KAMPGROUNDS OF AMERICA
RESEARCH

2025 CAMPING & OUTDOOR HOSPITALITY REPORT

The Eleventh Annual Survey of the General Population

Sponsored by Kampgrounds of America, Inc. | Conducted by Cairn Consulting Group

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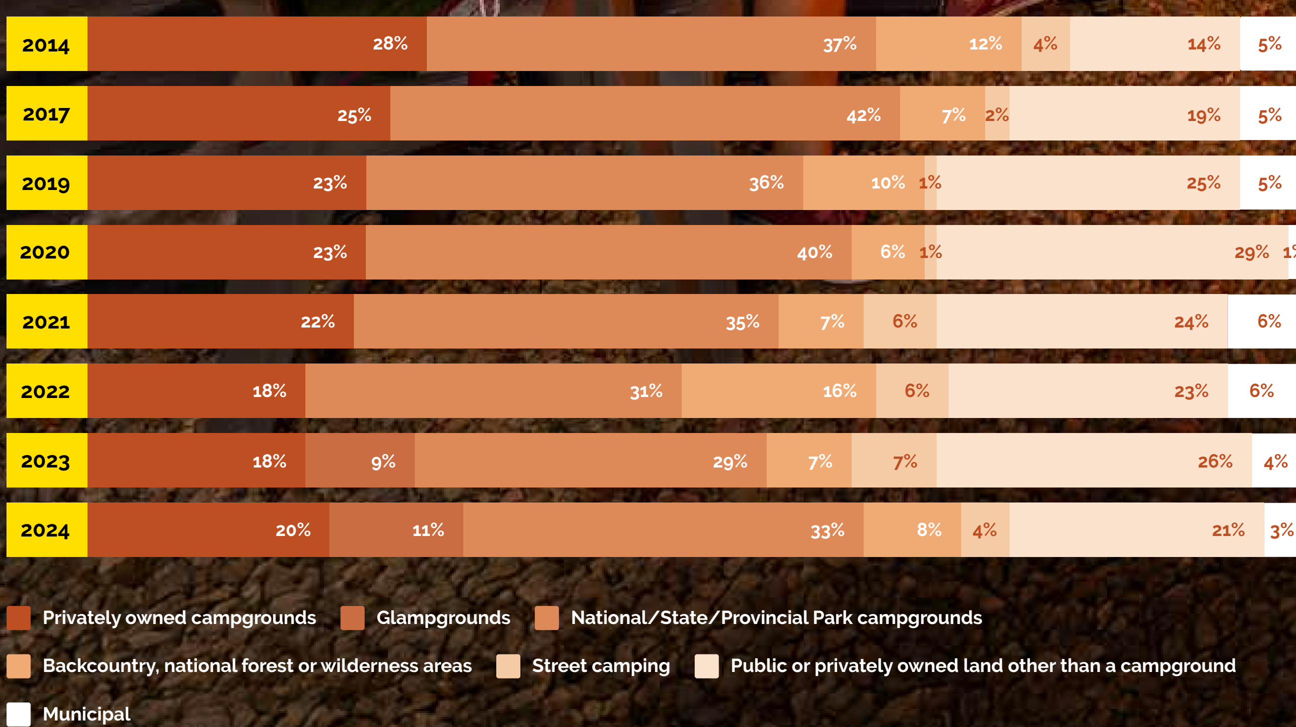
OUTDOOR HOSPITALITY STABILIZES AS TRAVEL TRENDS SHIFT

Over the past 5 years, outdoor hospitality has experienced unprecedented growth, bringing more people into camping and the outdoors than ever before. Between 2020 and 2023, camping participation reached record levels, peaking with over 58 million households making the outdoors a part of their travel plans in 2022. Since then, participation has gradually declined. The industry saw about one million fewer camping households last year as travelers resumed trips that had been postponed during the COVID-19 pandemic. Despite this decrease, the outdoor hospitality industry remains strong and is now stabilizing after the surge of new campers.

1 in 4 Leisure Trips are Camping

Since Kampgrounds of America, Inc. (KOA) first published the *Camping & Outdoor Hospitality Report* in 2014, camping households have grown by 67%. Today's campers are also taking more trips, with a 64% increase since 2014 in the number of campers reporting they camp three or more times per year, demonstrating strong long-term growth for avid campers.

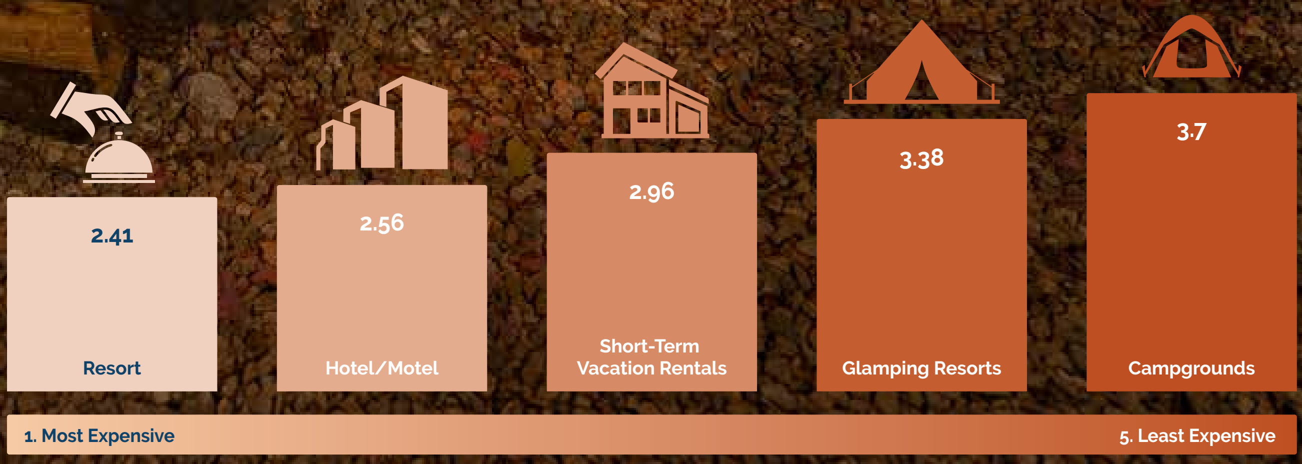
72% of campers consider camping a cost-effective travel option



Proportion of Nights by Location

Private campgrounds and glamping resorts account for 31% of all nights camped in 2024, the highest percentage of nights since the inception of this report.

Ranking the Least Expensive Type of Travel



Early predictions at the start of the year pointed to a strong camping season for 2025. However, recent geopolitical changes, rising economic concerns, and other external factors have slightly reduced travelers' optimism. Despite this, camping and outdoor hospitality remain affordable for both campers and leisure travelers, making it a popular choice for vacations even in uncertain times. Our economic outlook within this report provides a deeper analysis of the current state of travel.

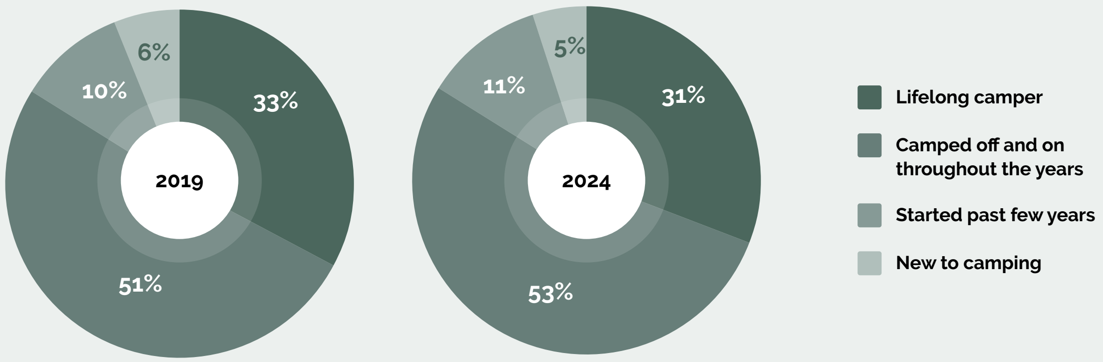
SECTION 1

AN INDUSTRY RESET

The pandemic provided an obvious disruption to the outdoor hospitality industry, with shifts in both participation levels and camper demographics. Campers during this time were younger, more diverse and more likely to work or study on the road. This year's report highlights key trends indicating that today's camper closely resembles those from 2019, signaling a potential stabilization of the market.

Camping Experience

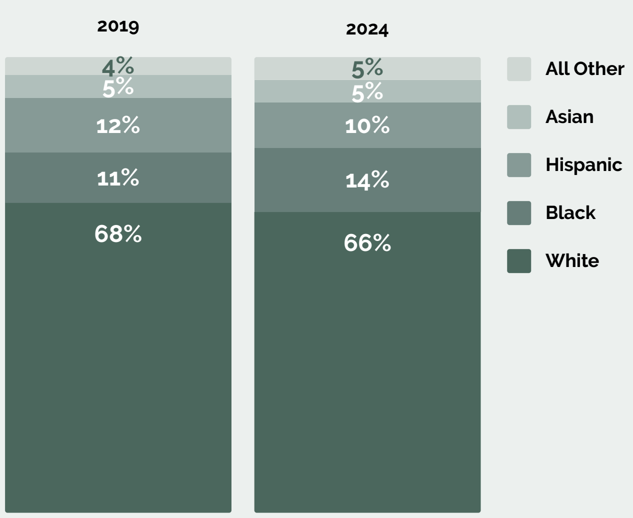
Remarkably similar to 2019, the camper in 2024 includes approximately 5% new campers alongside a stable set of lifelong campers and experienced campers.



Composition of Camper Households

As camper profiles reset, new levels of participation and opportunity present themselves. Millennial and Gen X participation has stayed fairly consistent, while Gen Z has increased their participation by 13 percentage points since 2019. Meanwhile, in 2024, Boomers increased participation by 4%. Both demographics represented a growing percentage of new campers in 2024.

Household Ethnicity

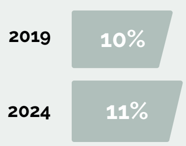


Children in Household

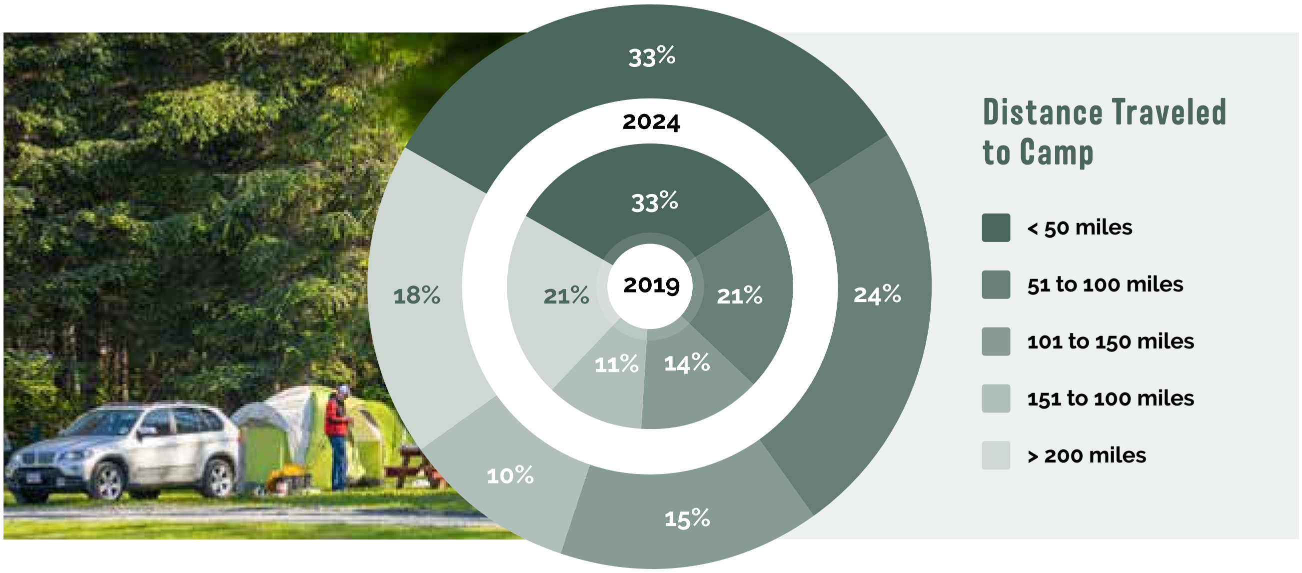
Household Income of $75k+

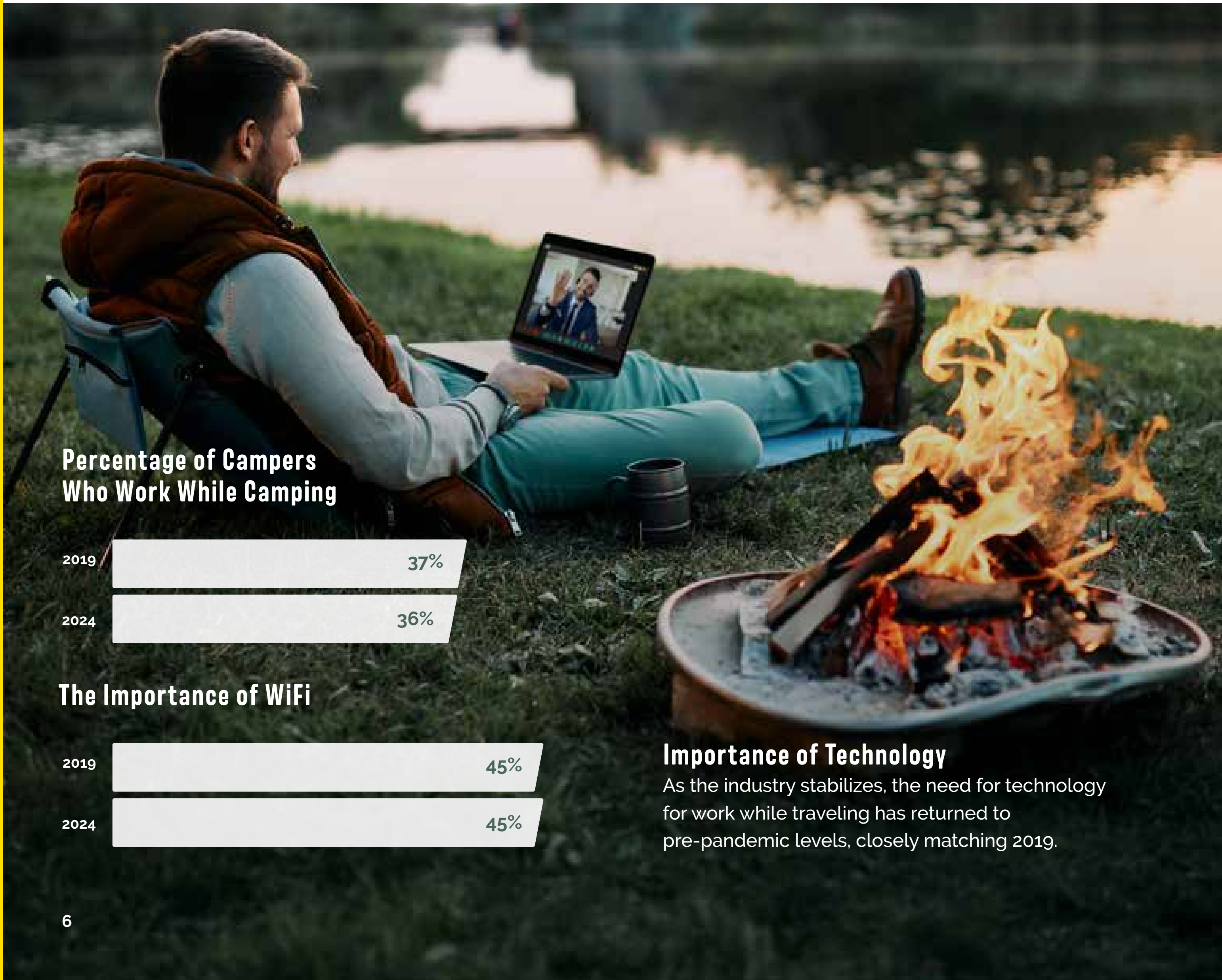
Under the Age of 30

Same-Sex Households



Similar to 2019, campers in 2024 stayed closer to home, with 57% traveling 100 miles or less to get to their camping spot.





