



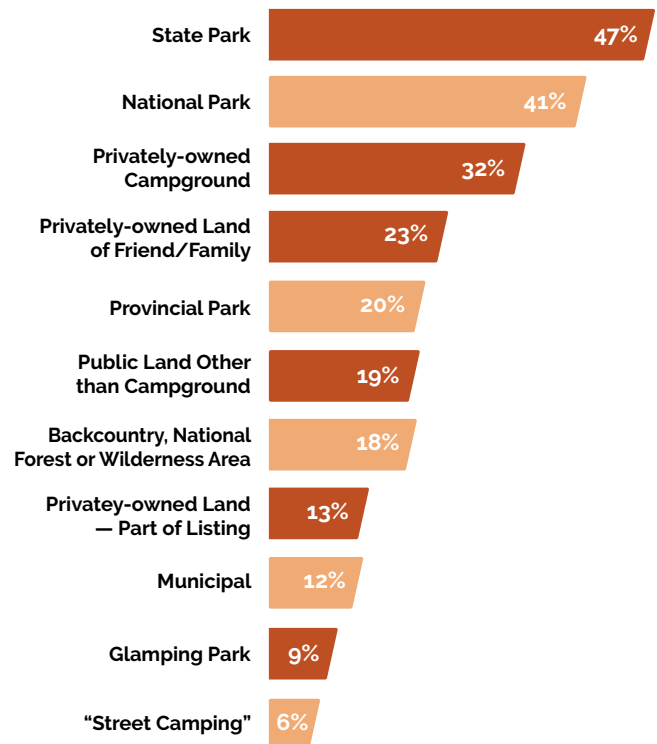
A STRONGER OUTLOOK FOR FALL

A steady decline in gas prices over the past 90 days, combined with many campers having delayed at least some of their trips due to high gas prices and concerns for overcrowding, have resulted in a favorable outlook for Fall camping. Fall camping incidence continues to outpace last year, with 47% of camping households planning to get out and enjoy the change in seasons. State and National parks remain a top destination for campers and with gas prices falling, cancellation rates have dropped from 23% over the summer to just 12% moving into the fall.

Spending time in the outdoors continues to be a resilient leisure travel option during times of economic uncertainty. Our research shows that 33% of campers over the summer cancelled other vacation plans and replaced those with more camping trips in 2022. We've also been tracking new campers that began camping in 2020 and 2021 specifically due to COVID. For those that began in 2020, 58% plan to continue camping in the future versus 40% from 2021. In contrast, 65% of new campers that tried camping not specifically due to COVID in 2020 or 2021 plan to continue their outdoor adventures in the future. This result indicates that COVID brought in many new campers who were looking for a travel option, but are still drawn to their previous travel preferences. However, as the 2020 set of campers is now coming back, we anticipate that the 2021 COVID campers will also come back into the fold once they are able to revisit some of their previous travel patterns. Year-to-date camping incidence to date is at 55.4 million.

28.8 MILLION CAMPERS
PROJECTED TO CAMP THIS SEPTEMBER

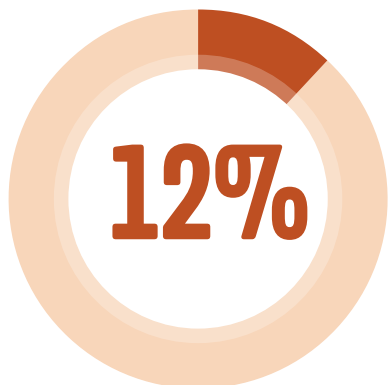
Top Camping Locations for September



47%
of North American camping households intend to camp this fall

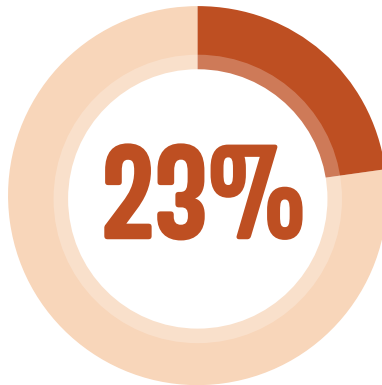
23%
plan to camp more than they did in 2021

