



# KOA MONTHLY RESEARCH REPORT

## DECEMBER EDITION



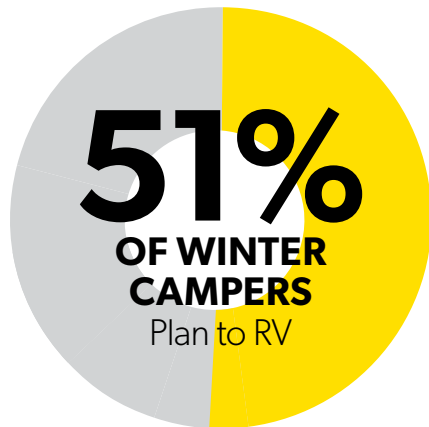
Following the release of KOA's Annual North American Camping Report in spring of 2021, KOA has continued to track camping incidence and behavior of all campers throughout the U.S. and Canada monthly. This special report evaluates the camping market from both a look-back at previous months as well as a look-forward to show the trends for how the market continues to evolve. Previous camping reports can be found at [KOApressroom.com](http://KOApressroom.com).

### WINTER CAMPING FORECAST & INSIGHTS

The winter camping season is now taking shape across the U.S. and Canada, whether campers are heading to warmer areas for their vacations or gearing up for cold weather adventures. It is estimated that about 2.9 million households plan to Snowbird for three or more months this winter, while over 8 million households plan to do some type of winter camping (a finding that is being bolstered by new campers). With holiday plans being solidified, it is estimated that more than 20 million households plan to take some type of camping trip during the remaining holiday season.

New campers are braving the elements in their RVs (half are considering a winter RV trip), though other types of winter camping include a backcountry tent experience and among new campers, interest is much higher for a backcountry hut/lean-to or overlanding winter experience.

There is reason for optimism as the typical off-season develops in the coming weeks as, in particular, increases in gas and consumer goods and services prices are lessening in impact on all forms of camping. Concerns about COVID-19 have also decreased, but continue to influence Canadian Snowbirds compared to those in the U.S., especially as campers consider where (and whether) to camp this winter season.



**First Time Winter Campers are Showing Interest in New Winter Camping Experiences**



**Top December Camping Destinations**

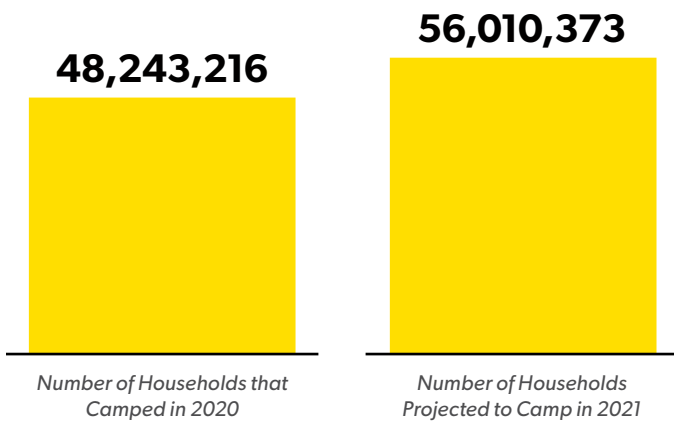
- |                      |                    |
|----------------------|--------------------|
| <b>1)</b> California | <b>6)</b> Missouri |
| <b>2)</b> Colorado   | <b>7)</b> Texas    |
| <b>3)</b> Florida    | <b>8)</b> Arkansas |
| <b>4)</b> Nevada     | <b>9)</b> Montana  |
| <b>5)</b> New York   | <b>10)</b> Georgia |

**44% OF CAMPERS**

**22.74 MIL**

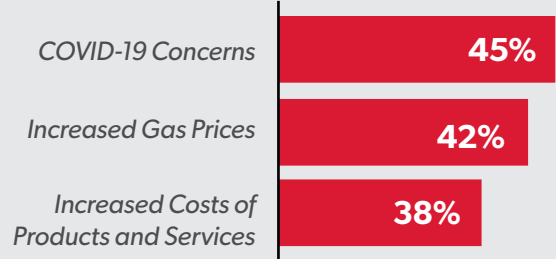
**Campers Plan to Camp Over the Holidays**

