



KOA MONTHLY RESEARCH REPORT

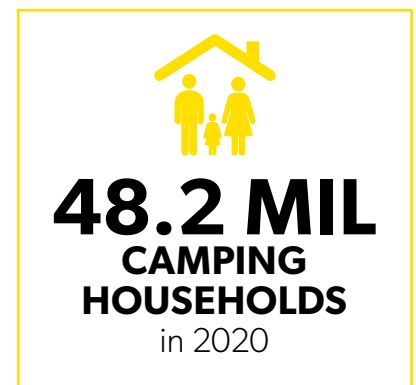
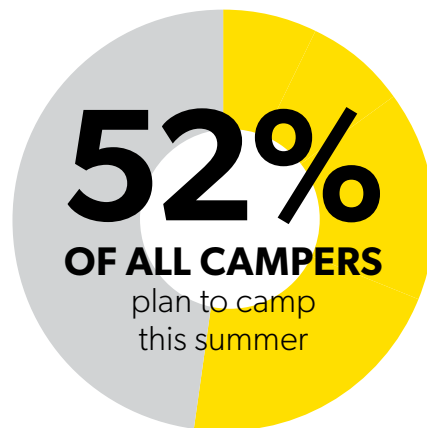
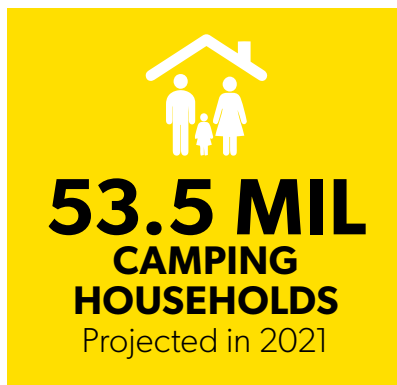
JULY EDITION



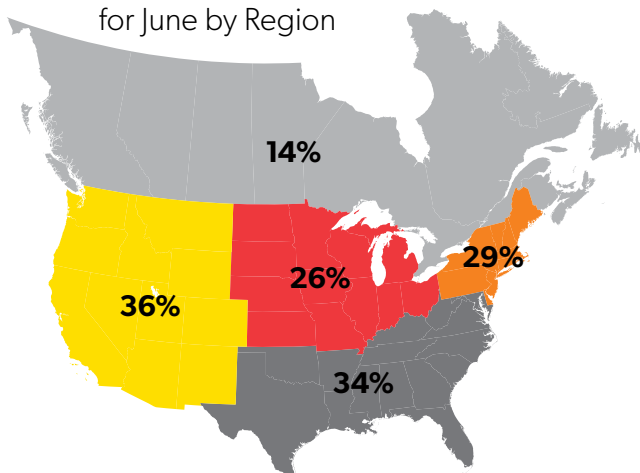
Each month KOA tracks camping incidence and behavior for **all campers** throughout the US and Canada on a month-by-month basis. This new reporting will evaluate the camping market from both a look back at the previous month, but also look forward and provide trends and projections into how the camping market is growing and changing.

CAMPING POPULARITY CONTINUES TO GROW

We're in the thick of prime camping season across North America and we're seeing record numbers again over 2020 figures. Current projections have grown to predict more than 53.5 million camping households will take a trip in 2021. July's camping numbers have nearly doubled over June with the new camper segment tracking to hit 4.9 million for this year. While camping projections continue to grow, we are continuing to monitor external factors that may be hindering some campers' behavior. One in five campers cancelled or changed their summer camping plans in June, primarily driven by weather (recent heat waves and major rain events), followed by COVID concerns and financial reasons (up 8 percentage points since last month). As gas prices start to climb we are also seeing some changes to camper's plans.

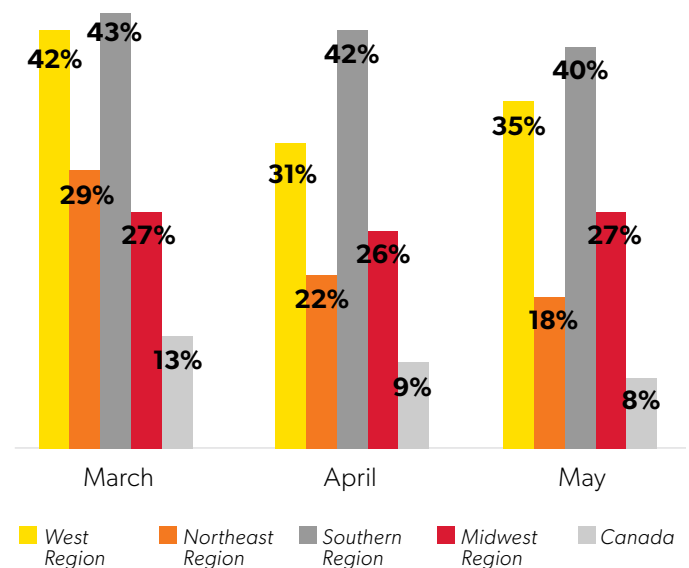


TOP CAMPING LOCATIONS for June by Region



Projected **24.5 MIL** Campers in July

TOP CAMPING REGIONS BY MONTH



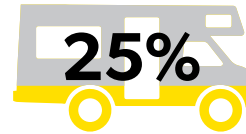
Top Locations for Summer Camping:

74%	National park campgrounds	30%	Municipal campgrounds
76%	State park campgrounds	37%	Public land other than a campground
61%	Privately owned campgrounds	48%	Privately owned land such as a friend or family member
46%	Backcountry, national forest or wilderness areas	60%	Privately owned land that is part of a listing of private land owners
22%	Parking lots such as Wal-Mart or roadside area		

Top 10 States/Provinces for Summer Camping:

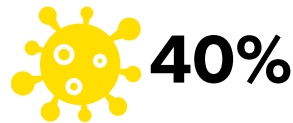
1) California	6) Colorado
2) New York	7) Washington
3) Florida	8) New Jersey
4) Pennsylvania	9) Missouri
5) Ontario	10) Arizona

Primary Camping Accommodations for Summer 2021:

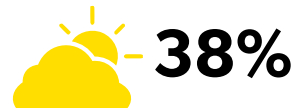


Although cancellations and overall changes to summer camping plans are low, **1 in 5 have made changes to their summer plans**

Top Reasons for Canceling Summer Camping Plans:



Concerns Regarding COVID-19



Weather Conditions/Natural Disasters

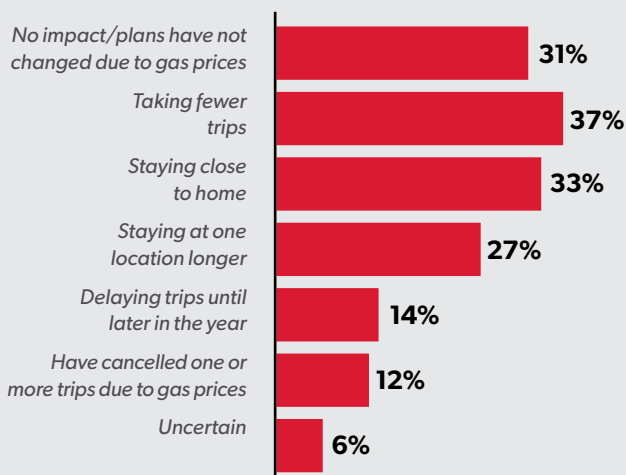


Financial Reasons

IMPACT OF GAS PRICES

With gas prices starting to climb, campers are considering adjusting their summer plans.

Nearly 7 in 10 say it could affect their upcoming trips.



OTHER DESTINATIONS CAMPERS PLAN TO VISIT THIS YEAR

