

OVER HALF OF CAMPERS PRE-BOOK FOR 2024 AMIDST RISING SATISFACTION

Although September 2023 saw a dip in camping compared to the year prior, a remarkable 58% of campers stated that their camping trips this year surpassed their expectations. Shifting travel habits have emerged, with 36% of campers still planning to take most or all of their trips later this year. As past reported, much of travel changes have been due to weather. A surprising 47% of campers this month say climate change is very concerning.

Winter camping's appeal has risen from 17% in 2022 to a notable 40%. Those winter campers seek activities like fishing (58%) and hiking (56%). As the year-end approaches, 75% of campers are gearing up for travel over the Thanksgiving holiday, with 33% choosing to camp. Half of these campers are considering integrating camping into their December festivities.

Virtually unchanged since last month, about half of campers (51%) have already booked at least one trip for 2024 compared to just 13% of leisure travelers. The anticipation surrounding the 2024 eclipse continues to amplify. Currently, 18% of campers have secured accommodations for the event, and there's been a 13% hike in the intent to experience the eclipse since the August report. Of those intending to witness this celestial event, a promising 71% are leaning towards camping.

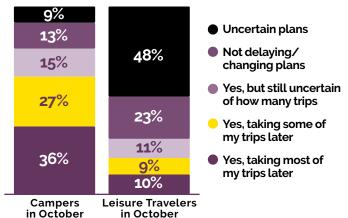


REFLECTING PAST BEHAVIOR

September 2022 Camping vs September 2023

27,600,000	24,751,500
Households Camped in	Households Camped
September 2022	in September 2023

Delaying Trips

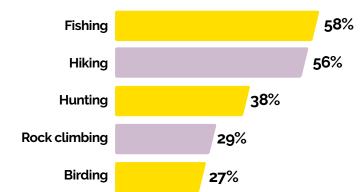


of all campers are very concerned about climate change

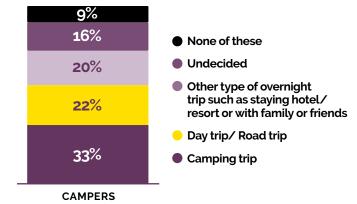
KOA continues to track camping incidence and behavior of all campers throughout the U.S. and Canada monthly. This special report evaluates the camping market from both a look-back at previous months as well as a look-forward to show the trends for how the market continues to evolve. Previous camping reports can be found at KOApressroom.com.

LOOKING FORWARD

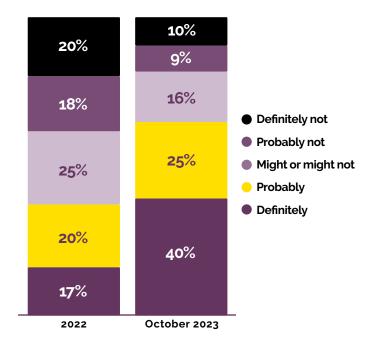
Recreation during Winter Camping Trips



Thanksgiving Travel



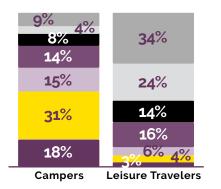
Winter Camping Intent



510% (S) 130% CAMPERS LEISURE TRAVELERS have booked some sort of travel for 2024



Booked Eclipse Travel



- Uncertain
- Definitely not
- Probably not
- Might or might not
- Probably
- Definitely
- Already booked

