



WINTER CAMPING EXPECTED TO SURGE

Though summer camping season is over, many campers are still looking to get out and camp this year in order to take trips that were postponed due to gas prices or the economy, or to avoid peak camping season. By contrast, others are staying home now that schools are back in session and many campers are once again working back at the office.

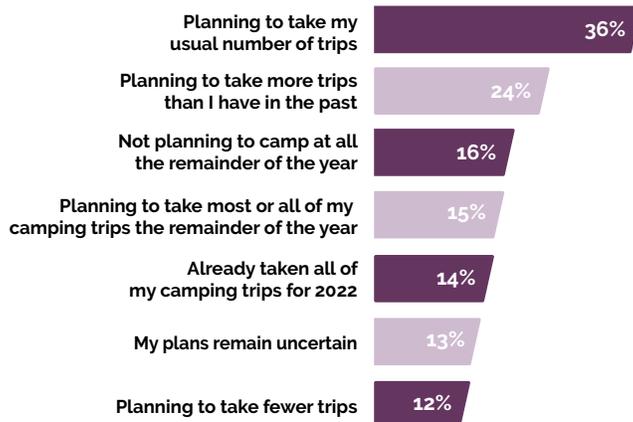
Campers are already thinking ahead towards their 2023 trips, whether it's booking at popular locations, or simply gathering information on places they are interested in going.

In the shorter-term, campers are beginning to plan their snowbird vacations. Even though participation in snowbirding may lessen slightly compared to last year, there will still be a robust turnout of long-term snowbirds, exceeding an estimated 2 million households.

It was first noted in 2021 that there was an increase in winter camping, and that trend looks as though it will come to fruition. Close to 7 million households planned to take a winter trip in 2021, compared to more than 8 million this winter. It is also worth considering that even among those who are resistant to winter camping, three-fourths would be receptive to winter camping under the right conditions. The newest set of campers are the most enthusiastic for winter camping and new camping experiences.

9.67 MILLION CAMPERS
PROJECTED TO CAMP IN OCTOBER

Camping Plans for the Rest of 2022

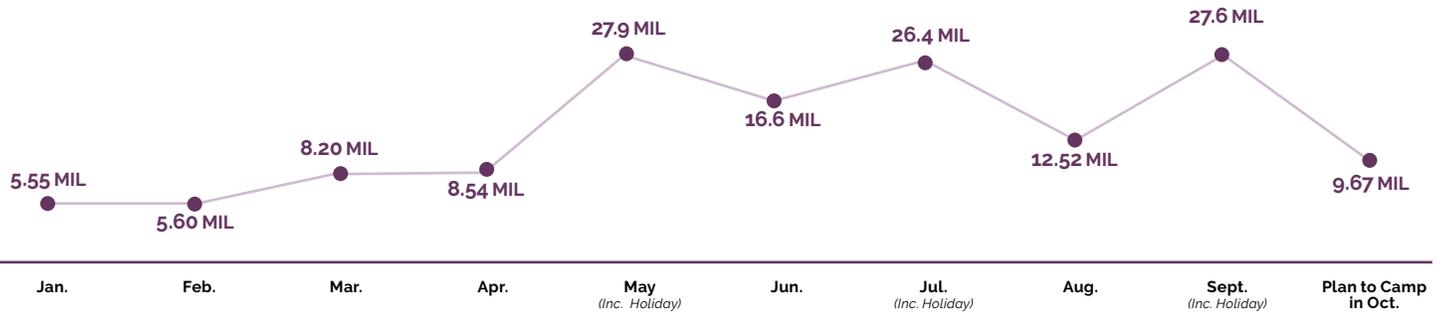


1-IN-4 CAMPERS

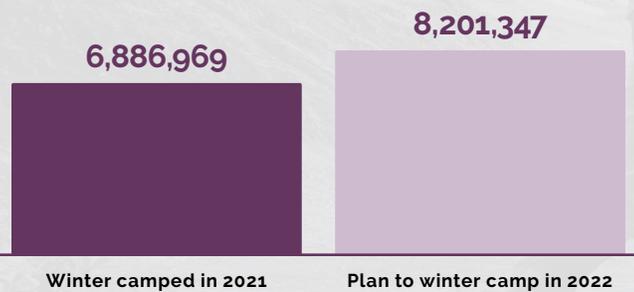
plan to take more trips the remainder of the year when compared to the past.

...Compared to only **12%** who are taking fewer trips.

2022 Active Camping Households Year-to-Date

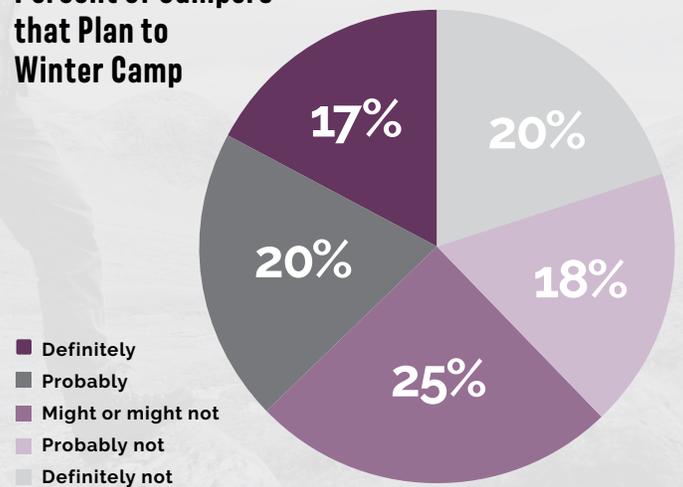


Households that Plan to Winter Camping

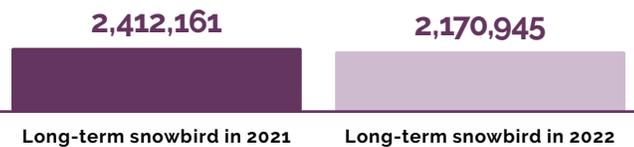


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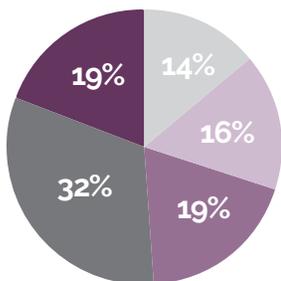
Percent of Campers that Plan to Winter Camp



Camping Households that Snowbird (Travel south during the winter)



How long do snowbird campers stay in southern locations?



When are Snowbirds planning to leave for southern locations?