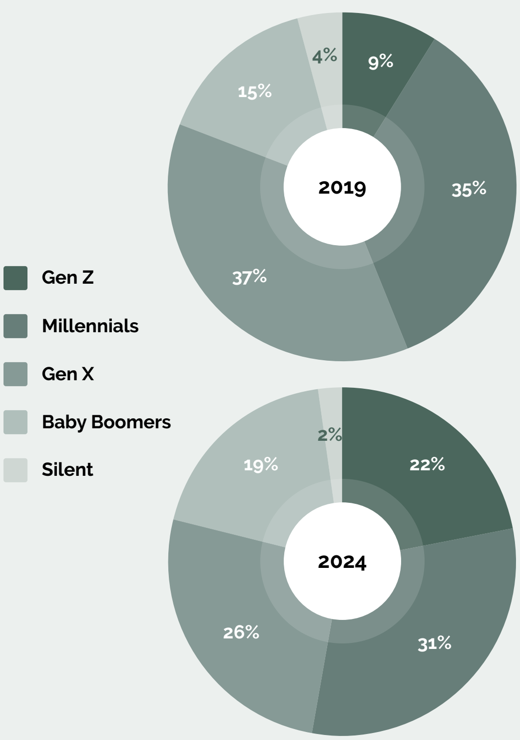
Importance of Technology

As the industry stabilizes, the need for technology for work while traveling has returned to pre-pandemic levels, closely matching 2019.

However, approximately 11 million more households camped in 2024 compared to 2019, creating very noticeable changes and evolutions in camping participation.

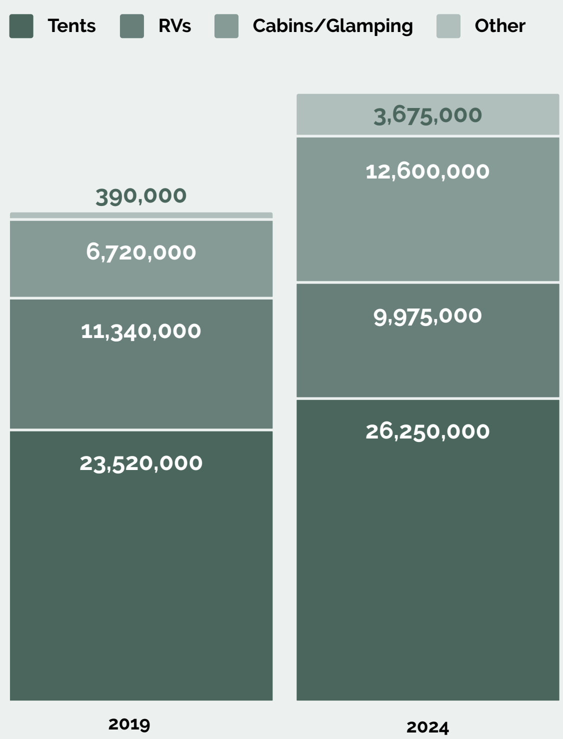
Generational Representation

While generational representation has changed, the percentage of campers under the age of 30 is consistent with 2019.



Camping Preference by Households

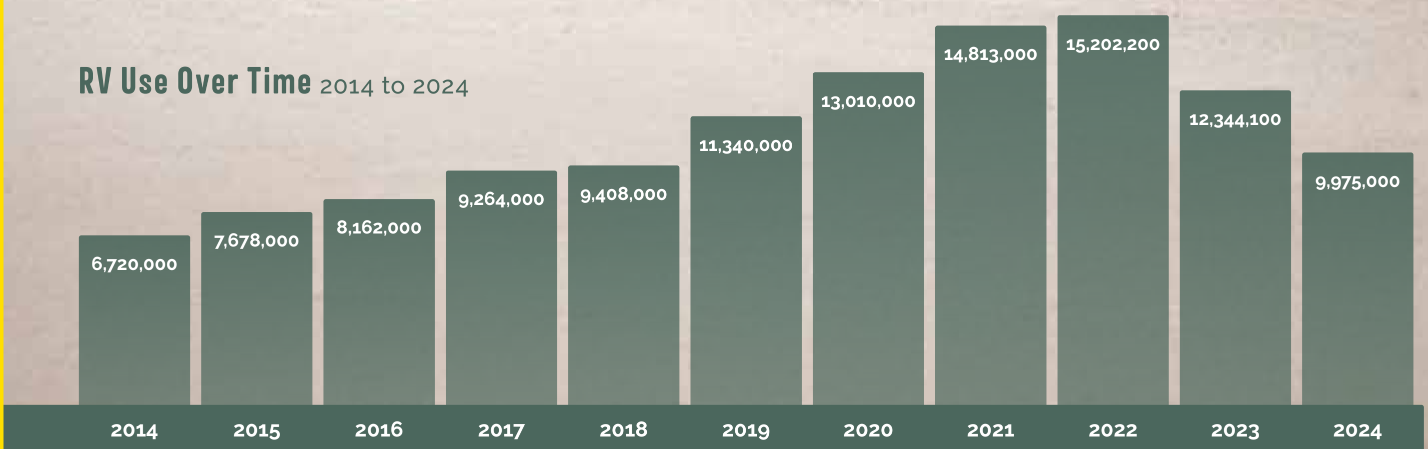
The onset of new campers has changed the camping landscape and how people choose to enjoy the outdoors, with a greater interest in cabins and glamping than compared to RV participation.



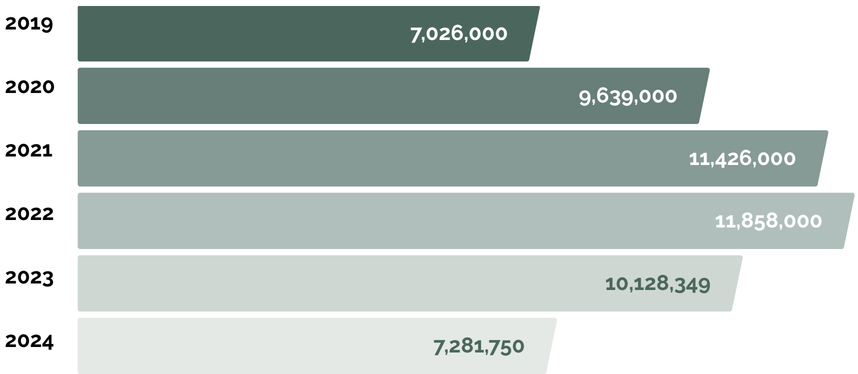
The Future of RVing

RV usage hit an all-time high in 2022, with nearly 15 million households camping in an RV. Today, RV campers more closely resemble pre-pandemic numbers, with nearly 10 million households RVing in 2024. Further, a growing interest in ownership and RV rentals is expected to bring more people to the outdoors in coming years.

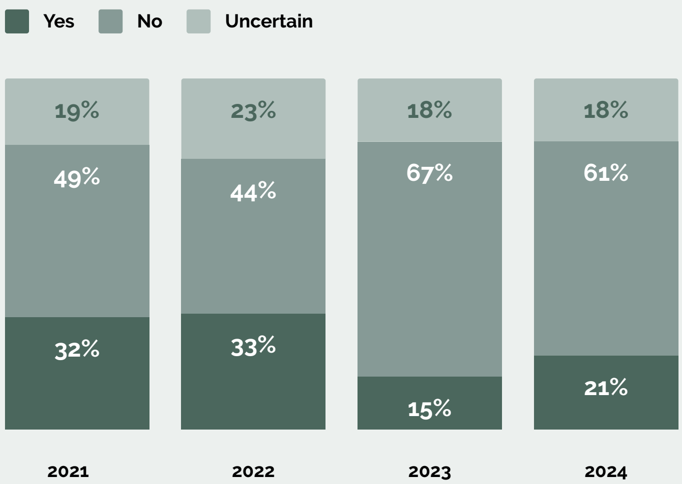
RV Use Over Time 2014 to 2024



Active Camper Households Owning an RV

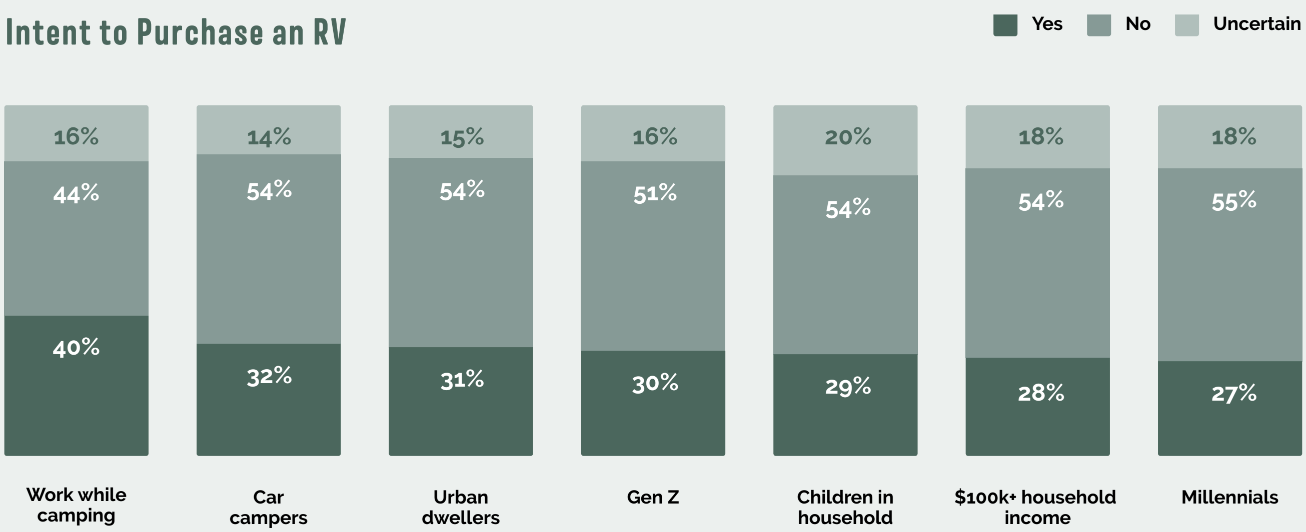


Of the 10 million households that camped in an RV, approximately 73% were RV owners —an increase of approximately 200,000 compared to 2019.



RV ownership is expected to grow slightly in 2025, with 1-in-5 non-RV campers planning to purchase a unit. Among those considering an RV purchase, campers who work while camping are the most likely to do so.

Intent to Purchase an RV



Nearly

80% of RV owners

are planning to camp in 2025, continuing to be some of the most motivated and loyal campers

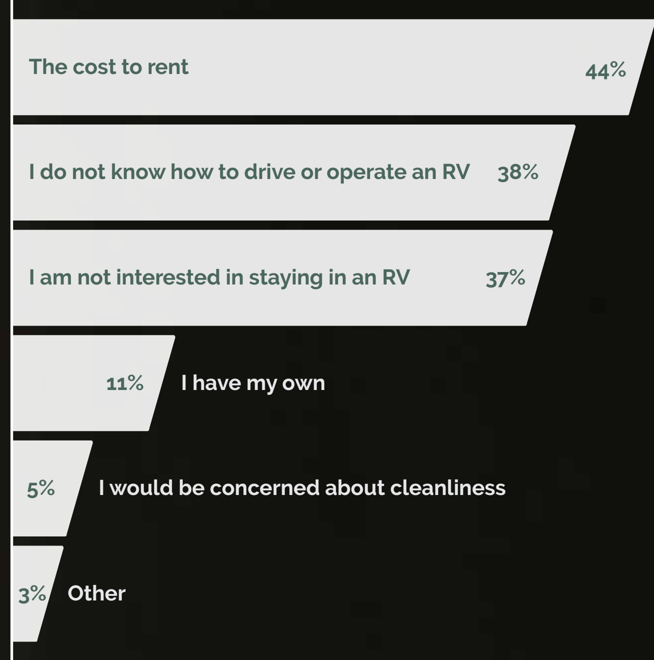
39% of campers

are interested in renting an RV in 2025

RV rentals are a popular choice for those wanting to experience RV travel—whether to try it out before purchasing or to enjoy camping without the responsibility of ownership. However, economic concerns have greatly affected interest in renting RVs. Since the beginning of the year, the number of people interested in renting an RV has dropped by 14 percentage points, with only 30% of non-RV campers planning to rent an RV in 2025.

