



KOA MONTHLY RESEARCH REPORT

MARCH 2022 EDITION



KOA continues 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. Previous camping reports can be found at KOApresroom.com.

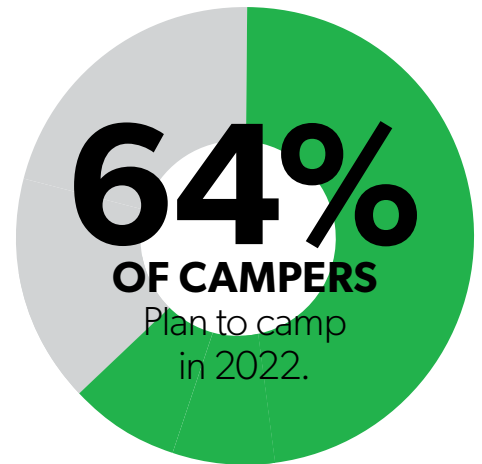
MARCHING INTO THE SEASON

Spring has arrived with 1-in-5 campers planning to take a warm weather break. Spring Break plans are likely to exceed the past two years, with concerns regarding COVID-19 dropping substantially over last month. With optimism increasing, and more than half of campers already booking some of their trips for this year, the look ahead for 2022 is strong. One-third are interested in an extended road trip, and one-fourth would like to visit multiple national and/or provincial parks. The bucket list style adventures hold appeal for many campers, including tackling one of the nation's long trails such as the Appalachian Trail or Pacific Crest Trail.

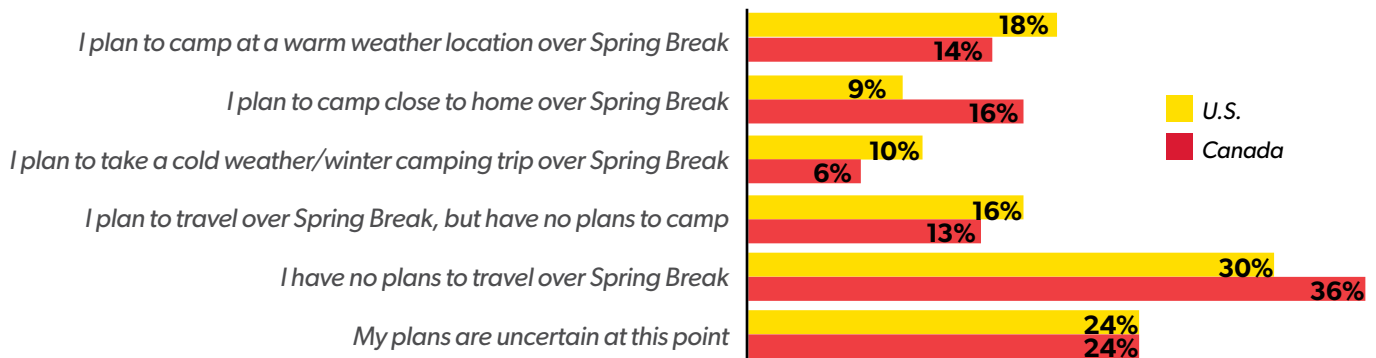
As the influence of COVID-19 continues to decline, it can be expected that campers (and other leisure travelers) will seek to expand their experiences, looking for new ways to camp and spend time outdoors (e.g., glamping, unique accommodations/experiences, different locations.) With many campers still making adjustments due to the high volume of campers, and occasional challenges in finding a preferred campsite, the industry can expect alternative camping options to flourish.



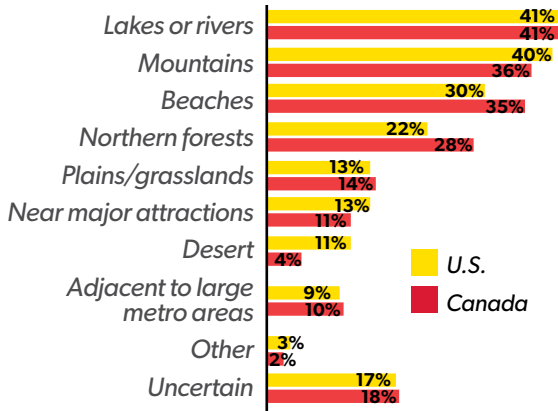
plan to go to a warm weather destination and a similar proportion plan to stay close to home.



