



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

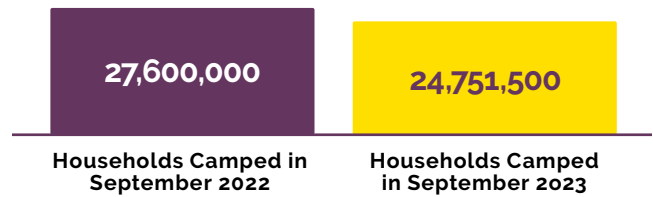
Although September 2023 saw a dip in camping compared to the year prior, a remarkable 58% of campers stated that their camping trips this year surpassed their expectations. Shifting travel habits have emerged, with 36% of campers still planning to take most or all of their trips later this year. As past 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.

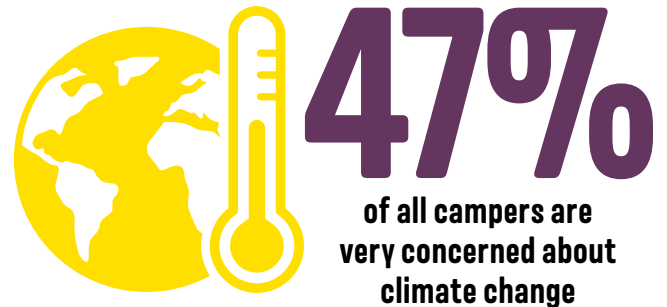
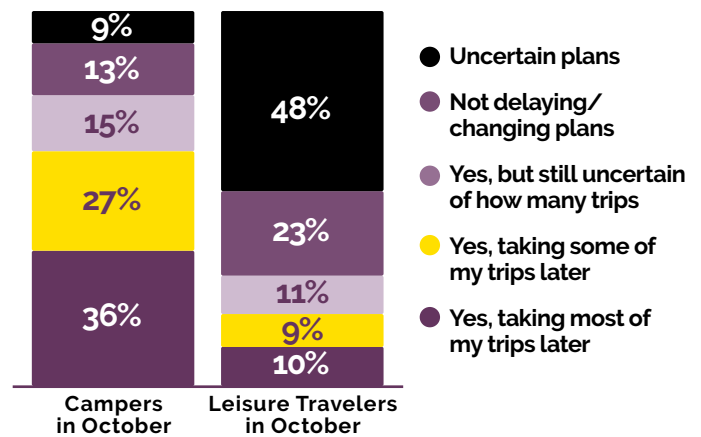
Virtually unchanged since last month, about half of campers (51%) have already booked at least one trip for 2024 compared to just 13% of leisure travelers. The anticipation surrounding the 2024 eclipse continues to amplify. Currently, 18% of campers have secured accommodations for the event, and there's 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

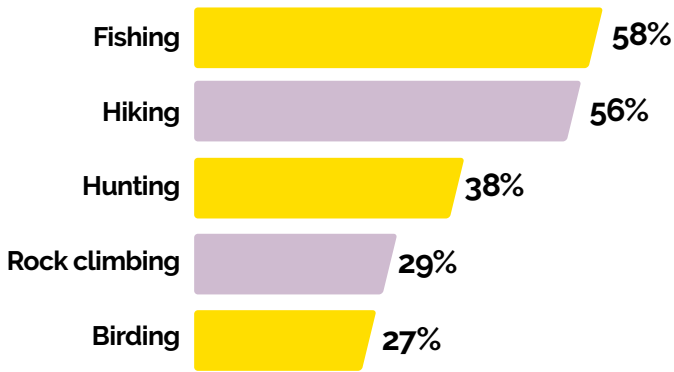


Delaying Trips

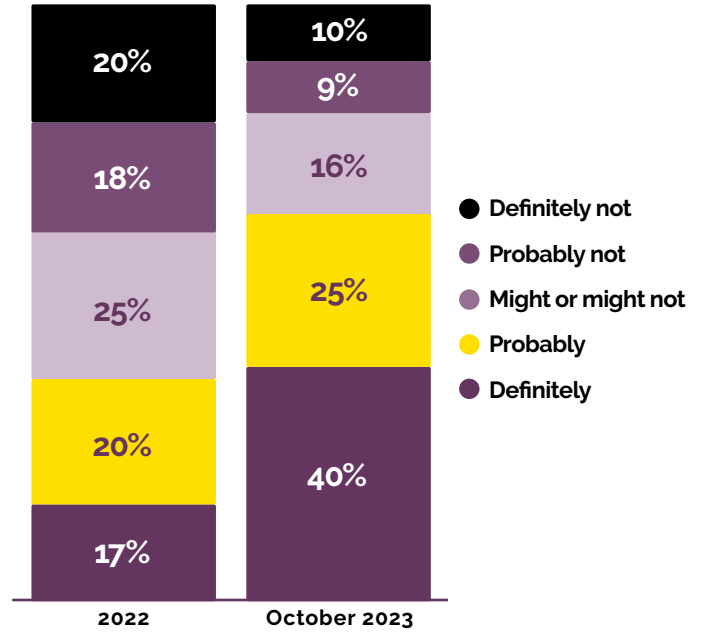


LOOKING FORWARD

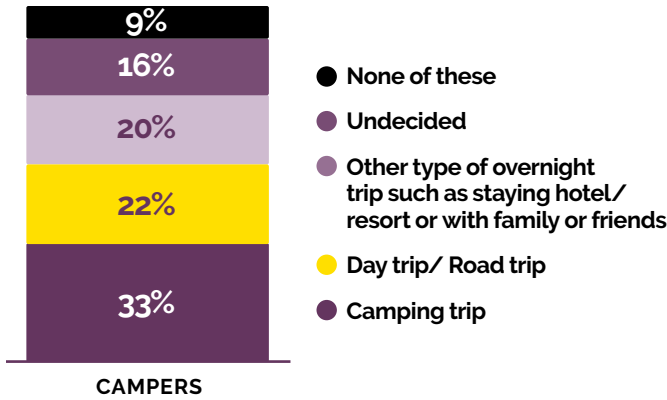
Recreation during Winter Camping Trips



Winter Camping Intent



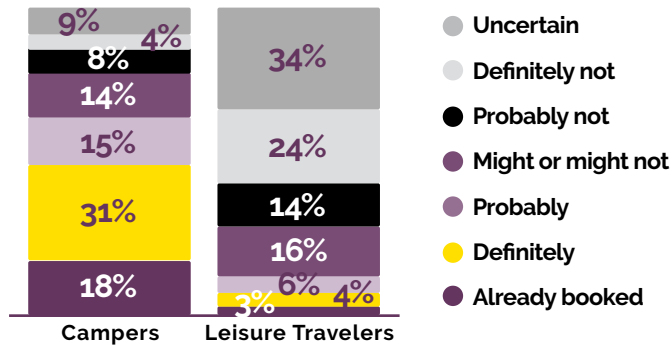
Thanksgiving Travel



51% vs 13%
CAMPERS vs LEISURE TRAVELERS
 have booked some sort of travel for 2024



Booked Eclipse Travel



7 out of 10
CAMPERS
 who plan to view the eclipse are camping.

