

KOA's Monthly Report Highlights Surge in 2024

Travel Bookings

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Increased early booking trend fueled by "claiming their spot" and strengthening relationships

BILLINGS, Mont. (Feb. 21, 2024) Kampgrounds of America, Inc.'s (KOA) latest monthly report showcases a significant uptick in travel bookings for the 2024 season, particularly among Gen Z campers. This increase points to a marked eagerness among travelers to secure their spot for future trips and emphasizes a desire to celebrate life's milestones and foster relationships through shared outdoor experiences.

The report indicates the continuing trend of integrating road trips with camping, noting a 10% higher preference for road trips over traditional camping activities. This preference highlights a broader enthusiasm for exploration and adventure, with 59% of campers favoring road trips and 49% opting for stationary camping. This underscores a deeper integration of road-tripping into the camping experience, reflecting a dynamic approach to travel and adventure.

Travel demand has surged significantly beyond last year's figures, with 64% of campers already making reservations for upcoming trips. This proactive booking behavior starkly contrasts with non-camping leisure travelers, of whom only 29% have made similar arrangements. Among these bookings, camping trips are the most popular (54%), followed by hotel stays (46%).

Gen Z campers and individuals who began camping during the COVID-19 pandemic lead the early booking trend. Key motivations for these bookings include family reunions, birthdays, and celebrations during major holidays such as Memorial Day and the 4th of July. This points to a collective desire to use these trips as opportunities to celebrate and deepen connections with loved ones.

"The increase in travel bookings year-over-year isn't just about the act of traveling," said Whitney Scott, senior vice president of strategy at Kampgrounds of America, Inc. "It reflects people's desire to plan for meaningful celebrations and kindle relationships through shared experiences in the great outdoors. It's heartening that the outdoors is becoming the place to commemorate milestones and strengthen bonds with family and friends."

The report also notes that a segment of travelers (16%) has or intends to shorten booking windows in 2024, influenced by weather concerns and work schedules. This trend is less evident among RVers, while 25% of those combining camping with other forms of travel are inclined towards last-minute plans. Weather concerns, particularly among Gen Z campers and tent users, have prompted a more cautious approach to planning trip duration and timing.

"Although the intent to shorten booking windows in 2024 is observed within a small group of our campers, it's crucial to recognize that this trend correlates significantly with the delaying and canceling plans in 2023," said Scott. "It's imperative that we stay ahead of these changes to ensure that we continue to meet the needs of our campers and adapt to the shifting landscape of outdoor recreation."

To view the full findings of the [KOA Monthly Research Report – February 2024 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](#).