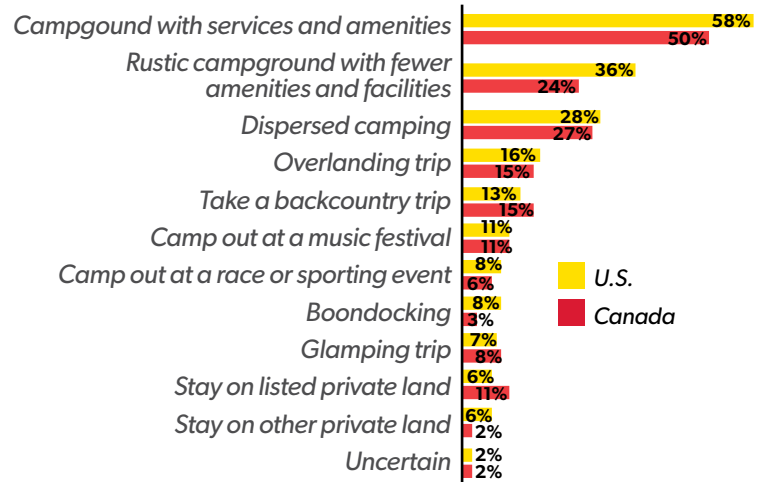
Spring Break Camping Plans



Geographic Destinations for Spring Break Camping



Camping Locations for Spring Break

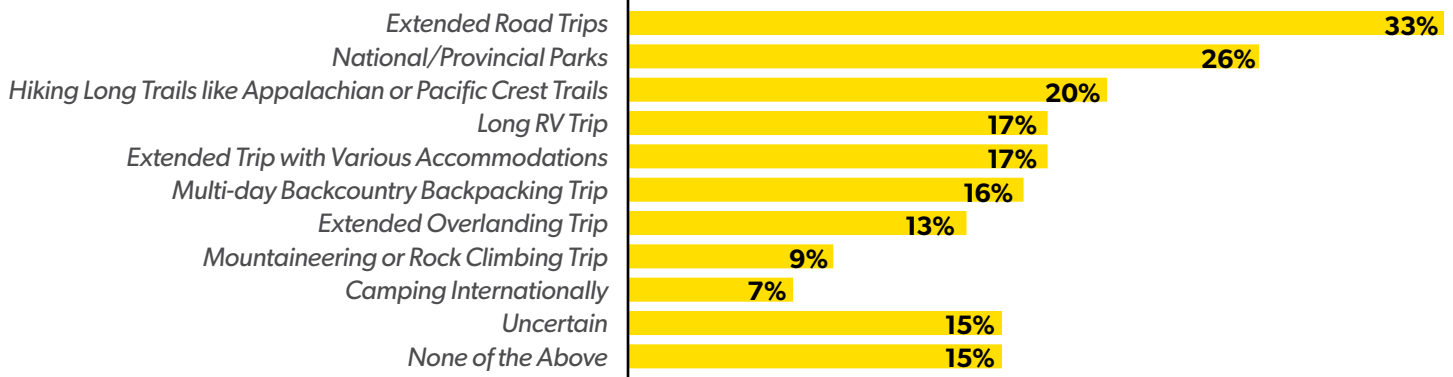


COVID-19 RELATED REASONS DECREASING

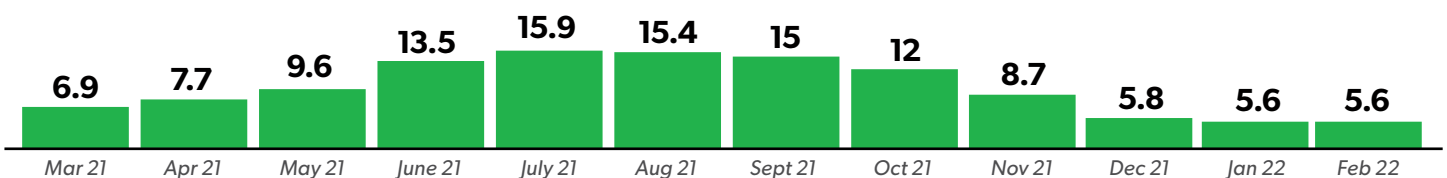
There is a marked decrease in the percentage of campers who are unlikely to camp due to COVID-19 in 2022.



Epic Camping Plans for 2022



Millions of Camping Households (March 2021 - February 2022)



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