



KOA MONTHLY RESEARCH REPORT

AUGUST EDITION



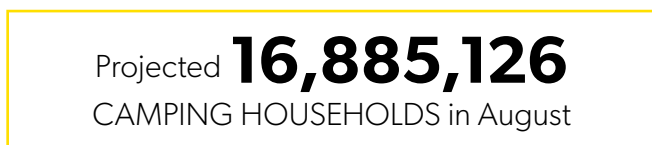
Following the release of KOA's Annual North American Camping Report in April, KOA has continued to track camping incidence and behavior of ALL CAMPERS throughout the U.S. and Canada monthly. This special report evaluates the camping market from both a look-back at previous months as well as a look-forward to show the trends for how the market continues to evolve. You can find each monthly camping report on the KOA Press Room.

LABOR DAY/LABOUR DAY + FALL CAMPING OUTLOOK

Fall camping in 2020 was unprecedented and 2021 is shaping up to be even stronger. Labor/Labour Day Weekend is predicted to host 28.46 million North American camping households this year. That's nearly 60% more households than Memorial Weekend and 44% more than the Fourth of July Weekend. Even though the September holiday weekend is seeing record numbers, our data indicates that still nearly 1 in 4 campers are not camping over Labor/Labour Day weekend due to concerns over COVID/variant or because of financial reasons. Year-end camping households are estimated to hit 54.5 million with 28% of campers saying they plan to camp into the fall. Cancellations for fall camping are holding at 20%, similar to the summer, with half of those stating COVID as their primary reason for cancelling. New campers continue to also grow making up 5.3 million so far for 2021. Consideration for RV ownership continues to grow with nearly 1 in 4 campers still looking to buy and RV in the future.

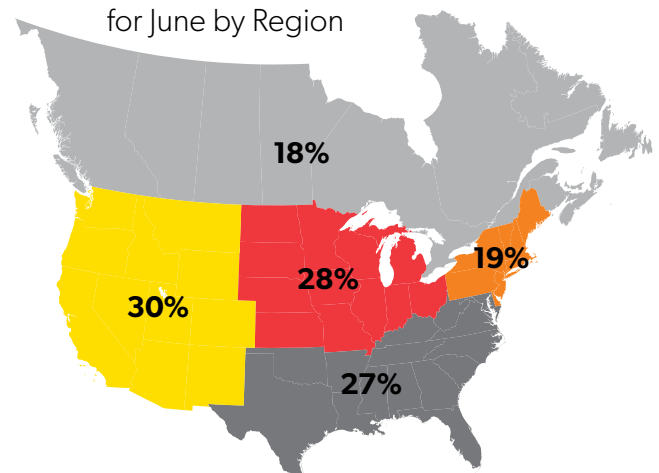


Labor/Labour Day Weekend

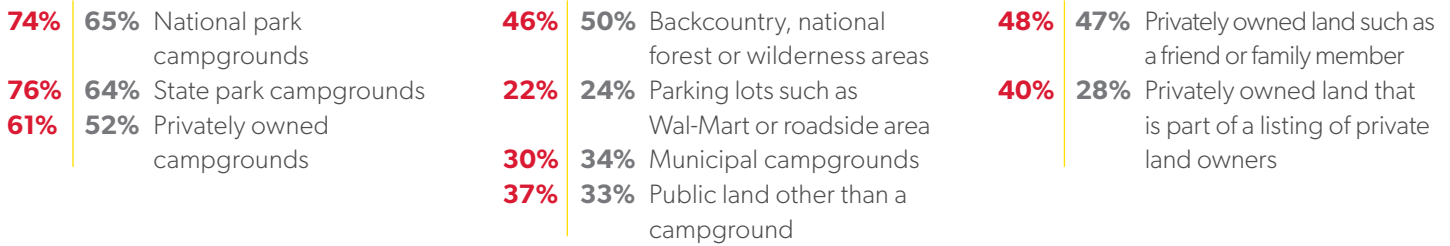


TOP CAMPING LOCATIONS

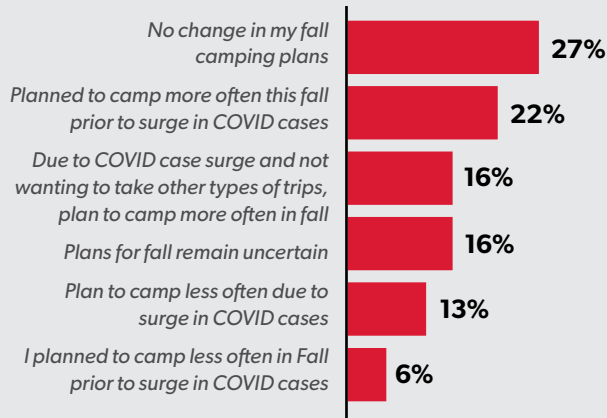
for June by Region



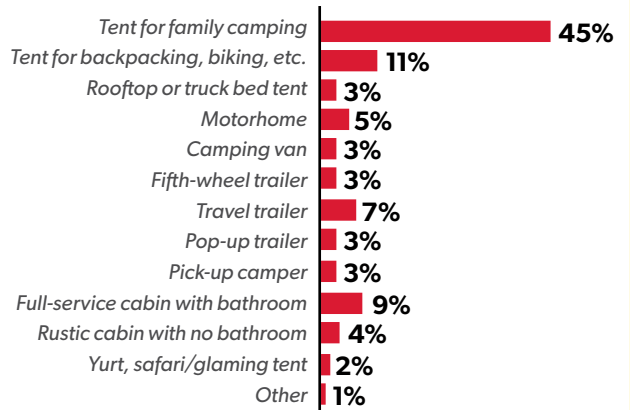
Top Locations for Fall Camping: Summer '21 | Fall '21



FALL CAMPING COMPARED TO PREVIOUS YEARS

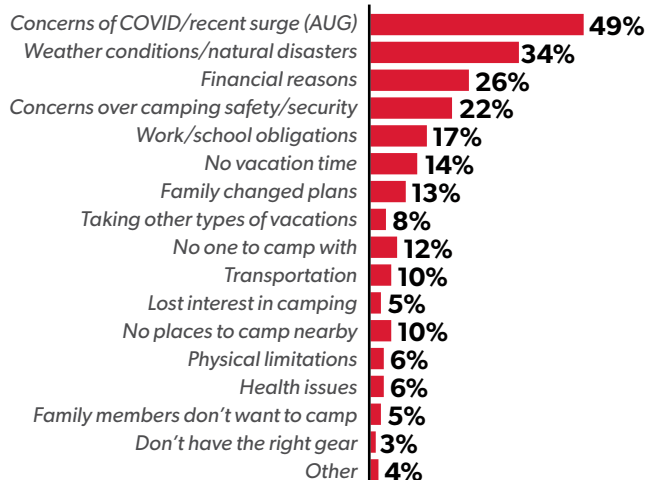


PRIMARY CAMPING ACCOMMODATIONS TO-DATE (SUMMER/FALL 2021)



Although cancellations and overall changes to fall camping plans are low, **1 in 5 have made changes to their fall plans.**

TOP REASONS FOR CANCELING FALL CAMPING PLANS



RV OWNERSHIP OVERVIEW

