



# ANOTHER RECORD-BREAKING YEAR

As we close out another record-breaking camping year, an estimated 58 million households went camping. People are already dreaming and planning for their time outside in 2023. In fact, 87% of campers say that camping will be a part of their New Year's resolutions. Whether it's camping more often (41%), taking extended trips using a combination of accommodations (29%), or simply getting outside (28%) more often, this coming year is shaping up to include plenty of time in the outdoors. Nearly 6-in-10 millennials are planning to spend even more time in the outdoors in 2023.

Historically, the top factors that have driven camping behavior include time to just relax and not have to be somewhere, escaping everyday stress, and blowing off steam. When compared to pre-COVID-19 pandemic levels, all of these factors have increased significantly. The biggest change has been around letting loose and blowing off steam. Only 57% of campers reported doing this prior to the pandemic, and now 73% agree it's one of the main reasons they camp. Relaxing is also up from 76% to 85% and escaping stress is up from 75% to 86%. Camping certainly helped manage stress levels through the COVID-19 pandemic.

Winter camping is also up over last year with an additional 830,000+ camping households trying winter camping in 2022. This brings the total to more than 7 million winter camping households this year. These winter camping figures are bolstered by the set of campers who started camping during COVID-19, seeking the mental boost of being outdoors during the winter (68%) or experiencing places from a different perspective during the winter months (52%).



## Reasons to Camp

	PRE COVID-19	POST COVID-19	CHANGE
Relax and not feel like they have to be somewhere	76%	85%	+9%
Escape stress of everyday life	75%	86%	+11%
Let loose and blow off steam	57%	73%	+16%
Be physically active	58%	64%	+6%

## New Year's Resolutions

More camping trips in '23	41%
More extended trips in '23—camping & other types of travel	29%
Get outside more regardless if camping	28%
Upgrading camping gear	22%
Try new form of camping in '23	18%
More group camping trips	14%
Buy new vehicle for camping	14%
None of these	13%

## 2022 Winter Camping Households

**+831,946**

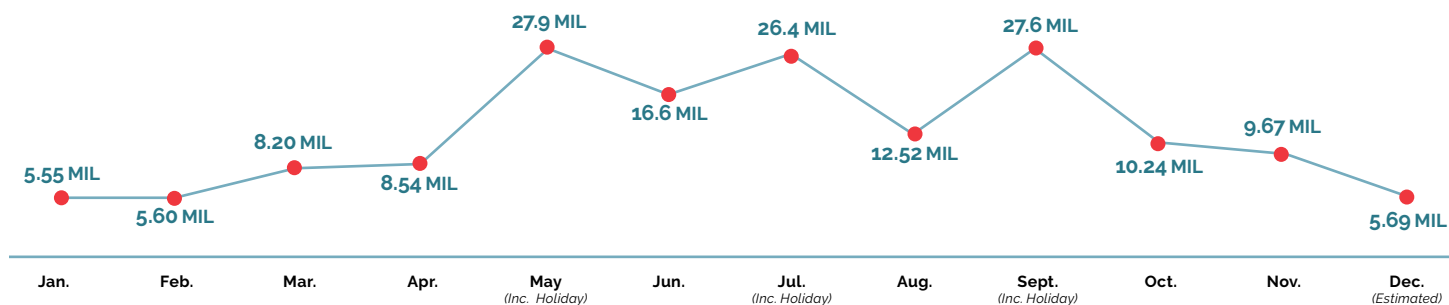
6,886,969

Winter Camped in 2021

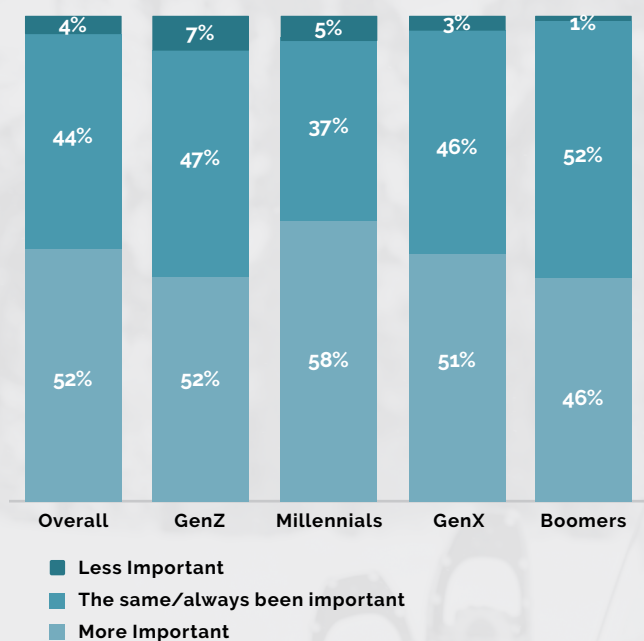
7,718,915

Plan to Winter Camp in 2022

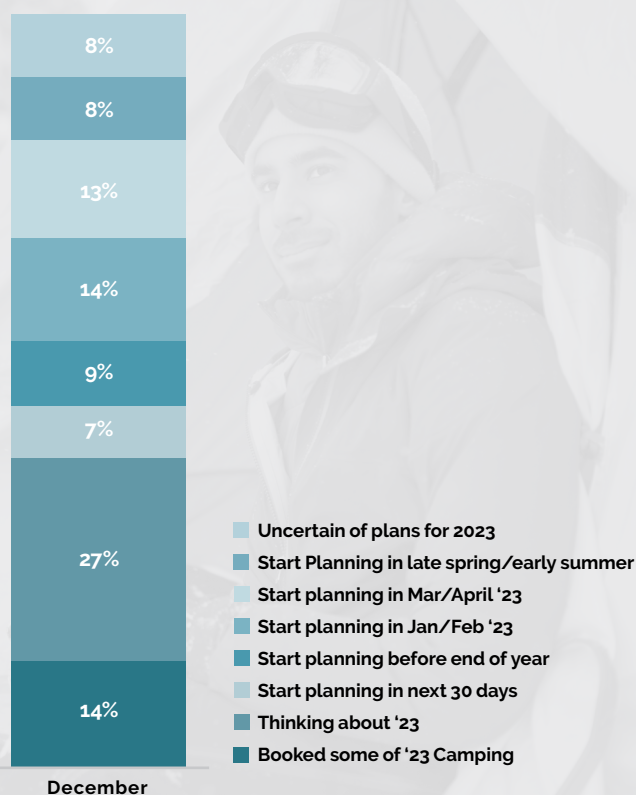
## 2022 Camping Households (December estimated)



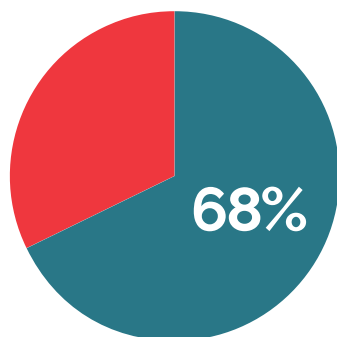
## Importance of Spending More Time Outdoors in 2023



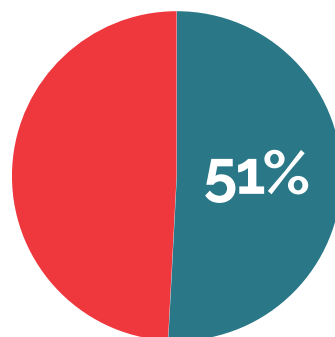
## 2023 Camping Planning



## Top Benefits to Winter Camping



Helps to improve mental health and provides a boost during shorter days of the year.



Experience places from an entirely different perspective in the off-season

