

# Majority of Campers Already Booked Camping Trips for 2022

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*Kampgrounds of America's Monthly Research Report states that 54% of campers already made at least some of their reservations for 2022.*

**BILLINGS, Mont. (Feb. 16, 2022)** – [The KOA Monthly Research Report – February Edition](#) reports that more than half (54%) of campers already booked some or all of the reservations for 2022 camping. Building on a robust 2021, the outlook for 2022 camping continues to be strong. 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.

"People are booking early and they are booking often," said Whitney Scott, chief marketing officer of Kampgrounds of America. "Even groups that have been apprehensive about making plans due to the ongoing effects of COVID-19 are making plans and securing reservations."

While 4-in-10 campers say they are still canceling trips or changing plans due to COVID-19, 75% say that they consider camping a form of social distancing. A similar proportion (73%) affirm that camping allows them to travel more. Also notable, 33% of campers say they wouldn't travel if camping wasn't an option.

"We know that campers are a very dedicated, passionate group of travelers," Scott said. "Camping not only helps them connect to the outdoor and the people they care about the most, but to travel and experience more. We are seeing this enthusiasm reflected in our advanced bookings and across the industry as a whole."

Looking at the past year, the majority of respondents (48%) say they have always camped. A full one-third indicate they don't usually camp, but did so in 2021. First-time campers represented 14% of 2021 campers of which 6% contributed their first trip to considerations from COVID-19.

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.