Cancellation Rate Slowing Due to Gas Prices



of campers have or plan to cancel a fall camping trip

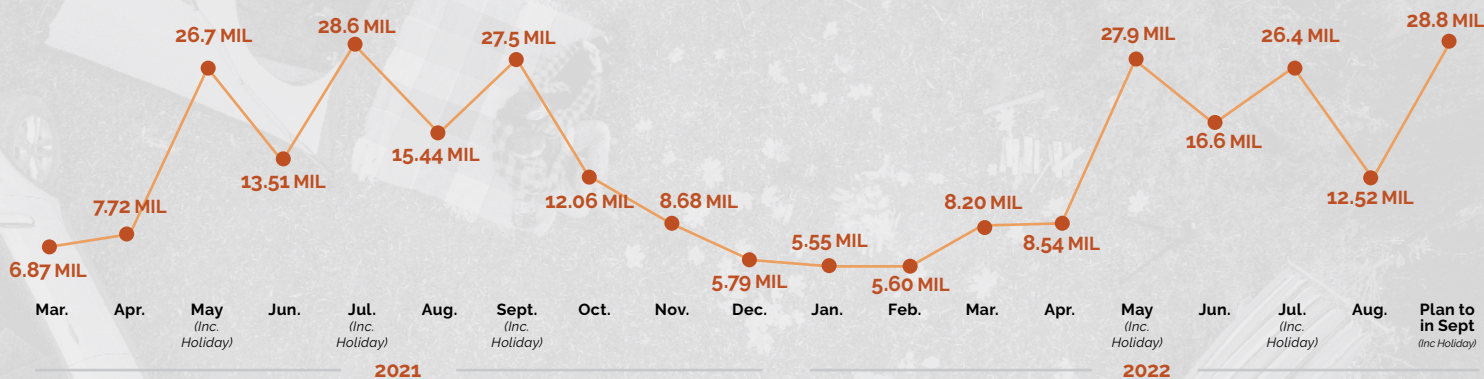
vs



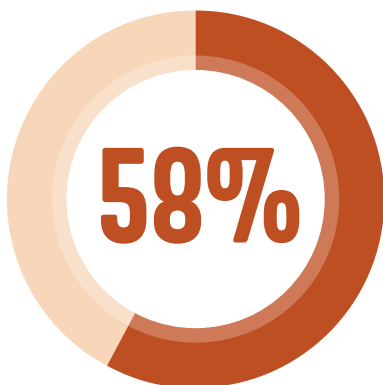
from the summer due to gas prices



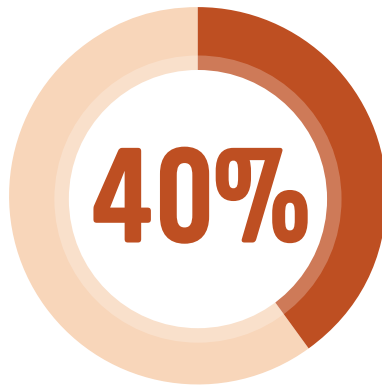
Camping Households March 2021 through Labor/Labour Day 2022



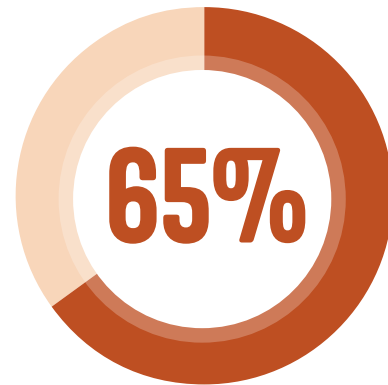
Will campers that began camping due to COVID continue to camp in the future?



Camped for the first time in 2020 due to COVID and plan to continue



Camped for the first time in 2021 due to COVID and plan to continue



Started camping in 2020 or 2021, not due to COVID and plan to continue

