

# More Than 8 Million Black Households Camped In 2021

Press Release Date: February 16, 2022

*Kampgrounds of America's 2022 Black Community Camping Snapshot Highlights the Growing Camping Interest Among Black Audiences*

**BILLINGS, Mont. (Feb. 16, 2022)** – Kampgrounds of America, Inc. (KOA) is celebrating Black History Month with the release of the [2022 Black Community Camping Snapshot](#), which highlights the continued growth of camping popularity among Black U.S. audiences.

Black campers represent 8 million camping households in the U.S., with 27% who were 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 3.1 million Black camping households in 2017. Increasing 158% over the last five years, demand for camping among the Black community shows impressive growth.

The Black Community Camping Snapshot reveals other data points that speak directly to the interests and behaviors of this group, including:

- 61% of Black campers prefer tent camping over other lodging options
- 46% take more than three camping trips a year
- One-third of Black campers plan to purchase an RV in 2022
- 60% camp with multi-generational groups
- 72% of Black campers are either Millennial or GenZ
- Biking (43%), fishing (31%) and canoeing/kayaking (31%) are among the top camping recreation activities

KOA celebrates and encourages Black camping through efforts that go beyond Black History Month. Recent efforts include, highlighting two KOA [Get Out There Grant](#) recipients who shared their unique outdoor experiences. Robin & Miko Wagstaff ventured out on a lighthouse tour and reflected on the challenges of COVID-19. Connecting to her family's history of travel, Carla Joelle Brown followed her grandparents' footsteps in Michigan's Upper Peninsula. These stories and more are available to watch on KOA's [YouTube channel](#).

Additionally, KOA has created ongoing partnerships with Black influencers and content producers. These activations help share the Black camping experience through authentic storytelling.

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 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 competitive 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.