



# 2022 CAMPING YEAR IN REVIEW

As we look back on the year, camping remained popular. Leisure travelers began 2022 looking forward to returning to previous travel habits and trying to introduce some “normalcy” to their travel. However, throughout the year, several external factors threatened to impact this return to pre-COVID-19 days. The economy started to falter as peak camping season began; initially, it was the spike in gas prices and, subsequently, the highest rates of inflation seen in decades. Add in air travel miseries (and increases in air travel costs), and the year was ripe for another major disruption. However, while these issues – whether the cost of gas and diesel, inflation or air travel issues – caused some sectors of the travel industry to be concerned about a lapse in travel, camping remained strong.

In fact, camping persevered despite economic uncertainty. Sixty-four percent of campers camped more or replaced other types of trips with camping in 2022. We also saw camping households exceed 2021 figures by 1.5 million.. Gas prices and inflation caused campers to adjust – whether staying closer to home or spending less while on their trips – but they still camped. For many, camping offered a respite from the impacts of all these concerns (i.e., stress), as well as helping them better manage travel costs and improve their mental health status.

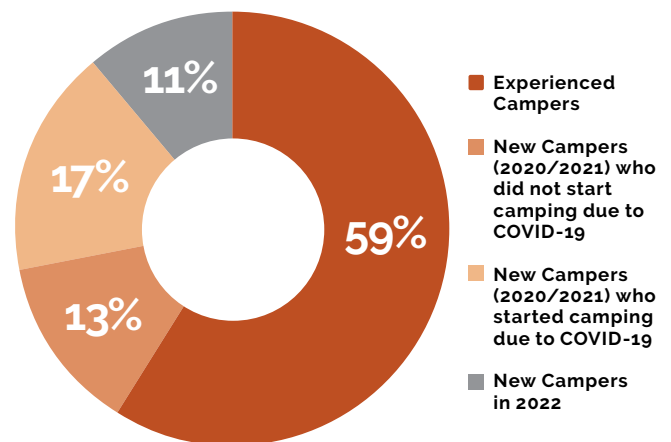
In looking at the lasting impacts of COVID-19, camping became a part of the mix for leisure travelers who didn't camp previously. Many noted that camping offers them an affordable vacation option as well as an option they can count on. In total, close to half of the campers who started camping in 2020 or 2021 as a direct result of the COVID-19 pandemic (46%) continued to camp in 2022.

As the outdoor hospitality industry weathered these disruptions, it bodes well for the future outlook of camping into 2023. Newer campers realize that even during the most challenging situations, camping provides a viable travel option, offering the benefits of spending time outdoors and a less stressful planning and travel experience.



## 2022 Camper Snapshot

Over the course of the 2022 survey, it is estimated that 30% of campers started camping in 2020 or 2021 – whether it was directly attributed to COVID (17%) or for other reasons (13%).



# 74%

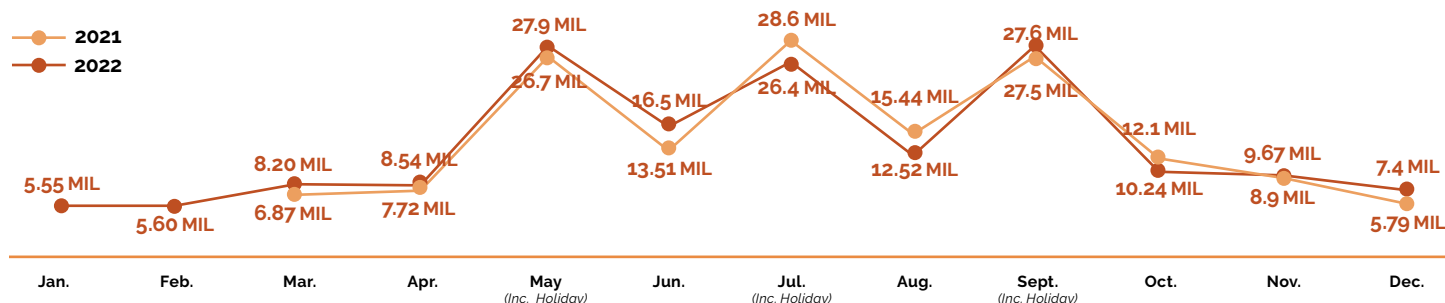
of campers from 2022 plan to continue camping in the future

BY THE END OF JANUARY

# 45%

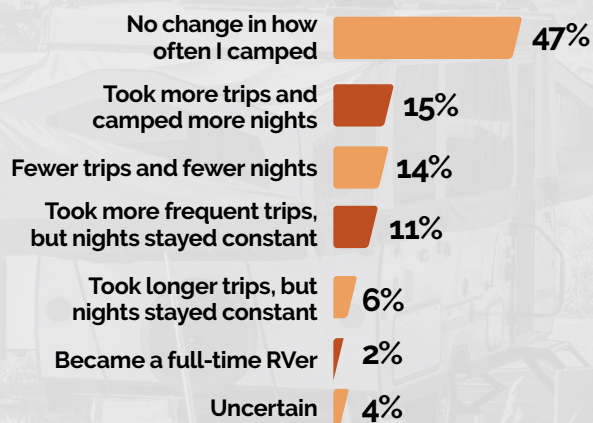
of campers will have either booked sites for 2023, or will be in the planning stages of their 2023 camping trips.

On a month-to-month basis, camping incidence in 2022 strongly mirrored what was observed in 2021.

