



KOA MONTHLY RESEARCH REPORT

JUNE 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.

SUMMER CAMPING OUTLOOK

The 2021 summer camping season is ready to push into full swing and campers across the country are turning out in record numbers. Forty-eight percent of all campers plan to get out this summer, resulting in 19.8 million camping households just over the 4th of July holiday alone. Some campers note they never camp over the 4th of July holiday (26% this year) and another 21% say they still have concerns over COVID and are waiting longer to get out. But something to note, 22% are reporting financial concerns as their reason for not camping over the holiday, which now outranks COVID concerns.



HOLIDAY CAMPING INSIGHTS

- 26%** Note they never camp over the 4th of July holiday.
- 21%** Have concerns over COVID and are waiting longer to camp.
- 22%** Report financial concerns as their reason for not getting out for the holiday.

As plans begin to take shape for campers, **summer cancellations are just 15%**, with **62% who believe that camping is still the safest form of travel.**

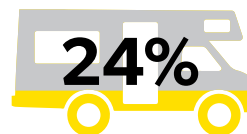
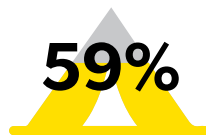
Top Locations for Summer Camping:

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|--|---|
| 76% National park campgrounds | 46% Municipal campgrounds |
| 73% State park campgrounds | 43% Backcountry, national forest or wilderness areas |
| 70% Privately owned campgrounds | 43% Public land other than a campground |
| 61% Private land listed by private owners | 22% Parking lot or roadside areas |
| 56% Private land owned by friends or family | |

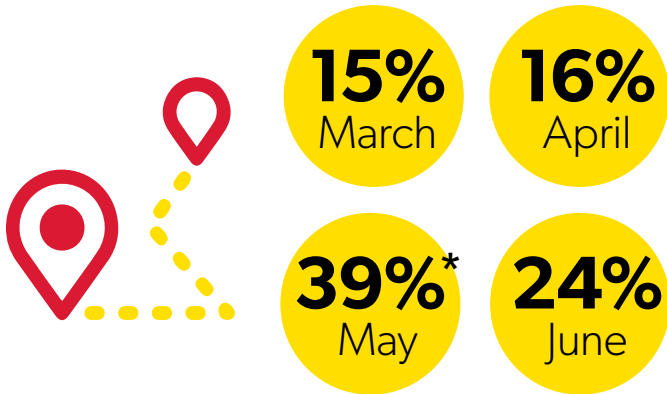
Top 10 States for Summer Camping:

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|------------------------|--------------------------|
| 1) California | 6) Michigan |
| 2) New York | 7) Florida |
| 3) Pennsylvania | 8) Arizona |
| 4) Texas | 9) North Carolina |
| 5) Colorado | 10) Ohio |

Camping Accommodations for Summer:



PERCENT OF ALL CAMPING HOUSEHOLDS THAT HAVE TAKEN OR ARE PLANNING TO TAKE A TRIP



*Due to Memorial/Victoria Weekend.

Overall we anticipate more than **53 million camping households** by the end of 2021 based on this month's trending data.

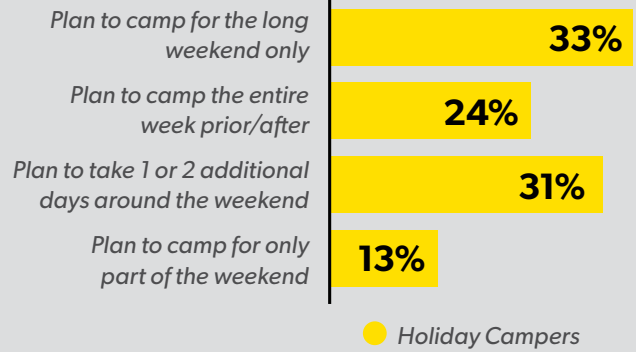
2020 Camping Households
48,243,216

2021 Projected Camping Households
53,067,538

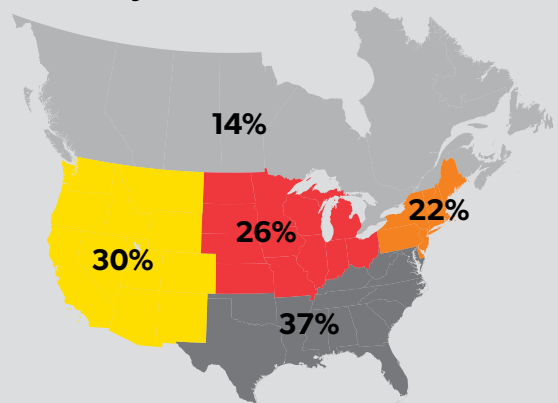
For 2021, we are estimating an additional **4.8 million NEW campers** that will try camping for the first time.

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|---|---|---|--|
| 6.75 MILLION Households Camped in March | 7.24 MILLION Households Camped in April | 21 MILLION Households Camped in May including Memorial/Victoria Day Weekend | 11.7 MILLION Households Plan to Camp in June |
|---|---|---|--|

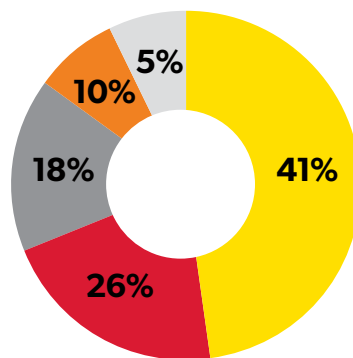
PLANS FOR 4TH OF JULY CAMPERS



4TH OF JULY CAMPERS BY REGION



19.8 MIL HOUSEHOLDS will get out on 4th of July Holiday



CAMPING BEHAVIOR YEAR-TO-DATE

- Always camped
- Camped for first time in 2020/2021 due to COVID
- Usually camp, but did not due to COVID
- Plan to camp for first time in 2021
- Did not camp in 2020

