

Air Travel Issues Cause 43% of Campers to Cancel Air Travel in Favor of Camping

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Kampgrounds of America Inc.'s May Research Report finds that domestic air travel is lagging well behind other types of travel, particularly among campers

BILLINGS, Mont. (May 24, 2023) – The [Kampgrounds of America, Inc. \(KOA\) Monthly Research Report – May 2023 Edition](#) points to continued issues with air travel causing leisure travelers, and especially campers, to seek alternative modes of travel in 2023. Almost two-thirds of leisure travelers, and 7-in-10 campers, have experienced air travel issues that have resulted in them replacing trips with other options. To date, 43% of campers have already canceled one or more flights in favor of camping.

When asked about the pain points around air travel, high costs (46%) were the primary complaint among campers. Campers also noted the high cost of hotel accommodations (42%) and food (38%) associated with flying. Still reflective of the COVID-19 pandemic, 34% complained about how air travel can expose them to sick travelers.

“Air travel is becoming increasingly prohibitive for a large segment of leisure travelers; camping is emerging as an important solution,” Whitney Scott, senior vice president of strategy at Kampgrounds of America, Inc. “People are eager to travel and explore in ways that are not only cost-effective but also incite less stress. We’re seeing camping emerge as more than a recreational activity – it is a primary mode of travel for an ever-larger population segment.”

Not surprisingly, campers are likely to have a favorable view of RVing compared to air travel. Most (78%) agree that RVing offers more travel flexibility and has fewer hassles (71%). A similar number (70%) note that RVing is more affordable than traveling via plane.

Looking further into views toward RVing, Kampgrounds of America, Inc.'s May report indicated continued staying power among RVers. Seven-in-10 RVers plan to continue RVing in 2023, with almost half (47%) indicating they will take more RV trips this year versus other types of travel – a 2-point increase since January.

“RVers are a particularly fervent traveler,” said Scott. “Experienced RVers spend 33 years enjoying the benefits of RVing. Across generations, the average expected RV tenure is 22 years, making this group very committed to this travel lifestyle. They are buying rigs, making updates and establishing themselves as a core camping subset. However, we need to be cognizant of how we can support newer and younger RVers who are less certain about future plans.”

Several pain points for new RVers were noted in the latest findings. These include not having enough campground options (42%), having to drive too far to camp (38%) and that campgrounds are too crowded (26%).

“It’s important that we understand why people may camp and RV less even while outdoor hospitality is thriving,” Scott asserted. “These aren’t challenges; they are opportunities for us to make impactful changes to make our industry even more successful.”

Additional findings of KOA's May Report include positive incidence numbers. Camping continues to pace upward in 2023, with almost 1.5 million additional households camping in April compared to the previous year. As peak season approaches, over half of campers (56%) are likely to take at least one camping trip in the next 30 days. Looking to Memorial Day specifically, 44% of campers plan to take advantage of the holiday. In comparison, only 19% of non-campers plan to travel during the Memorial Day time period.

To view the full findings of the KOA Monthly Research Report – May 2023 Edition, past and future editions, and review the research methodology, visit the [KOA Press Room](#).

ABOUT KAMPGROUNDS OF AMERICA

Kampgrounds of America, Inc. has been the definitive leader in outdoor hospitality for more than 60 years. 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.