

# Significant Increase in Fall and Winter Camping Expected

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*Kampgrounds of America Inc.'s September Research Report finds that 85% of campers are planning fall trips while winter camping has doubled in intent year-over-year*

**BILLINGS, Mont. (Sept. 21, 2023)** – The [Kampgrounds of America, Inc. \(KOA\) Monthly Research Report – September 2023 Edition](#) shares that most campers (85%) are planning fall trips for events or experiences. Further solidifying the popularity of shoulder-season and late-year camping, 38% of campers say they will definitely camp this winter versus just 17% the year prior. Another 27% assert that they will probably camp this winter, resulting in the potential for 65% of campers to experience cold-season camping.

“The period between September and February presents a continued growth opportunity for camping and outdoor hospitality,” said Whitney Scott, senior vice president of strategy at Kampgrounds of America, Inc. “While this initially stemmed from travelers looking for sparser crowds, we’re seeing guests connecting with the unique sites and experiences that can only be found in fall and winter.”

Notably, new campers are especially enthusiastic about winter camping, with 63% planning their first winter outing. Among both new and experienced campers, backcountry camping leads the way for preferred winter camping experiences, attracting interest from 34% of all campers. Campers are also interested in hunting trips that involve camping (33%), staying in an RV (32%) and/or camping at a ski resort (32%) this winter.

Looking to 2024, the September edition of the KOA Monthly Research Report also found that 53% of campers have already booked at least one camping trip in the new year. Conversely, leisure travelers are more hesitant about 2024 travel; 13% share that they have secured a post-December trip. Some of this may result from campers having a more positive economic outlook. As of September, 39% of campers feel good about the economy compared to just 9% of leisure travelers.

“Campers aren’t just telling us they’re optimistic. They are showing us with increased bookings,” Scott asserted. “Our research tells us that nearly half of campers will travel and spend more as their economic outlook improves. With our advanced reservations up nearly 10% compared to last year, camping and outdoor hospitality has an incredibly healthy outlook.”

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