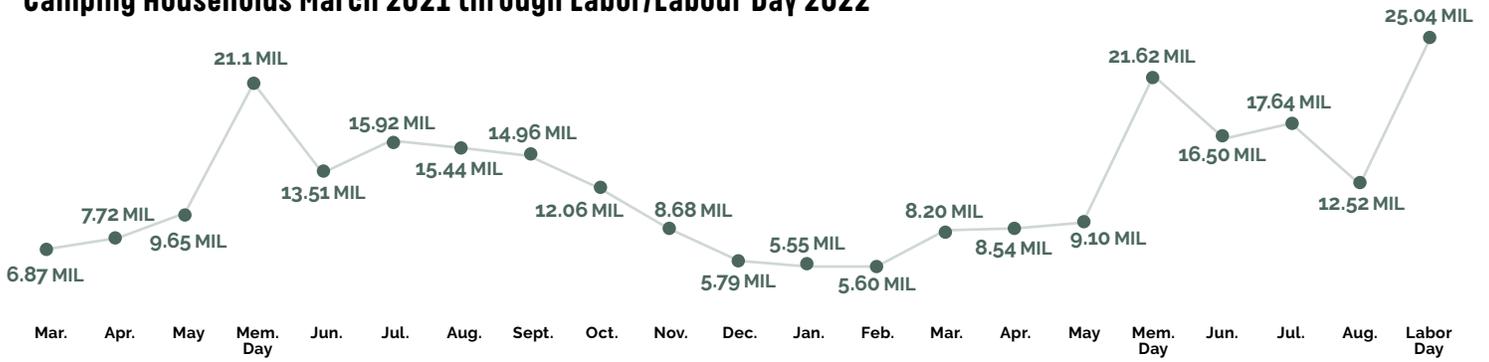
Labor/Labour Day Camping Plans



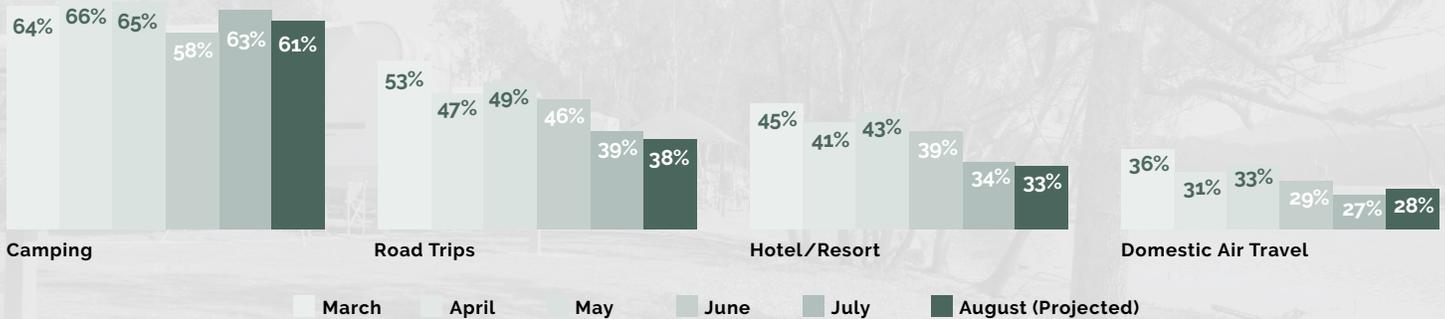
Fall Camping Outlook



Camping Households March 2021 through Labor/Labour Day 2022



Camping Remains Strong Choice When Compared to Road Trips, Hotel Stays & Domestic Air Travel Among Campers



Key Travel Insights

34%

of campers have already replaced another vacation with a camping trip or plan to do so due to inflation.

31%

of campers have adjusted to increased costs by spending less in local areas while traveling.

31%

of campers are camping more often or taking longer trips because of the difficulties with air travel.

28%

of campers have been negatively impacted by other travel experiences, such as hotels, attractions, dining, flights, and are opting (or have already opted) to take more camping trips in place of other travel plans.

21%

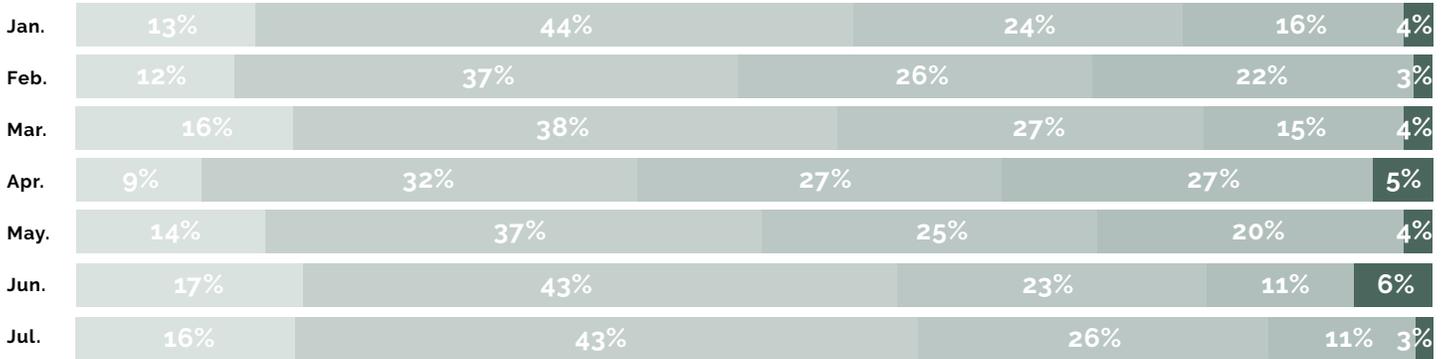
say the slight decrease in gas prices make it more likely they will camp into the late summer and fall.

15%

have cancelled a fall camping trip due to gas prices. [down from 17% this summer]

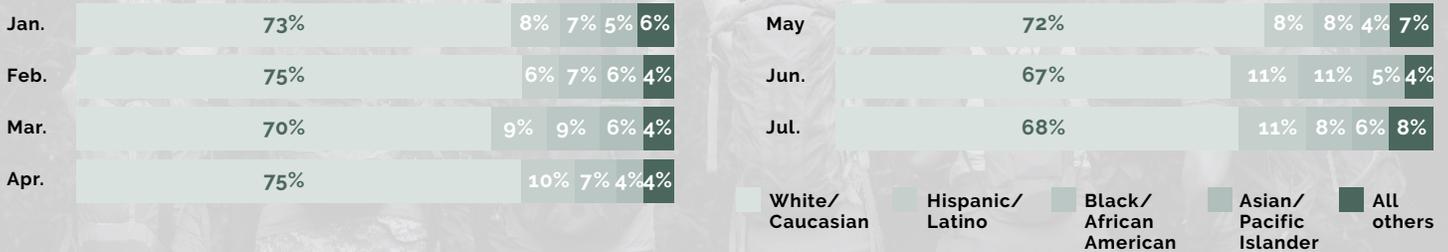


Campers by Generation—2022



■ GenZ ■ Millennials ■ GenX ■ Baby Boomers ■ Silent/Mature

Camper Ethnicity—2022



2022 Primary Camping Accommodation

