



KOA MONTHLY RESEARCH REPORT

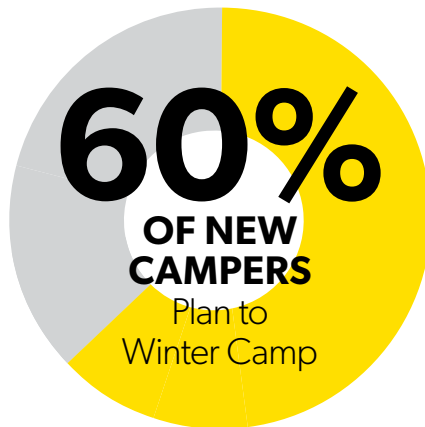
NOVEMBER EDITION



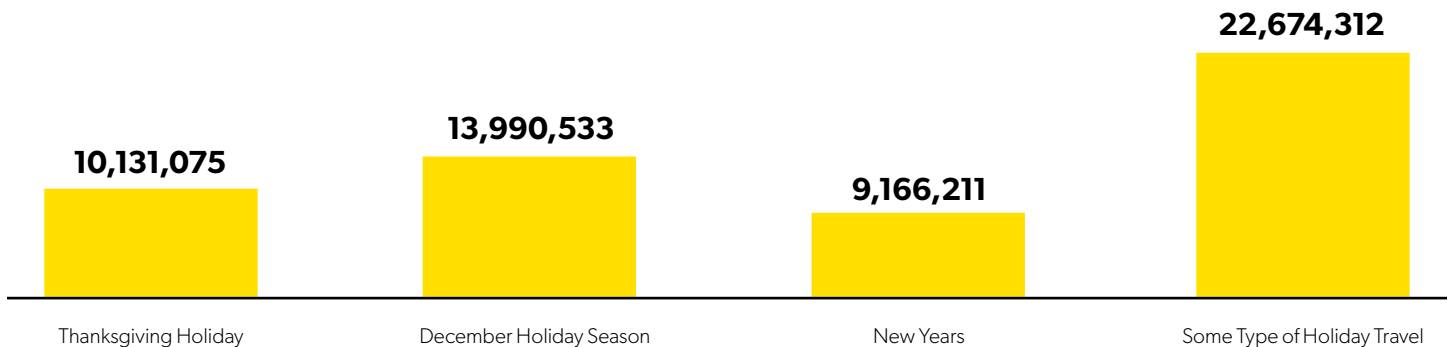
Following the release of KOA's Annual North American Camping Report in spring of 2021, KOA has continued to track camping incidence and behavior of ALL CAMPERS throughout the US and Canada monthly. This special report evaluates the camping market from both a look-back at previous months as well as a look-forward to show the trends for how the market continues to evolve. Past camping reports can be found at KOApressroom.com.

WINTER CAMPING INSIGHTS

As the camping season heads into the colder months, especially in the northern regions, there are an estimated 7.7 million camping households that still plan to get out and camp. The greatest likelihood to winter camp (camping trips to cold weather locations) is among new campers with 60% planning to camp in the coming months. Snowbird campers (those campers traveling to southern locations during the colder months and camping for extended periods), will include about 2.9 million households making the winter migration. The upcoming holiday season will include an even greater number of camping households with an estimated 22 million households taking some type of camping trip over the holidays.



22 MILLION CAMPING HOUSEHOLDS Hope to Camp Over the Holidays



Active Camping Households

48,243,216



Number of Households that Camped in 2020

56,010,373



Number of Households Projected to Camp in 2021

New Camping Households

7,718,915



New Camper Households 2021 YTD

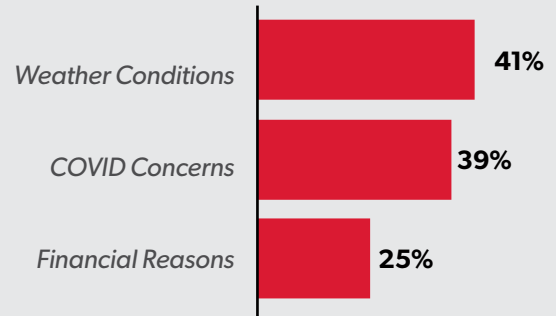
1,447,296



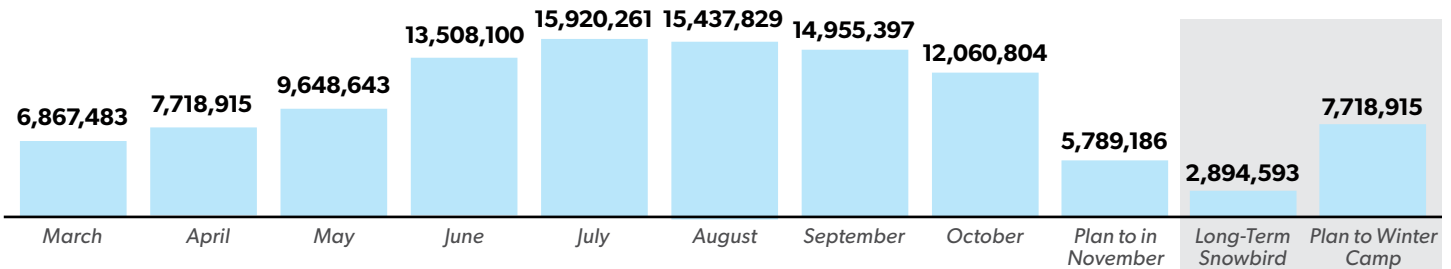
Plan to Camp First Time Remainder of 2021



Top 3 Reasons Why



Camping Households – March through November 2021



Projected Nights by Location (Remainder of 2021)

