

More Than 6.3 million U.S. Hispanic Households Camped In 2020

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Kampgrounds of America's 2021 Latinx Camping Snapshot Highlights the Growing Opportunity Among the Latinx Camping Audience

BILLINGS, Mont. (Oct. 5, 2021) – Kampgrounds of America, Inc. (KOA) is celebrating National Hispanic Heritage Month (Sept. 15-Oct. 15) with the release of the 2021 Latinx Camping Snapshot, which highlights the continued growth of camping popularity among U.S. Latinx audiences.

Latinx campers represent 6.3 million camping households in the U.S., with 15% who are new to camping in 2021, based on data collected by KOA as part of its monthly research reports. This increase is a stark contrast to the 1.9 million Hispanic camping households in 2014. Furthermore, two thirds of campers are younger than 40 years of age, with millennials making up about 48% of campers.

“The outdoors should be a place where anyone can explore and camping audiences are reflecting that more now than ever before,” said Toby O’Rourke, president and CEO of KOA. “Latinx campers are among the fastest growing consumers enjoying today’s modern camping experiences and our snapshot shows us just how critical this audience will be to the future of the camping industry.”

The snapshot, available in both English and Spanish, reveals other data points that speak directly to the interests and behaviors of this group, including:

- 73% of Latinx campers prefer tent camping over other lodging options
- 71% of Latinx campers camp with multi-generational groups
- Nearly two-thirds of Latinx campers camp with children
- Two-thirds of Latinx campers are 40 years or younger
- Fishing (44%) and hiking (40%) are among the top camping recreation activities

KOA celebrates and encourages Latinx camping through efforts that span beyond Hispanic Heritage Month. The company has engaged [Latino Outdoors](#), a Latinx-led organization working to create a national community of leaders in conservation and outdoor education, to help support the development of more programs that encourage more Latinx audiences to explore the outdoors. The partnership represents a shift toward a more inclusive outdoor movement and builds on KOA’s mission of fostering a campground experience where everyone belongs.

KOA also featured the story of long-time employee Roman Becerra in a recent video. Becerra, who is general manager of the San Diego KOA Resort, arrived at KOA nearly 40 years ago as a landscaper and rose through the ranks through his hard work and dedication to the campground. Becerra’s story is available to watch on KOA’s [YouTube](#) channel.

To view full report, as well as past editions of the annual North American Camping Report, 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 more than 520 locations across the U.S. and Canada. 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. The company was founded 59 years ago in Billings, Mont., and today 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](#).