Millennials and Gen X show the highest interest in renting an RV, while Boomers and Gen Z are less likely to do so. Costs to rent and knowledge of how to operate continue to be the biggest barriers to renting.

Barriers to Rent an RV



Venturing Out, While Staying Close to Home

Camping activity levels saw a slight year-over-year decline in 2024 due to several factors, including economic uncertainty, a highly publicized election and significant weather events. As a result, many campers chose to stay closer to home. Looking ahead to 2025, campers are already feeling some economic anxiety - 68% saying the recent news, political climate or discussions surrounding the economy has changed how they are planning travel.

6 in 10 plan to travel within 150 miles from their home this year.

Camping intentions for 2025 remain strong, with 71% of campers planning trips. Among them, 54% have already booked or plan to book their stay within five weeks of their trip. Of those planning to camp, 63% are staying within 150 miles of their home.

The top travel experiences for both campers and leisure travelers alike include witnessing natural events, sampling new foods, and exploring small towns. Gen Z and Millennials are driving the demand for natural experiences. These trends create opportunities for campground owners and operators to leverage nature, community and cultural programs to entice campers to visit and stay longer.

Natural events have a stronger appeal for younger campers, who are less likely to want to visit small towns or stay in one place.

Top Three Experiences Sought by Generation

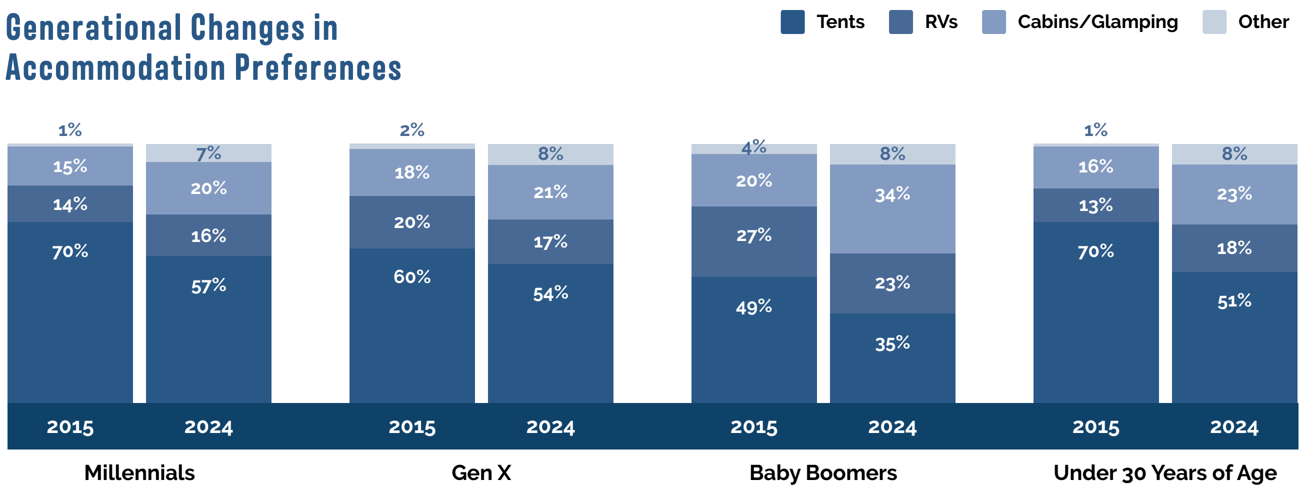
	Gen Z	Millennials	Gen X	Baby Boomers
Natural events	49%	49%	45%	37%
Food tourism	33%	33%	25%	18%
Visiting small towns	9%	17%	25%	37%
Combining work + leisure travel	29%	34%	26%	12%
Trips more focused on staying in one place	7%	13%	23%	33%
Agritourism	34%	29%	18%	12%

SECTION 2

NEW GENERATIONS - NEW DESIRES. MATURE GENERATIONS - NEW NEEDS.

Camping and outdoor hospitality are in the midst of a significant shift in generational usage, driving an evolution in preferences and experiences. Boomers, a generation of reliable RV campers, are now prioritizing accessibility, while the newest camper demographic, Gen Z, is seeking comfort and convenience.

Generational Changes in Accommodation Preferences



General Snapshot	Gen Z	Millennials	Gen X	Baby Boomers
Likely to solo travel in 2025	69%	59%	44%	34%
Tent campers	51%	57%	54%	35%
Slowing down, and simply enjoying the experience and being in the moment	39%	50%	55%	54%
Seek to stay at a glamping resort	44%	36%	32%	27%
Enjoy visiting small towns	9%	17%	25%	37%
Motivated by spending time together with loved ones	28%	44%	52%	49%

Gen Z and Millennial campers make up 61% of all new campers, shaping the future of the industry. These new campers are coming from urban areas and seeking experiences which allow them to connect to the local culture and landscapes of the areas they visit. They are more likely to book cabins or glamping accommodations and are open to trying new gear by renting it at the campgrounds instead of buying it.

Motivations for Camping by Generation

General Snapshot	Gen Z	Millennials	Gen X	Baby Boomers
Spending time together with loved ones	28%	44%	52%	49%
Exploring natural spaces/places	31%	39%	48%	46%
Experiencing something new	34%	44%	45%	39%
Improving my mental well-being	32%	46%	49%	38%
Improving my physical wellness	34%	38%	35%	
It's a more affordable option to travel				32%

Camping motivations vary by generation, with older campers prioritizing time with loved ones, while Gen Z campers favor more active and adventure-filled vacations.

WHO CAMPS WITH PETS?

Millennial campers are leading the charge of those who camp with dogs.

51% Gen Z

61% Millennials

51% Gen X

44% Boomers

Hispanic/Latino and Black Campers bring Fido along more often than other campers.

PETS OVER PEOPLE

There is a growing trend of campers bringing their furry companions along for outdoor adventures.

44% of campers

consider pet amenities extremely important.

53% of campers

camp with dogs - outpacing the number of campers who choose to camp with their siblings (13%) or parents (10%).

SECTION 3

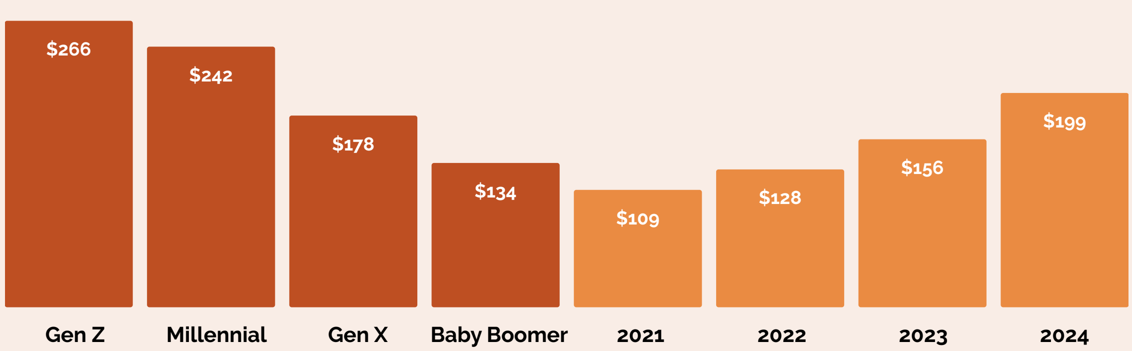
ECONOMIC IMPACT OF CAMPING & OUTDOOR HOSPITALITY

Camping remains a significant driver for the economy. In 2024, total expenditures climbed to $61 billion, demonstrating the substantial impact of camping and outdoor hospitality on local communities.

Last year, campers who opted to stay closer to home supported their local and neighboring communities by dining at restaurants, shopping at local stores and purchasing essentials like groceries and firewood. In fact, overall daily spending reached an all-time high of $200 per day — an increase of $43 year-over-year. Glampers spent the most while camping, averaging $251 per person per day, approximately 22% more than RVers.

Spending in Local Communities Dollars per Day

Younger campers spend significantly more during their trips, which could be due to lack of gear and their desire to experience food tourism while traveling.



Top three Sought-After Experiences

When asked what experiences campers were most interested in, the top 3 included activities with little to no additional costs.

Campfire Experiences

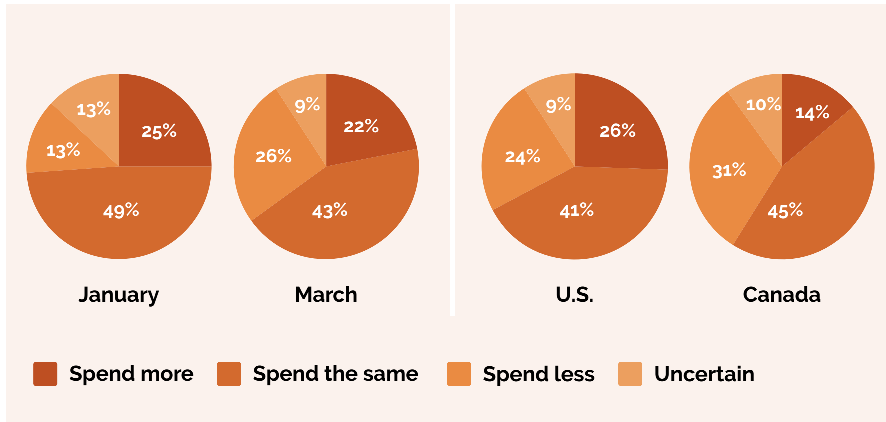
Hiking

Nature Walks

Travel Spending Today

Earlier in the year, travelers were optimistic about their ability to spend more on travel experiences, with 74% planning to spend the same or more than in 2024. With recent shifts in the economy, the percentage of travelers who say they plan to spend less while traveling has doubled from 13% to 26% in just three months. Canadians are feeling the impact even more, with 31% saying they plan to spend less than last year.

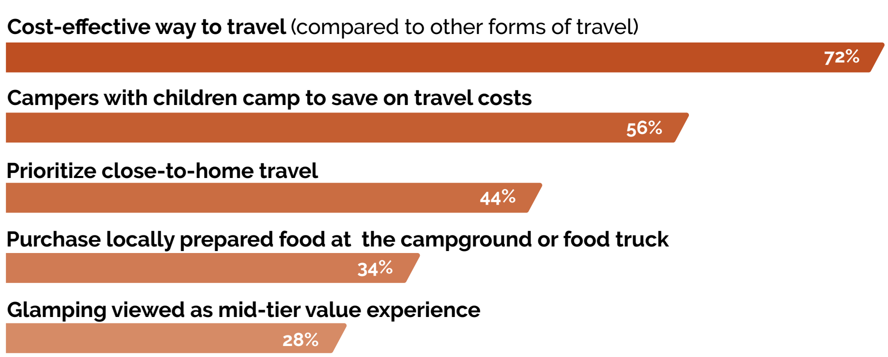
Projected Change in Travel Spending



Boomers are more cautious about upcoming travel spending, with 36% stating they will spend less than last year. Millennials seem to be less concerned — 71% plan to spend the same or more on travel than they did last year.

Among those who are decreasing the amount they plan to spend while camping, the primary reason is due to the increased cost of goods & services (42%).

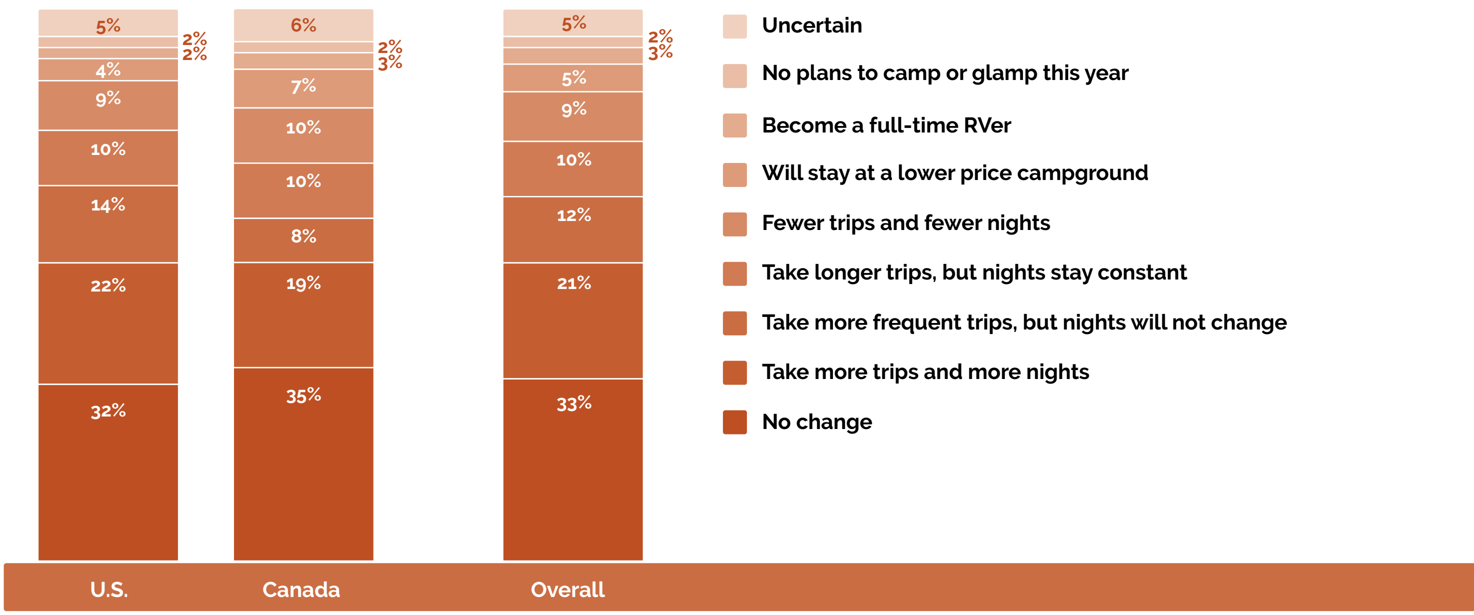
Camping Affordability



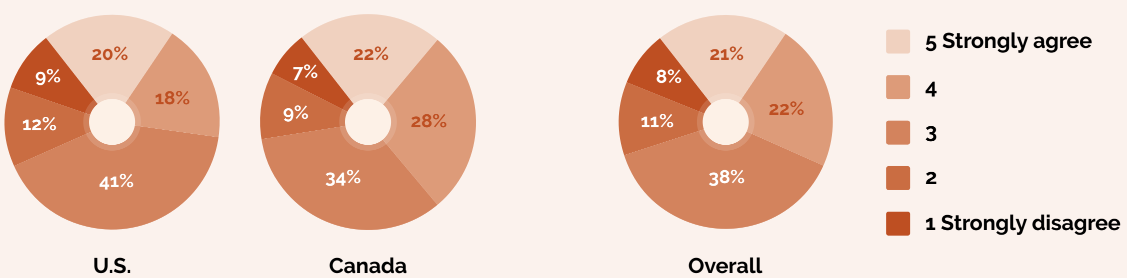
Outdoor Hospitality Remains an Affordable Travel Option

Camping and outdoor hospitality has widely been viewed as an affordable travel option, allowing an opportunity for people to explore nature and take a vacation, even during times of economic uncertainty. Experiencing the outdoors remains to be a top choice for cost-conscious travelers.

