



KOA MONTHLY RESEARCH REPORT

JANUARY 2022 EDITION

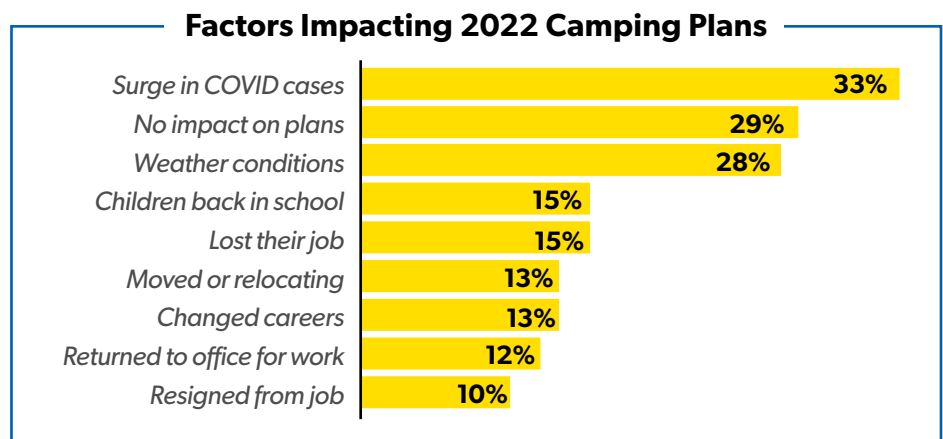


KOA has continued to track camping incidence and behavior of all campers throughout the U.S. and Canada monthly. This special report evaluates the camping market from both a look-back at previous months as well as a look-forward to show the trends for how the market continues to evolve. Previous camping reports can be found at KOApressroom.com.

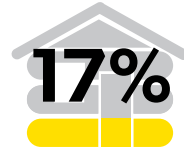
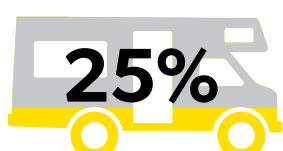
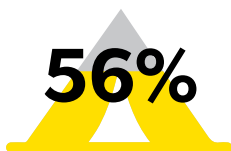
LOOKING FORWARD TO 2022 CAMPING

With the holidays now in the rearview mirror, campers are looking forward to 2022 camping, whether it's snowbirding, winter camping, or making plans for peak camping season. Weather conditions and COVID will impact campers' plans in early 2022, but will likely lessen as the season progresses.

In a shift from the past where tent camping was always the dominant, and easiest point of entry into camping, more and more campers are looking to stay in cabins or other glamping accommodations. Tent camping still forms the primary way for campers to get out, but these new camping and glamping options are impacting campers' preferences. RVing continues to be a way for many campers to get out during the cold weather months, whether it is snowbirding or cold weather camping. This year looks to be similar to past years with the vast majority of campers planning their trips well in advance, and include stays at our national and state park campgrounds. Additionally, states with an array of outdoor recreation opportunities are leading the way in preferred destinations for 2022.



Camping Accommodations for January



Top Overall States/Provinces for Camping in 2022

- | | | | |
|----------------------|------------------------|---------------------|--------------------------|
| 1) Colorado | 4) Pennsylvania | 7) Arizona | 10) New Hampshire |
| 2) California | 5) New Mexico | 8) Texas | |
| 3) Florida | 6) New York | 9) Tennessee | |



Camping Incidence

4,341,889



Households Plan to Camp in January

2,894,593

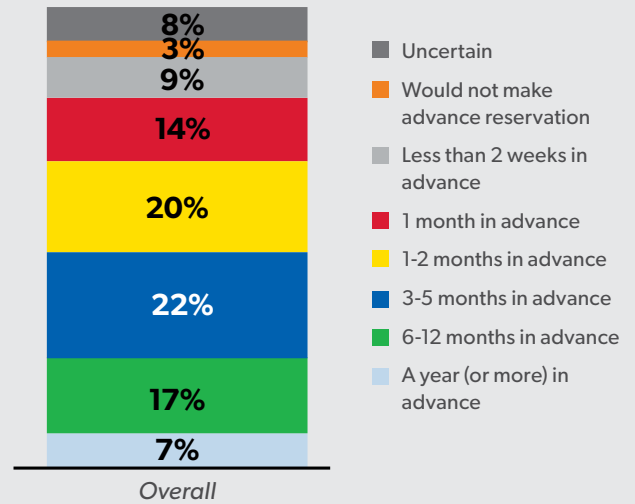


Households Plan to Long-Term Snowbird Camp (Q1 of 2022)

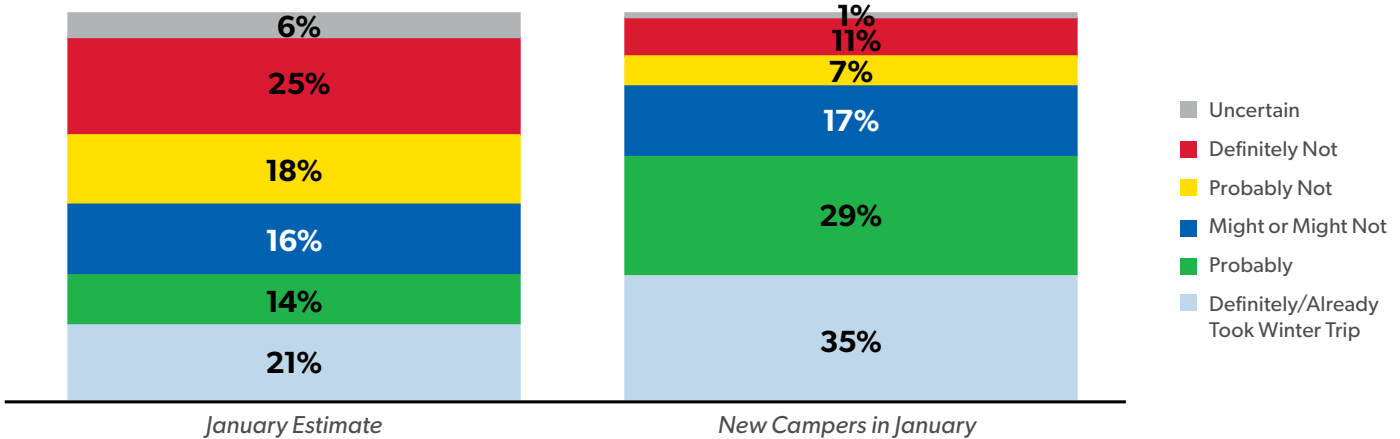
10,131,075

Households Plan to or Already have Winter Camped (Q4 2021 to January 2022)

How far in advance are campers booking their trips:



Projected Winter Camping Trips for January



Projected Nights by Location for 2022

