



GROWTH IN CAMPING CONTINUES

After a successful and popular Memorial Day holiday with 21 million households getting out to camp, peak camping season is now upon us.

We are estimating over 11 million camping households for June and 22 million over the 4th of July holiday – an 8.6 percent increase over 2021. Even under economic uncertainty, camping remains strong.

Looking ahead to the rest of this year, almost three-fourths of 2021 campers (74%) intend to camp in 2022. For those not intending to camp, the main contributing factors surround economic uncertainty, including 30% who mention financial concerns and another 25% who note gas prices. Tracking the set of campers who started in 2021 due to COVID, just over half (56%) are likely to camp again in 2022. Overcrowding at popular campgrounds is also a barrier to camping this year as it has impacted one-fourth (26%) of campers.

Campers are resilient, and are making adjustments to their camping plans in the face of these external factors. Currently, eight out of ten campers have made some type of change to their 2022 camping plans, whether it's staying closer to home (34%), taking fewer trips (33%, which includes those who are taking fewer trips but staying longer at a destination), spending less on food/entertainment (22%), or simply canceling a trip (19%). These adjustments, for many campers (especially those who are definitely planning to camp this year), could include pivoting from other forms of travel to taking camping trips instead. Overall, four out of ten campers who say they are already committed to camp this year, have opted to camp in place of other travel or vacation options.

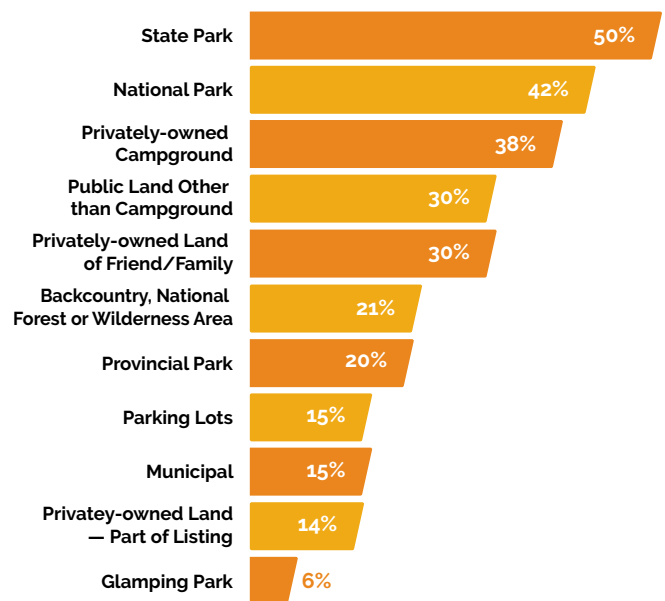
21.5 MILLION

Camping Households projected to camp over July 4 Holiday.

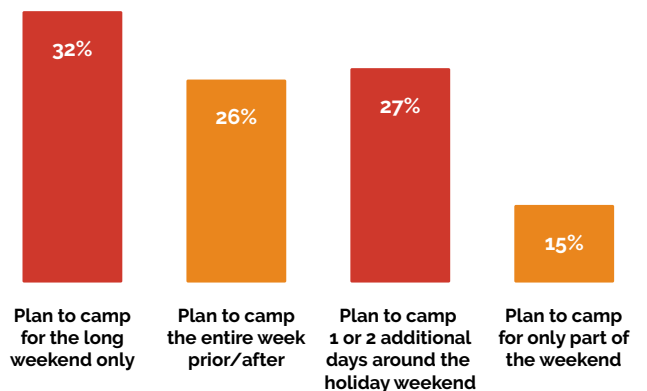
Up 8.6% over 2021



Where Campers are Staying for 4th of July



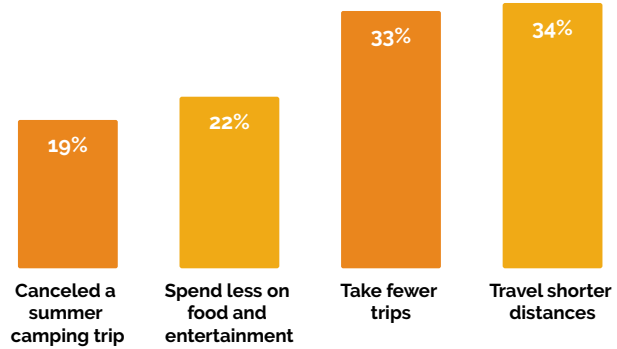
Camping Plans for 4th of July Holiday



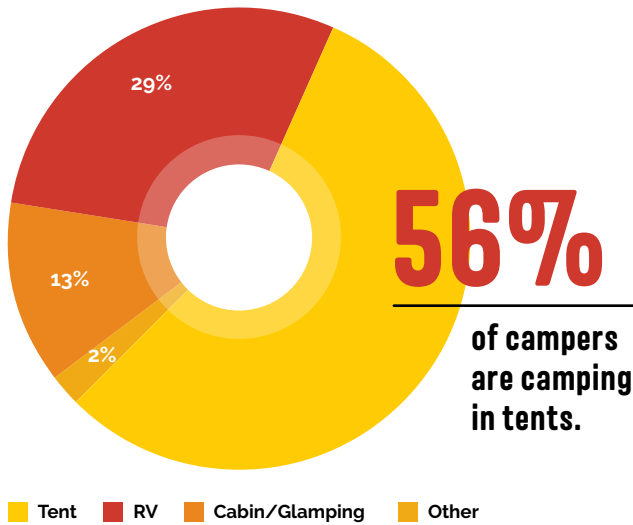
11.95 MILLION CAMPERS PROJECTED TO CAMP IN JUNE



Economic and Gas Price Impact on Camping



Accommodation Type



Cost Per Gallon Before CHANGING CAMPING PLANS



RV Purchase Intent

January through June 2022

