

# KOA MONTHLY RESEARCH REPORT

## MAY 2022 EDITION



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](http://KOApressroom.com).

## CAMPING SEASON BEGINS

Peak camping season is now on our doorstep, and campers, despite some challenges, are eager to take to the outdoors. For Memorial Day/Victoria Day weekend, camping looks to be up about 5% over 2021, with more than 22 million households planning to partake in the holiday camping weekend. Despite some challenges, early indications suggest that campers will be flocking to our state and national park systems for the holidays but will likely do so within their own region as most campers are staying close to home. Those who are not traveling over the holiday are most likely to cite reasons surrounding financial concerns, including gas prices and inflation.

Looking ahead to this summer, 26% of campers have booked at least half of their camping trips for 2022. Some campers appear to be holding off on making reservations due to economic uncertainty, with gas prices and inflation factoring into their trip planning. Many campers have already made some adjustments due to gas prices and the economy, whether it's extending their stays and taking fewer trips, or staying closer to home. Other types of travel will feel the impact of the economy even more than camping with 3-in-10 campers taking fewer non-camping vacations. Even though cancellations have yet to be a major factor in camping plans for this year, many campers (72%) remain uncertain of their plans for this summer.

# 22.19 MIL

Households will camp over the Memorial/Victoria Day holiday.

Up 5.4% over 2021

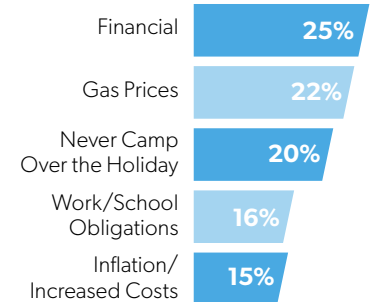
# 4%

OF 2022 CAMPERS  
CITED COVID-19

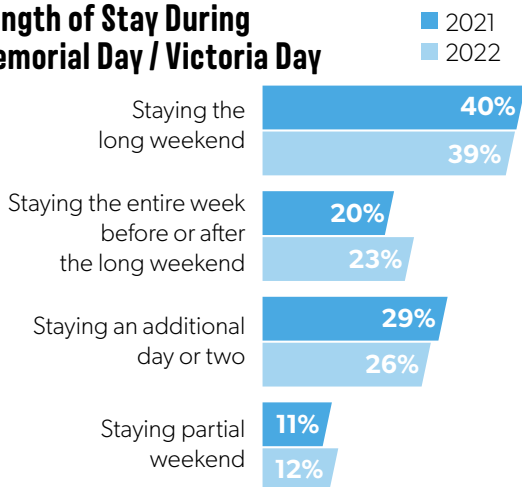
for not planning to camp during the Memorial Day/Victoria Day Holiday

Verses 27% of campers in 2021

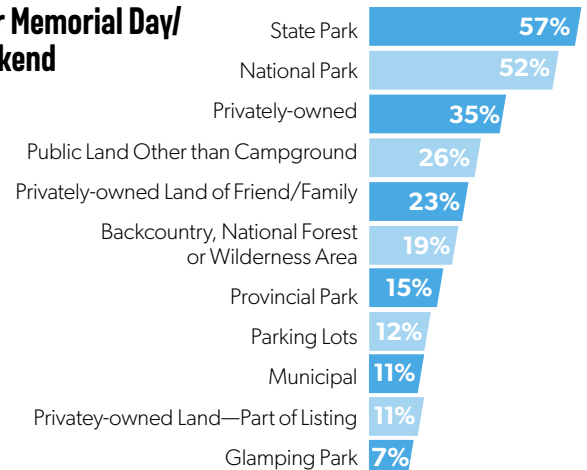
### Reasons for not camping over Memorial/Victoria Day Holiday



