



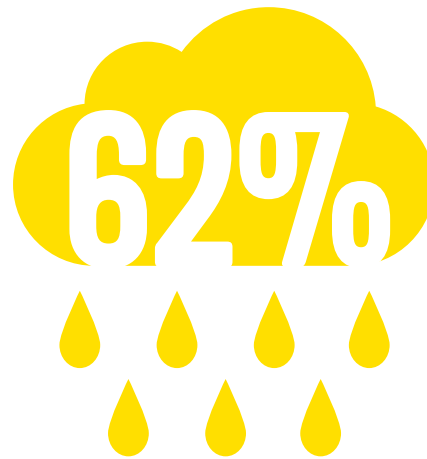
WEATHER AND OVERCROWDING CONCERNS IMPACT CAMPING

The 2023 peak camping season has commenced following the July 4th holiday, with attendance mirroring the previous year's. Weather conditions, wildfires in Canada, and the state of air travel are key factors expected to shape campground bookings. Specifically, 56% of campers and 32% of leisure travelers are postponing trips until later in summer or fall. Most campers (62%) have adjusted their plans due to weather conditions, with 22% canceling, 22% altering locations, and 18% revising the nature of their trips.

Despite these changes, approximately 21.5 million households participated in camping over the holiday, with beach trips favored due to record-high temperatures in some regions and decreased visits to northern forests and mountains potentially because of heat, a particularly rainy Northeast season, and Canadian wildfires. A prevalent trend in camping involves the inclusion of pets, particularly dogs (57%), enhancing the overall experience by contributing to camper happiness (53%), relaxation (50%), and perceived safety (40%).

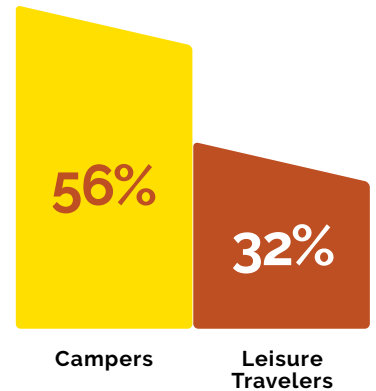
Overcrowding remains a substantial concern in campgrounds, with most incidents reported in the past two years. Seventy-one percent of campers noted overcrowding in either 2022, 2023, or both, with nearly half mentioning 2022 specifically. Of the campers aware of overcrowding, 73% learned about it via word-of-mouth, with reports from fellow campers or social media exposure surpassing personal experiences (39%).

INCIDENCE AND PLANNING



of campers have adjusted plans because of weather

Postponing Travel Plans



4th of July Camping by Household



PETS

57%

of campers camp with their dog



Activities Campers do with Their Pets



Top Three Benefits for Camping with Pet



Increases my overall happiness (53%)



More relaxed (50%)



Pet is part of the camping experience (49%)

OVERCROWDING



71%

of campers experienced or heard of overcrowding in the last two years.



41%

of campers say it is a bigger issue now than in the past.