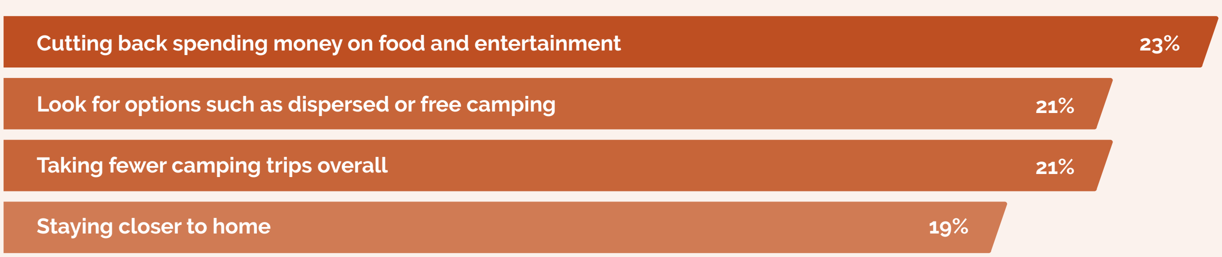
2025 Camping Outlook



Travel Impacted by Economic Uncertainty



Travel Adjustments Due to Economic Conditions



The rising costs of travel have impacted about 8-in-10 campers. Campers are adjusting their travel plans, spending less while traveling without giving up their trips, with only 9% planning fewer nights under the stars compared to last year.

The evolution of camping, combined with flexible accommodation options, provides both seasoned and new campers with exciting opportunities to engage in outdoor hospitality.

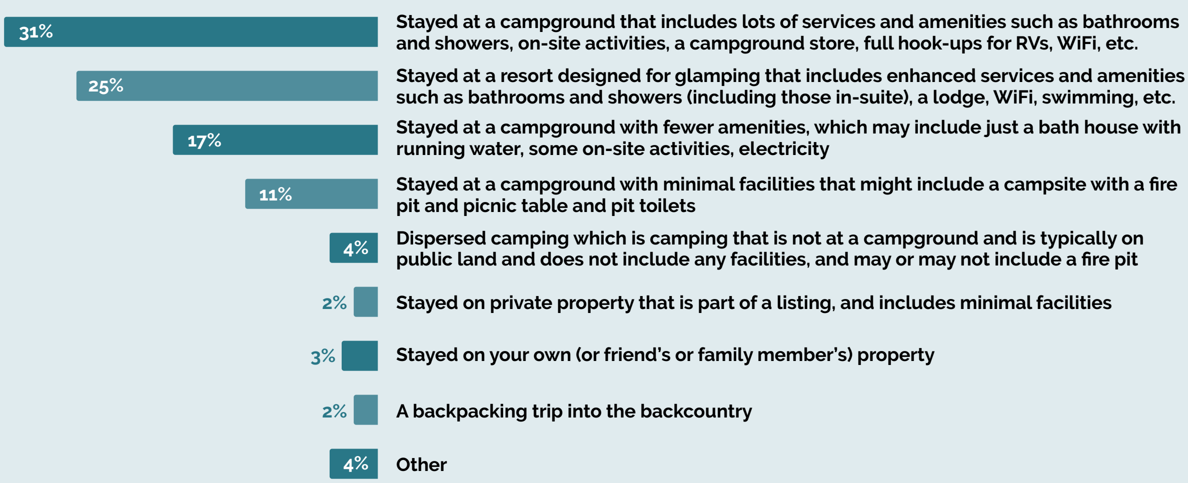
SECTION 4

WELCOMING FIRST-TIMERS WITH EASY ACCESS TO THE OUTDOORS

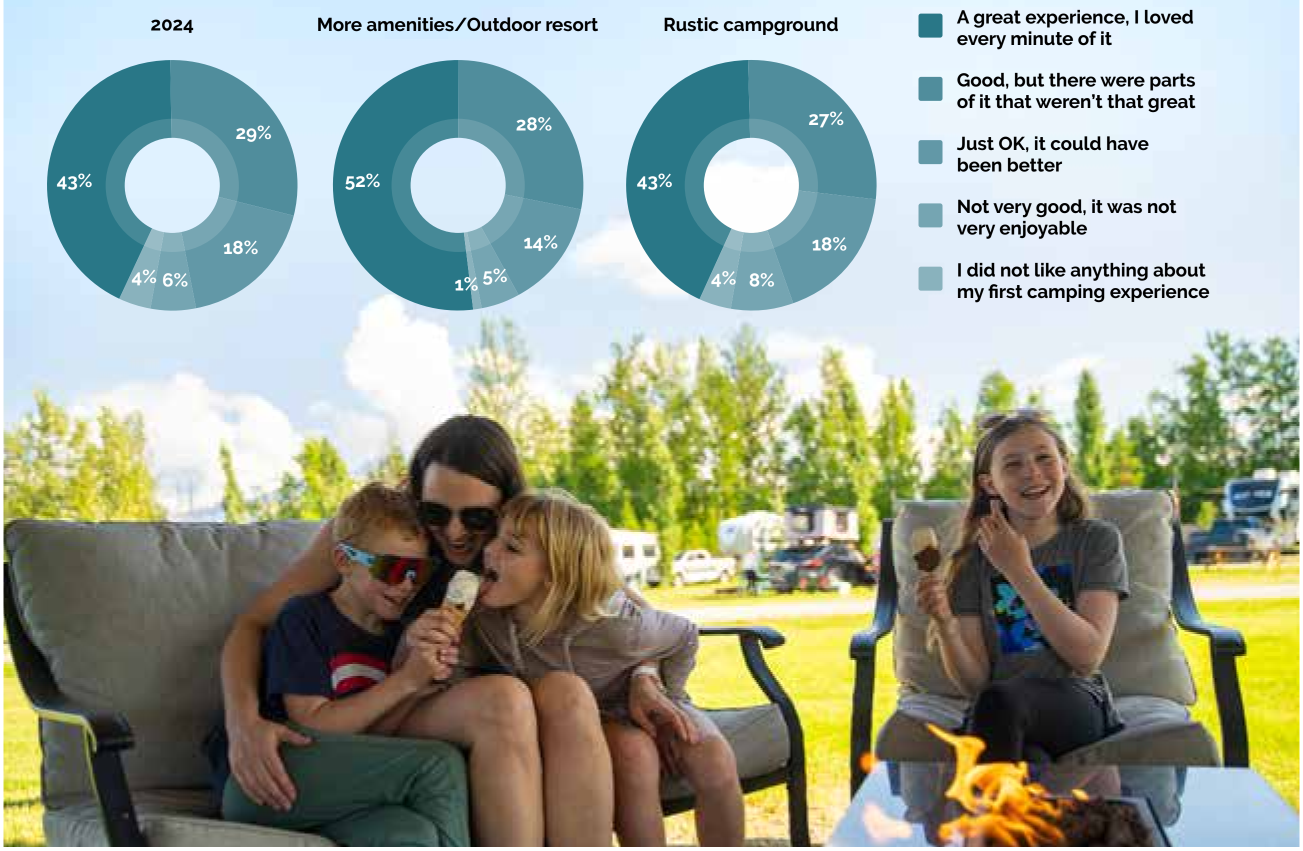
Prior to 2020, 60% of first-time campers chose to camp at campgrounds with limited services and amenities. Today, 56% of new campers prefer locations that offer a full range of amenities, including on-site staff, restrooms, accommodations, and recreation.

The influx of new campers from the leisure travel sector during the pandemic has resulted in an increase in campgrounds providing convenience and comfort. This shift has made outdoor experiences less stressful and more accessible to those who may not see themselves as traditional "campers."

First Time Camping Experiences 2024



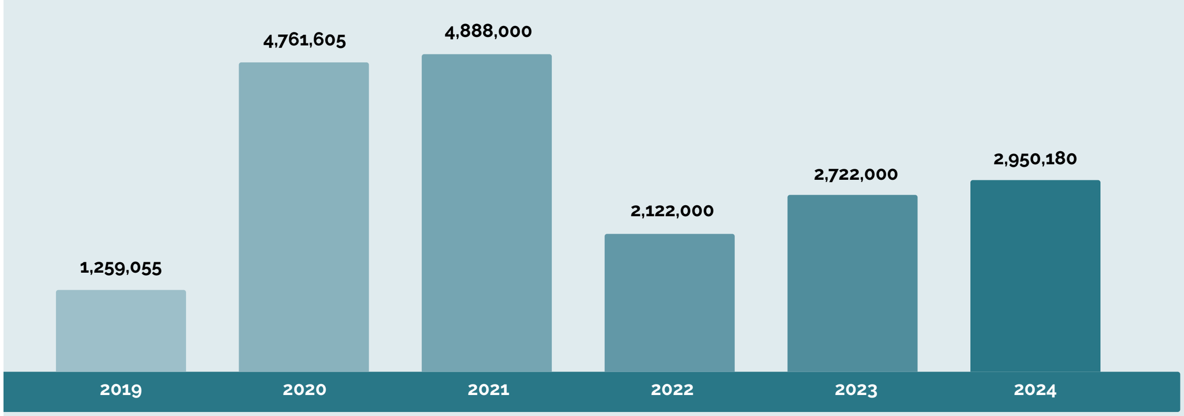
First Camping Experience



Many first-time campers prefer campgrounds or outdoor resorts that offer a variety of amenities and services. As a result, they often have good to great experiences. In fact, 87% of those who report having a great experience are likely to continue camping in the future.

The ways in which campers are first experiencing camping have changed, with 32% now choosing cabin or glamping accommodations. This marks an increase of nearly 1.7 million households since 2019.

New Glampers



78% of new campers value a location that communicates clear instructions, has friendly staff, and clean facilities.

62% of campers

who started camping in the past 3 years plan to camp again in 2025

1 million new households

will try camping for the first time in 2025

In addition to the physical and service aspects of the campgrounds, first-time campers are seeking emotional connections with family and friends while spending time outdoors. Travel trends surrounding natural experiences, connections with loved ones and economically-conscious travel indicate 2025 should be a good year for new campers, with a projected one million new households trying camping for the first time.

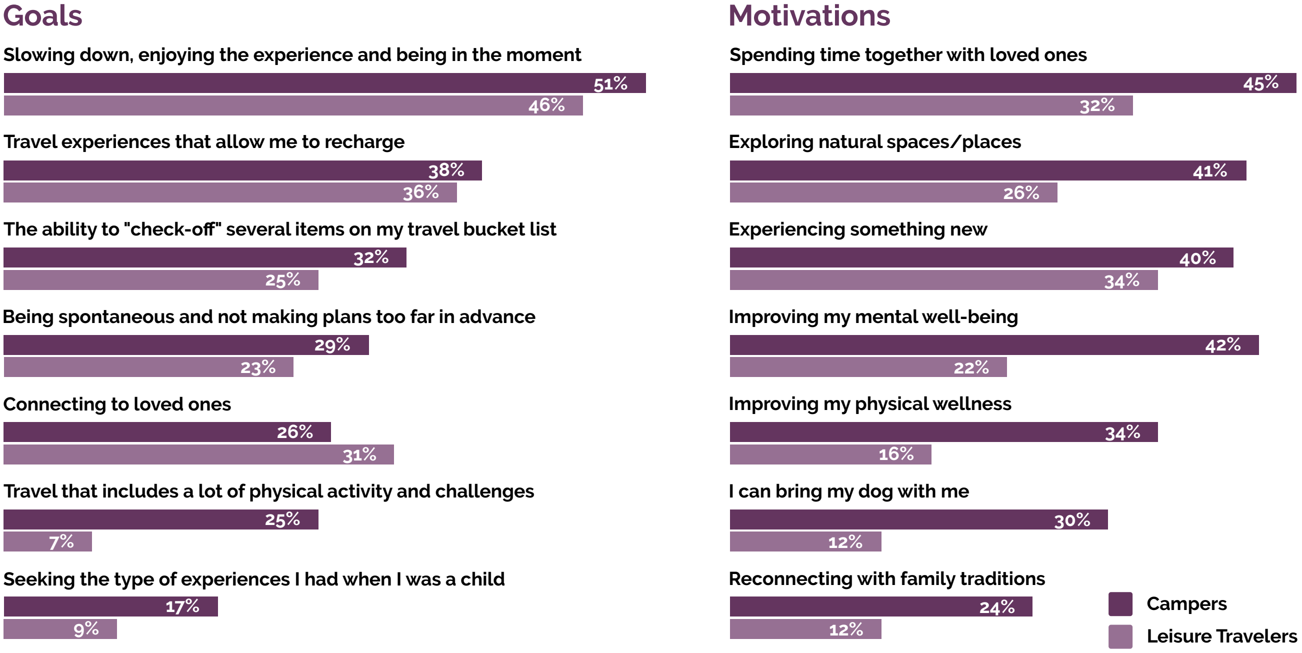
SECTION 5

CAMPING TO RECONNECT & RECHARGE

Campers are increasingly focusing on experiences in nature that enhance their overall well-being, similar to trends observed in last year's report. They are drawn to activities such as hiking and mindful strolls in nature and water-based pursuits like paddleboarding, fishing and kayaking. Forest bathing, a new trend introduced in last year's report, continues to gain momentum amongst campers, with 36% interested in participating in this experience in 2025.

Both campers and leisure travelers express a desire to slow down and be fully present in the moment. They prioritize quality time over physical activities, with connection being the primary motivator for travel in 2025 - specifically, spending time with loved ones.

