

Camping Outlook Healthy as Travelers Seek To Solidify Plans

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Kampgrounds of America's Monthly Research Report finds that 4-in-10 campers are ready to travel again, while 3-in-10 say fluctuating gas prices will not change their plans.

BILLINGS, Mont. (Apr. 20, 2022) – [The KOA Monthly Research Report – April Edition](#) indicates that 38% of campers who have not traveled for a year or more plan to take at least one camping trip in 2022. However, increasing gas prices are a consideration for campers, with 71% saying fluctuations in fuel costs will impact their camping decisions to some degree. 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](#), which will release later this month.

Campers report that, for the most part, they plan to keep hitting the road even if increasing gas prices alter their plans. The largest group of respondents said they plan to keep camping trips closer to home (32%). Some campers also indicate they will take fewer trips but stay longer at their destinations (25%) or take fewer trips overall (24%). However, 29% of campers report changing gas prices will not change their camping plans.

"It's encouraging that even with gas prices reaching record highs, many campers are still planning to get out and explore," said Whitney Scott, chief marketing officer of Kampgrounds of America. "The flexibility of camping is a real advantage to travelers; by choosing destinations nearby or altering road trip stops a camping trip can mitigate fuel costs in ways other types of travel cannot."

While rising fuel costs also affect RVing, 46% of respondents said they are very or somewhat likely to purchase a new rig in 2022. However, it is notable that 1-in-10 RV owners would consider selling their RV if gas prices remain high.

Another factor impacting camping this year is increased travel demand stemming from the ongoing COVID-19 pandemic. While camping experienced a rise in popularity as a safe way to travel over the last two years, a portion of the population still did not travel due to COVID-19 concerns. In fact, 38% of campers say they plan to take at least one camping trip after not doing so for a year or more. The same percentage said they would travel or camp this year even if gas prices increase.

"Fuel prices are a big consideration, but we can't underestimate the desire to travel," Scott said. "Between those who have not traveled due to the pandemic and avid campers making plans regardless of gas prices, travelers are eager. We're not just seeing this in our research, but in our reservation data."

To view the full findings of the KOA Monthly Research Report – March 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 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.