



KOA MONTHLY RESEARCH REPORT

FEBRUARY 2022 EDITION



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.

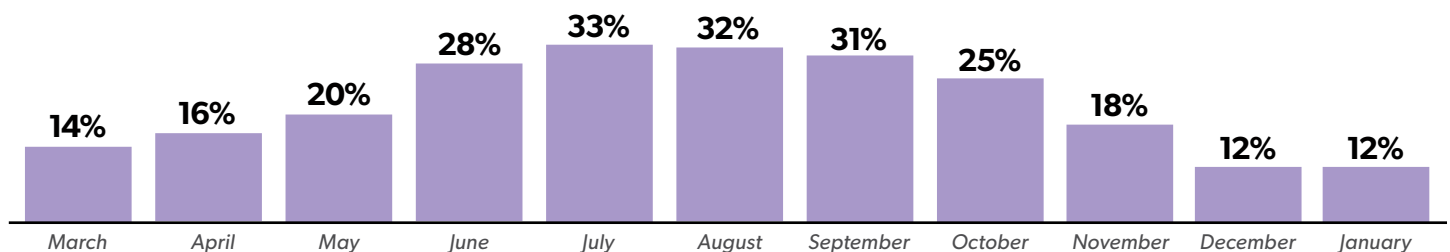
FORECASTING A STRONG 2022 CAMPING SEASON

The number of campers remains constant over the past two months, and we anticipate that February will be at or slightly below the 12% observed in January. However, if 2021 is any indication of what will occur in 2022, we expect an uptick in camping starting in March. As we head into spring camping season, campers are starting to make plans, with more than half of campers (54%) having already made some or all of their reservations for 2022.

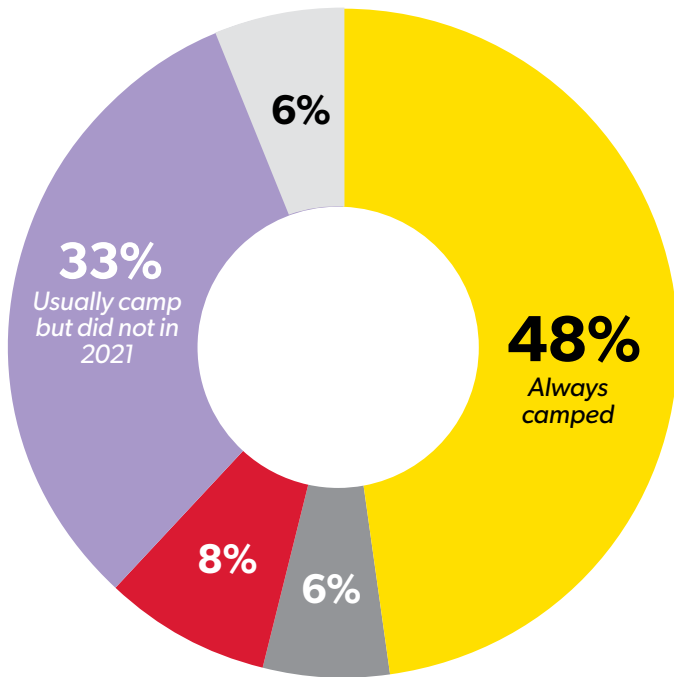
With rates of COVID-19 beginning to decline, we anticipate that many campers who have been previously uncertain about their plans, will begin to solidify their trips in the coming weeks. Still, COVID-19 will continue to be a factor, with about 4-in-10 campers canceling or planning to cancel trips because of COVID-19. By contrast, three-fourths of campers (75%) view camping as travel option with "natural social distancing." A similar proportion (73%) states that camping allows them to travel more often. Above all, one-third of campers (33%) indicate that, if not for camping, they would not travel at all. These results show how camping has remained resilient throughout the pandemic, and provided both experienced campers as well as converted leisure travelers a way to get out and experience the outdoors and visit their favorite destinations.



Incidence of Camping by Month (March 2021 - January 2022)



Camping Behavior in the Past Year

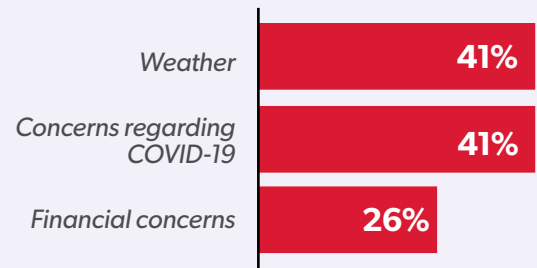


- No, but plan to camp for first time in 2022
- Camped for the first time in 2021, but for reasons other than COVID-19
- Camped for the first time in 2021 due to COVID-19

Cancellations for February - April



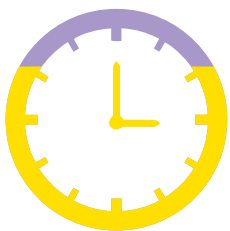
Top 3 Reasons for Cancellations



Impact on Camping Plans from Surge of COVID-19 (February - April 2022)



Favorite & Least Favorite Things About Camping



74%
OF CAMPERS
say their favorite thing
about camping is spending
time outdoors

59%
OF CAMPERS

say their least favorite
thing about camping
is the bugs

