



MONTHLY REPORT
DECEMBER
2023



GEAR TOPS CAMPERS' WISHLISTS

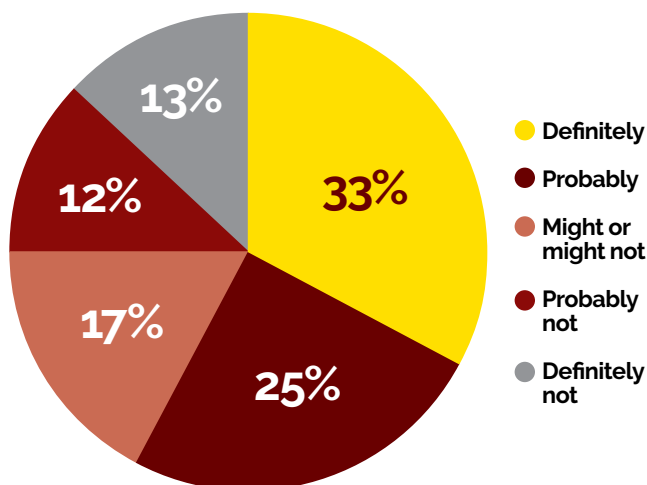
With winter upon us, it appears that intent to winter camp could include one-third of campers (33%, which includes those who are most likely to participate) and 58% of campers who express some interest in winter camping. These rates continue to track well above the past two years and include 69% potential new winter camping participants. Backcountry winter camping is the most popular type of winter experience (57%), while about 4-in-10 are planning to stay in an RV.

Holidays and special occasions represent opportunities for campers to travel and stock up on gear. Looking ahead, Christmas is the most popular holiday for travel (84%), though Thanksgiving had the highest incidence reported last month at 90%, followed by Valentine's Day (76%) and New Years (75%). Overall, three-fourths of campers (76%) say that they put camping gear on their Christmas list, with tents (37%), sleeping bags (35%), sleeping pads (35%), camp kitchen (33%), or grill (32%) the most commonly asked for gifts.

As we look towards 2024, close to 6-in-10 campers (57%) and 1-in-5 non-campers (18%) say they have already booked at least one trip for 2024. Younger (and more recent) guests are most likely to have already booked camping trips for 2024, including two-thirds of millennial (67%) or GenZ (66%) guests. Others who have already booked trips for 2024 include "glampers" (74%), those in higher income households (\$100,000+: 72%), new guests in 2023 (72%), Black travelers (65%), and urban residents (62%).

WINTER CAMPING

Potential for Winter Camping



69%

of winter campers will do so for the first time

Type of Experiences Winter Campers are Seeking



57%

will have some sort of backcountry experience

4 in 10

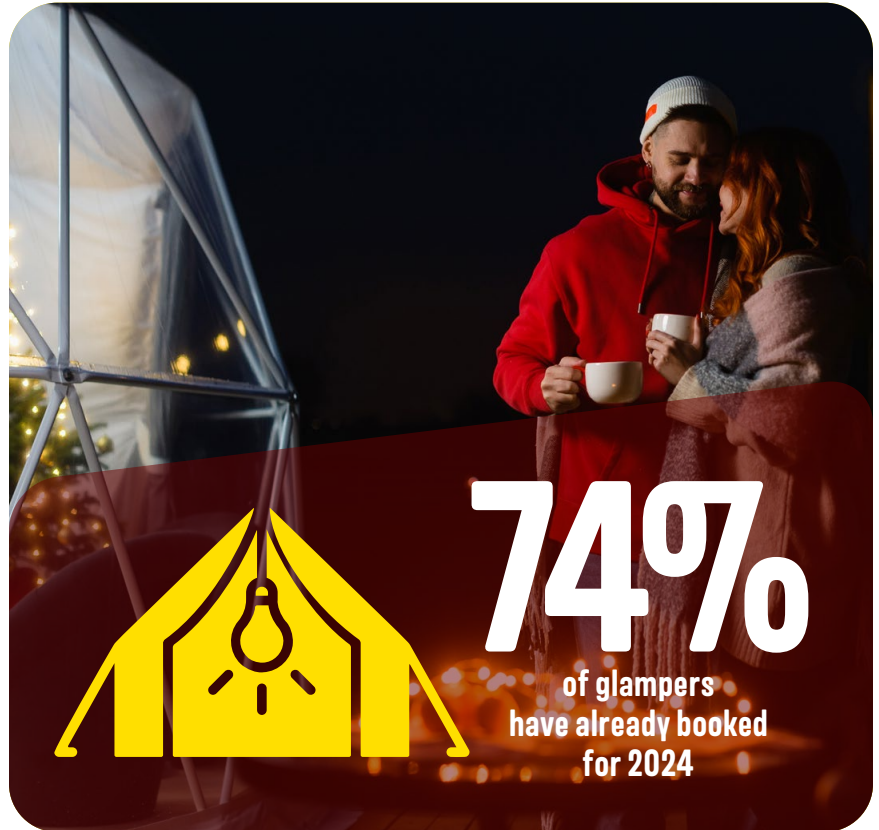
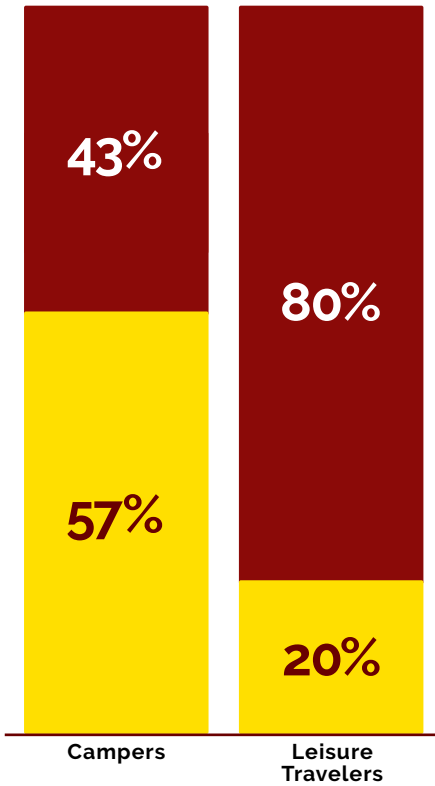


will stay in an RV

HOLIDAYS AND 2024

2024 Booking

● Yes ● No



Expected Percent of Holiday Travel by Campers



84%
Christmas



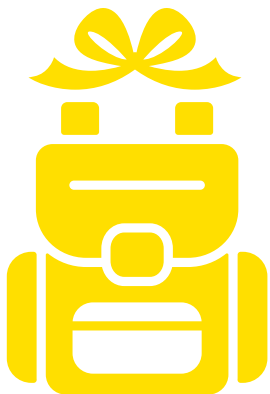
75%
New Year's Eve



76%
Valentine's Day



Camper Christmas Wish



3 out of 4
CAMPERS
ask for camping gear
for Christmas

