



CAMPERS READY FOR WINTER WONDERLAND

Summer may be behind us, but the post-Labor Day camping surge is here. With camping incidence outpacing last year, approximately 24 million camping households hit the road during the Labor Day weekend. Remarkably, 73% of campers embarked on holiday travels, confirming previous estimates. Non-campers, on the other hand, were less inclined to travel.

Fall is shaping up to be a popular camping season, with 85% of campers planning fall trips for events or experiences. Day trips are also in the mix, with campers flocking to local adventures like Halloween activities (54%), Oktoberfest (43%), and apple picking (42%).

Winter camping is also on the rise, doubling in intent to 38%, compared to only 17% in 2022. New campers, particularly those who started during the pandemic, are most likely to embrace winter camping, with 63% planning their first winter outing; 52% aiming for a backcountry winter experience.

Economic optimism shines among campers, with 72% feeling positive about the economy, a 13-point increase from last month. Notably, 4-in-10 campers believe the economy has improved since last year. In contrast, leisure travelers maintain a more pessimistic outlook.

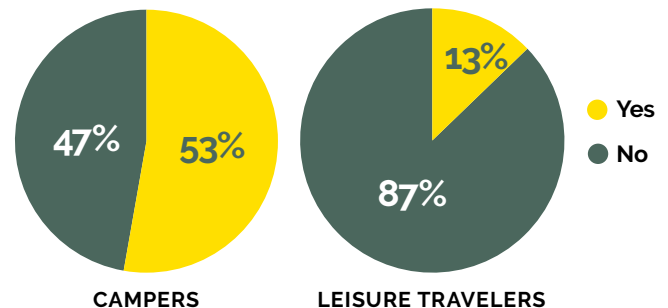
The camping landscape is thriving post-summer, with economic optimism among campers on the rise. Winter camping is gaining traction and fall promises a robust season of camping and local adventures. Looking ahead, a significant 53% of campers have already secured at least one trip for 2024, a stark contrast to the 13% of leisure travelers.

CAMPING INCIDENCE AND OUTLOOK

Who Traveled Over Labor Day



Have Already Booked a Trip for 2024

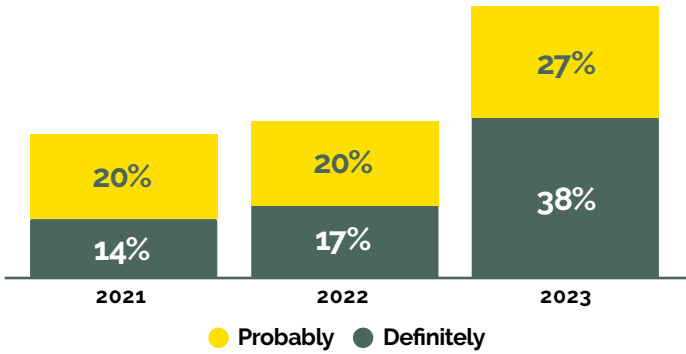


Fall Experiences Travelers Are Camping For

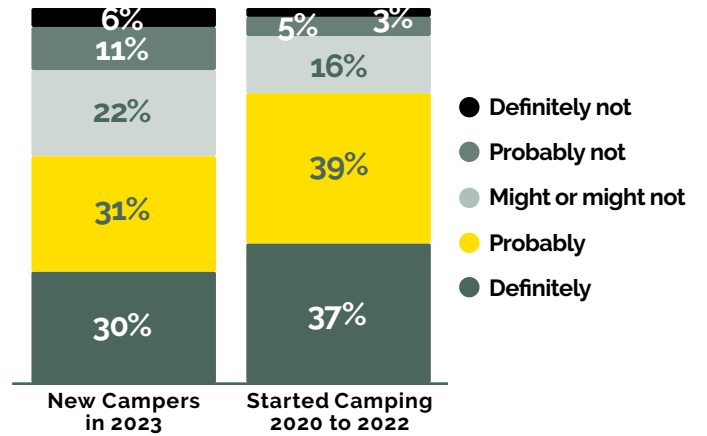


WINTER CAMPING

Planning Winter Camping Trip

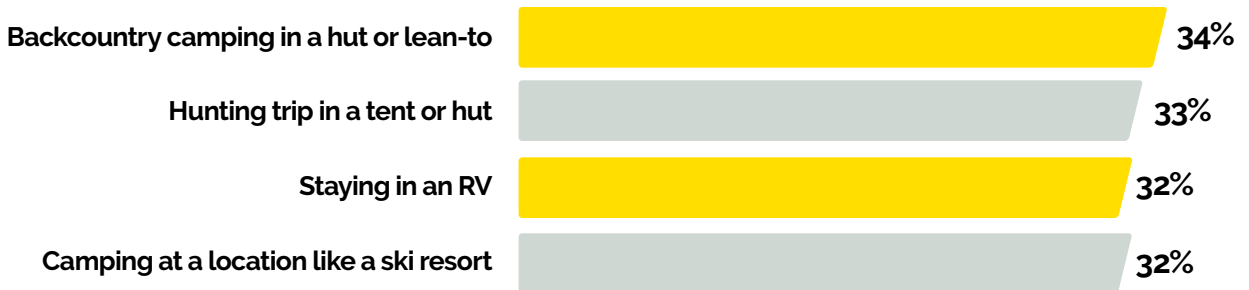


New Campers Winter Camping



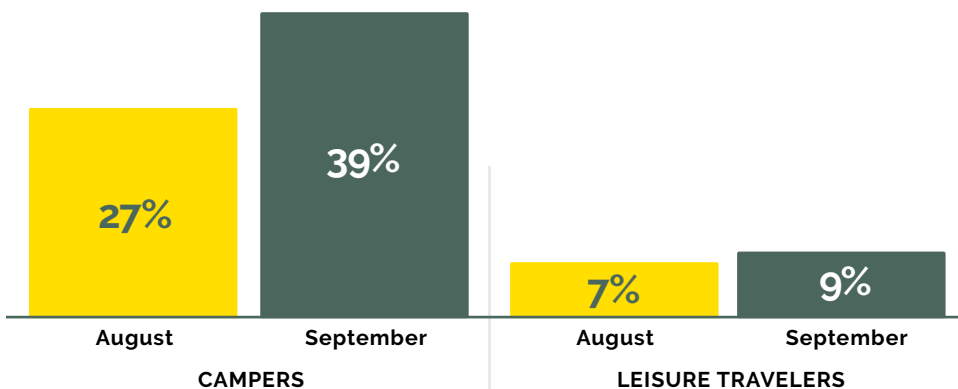
63% OF WINTER CAMPING TRIPS will be first winter camping experience

Top Five Winter Camping Experiences



ECONOMIC OUTLOOK

Campers Feeling Good About State of Economy



46% OF CAMPERS will take more vacations and spend and spend more on food and entertainment because of an improved economic outlook

