

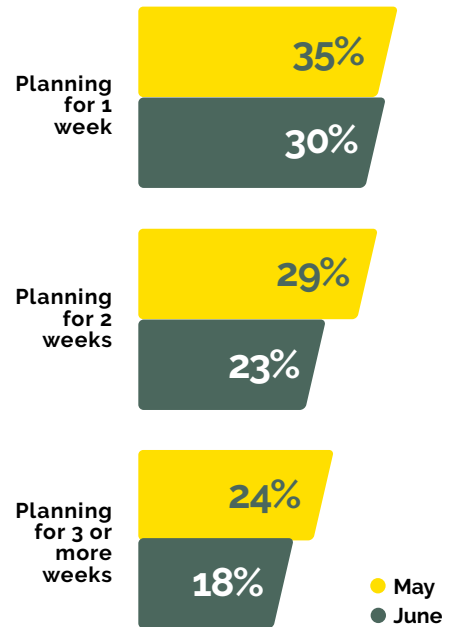


INCIDENCE

Memorial Day Weekend Camping

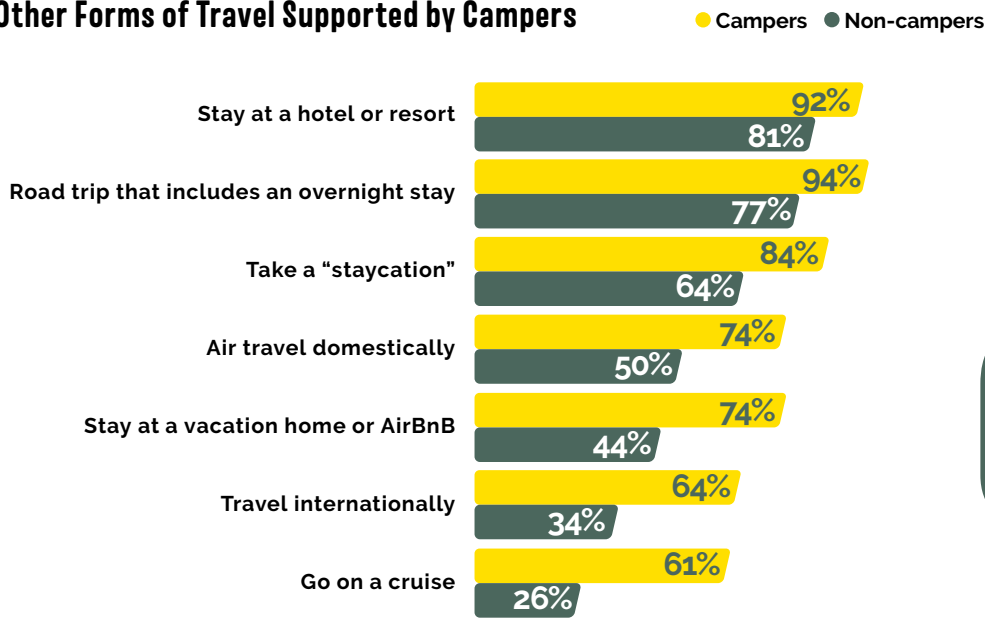


Week+ Summer Vacation Plans



OUTDOOR HOSPITALITY PROPPING UP OTHER TRAVEL

Other Forms of Travel Supported by Campers

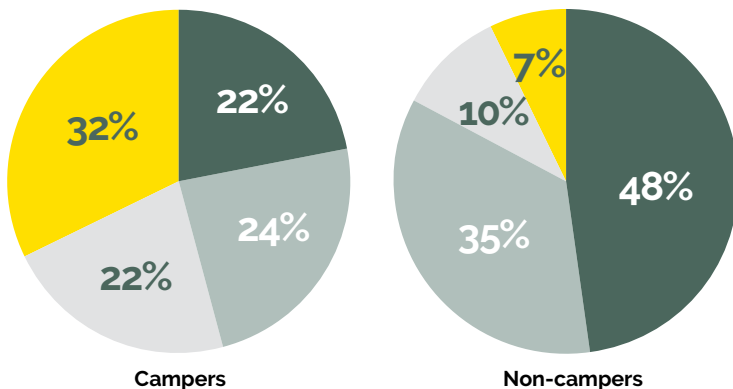


67%

of campers say they will go "Glamping" in 2023

CAMPING AI

AI Usage



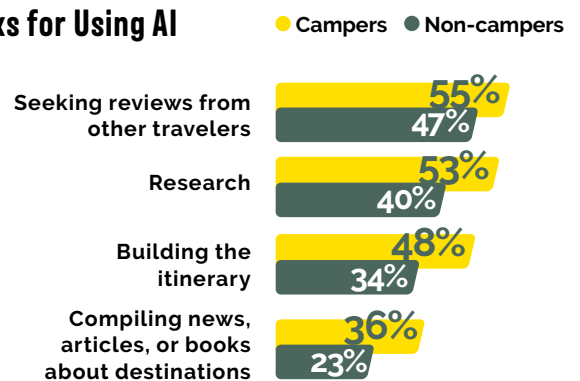
- Never heard of using AI for trip planning
- No plans to use AI for trip planning
- Plan to use AI to plan a trip
- Yes, have used AI to plan a trip



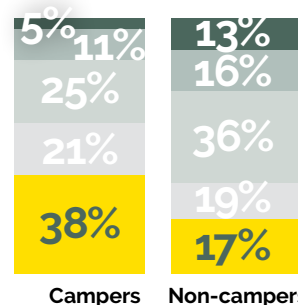
53%

of AI camping users use ChatGPT

Tasks for Using AI



Traveler Trust in AI



38%

of campers put a great deal of trust in AI

- 1 No Trust at All
- 2
- 3
- 4
- 5 A Great Deal of Trust