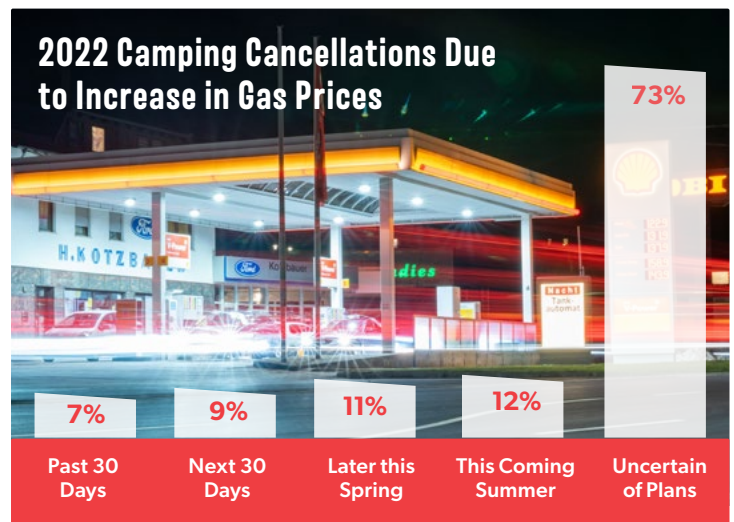
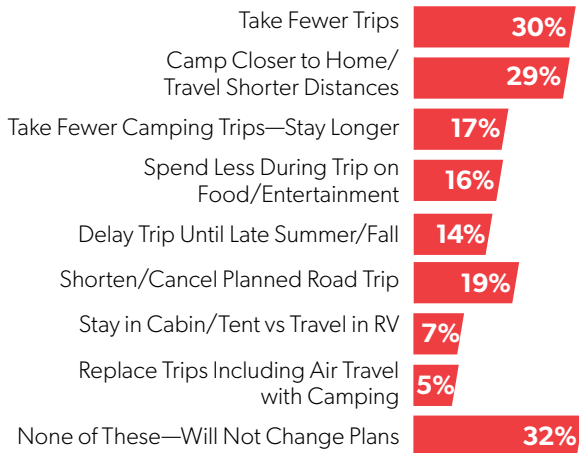
### Length of Stay During Memorial Day / Victoria Day



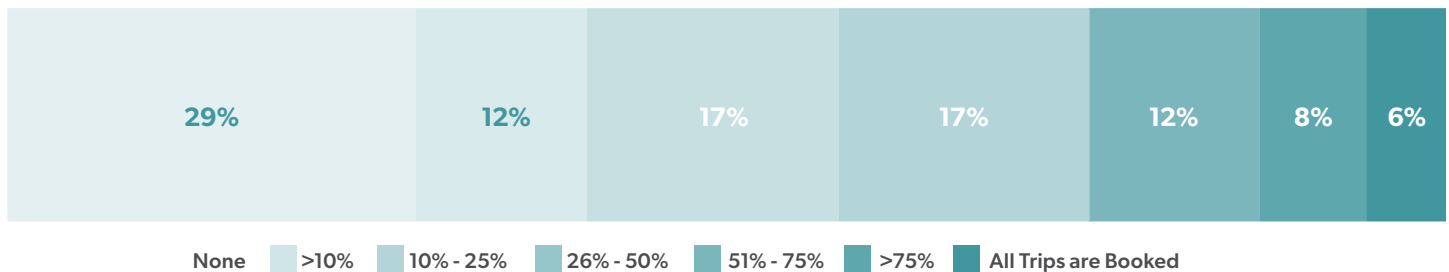
### Camping Locations/ Campgrounds for Memorial Day/ Victoria Day Weekend



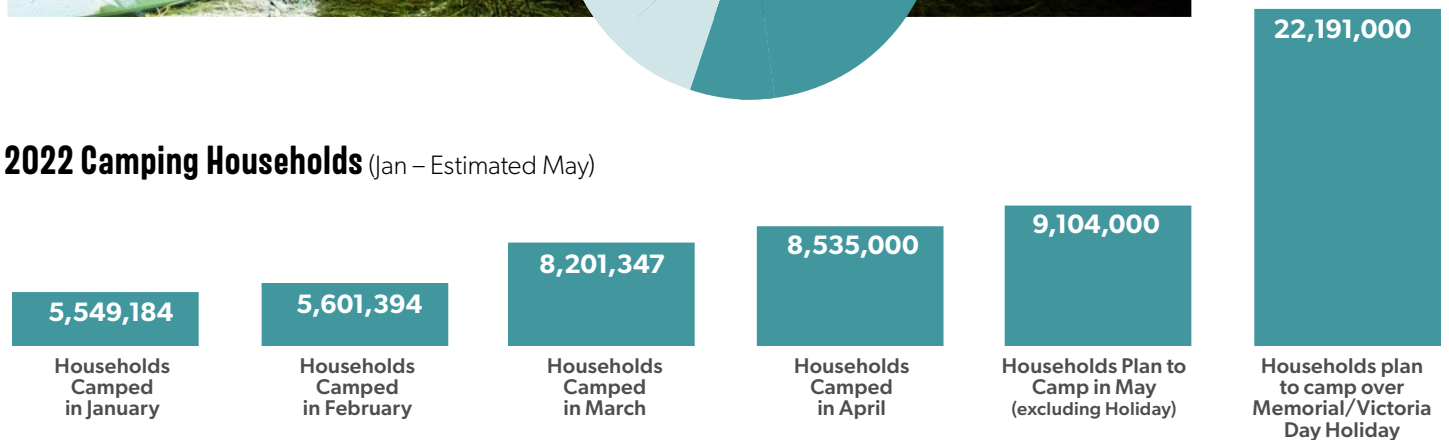
## Impact of Gas Prices on Camping Plans



## Camping Trips Booked for 2022 (As of May)



## 2022 Camping Households (Jan – Estimated May)



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