KOA continues 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.
**OUTDOOR HOSPITALITY PROPPING UP OTHER TRAVEL**

### Other Forms of Travel Supported by Campers

<table>
<thead>
<tr>
<th>Activity</th>
<th>Campers</th>
<th>Non-campers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay at a hotel or resort</td>
<td>92%</td>
<td>81%</td>
</tr>
<tr>
<td>Road trip that includes an overnight stay</td>
<td>77%</td>
<td>94%</td>
</tr>
<tr>
<td>Take a “staycation”</td>
<td>64%</td>
<td>84%</td>
</tr>
<tr>
<td>Air travel domestically</td>
<td>74%</td>
<td>50%</td>
</tr>
<tr>
<td>Stay at a vacation home or AirBnB</td>
<td>44%</td>
<td>74%</td>
</tr>
<tr>
<td>Travel internationally</td>
<td>34%</td>
<td>64%</td>
</tr>
<tr>
<td>Go on a cruise</td>
<td>26%</td>
<td>61%</td>
</tr>
</tbody>
</table>

### CAMPING AI

#### AI Usage

- **Campers**
  - Never heard of using AI for trip planning: 22%
  - No plans to use AI for trip planning: 24%
  - Plan to use AI to plan a trip: 32%
  - Yes, have used AI to plan a trip: 48%

- **Non-campers**
  - Never heard of using AI for trip planning: 22%
  - No plans to use AI for trip planning: 24%
  - Plan to use AI to plan a trip: 32%
  - Yes, have used AI to plan a trip: 48%

#### Tasks for Using AI

- Seeking reviews from other travelers
  - Campers: 55%
  - Non-campers: 47%

- Research
  - Campers: 53%
  - Non-campers: 40%

- Building the itinerary
  - Campers: 48%
  - Non-campers: 34%

- Compiling news, articles, or books about destinations
  - Campers: 36%
  - Non-campers: 23%

### Traveler Trust in AI

- **Campers**
  - 1 No Trust at All: 5%
  - 2: 11%
  - 3: 13%
  - 4: 16%
  - 5 A Great Deal of Trust: 25%

- **Non-campers**
  - 1 No Trust at All: 21%
  - 2: 36%
  - 3: 19%
  - 4: 17%
  - 5 A Great Deal of Trust: 26%

**53% of AI camping users use ChatGPT**

**38% of campers say they will go “Glamping” in 2023**