2025 Travel Goals



As the stresses of daily life accumulate, many individuals are turning to camping as a way to escape, recharge and relax. Over 60% of campers use camping as a way to disconnect from digital devices and reconnect with nature. Nearly half of all Gen Z campers are drawn to camping to reestablish or build upon their mental health.

A New Age of Wellness Camping

In 2025, new and emerging travel trends focused on wellness and well-being are becoming increasingly prevalent. Experiences like wellness by water, camping after dark, and barefoot grounding are gaining traction in the travel industry. These trends align well with the outdoor hospitality sector, offering unique opportunities for travelers seeking to enhance their overall well-being.

42% OF CAMPERS

are using travel to improve their mental well-being, compared to 22% of leisure travelers

Wellness by Water

Beach camping has emerged as the top wellness trend, with more campers seeking the calming effects of the ocean. Boomers (68%) and Gen X (63%) are especially drawn to beach walks as a way to unwind.

Water-based activities like fishing, paddleboarding, or floating continue to be top sought-after experiences to improve physical well-being.

57% of Campers and 53% of Leisure Travelers

say walking on a beach or relaxing near a body of water helps with their overall well-being

42% of Campers and 29% of Leisure Travelers

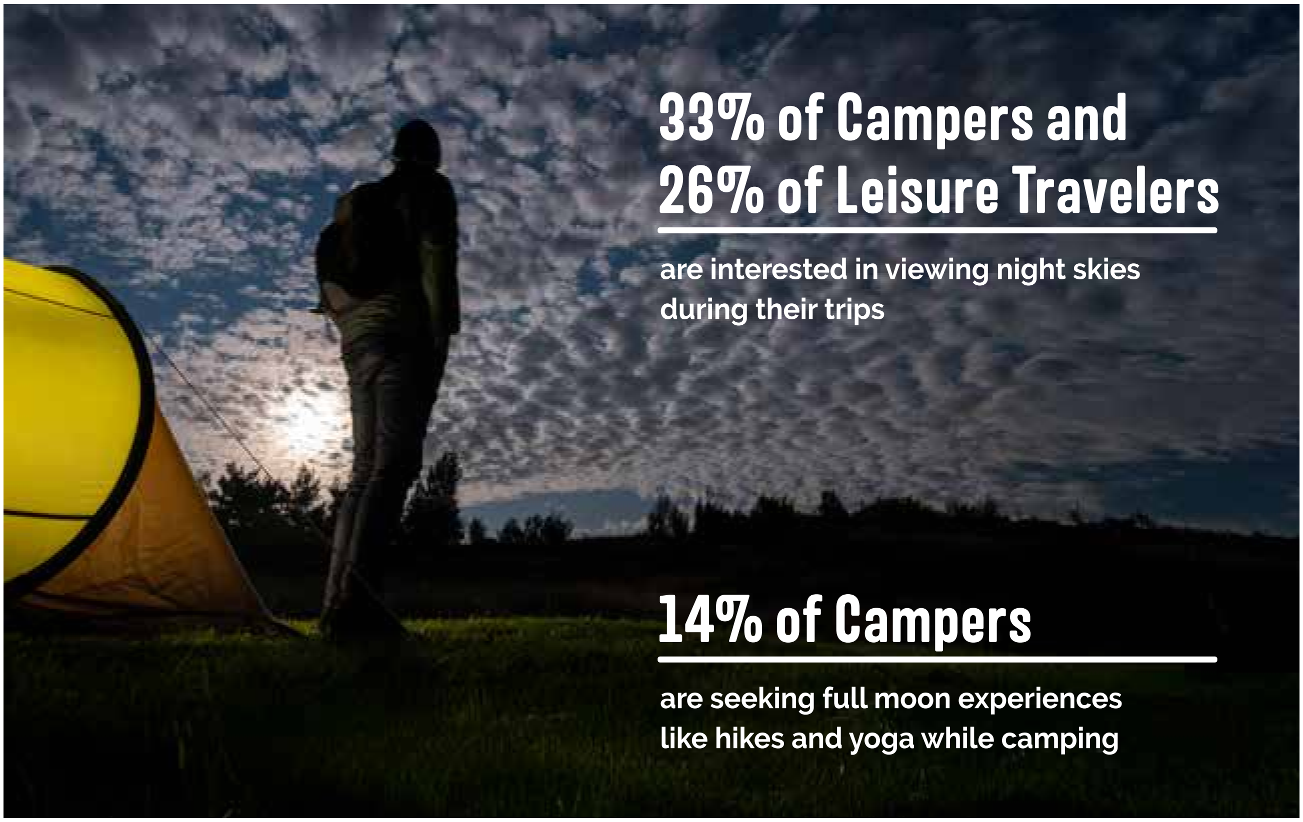
say water-based experiences support their physical well-being

Canoeing/kayaking is also referenced by:

29% of Campers and 9% of Leisure Travelers

Camping After Dark

Spending time under the stars, or astro-tourism, is set to remain a hot trend in travel following the popularity of 2024's solar eclipse. In 2025, full moon hikes and yoga under the moonlight are top activities for those seeking well-being.

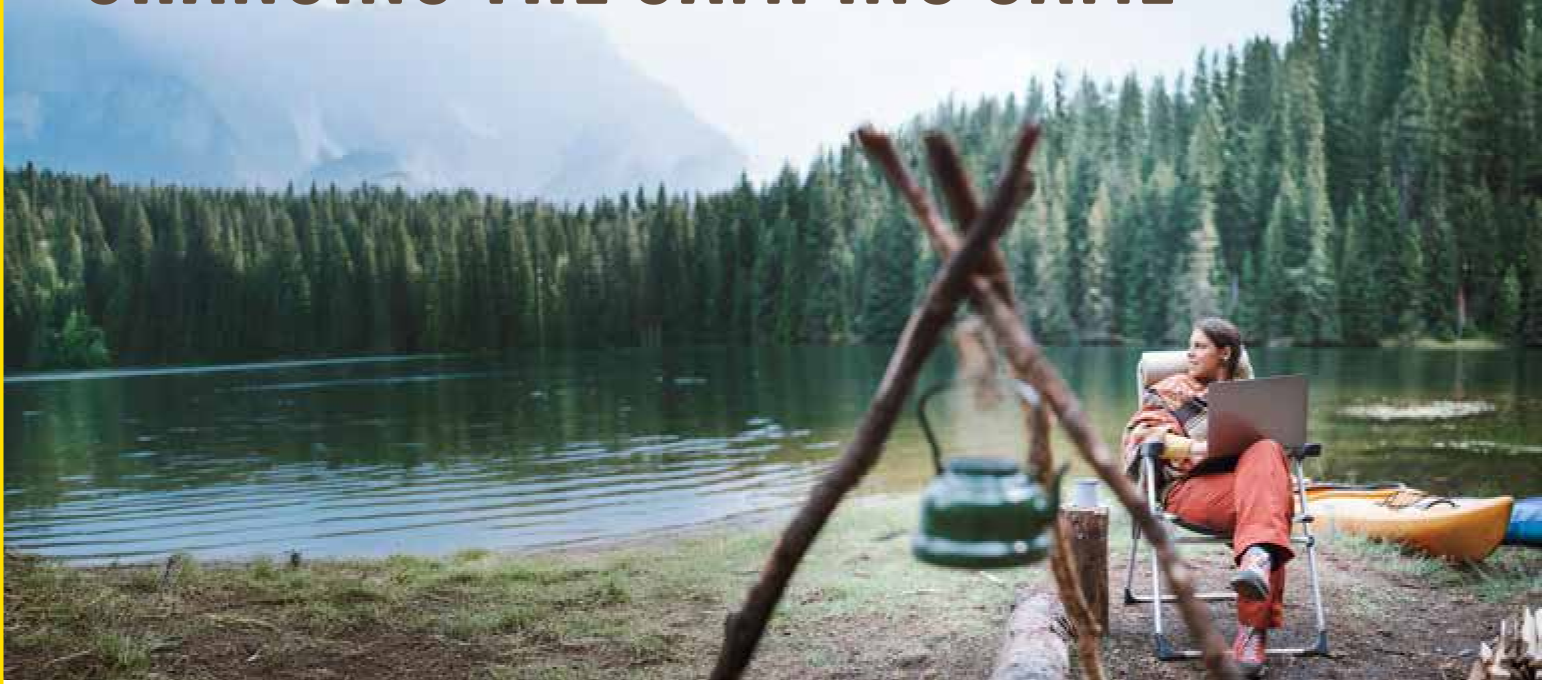


Becoming Grounded

Grounding, or the art of walking in nature barefoot, is gaining popularity across the globe. Parks, campgrounds and public spaces are encouraging people to take off their shoes and connect with natural surfaces beneath their feet to improve mental health and well-being.

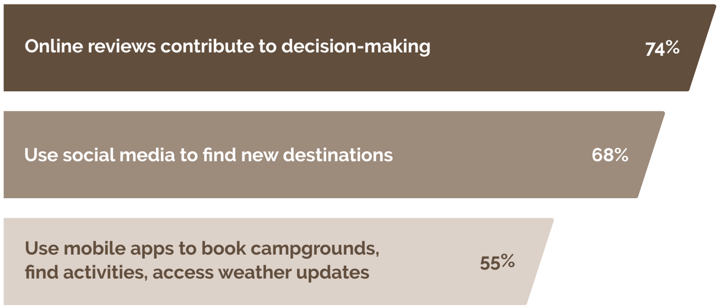
SECTION 6

TECHY CAMPERS. HOW AI IS CHANGING THE CAMPING GAME

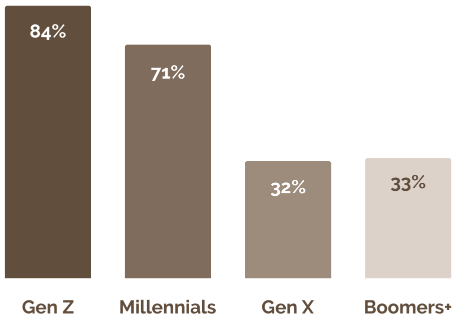


Access to new online tools and platforms is significantly changing how campers decide where to stay and what to do on their trips. Online reviews, social media, travel apps, and artificial intelligence (AI) are all playing a crucial role in travelers' planning and decision-making processes.

Use of Technology to Plan or Book your Trip



Use of AI by Generation

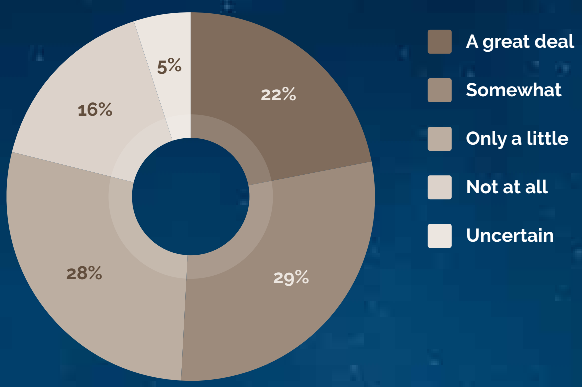


The impact of AI on the outdoor hospitality sector has been substantial, with 62% of campers having used AI for trip planning in 2024, up from 46% in 2023. Outdoor hospitality enthusiasts seem to be more comfortable utilizing AI than leisure travelers, as only 33% of leisure travelers used AI for trip planning last year. Campers are increasingly relying on technology for route planning, destination selection, and booking accommodation. This trend is expected to grow in 2025.

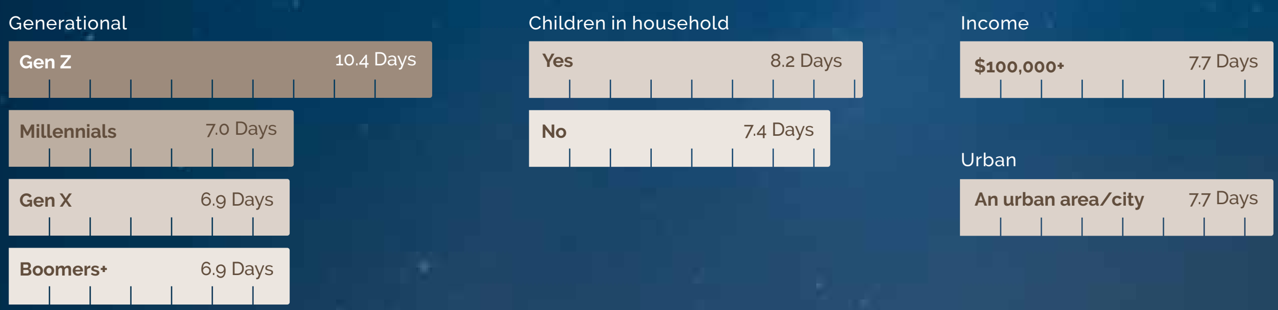
Access to technology, particularly WiFi, significantly increases the number of days campers choose to stay on-site. Although there has been a slight decline in the importance of WiFi for enhancing camping experiences compared to the height of the pandemic, when people were working and schooling remotely, having WiFi available can add an average of up to nine additional camping nights for campers.

Not surprisingly, Gen Z and families with children are the largest demographics citing the importance of reliable internet at a campground, while Boomers and Gen X would still increase their camping nights by nearly 7 nights annually if WiFi was available.

