



CAMPERS EAGER FOR FALL & 2024 TRAVEL

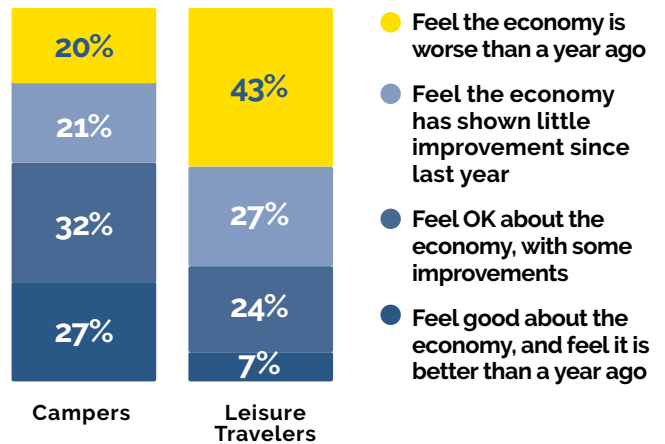
As summer enters its final weeks, camping activity remains favorable compared to last year, despite a slight July decline post the successful July 4th holiday. Outlook suggests strong camping participation for Labor Day, with higher commitment compared to 2022. About three-fourths of campers have already made plans for the holiday weekend, indicating more decisiveness than last year. Nearly 64% of campers plan to delay trips until after Labor Day, potentially boosting later-season travel. In 2023 thus far, weather conditions have prompted changes in travel plans for 67% of campers.

Anticipation for 2024 travel is already beginning to manifest among campers, with almost half of campers already booking 2024 travel compared to only 11% of leisure travelers. Nearly half of all campers say changing weather patterns will impact their outlook for 2024. Top travel changes will be booking closer to travel dates, altering accommodations, and choosing locations less prone to wildfires. Roughly one-third of campers are definite about experiencing the solar eclipse next year, with half showing moderate interest.

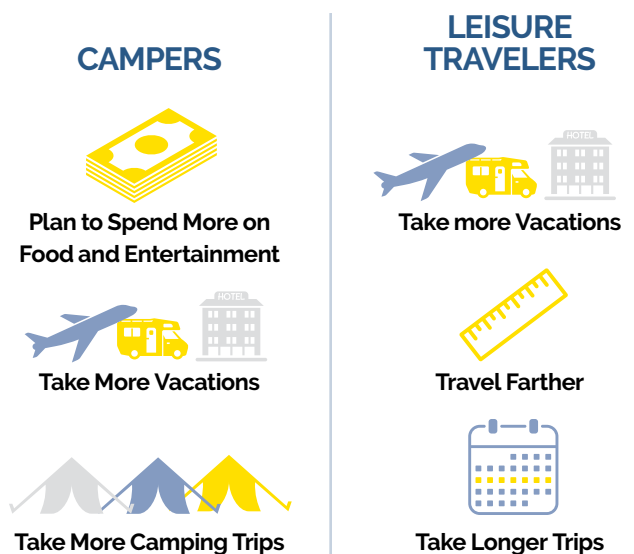
Campers exhibit a more positive economic outlook than non-camping leisure travelers. Only 20% of campers find the economy worse than last year (compared to 40% of leisure travelers), while 60% see improvement. Despite this, 60% of campers note increased campsite booking costs compared to last year. Cost adjustments include cutting back on food and entertainment spending during trips. Campers with a favorable economic view increase spending in visited areas and take longer vacations or camping trips.

