



2023 YEAR-END LOOK

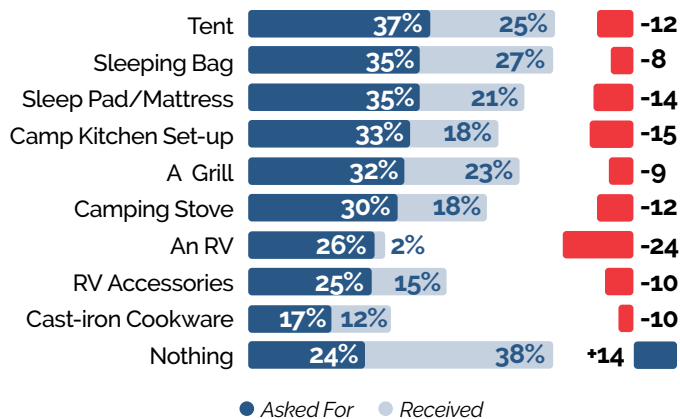
As we look back on the year, camping remained popular. Currently, participation in camping for the month of December was seven percentage points below the previous year.

In previous reports, the incidence of camping was somewhat dampened due to early and mid-season factors such as weather conditions and widespread wildfires in some regions. As noted last month, almost 4-in-10 campers (39%) canceled, delayed, or changed the types of trips they had planned for 2023 due to weather and other natural disasters. The result for the 2023 calendar year versus the 2022 calendar year (January through December) shows a decline in camping participation of around three percent.

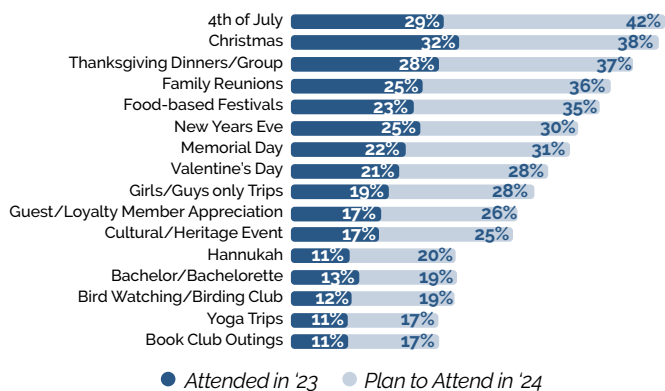
This year, Christmas celebrations were the most commonly mentioned events that campers traveled to (32%), while both 4th of July (29%) and Thanksgiving (28%) were also popular. Looking ahead to 2024, 4th of July, Christmas and Thanksgiving once again promise to be popular travel events with optimism for travel in 2024 well ahead of actual participation in 2023 in nearly all categories.

It appears that campers in general had a disappointing Christmas holiday, with the gifting of gear falling below desired levels. Other than what is probably a dream gift of an RV, there was double-digit disappointment for those who wanted camp kitchens (-15), a new sleep pad or mattress (-14), a new tent (-12), a camping stove (-12), or RV accessories (-10). Overall, with 24% of campers wanting nothing and 38% actually receiving nothing, many had a Christmas holiday that fell short of expectations.

Camper Christmas Gifts



Celebration Attendance



Year-end Incidence