## Camping Incidence



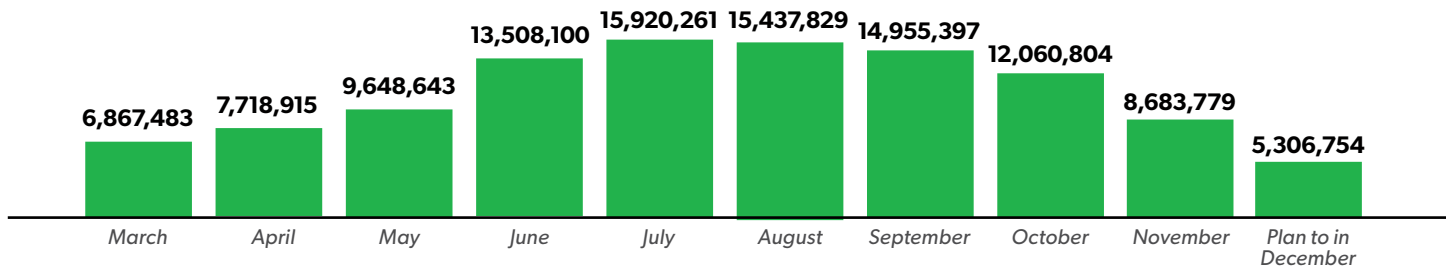
## Top Reasons for Cancellations

Only 3% of All Campers Have Cancelled

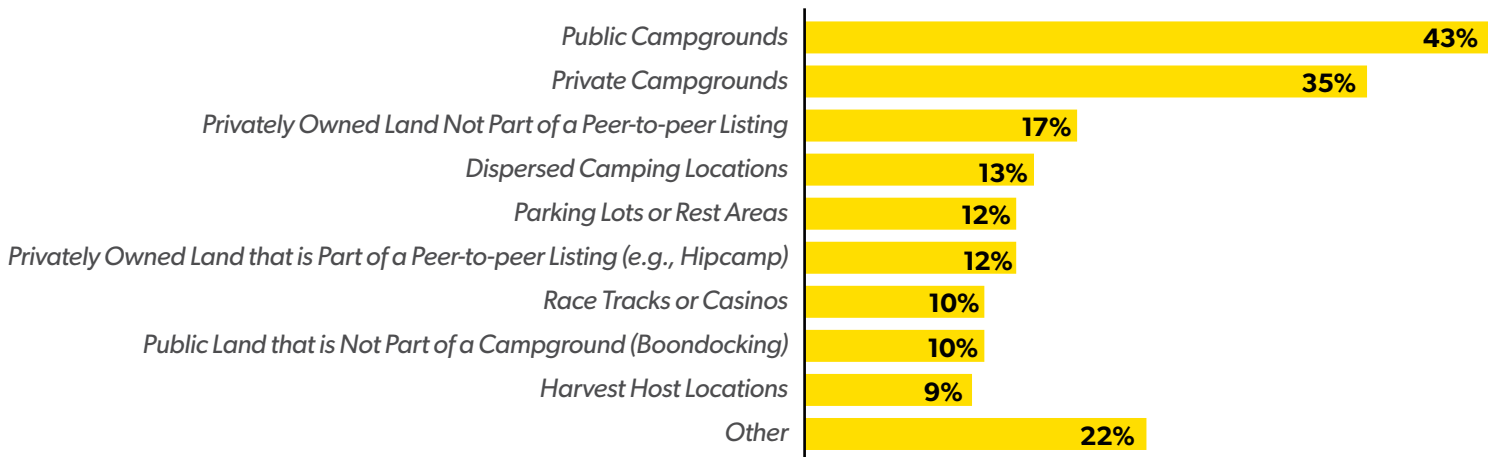


**9,166,211**  
**New Camping Households in 2021**

## Camping Households – March through December 2021



## Where Snowbirds Are Staying (Winter 2021-2022)



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