Influence of WiFi on Ability to Camp More



Additional Days Camped Due to Technology



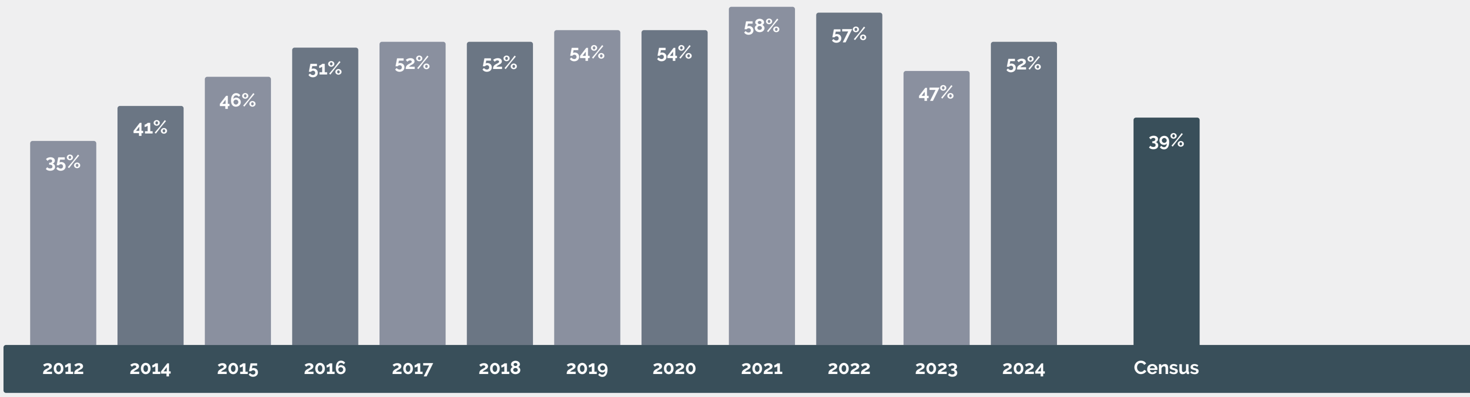
SECTION 7

STRENGTHENING FAMILY CONNECTIONS

For generations, parents and caregivers have shared camping experiences with their children and grandchildren. Those who grew up camping understand the intrinsic benefits spending time together in nature can have on individuals and families. This year's report took a more in-depth and personal approach to examining those benefits and the positive impacts camping has on both children and their parents.

Family Camping Households

Camping with children rebounded in 2024 after a slight decrease and is now back to pre-pandemic levels.

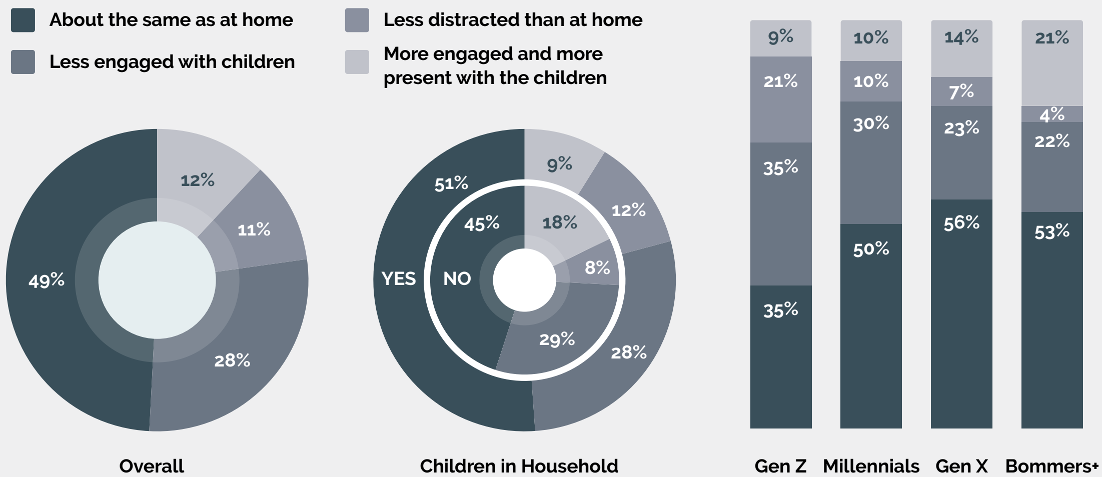


1 in 3 campers

say camping with children is more relaxing than other vacations.

Nearly 6-in-10 camping households believe that camping provides a better opportunity to connect with friends and loved ones over other forms of travel. A majority of campers report feeling more engaged and present when camping with children, highlighting the positive impact that spending time in nature has on familial relationships.

Camping Impact on Engagement with Children

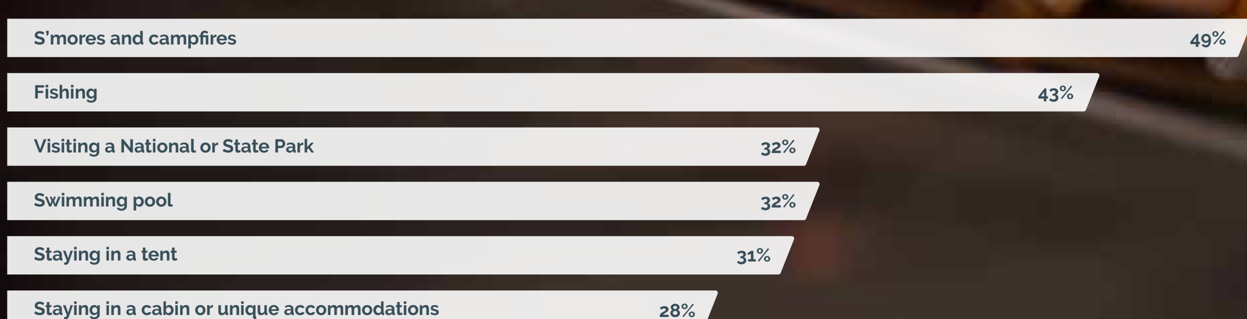


50% of campers

camping without children are most excited about s'mores

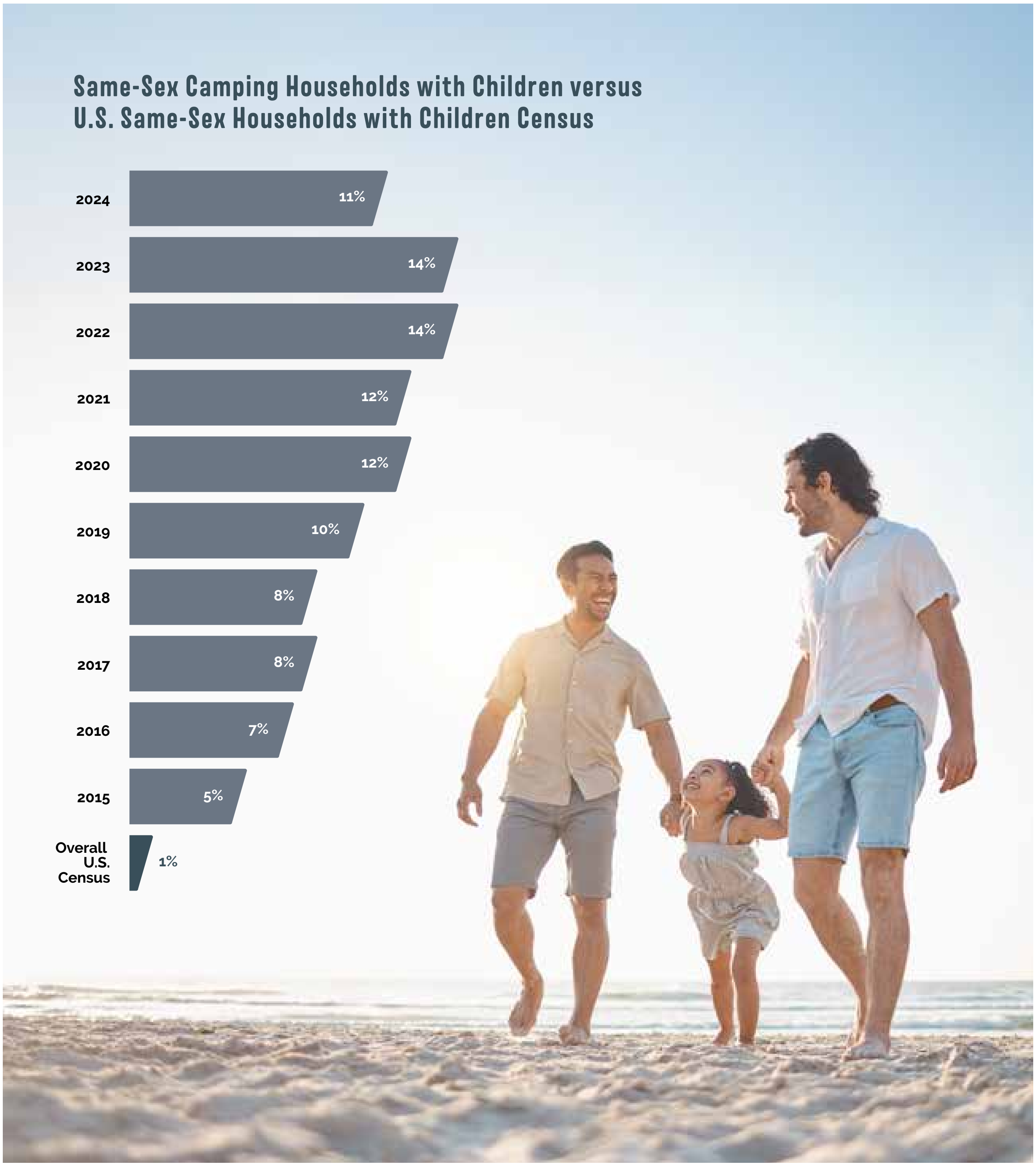
Most Anticipated Campground Activity

It's not just for kids! S'mores appeal to adults camping without kids too.



It's not only the parents and caregivers camping with children; 22% of families camp with grandparents and/or extended family members, further enhancing the social and bonding aspects of outdoor hospitality. Families are eager to connect and engage with each other in a variety of ways, with s'mores being the most anticipated activity.

Family camping appeals to everyone, regardless of race, ethnicity or family dynamics. Like the rise in camping with children, same-sex households have experienced a significant increase in camping participation with 11% identifying as "campers." This percentage is particularly high compared to the overall number of same-sex households with children in the U.S.



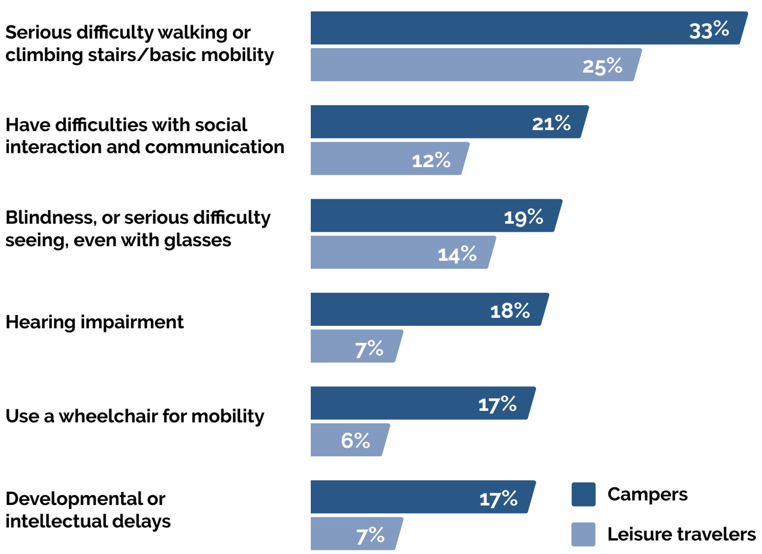
SECTION 8

THE OUTDOORS IS ACCESSIBLE FOR ALL

Since the inception of this report, outdoor hospitality has become more inclusive. Campgrounds and outdoor resorts are expanding their offerings to better meet the needs of their campers.

Some campgrounds are taking it further, by becoming Autism Certified spaces. This evolution in camping is needed as campers are more likely than leisure travelers to report that they, or someone they travel with has physical or neurodivergent needs.

Incidence of Physical or Neurodivergent Needs



As our older camper generations mature, it is imperative that campgrounds continue to create opportunities for them to enjoy the outdoors. This may involve adding more accessible accommodations, well-lit walkways, and technology to assist with their trip.

22% of Camping Trips

involve multigenerational families, with older relatives requiring accessible features

47% of Boomers

choose campgrounds with easy access to walking paths and recreation areas

28% of Campers

say that accessible options are important at a campground

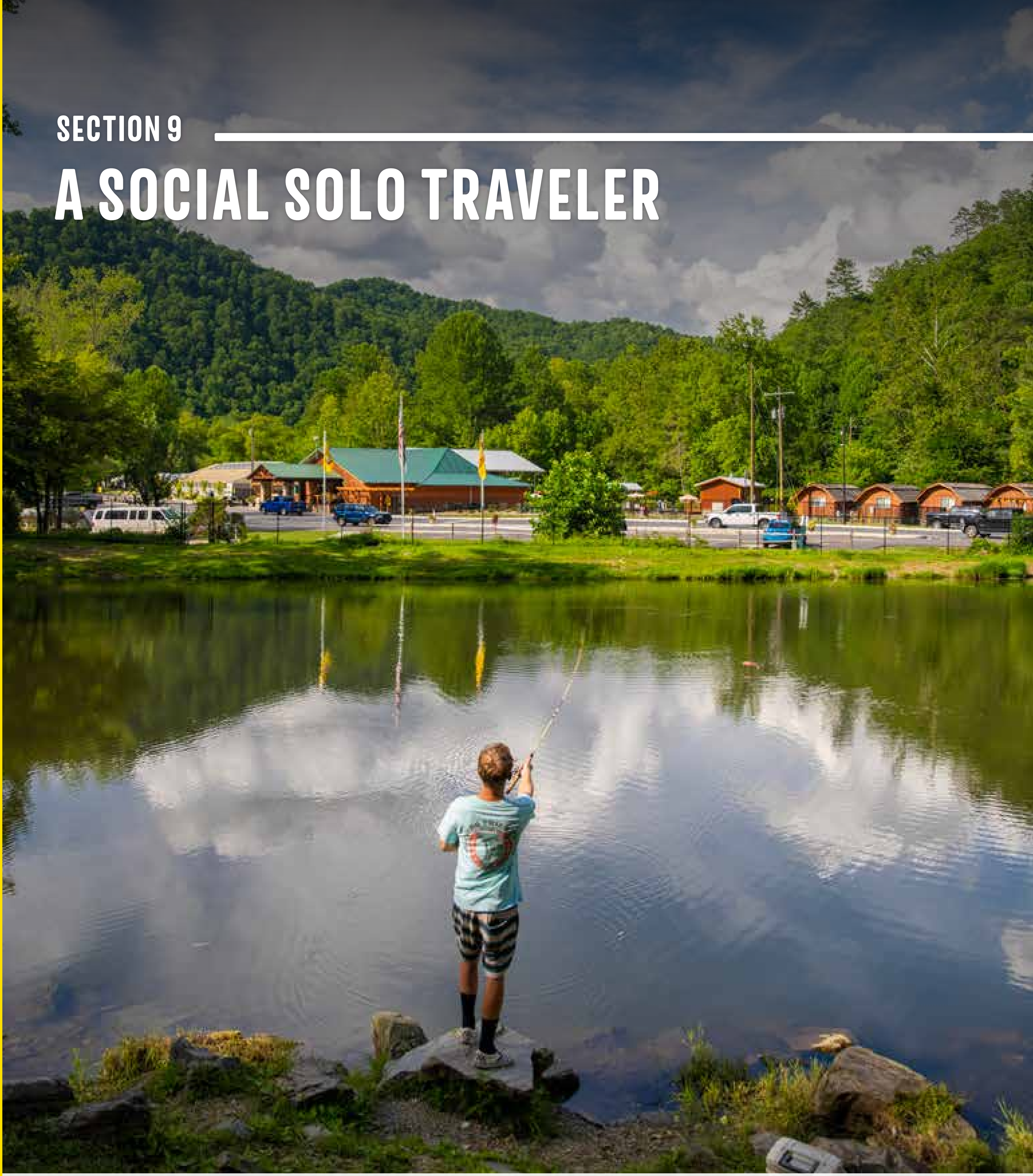
Barriers still exist for individuals and groups trying to find accessible camping locations. The main obstacles are affordability and having the right gear. Additionally, a quarter of all campers report that finding an accessible location is the biggest challenge they face when trying to enjoy the outdoors.

