



HOW CAMPING CHANGED IN 2022

This year there were some major external factors driving changes in the travel space, including COVID-19, rising gas prices and inflation.

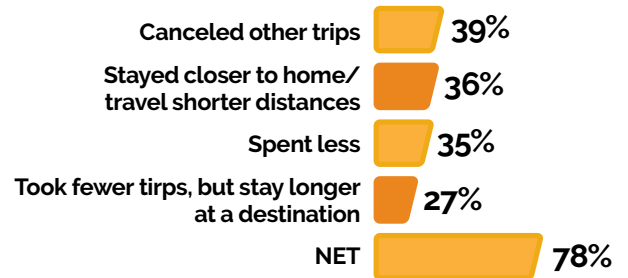
For campers, this altered their leisure travel patterns (74% of campers made at least one type of adjustment to their plans). Our research from the summer shows that more than three-in-ten campers camped more in 2022 by decreasing other travel options. Others modified their trips to travel closer to home, stayed at one destination longer, and/or spent less daily while on their trips. Among those who replaced other forms of travel with camping, eight-out-of-ten made some type of adjustment (exhibited in the graphic to the right).

Gas prices also tracked with camping, including the late season decreases and/or flattening of prices, which resulted in about one-third of campers (32%) taking more camping trips.

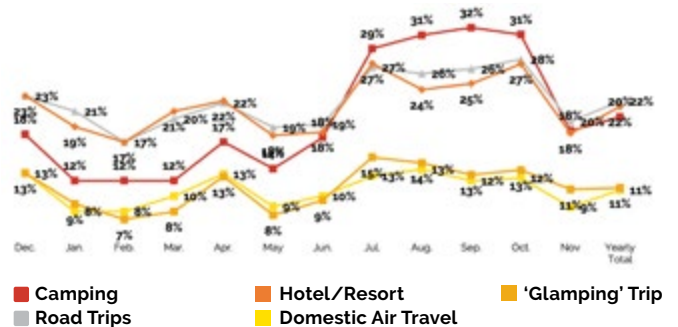
One thing we also found is campers truly are the quintessential road trippers. When looking across different forms of travel in 2022, we see a strong correlation between camping and other forms of leisure travel. Although the season plays a dominant role in driving camping numbers throughout the summer, other forms of leisure travel, such as hotel and resort options and road trips, drive more consistent numbers through the entire year. GenX is the most avid traveler segment across the entire year (54%), regardless of the leisure travel option.

As campers begin to plan for their 2023 leisure trips, their intentions are to get out and explore. One-third of campers will be looking for a completely new experience they have not had before, and nearly 1 in 3 are willing to venture out farther from home than they did this year. Yet nearly one-in-three are looking to have a more nostalgic experience where they can get back to what feels like the "good old days." We're also seeing that more than half have already started planning their 2023 trips or will begin in the next 30 days.