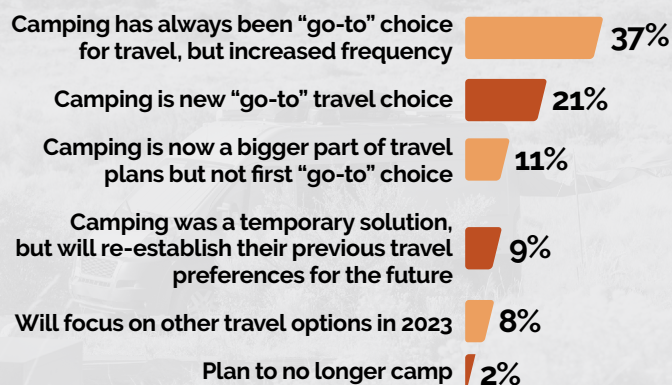


\*Survey began in March 2021—no data available for January and February of 2021.

## How COVID-19 Impacted Camping Trips & Nights



## How COVID-19 Changed Camping Behavior in 2022 and for the Future

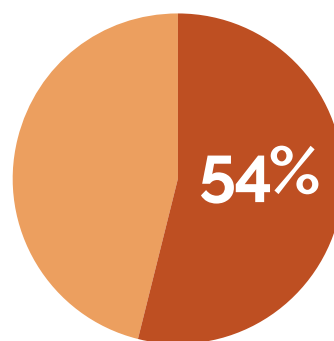


## Camping's Effect on Mental Health



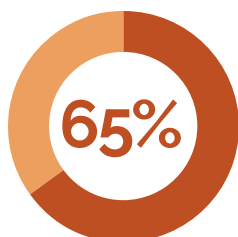
**6-in-10**

campers say they used camping to improve their mental health

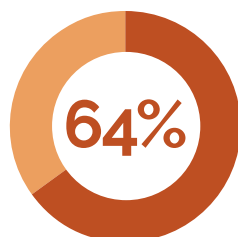


say camping has less anxiety than other forms of travel

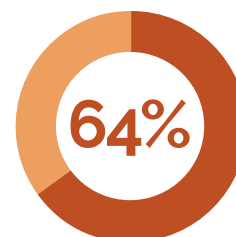
## Camping Persevered Economic Uncertainty



did not change their camping plans



camped more and/or replaced other types of trips with camping

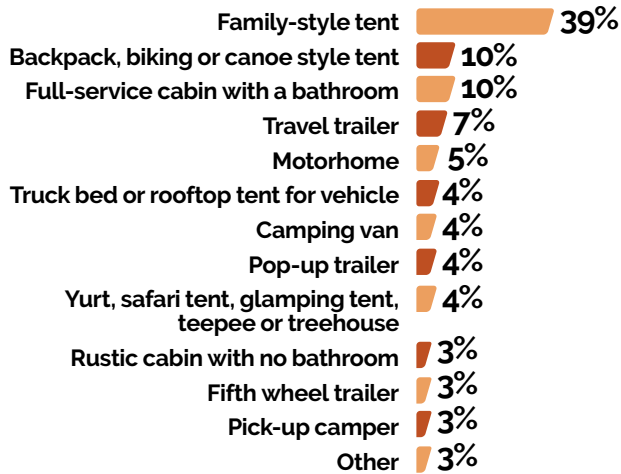


viewed camping as more viable option





## Primary Accommodation Type

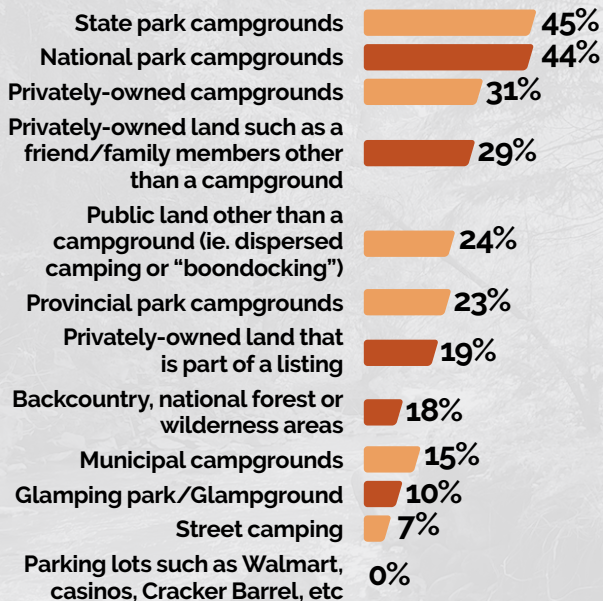


## Primary Accommodation Type – Overall

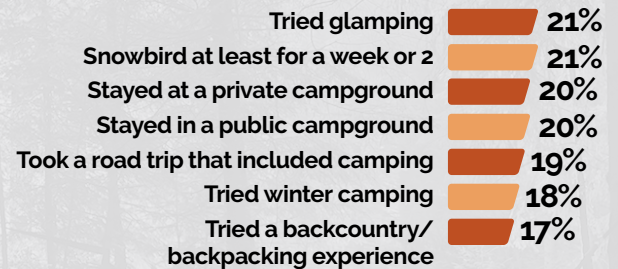


## Where are Campers Staying

With campers staying closer to home in 2022, state parks became a popular destination, slightly surpassing national parks as the preferred location for camping.



## New Camping Experiences in 2022



## Top 5 reasons campers no longer choose to camp