These barriers can be overcome by providing better images and videos online, offering gear rentals at campgrounds, and ensuring that trained staff are available to answer guests' questions when they inquire about making a booking. Even small changes at campgrounds can significantly benefit outdoor enthusiasts with disabilities.

Barriers to Camping More Often

SECTION 9

A SOCIAL SOLO TRAVELER



Solo travel has gained immense popularity in the travel industry over the past five years. This report highlights that although solo camping is often viewed as an opportunity for personal and unique experiences, it does not diminish the desire for social connections.

About 1-in-5 campers took their first solo trip in 2024 and plan to take another one soon. Among those who traveled solo, nearly half (46%) brought along their dog. Main motivations to solo camp include connecting with friends, having the convenience and flexibility to make their own travel decisions and creating new friendships during their trip.

Who is the Solo Camper?

Solo travelers are more adventurous, with higher interest in overlanding and backcountry camping. They schedule trips to improve mental and physical well-being and experience new things. In 2025, they are looking to experience natural events and check things off their bucket list, even more so than other campers.

SECTION 10

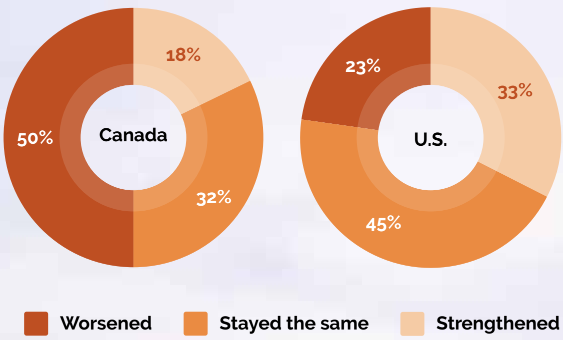
CANADIAN CAMPERS

Similar to the U.S., Canadians camped slightly less last year, but nearly 7-in-10 (69%) plan to camp in 2025. The majority of these campers are adults without children in the household, as families make up just 38% of the camper base. Similar to U.S. campers, their main motivations include spending time with loved ones (41%) and they tend to seek established campgrounds or outdoor resorts that offer numerous services and amenities.

Canadians Concerns Over the Economy

Since the start of the new year, Canadian travelers have felt the weight of the economy more than their southern neighbors, with 50% stating the economy has worsened since January.

Economic Outlook Since January



Unsurprisingly, this has impacted how they are planning their travel, with half of all campers saying they have delayed booking trips due to economic uncertainties, compared to 38% of Americans.

Economic Impacts on Camping in Canada

31% of Canadian campers

plan to spend less on travel than last year

64% are influenced to camp

due to the perceived affordability over other forms of travel

57% of Canadian RV campers

are planning to camp at Provincial Campgrounds, compared to staying at private campgrounds

64% of RV campers

are most concerned about gas prices impacting their ability to travel

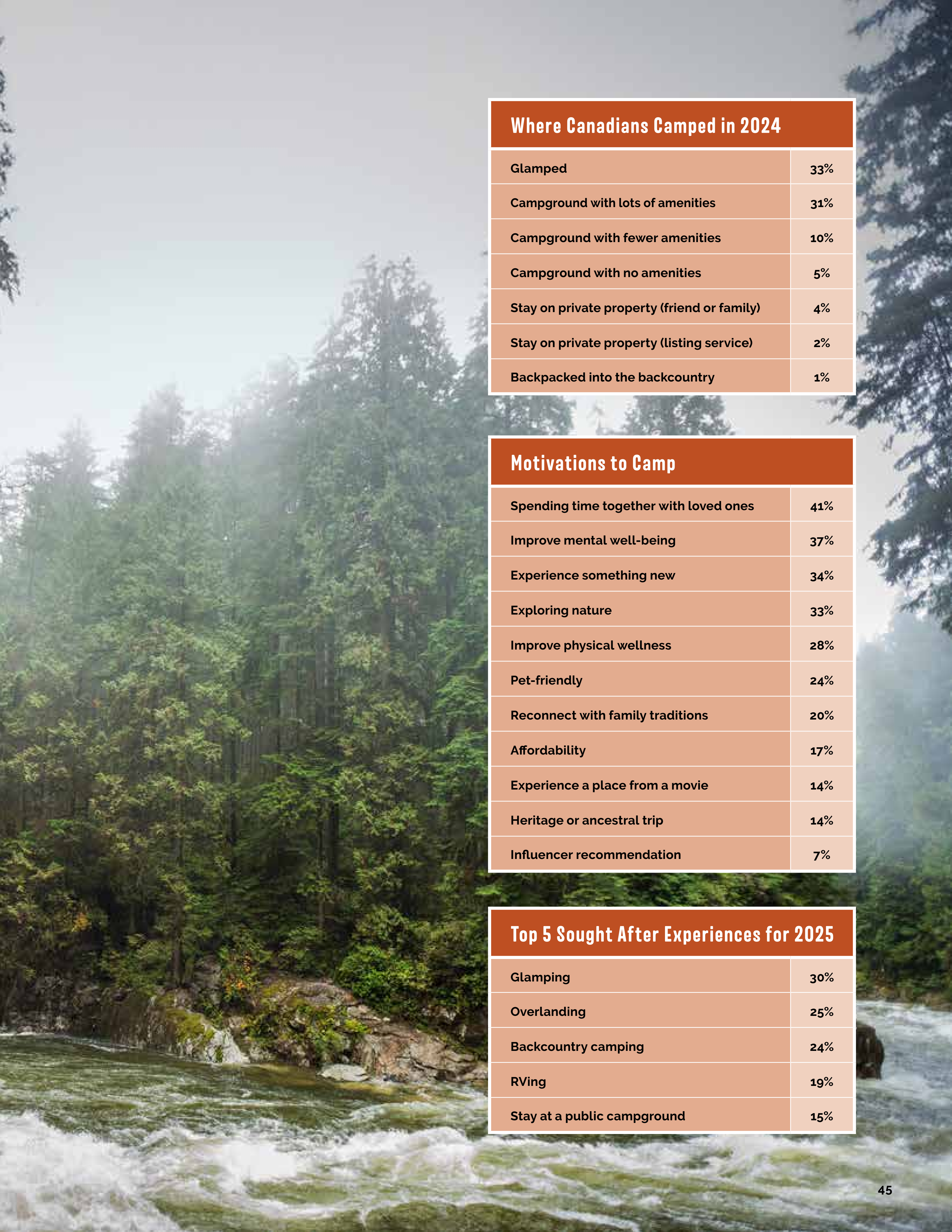
Noticeable Differences Between Canadian & U.S. Campers

Canada	U.S.	
$190	$202	**Daily Spend** 40% of Canadians said they spent less in travel than the year before
6.9 Days	8 Days	**Importance of WiFi** Contributing to more days camped
52%	43%	**Interest in Renting an RV**
4%	9%	**Solo Trips**

42% of Canadian campers plan to travel 150+ miles to camp, verses 33% of U.S. campers

69% of Canadian campers plan to camp in 2025

22% of RVers plan to upgrade to a new or different RV



Where Canadians Camped in 2024

Glamped	33%
Campground with lots of amenities	31%
Campground with fewer amenities	10%
Campground with no amenities	5%
Stay on private property (friend or family)	4%
Stay on private property (listing service)	2%
Backpacked into the backcountry	1%

Motivations to Camp

Spending time together with loved ones	41%
Improve mental well-being	37%
Experience something new	34%
Exploring nature	33%
Improve physical wellness	28%
Pet-friendly	24%
Reconnect with family traditions	20%
Affordability	17%
Experience a place from a movie	14%
Heritage or ancestral trip	14%
Influencer recommendation	7%

Top 5 Sought After Experiences for 2025

Glamping	30%
Overlanding	25%
Backcountry camping	24%
RVing	19%
Stay at a public campground	15%

SECTION 11

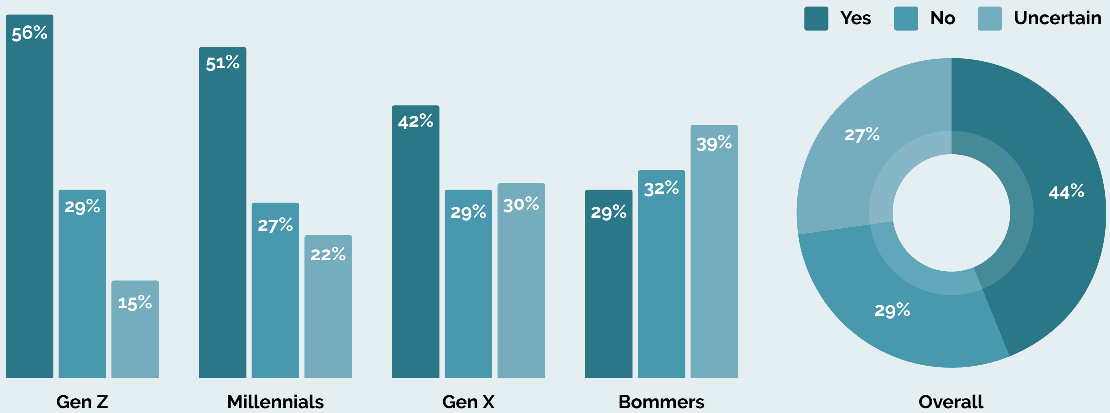
A LOOK INTO THE FUTURE OF OUTDOOR HOSPITALITY

The future outlook of camping remains strong. Looking forward, one million new households are expected to try camping for the first time in 2025 and 62% of campers who started camping in the past three years plan to continue this year. Even in times of economic and political uncertainty, camping has maintained strength, being viewed as an affordable and valued travel option. New campers are younger, more diverse, and generally the most enthusiastic and satisfied — indicating steady future participation in camping.

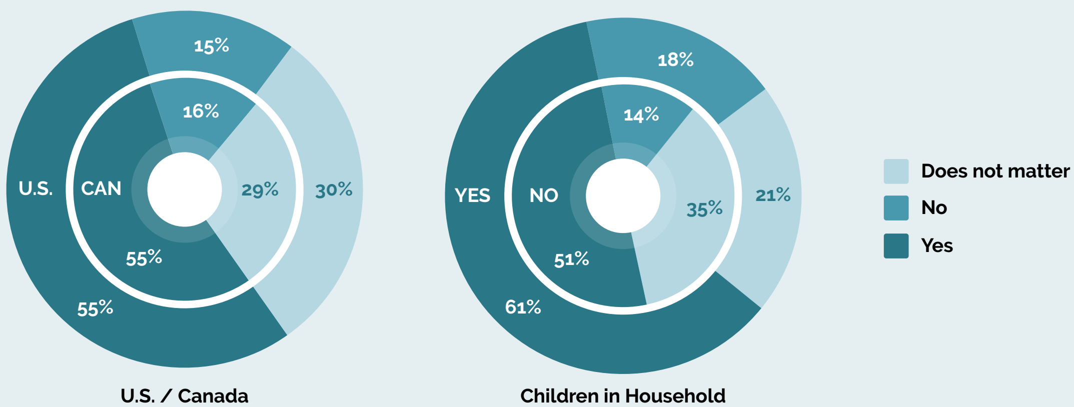
Campgrounds and outdoor hospitality groups that consistently invest in their properties to meet the evolving needs of campers will be positioned for success. This includes understanding the new generations coming into camping and adjusting camping needs for experienced campers. Recreation and accessibility will continue to be important at campgrounds, while trends in accommodations and sustainability are predicted to become more and more important to the outdoor hospitality guest.

