

28.8 Million Households Expected to Camp in September

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Amidst falling gas prices, Kampgrounds of America's Monthly Research Report finds that nearly half of North American camping households intend to camp this fall

BILLINGS, Mont. (Sept. 28, 2022) – Findings in the [KOA Monthly Research Report – September Edition](#) continue to project a healthy fall camping season, with 47% of camping households sharing that they plan to camp during the period. In September alone, the report projects that 28.8 million North American households will camp – over one million more households than camped this month last year. Building on Kampgrounds of America, Inc.'s (KOA) annual [North American Camping Report](#) released in April, the September report bolsters predictions for strong autumn camping numbers.

In one of the fastest-growing camping seasons, 23% of survey respondents indicate they plan to take more fall camping trips than they did in 2021. The popularity of the fall season pairs with falling gas prices. During the summer months, 23% of camping households shared that they canceled camping trips due to fuel costs versus only 12% who have or considering canceling fall trips.

“The outlook for fall continues to be very strong,” said Whitney Scott, chief marketing officer of Kampgrounds of America. “Despite shifting economic conditions, our summer season was on par with 2021 – our best year on record. Moving into the fall, the combination of attractive weather and falling gas prices has strengthened our reservations to surpass last year.”

In addition to sharing the autumn camping outlook, the September report examined the behaviors of campers who initially camped due to the COVID-19 pandemic. Of the group who started camping in 2020 due to COVID-19, 58% say they plan to continue camping. Interestingly, 40% of those who began camping for the same reason in 2021 indicate they plan to camp moving forward. In contrast, 65% of those who first camped in 2020 or 2021 but not due to the pandemic say they plan to camp in the future.”

“COVID-19 brought many new campers into the outdoors, and it is important we recognize this group and understand them,” Scott said. “While many of these guests plan to continue exploring all that camping offers, we need to be cognizant of those who are returning to other travel options. We continue to refine our offerings and to keep camping in their consideration set.”

To view the full findings of the KOA Monthly Research Report – September Edition, past and future editions, and review the research methodology, visit the [KOA Press Room](#).

ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America](#), currently celebrating its 60th year of operations, is the definitive leader in outdoor hospitality. United under the mission of “connecting people to the outdoors and each other” the company consists of two unique brands: KOA and Terramor Outdoor Resorts. KOA, the world’s largest system of privately-owned, open to the public campgrounds, consists of more than 500 franchised and owned campgrounds. With unrivaled brand visibility, KOA also offers campground owners and operators unparalleled support in campground education, design, recruitment, marketing and technology. Terramor Outdoor Resorts, a glamping venture, opened its first flagship property in Bar Harbor, Maine in 2020. Literally meaning “Love of Land” the brand focuses on delivering a refined and upscale outdoor experience. For more information, visit [KOA.com](#) and [TerramorOutdoorResort.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.