



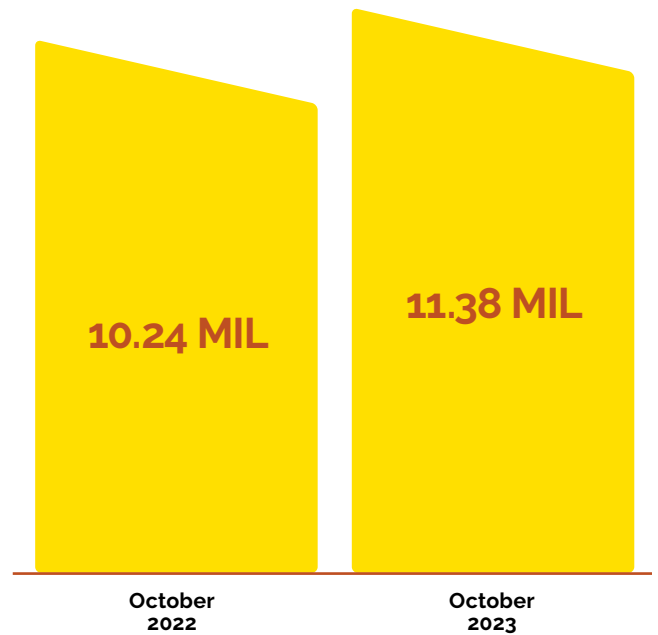
CONTINUED OPTIMISM FOR CAMPING, HOLIDAY TRAVEL AND ECONOMY

October's camping patterns in the outdoor hospitality sector suggest a shift in seasonality. Despite better weather, September saw a decrease in camping while October had a noticeable increase of over 1 million more campers than the previous year. This rise is accompanied by 83% of campers stating their trips exceeded expectations, pointing to a positive outlook ahead.

Campers maintain a more optimistic view of the economy than non-camping leisure travelers, with 66% feeling good about economic conditions, a perspective reflected in their future booking behaviors. The upward trend continues into the winter, with 38% very likely to camp, driven by the desire for emotional benefits such as stress relief and combating seasonal affective disorder. Winter camping intent continues to maintain month-over-month; 60% of potential winter campers being newcomers.

The enthusiasm for travel during the holidays remains particularly high among campers, with 90% anticipating travel during both Thanksgiving and Christmas, compared to just 61% and 62% of non-campers for these holidays, respectively. Of those planning to travel for Thanksgiving, 45% intend to camp, making it the holiday with the highest expected camping participation. Following closely, 36% of those traveling for Hanukkah are also preparing to camp, highlighting a strong interest in outdoor activities during these festive times.

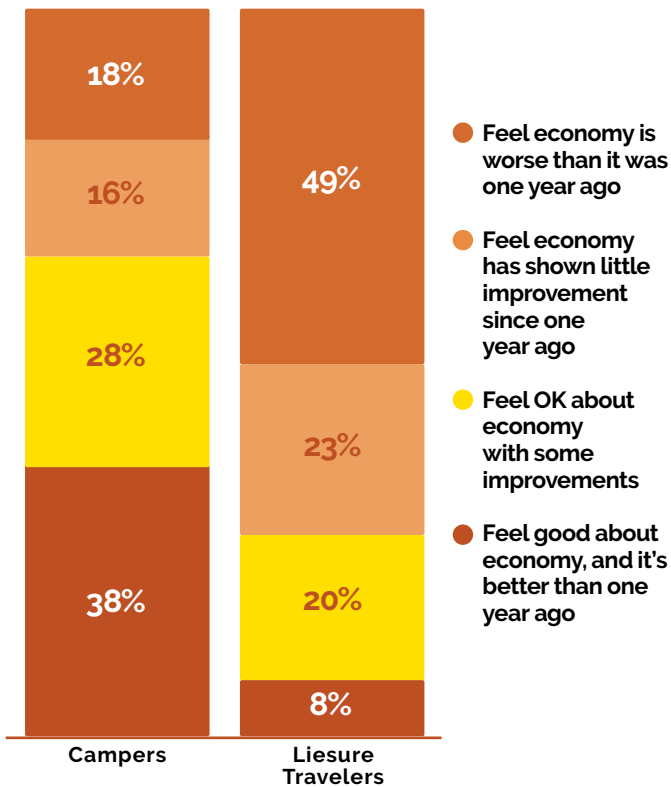
October Camping Households



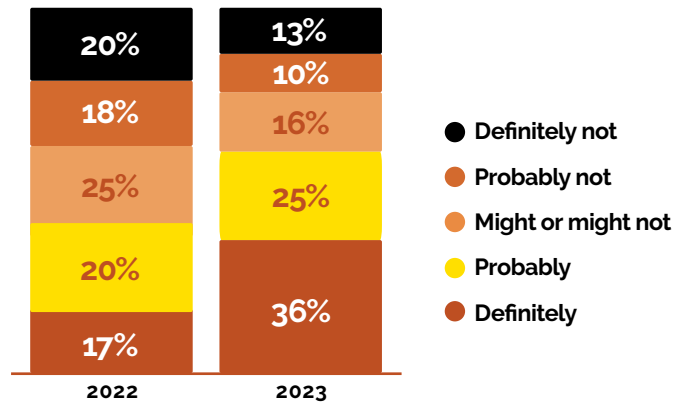
83%

of campers who delayed their trips until fall say that their trips exceeded expectations

View of Economy



Winter Camping Intent



60%
of potential winter campers will be 1st timer winter campers

Top 3 Benefits of Winter Camping



43%

Breaking up the cold season with outdoor activities



39%

Mental stress of being inside

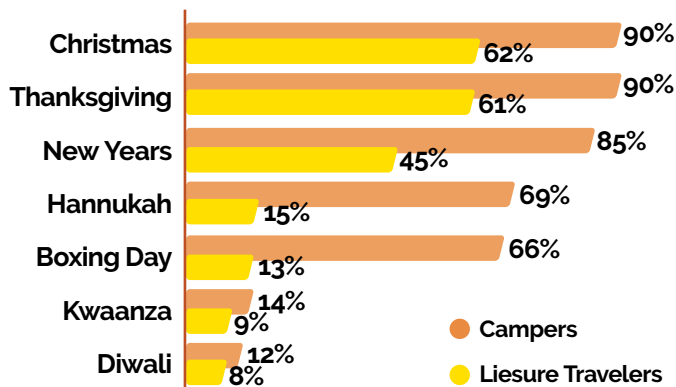


38%

Challenging myself to do something extreme



Potential Holiday Travel



Camping Holiday Stays

