



KOA MONTHLY RESEARCH REPORT

SEPTEMBER EDITION



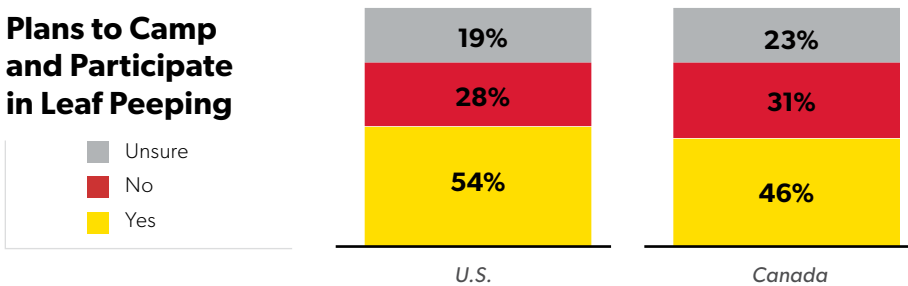
Following the release of KOA's Annual North American Camping Report in spring of 2021, KOA has continued to track camping incidence and behavior of ALL CAMPERS throughout the US and Canada monthly. This special report evaluates the camping market from both a look-back at previous months as well as a look-forward to show the trends for how the market continues to evolve. You can find each monthly camping report on the koapressroom.com.

FALL CAMPING OVERVIEW

Nearly one third of all active camping households (15.4 million) camped in August, and still another 10.6 million (25%) plan to get out to camp in September. New campers continue to rise in 2021 with 5.8 million trying camping for the first time since January. Cancellation of trips due to COVID has remained consistent the past few months, but with the uptick of the Delta variant, they have climbed from 20% last month to 24%. Year-end forecasts are holding steady at 54.5 million camping households, and fall camping is looking strong as 25 million campers hope to go "Leaf Peeping" in the upcoming months.



Plans to Camp and Participate in Leaf Peeping



Top Locations for Fall Camping: Fall '21

- | | |
|---|--|
| 71% National park campgrounds | 31% Municipal campgrounds |
| 71% State park campgrounds | 43% Public land other than a campground |
| 57% Privately owned campgrounds | 53% Privately owned land such as that of a friend or family member |
| 58% Backcountry, national forest or wilderness areas | 38% Privately owned land that is part of a listing of private land owners |
| 34% Parking lots such as Wal-Mart or roadside area | |

Top 10 States for September Camping:

- | | |
|------------------------|----------------------|
| 1) California | 6) Tennessee |
| 2) New York | 7) Arizona |
| 3) Pennsylvania | 8) Texas |
| 4) Colorado | 9) Washington |
| 5) Florida | 10) Michigan |

COVID IMPACT



68%

OF CAMPERS
are vaccinated
or intend to be.

24%

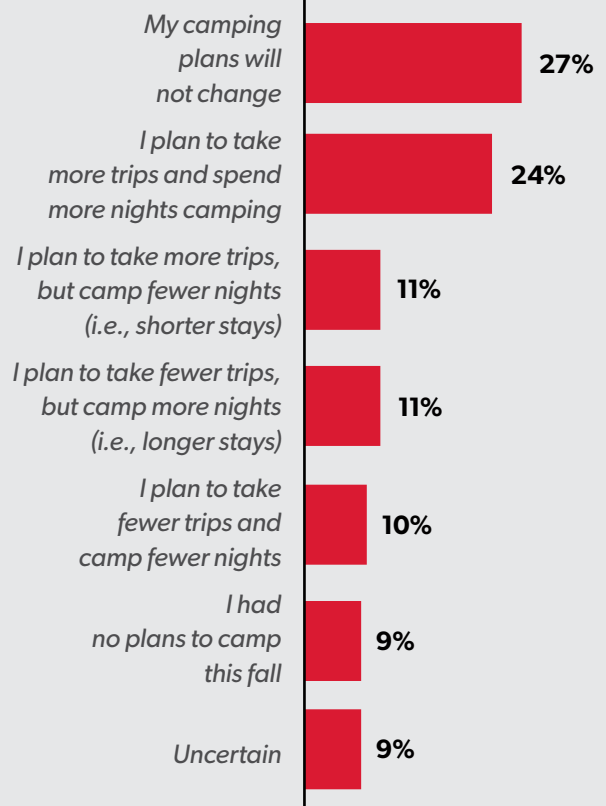
OF CAMPERS



have cancelled a fall camping trip,
with nearly half stating concerns
regarding COVID as their reason.

**Cancellations due to COVID-19
for the year have been 45%.**

SEPTEMBER CAMPING PROJECTIONS



50%

OF CAMPERS

believe camping is the safer
alternative compared to other
forms of travel.

NEARLY 1 IN 4 CAMPERS

say they plan to take
more trips and
camp more nights,
to replace other types
of trips, if COVID
cases continue
to surge.

16%

OF CAMPERS

plan to replace a fall trip to
Europe with a camping trip
due to new restrictions.