

Amidst Rising Satisfaction, More Than Half of Campers Have Booked for 2024

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Kampgrounds of America Inc.'s October Research Report indicates that 51% of campers have booked at least one trip for 2024, 58% share their camping trips surpassed expectations this year

BILLINGS, Mont. (Oct. 19, 2023) – The [Kampgrounds of America, Inc. \(KOA\) Monthly Research Report – October 2023 Edition](#) finds that most campers have already booked at least one camping trip in the new year. Conversely, only 13% of leisure travelers have pre-booked 2024 travel. This enthusiasm could be tied to the satisfaction campers experienced during their camping trips this year; 58% of campers state that their 2023 trips thus far have exceeded expectations.

“Our data not only shows how dedicated campers are to this mode of travel, but how it's providing them a rewarding travel experience,” said Whitney Scott, senior vice president of strategy at Kampgrounds of America, Inc. “We’re seeing high intent for both the rest of the year and 2024 as campers continue to choose camping over a myriad of travel options. Camping isn’t just an activity. It’s a priority.”

Winter camping's appeal has grown an impressive 23 points since October of 2022. Impressively, 40% of campers say they will definitely camp this winter. Another 25% share they will probably take a winter camping trip. Top recreational activities winter campers plan to seek include fishing (58%), hiking (56%) and hunting (38%).

Campers' interest in late-season trips is also displayed by the 36% who say they are still delaying most of their travels until the last quarter of the year. In all, 63% of campers plan to take some or all of their trips after September. Looking to the holidays, 75% of campers are gearing up for Thanksgiving travel, with 33% wishing to spend the break camping. Half of these campers are also considering camping in December.

“Campers are eager to get out and explore new seasons,” Scott shared. “We’re also observing similar enthusiasm for travel during next April’s total eclipse. Unlike other travelers, campers are making solid plans to make the most of all months of the year, particularly those with natural events.”

Currently, 7-in-10 campers who plan to view the eclipse will do so while camping. To date, 18% of campers share that they have already booked eclipse travel, while just 3% of leisure travelers have done so. An additional 31% of campers share they will definitely travel to experience the eclipse.

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