

**New Monthly Data Predicts Growing Increase in
Summer Camping, High Activity Around Fourth of
July Holiday**

Press Release Date: June 18, 2021

KOA's Monthly Research predicts that nearly half of campers intend to camp this summer

BILLINGS, Mont. (Jun. 18, 2021) – The [KOA Monthly Research Report – June Edition](#) indicates that 48% of campers plan to get out and camp this summer, including 19.8 million that intend to camp over the Fourth of July holiday. Following the release of [Kampgrounds of America's \(KOA\) annual North American Camping Report](#) in April, ongoing monthly research by KOA points to continued interest in the camping lifestyle.

With nearly half of all camping households planning to take a camping trip this summer, it is projected that over 53 million households will camp in 2021. This number is up over 480,000 from May projections of the KOA Monthly Research Report.

“As more states and provinces have loosened restrictions and more campers are vaccinated, we're at an inflection point for camping growth,” said Toby O'Rourke, president and CEO of Kampgrounds of America. “People are continuing to turn to the outdoors for their vacations, and are especially interested in national parks. We are pleased to see camping continue to thrive as other vacation options are starting to resume.”

First-time camping households, who reached an all-time high in 2020, are also continuing to join the lifestyle in increasing numbers. KOA estimates that 4.8 million new households – up from 4.3 million projected in May – will camp in 2021.

This summer, campers are most likely to spend their trips at national park (76%), state park (73%) and privately owned campgrounds (70%). Top states for summer camping include California, New York, Pennsylvania, and Texas.

Outlook for Fourth of July is also healthy with 19.8 million households indicating they are planning to camp for the holiday. Most plan to camp for the long weekend (33%) or add one or two additional days to their trip (31%).

“Camping and July Fourth go hand-in-hand.” said O'Rourke. “Last year campers started to cautiously venture out over this summer holiday, but this year we've already started to see high camper activity, which indicates a healthy camping season. As camping continues to be considered as the safest form of travel, we believe this is going to be an incredible summer and year for camping.”

Other key camping industry indicators tracked by KOA include participation, incidence and future intent, and preferred type of camping.

To view the full findings of the KOA Monthly Research Report – June Edition, past and future editions, and review the research methodology, visit the [KOA Press Room](#).

ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America](#), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of “connecting people to the outdoors and each other.” The industry leader in outdoor hospitality, KOA's family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. In addition to unrivaled brand visibility, KOA offers campground owners unparalleled support, marketing, and technology. The company's proprietary reservation software, K2, deliver's campgrounds a complete advantage within the market. Founded in 1962 in Billings, Mont., KOA now serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures KOA is known for. For more information, visit [KOA.com](#).

ABOUT CAIRN CONSULTING GROUP

Cairn Consulting Group is a market research firm with extensive experience in the hospitality and services industries. For the past several years, Cairn Consulting Group has worked with organizations in both indoor and outdoor hospitality, including the gaming/casino areas, food services/restaurant space, accommodations, travel/tourism and the products and services that are a part of the hospitality industry. The organization also serves clients in branding/brand positioning efforts, evaluating consumer behavior, public opinion & policy and product development.

