

Majority of Campers Plan to Camp Again in 2022

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Kampgrounds of America's Monthly Research Report projects that 70% of households who camped in 2021 plan to do so again.

BILLINGS, Mont. (Jan. 24, 2022) – The [KOA Monthly Research Report – January Edition](#) projects that 70% of those who camped in 2021 plan to do so again in 2022. With most campers (22%) booking their trips three to five months in advance, the outlook is strong for another year of camping industry growth. KOA's Monthly Research Reports provide a timely snapshot that builds upon the findings of Kampgrounds of America, Inc.'s (KOA) annual [North American Camping Report](#) released each April.

“Camping has become the preferred way to enjoy the outdoors over the past year, and our research indicates that will continue,” said Whitney Scott, chief marketing officer of Kampgrounds of America. “It's encouraging to see intent to camp remaining strong in 2022 with both veteran and new camping markets.”

As campers begin planning for another year of travel, most are booking their trips at least one month in advance. The majority are booking three to five months before they plan to travel (22%), while 20% of campers book one to two months prior. Another 17% prefer to book their camping trip a full six to 12 months in advance.

“It's no surprise that more campers mean more advanced bookings,” Scott said. “Our advanced reservations are up over 51% over 2021 numbers. While it's certainly possible to reserve great campgrounds on short notice, we are seeing the booking window lengthen. As an organization, KOA.com is adapting to the demand by making sites in regions easier to find and easier to book.”

In 2022, factors impacting camping plans – whether positively or negatively – include surging COVID cases (33%) and weather conditions (28%). However, it is notable that 29% of campers say nothing is changing their plans for the year.

Top travel destinations for the year include Colorado, California, Florida and Pennsylvania. Campers plan to spend the most camping nights at national parks, state parks and private campgrounds.

To start off the year, 4.24 million households plan to camp in January.

To view the full findings of the KOA Monthly Research Report – January 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, delivers 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 for which KOA is known. 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.