

# Camping Gear Tops Campers' Christmas Lists

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*Kampgrounds of America, Inc.'s Monthly Report finds 3-in-4 campers are including camping gear on their holiday wishlists*

**BILLINGS, Mont. (Dec. 19, 2022)** – The [Kampgrounds of America, Inc. \(KOA\) Monthly Research Report – December 2023 Edition](#) reports a dynamic picture of the camping landscape with a thriving interest in winter camping, notable intent for holiday travel, and a significant want for camping gear on Christmas wish lists.

Approximately 33% of campers intend to go winter camping, marking a clear shift towards embracing the outdoors during the colder months. This interest is further underscored by 58% of campers showing some interest in the activity, signaling a broader acceptance of cold-weather camping.

Regarding holiday travel, Christmas stands out as a particularly popular time for camping trips, with 84% of campers planning to travel during this festive season. This trend showcases the integration of camping into holiday traditions, further engraining camping in North American culture.

The inclusion of camping gear on Christmas wishlists is also notable in the December report. A striking 76% of campers share that camping gear is on their holiday lists. Popular items include tents (37%), sleeping bags (35%), and camp kitchen essentials (33%).

“Seeing such a high interest in camping gear on Christmas lists is an encouraging sign for the future of camping, said Whitney Scott, senior vice president of strategy at Kampgrounds of America, Inc. “It also could indicate shifting of camping travel behavior and use.”

Continuing to look to 2024, nearly 6-in-10 campers have secured at least one trip for the new year. This high intent continues to outpace general leisure travelers, of which only 18% have booked in 2024. Among campers, younger guests are most likely to have travel reservations for next year, including two-thirds of millennials (67%) or GenZ (66%).

## 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](#).