

Fourth of July Camping Similar to 2022 Despite Camper Concerns with Weather, Overcrowding

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Kampgrounds of America Inc.'s July Research Report finds that more than half of campers have adjusted their travel plans due to weather

BILLINGS, Mont. (July 20, 2023) – The [Kampgrounds of America, Inc. \(KOA\) Monthly Research Report – July 2023 Edition](#) reports that more than 21.5 million households camped over the 4th of July holiday, a number on par with 2022. Despite healthy camping incidence, however, most campers (56%) share that they have been postponing trips to later in the summer or fall. Among all leisure travelers, 32% have postponed trips.

“We must examine challenges campers may be facing even as we’re seeing high participation,” said Whitney Scott, senior vice president of strategy at Kampgrounds of America, Inc. “We know that campers are an enthusiastic group that will adjust their plans to continue camping, whether that means shifting dates or picking different locations. We’re looking at what leads to those shifts to better serve our guests.”

Most campers surveyed say that weather conditions have led them to adjust their camping plans. Sixty-two percent have altered their plans due to weather, with 22% changing where they camp and 18% revising the nature of their trip. Another 22% of campers admit that weather has led them to cancel their camping.

The July edition of the Kampgrounds of America, Inc. (KOA) Monthly Research Report also assesses concerns with campground overcrowding. More than 70% of campers note overcrowding in either 2022, 2023, or both. Of those that speak about overcrowding, 73% learned about it via word-of-mouth rather than first-hand experience (39%).

“Campers are sharing that overcrowding is affecting them,” Scott said. “However, some of this might be more chatter than reality. That said, whether real or perceived, we must examine space and capacity with a critical lens to continue providing the best experience for campers across the industry.”

Additional findings of KOA’s July Report include that 57% of campers camp with their dog. When asked how camping with a pet benefits them, campers note that it increases their overall happiness (53%) and helps them be more relaxed (50%). Nearly half of those who camp with pets say they are a critical part of the camping experience.

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