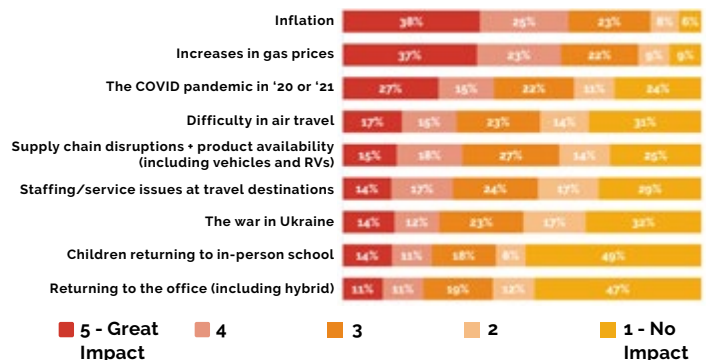
Camped More Often in 2022



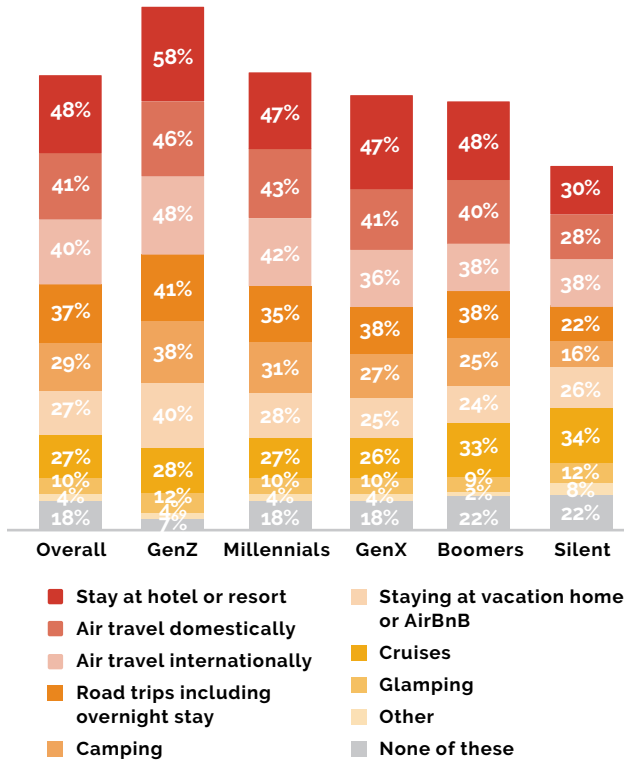
Camper's Travel Experiences in 2022



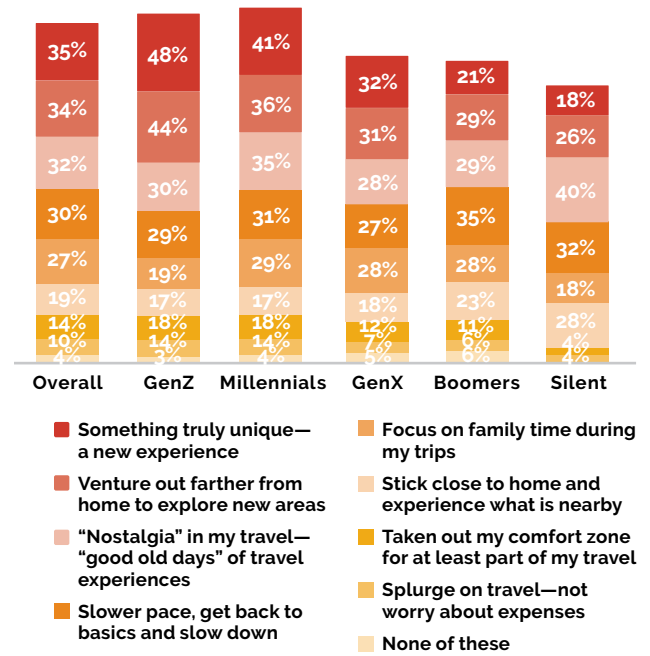
Major External Factors Impacting Travel in 2022



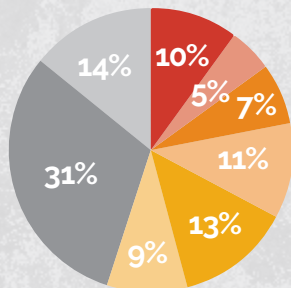
Types of Travel Most Impacted by Inflation in 2022



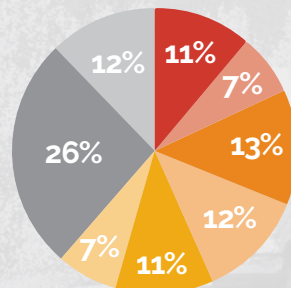
Interest in Travel for 2023



Travel planning for 2023



OCTOBER



NOVEMBER

- Have already booked at least some of my camping for 2023
- Have already started thinking about 2023
- Will start planning in the next 30 days
- Will start planning before the end of 2022
- Will start planning in January or February of 2023
- Will start planning in March or April of 2023
- Will start planning in late spring or early summer
- Uncertain of plans for 2023

Camping Incidence for 2022