THE ECONOMY

Views of Current Economic State

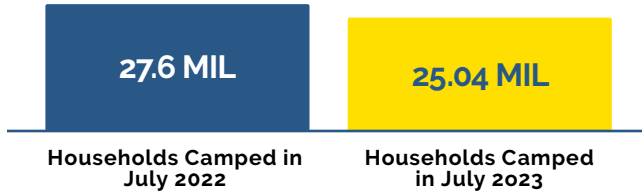


Impacts of an Improved Economy

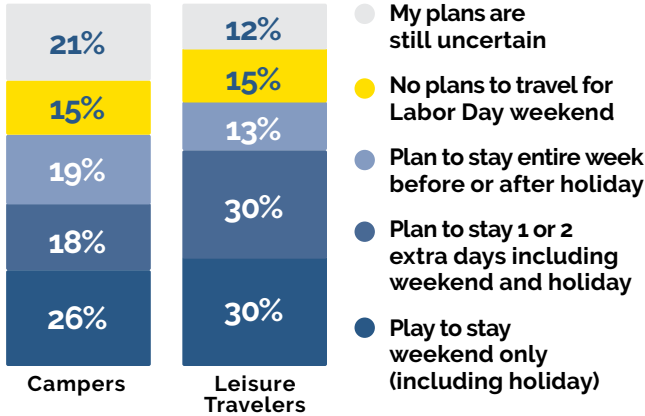


2023 CAMPING INCIDENCE AND PLANNING

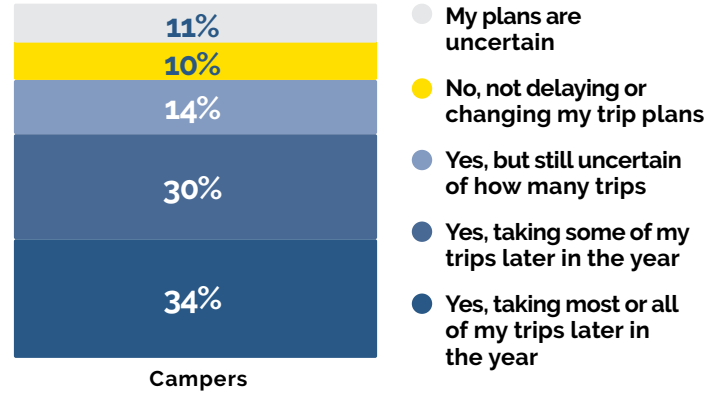
July Camping Households



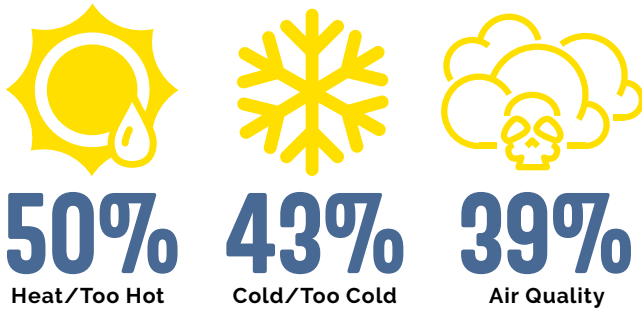
Labor Day Weekend Travel Plans



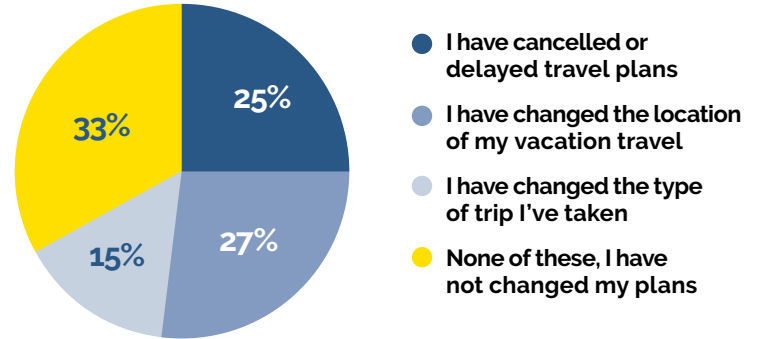
Delaying Trips



Top Three Reasons for 2023 Trip Changes

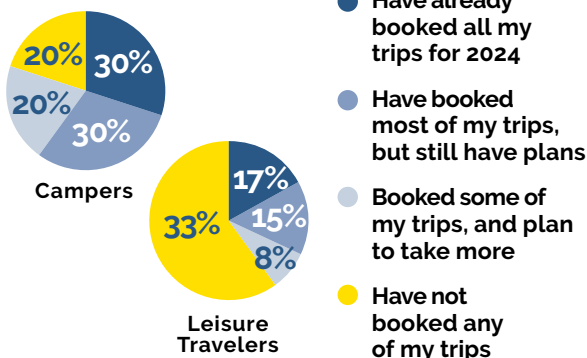


Impact of Weather on 2023 Trips



2024 TRIP PLANNING

Percent of Campers Booking 2024 Trips



Top 2024 Travel Impacts from Weather



Campers Planning to Travel for Solar Eclipse