Future Hospitality Trends

Willing to Pay More for Sustainable Stay

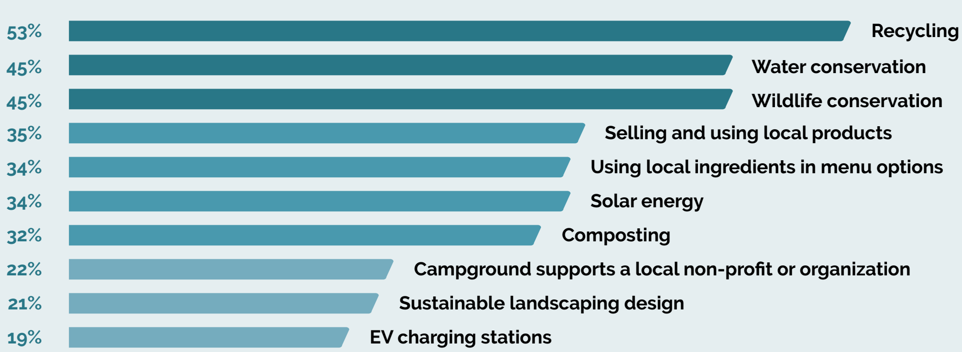


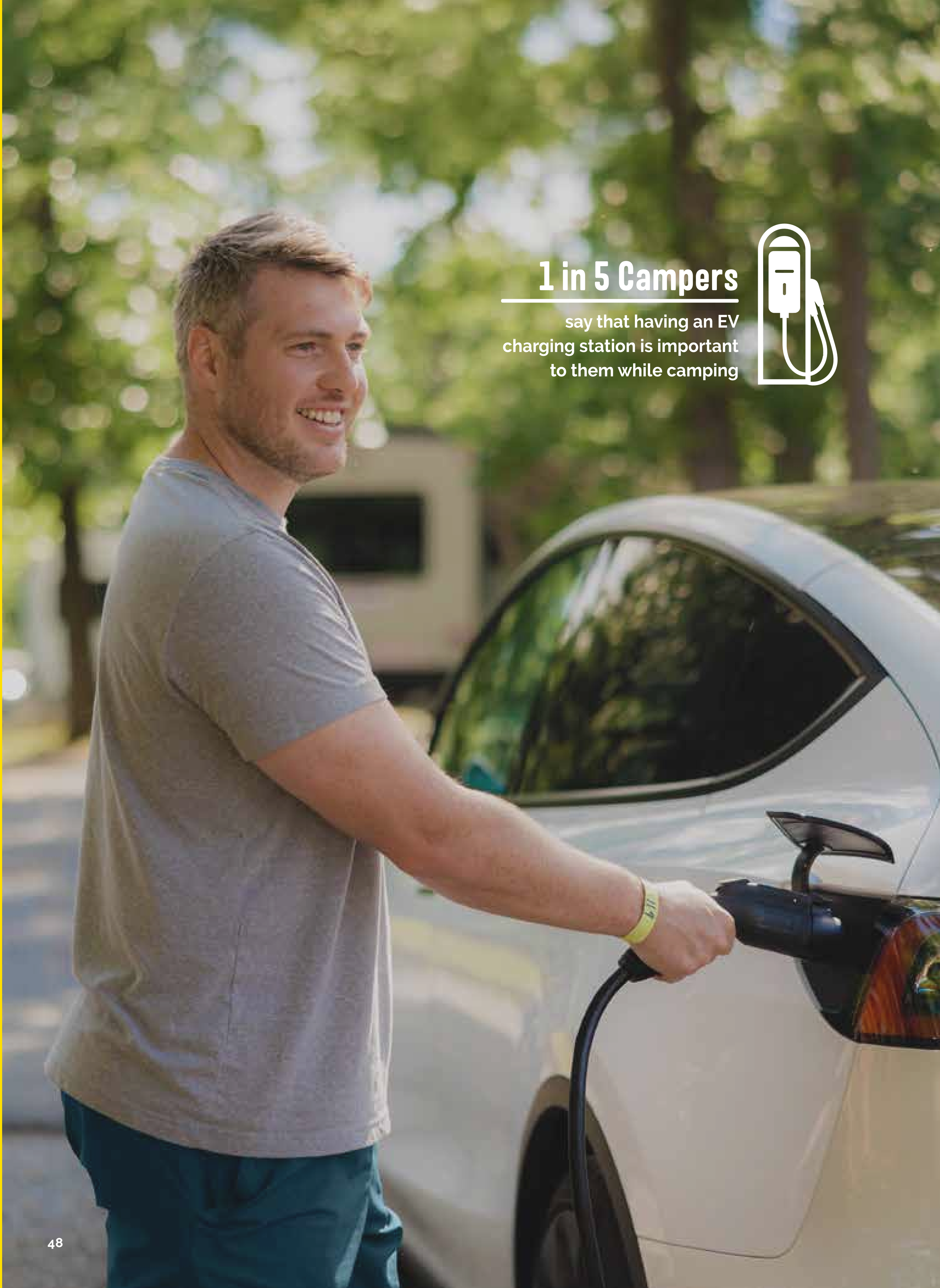
Campers are investing in the future of outdoor hospitality, with the younger generations willing to pay more to stay at a property that incorporates eco-friendly practices.



Sustainability is important to campers, particularly those with children in the household.

Top Most Important Sustainable Practices





1 in 5 Campers

say that having an EV charging station is important to them while camping

Introducing More People to the Outdoors through Glamping

Glamping is a big draw to introduce travelers to outdoor hospitality. Glampers tend to travel more regularly, both throughout the seasons and year-after-year, making them a valuable group to retain.

31 percent

of new campers in 2024 were glampers

Glamping appeals

to 1 in 6 leisure travelers

Top Reasons People Choose Glamping

1. To connect with nature and disconnect from the stress of life while in a luxury environment

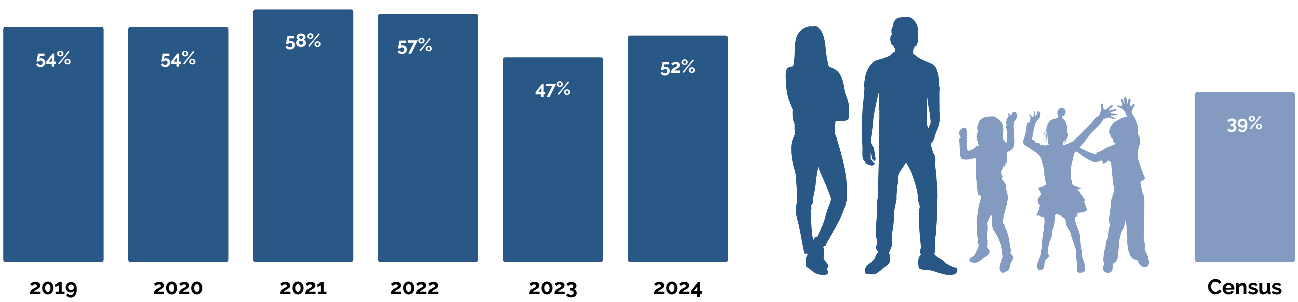
2. Appreciate not needing extra gear

3. They feel safe

CAMPER DEMOGRAPHICS

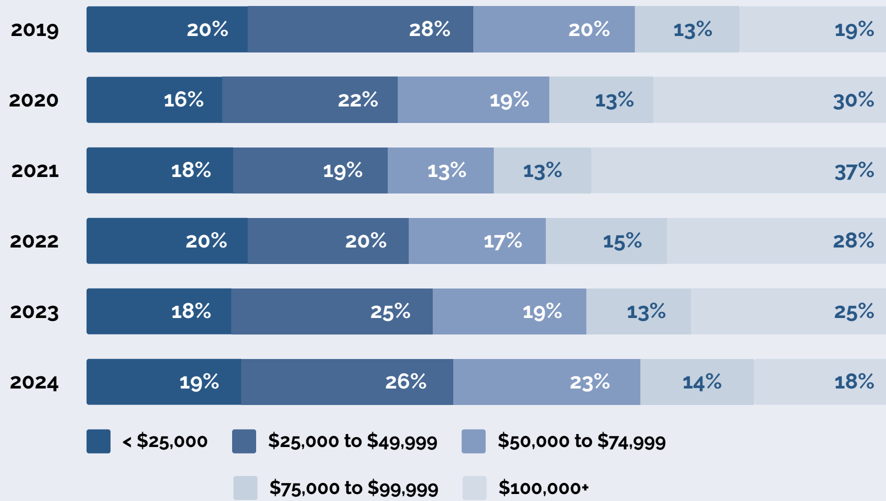
General Representation	2019	2020	2021	2022	2023	2024
Gen Z	14%	17%	16%	37%	21%	27%
Millennials	43%	41%	54%	32%	28%	34%
Gen X	29%	25%	19%	18%	22%	19%
Baby Boomers	9%	6%	5%	8%	26%	16%
Silent	5%	11%	6%	5%	3%	4%

Children in Household

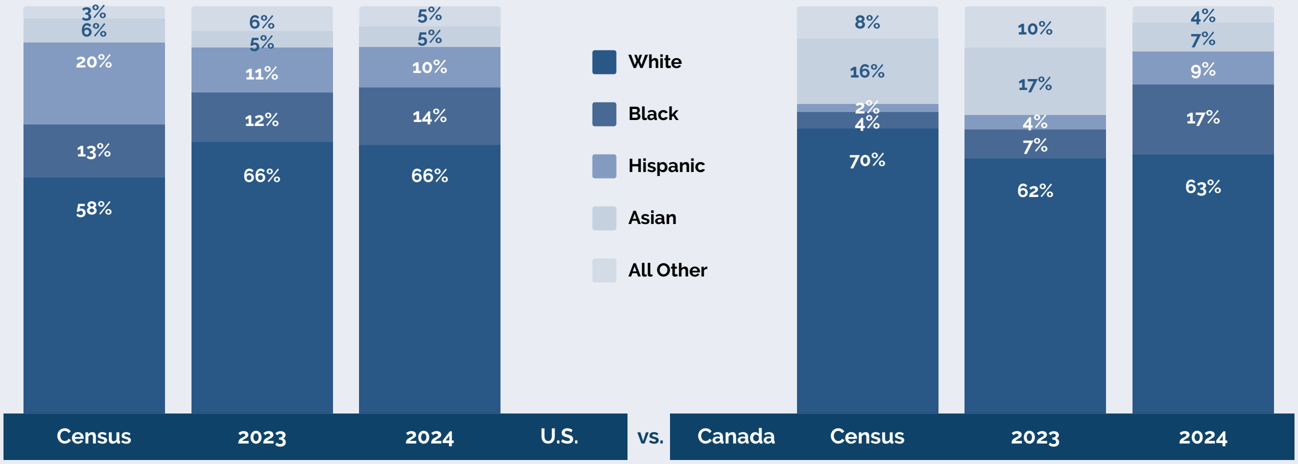


Annual camping household income more closely resembles campers in 2019.

Household Income



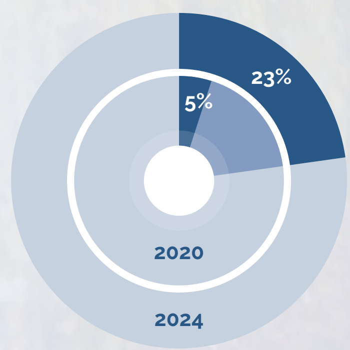
Household Ethnicity



A Steady Growth in Black Campers

While camping overall saw a slight decrease in participation last year, the continued growth in Black camper participation over the last decade has been a crucial part of a broader shift toward more diverse representation in outdoor hospitality.

23% of new campers were Black in 2024, up from 18% in 2023 and up from 16% in 2019.



METHODOLOGY

Background

This report represents the eleventh annual installment of a detailed reporting comparing the latest iteration of the Outdoor Hospitality Survey to the previous results. The survey, commissioned by Kampgrounds of America, Inc. (KOA), is designed to provide a detailed accounting of the U.S. and Canadian camping markets. This effort, on an overall basis, will be compared to a benchmark incidence study conducted in 2014 and followed up in each year up to the present.

U.S. and Canadian Household Results

The results of the most recent iteration of the Outdoor Hospitality Report are based on a total of 4,119 surveys completed among a random sample of U.S. (n=2,912) and Canadian (n=1,207) households. Within the U.S. sample of households, results are stratified by Census Region: Northeast (n=728), Midwest (n=726), South (n=731), and West (n=728). Overall, a sample of 2,912 households is associated with a margin of error of +/-1.82 percentage points, while a sample of n=1,207 Canadian households is associated with a margin of error of 2.83 percentage points. Other surveys and sources of information: KOA Monthly Research Report: April 2022 to January 2024, Sponsored by KOA. All surveys were completed online via an outbound solicitation sent to a randomly selected cross-section of U.S. and Canadian households. In order to calculate overall incidence, the sample of respondents was statistically balanced to ensure that the results are in line with overall population figures for age, gender identity, and ethnicity. Some results may not add to 100 percent due to rounding.

For questions regarding usage, please email
newsroom@koa.net.

GLOSSARY

Research Terms

Baby Boomer – Born 1946–1964

Camping – For the purposes of this study, camping is defined as "any occasion when you spent at least one night outside of your primary residence and stayed in accommodations such as a tent, trailer, RV, vehicle or cabin/cottage at a campground."

Dispersed Camping – The term used for camping anywhere in the National Forest outside of a designated campground. Dispersed camping means no services such as trash removal, and little or no facilities, which may or may not include tables and firepits.

Generation X (Gen X) – Born 1965–1980

Generation Z (Gen Z) – Born 1997–2012

Glamping – Defined as staying in unique accommodations with enhanced services and amenities.

Incidence – For camping incidence, this figure is calculated by dividing the total number of households with at least one person who camps divided by the total number of eligible households.

Millennial – Born 1981–1996

Overlanding – An "overlanding" experience is where you travel in an off-road vehicle, taking back roads, no services/amenities, you are completely self-sustaining and the purpose is the journey.

Peer-to-Peer RV Rental – A rental that occurs between a private RV owner and a renter. Generally, this is facilitated by a designated marketplace.

Public Land Camping – Staying at a public campground in a national park, state park, municipal campground, national forest campground, national forest land, BLM land, designated wilderness areas.

RV – Includes type A, B, or C motorhomes, travel trailers, fifth-wheels, pick-up campers, pop-up trailers and small van campers.

RVing Experience (used in new camping experiences) – Where you travel in an RV from destination to destination.

Silent/Mature – Born prior to 1946

Van Life – Defined as a form of adventure tourism that involves a van that is livable and self-sustained, used to access remote areas to recreate in.

Types of RVs

Fifth-Wheel Trailer – The fifth-wheel travel trailer can have the same amenities as the conventional travel trailer but is constructed with a raised forward section that provides a spacious bi-level floor plan. These models are designed to be towed by a pickup truck equipped with a device known as a fifth-wheel hitch.

Motorhome – Motorized RVs are vehicles designed as temporary living quarters for recreational camping, travel, or seasonal use that are built on a motorized chassis.

Type A Motorhome

Type B Motorhome

Type C Motorhome

Pickup Camper/Truck Camper – The truck camper is a portable unit designed to be loaded onto, or affixed to, the bed or chassis of a pickup truck. The slide-in units are easily loaded and unloaded from the bed of the truck, freeing the truck's bumper to tow boats, ATVs and other trailers.

Pop-up Trailer – Also known as pop-ups and tent trailers, folding camping trailers have canvas sides that extend to reveal queen-size beds. The folding camping trailer stows away for easy, lightweight towing.

Roof Tent – A tent that is designed to easily mount directly to the rack or aftermarket bars on the rooftop of a vehicle.

Small Van Camper – a smaller vehicle that provides both transport and sleeping accommodation.

Travel Trailer – Conventional travel trailers offer a wide range of floor plans, sizes and conveniences.

"Types of RVs" credit: GoRVing.com

KOA.COM