KAMPGROUNDS OF AMERICA
RESEARCH

NORTH AMERICAN CAMPING & OUTDOOR HOSPITALITY REPORT 2023

The Ninth Annual Survey of the General Population

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

THE VIEW ON OUTDOOR HOSPITALITY

Since Kampgrounds of America, Inc. began surveying camping and leisure travelers nearly a decade ago, camping has experienced a marked increase in popularity. During the COVID-19 pandemic, camping became a preferred vacation option as people sought stress relief in the great outdoors and connection to their family and friends in an open environment. Camping is now solidified as a formidable part of travel, as is the broader landscape of outdoor hospitality.

This year, Kampgrounds of America, Inc.'s industry-leading camping report broadens its scope to look more holistically at outdoor hospitality. As more leisure travelers choose the outdoors over other alternatives, it is critical to view this growing space inclusively.

The outdoors offers a variety of stay options and experiences appealing to a broad range of guests. From staying in an RV on a campground, pitching a tent in a hosted state park, renting a canvas tent at a glamping resort, to staying in a cabin at a vineyard, tens of millions are drawn to outdoor travel. Glamping, formerly viewed as a subset of the camping industry, attracts guests who had not previously considered camping. Similarly, increases in peer-to-peer options both for RVs and camping locations have broadened access to the outdoors.

Travelers enjoy the adventure of road-tripping and overnighting outdoors. For some, it has a nostalgic nod and invokes memories from childhood. For others, it is an altogether new discovery for their family. Camping and glamping commonly pair with outdoor recreation, furthering new hobbies formed during the pandemic. Additionally, outdoor travel provides more flexibility and freedom compared to other traditional forms that are increasingly difficult and stressful. As the work-from-anywhere trend continues and technologies improve, the outdoors is increasingly appealing and functional.

An important driver, outdoor accommodations are also largely viewed as affordable. The number of camping households grew as the economy trended downward over the past year. In times of economic uncertainty, camping replaces other types of trips as it is cost-effective and reliable. Looking ahead, camping and outdoor hospitality are again poised to lead the travel industry through unpredictable times.

With increasing interest by travelers, outdoor hospitality is quickly responding. Campgrounds are modernizing and expanding, and many new ones are being built. More glamping offerings are emerging and new outdoor-oriented accommodations are being introduced into the market. Likewise, levels of service and amenities are expanding to meet guest expectations. Outdoor hospitality is a dynamic and growing industry that is making an increasingly high economic contribution to local communities.

For decades, Kampgrounds of America, Inc. (KOA) has used an independent third party, Cairn Consulting, to conduct non-biased annual research to track growth and changes within the camping market place. The research in this report, as well as KOA's Monthly Research Reports, uses a cross-section of campers and leisure travelers from the U.S. and Canada and are not provided from KOA's guest database or KOA.com in an effort to be as accurate and reliable as possible. In 2023, more than 20,000 households were asked about their camping behavior in 2022 and plans for 2023 - this report highlights key findings. For our complete methodology of this report, see page 56.

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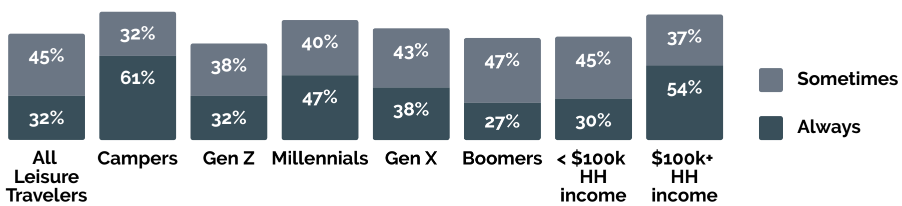
CAMPING AND OUTDOOR HOSPITALITY

Camping incidence has grown significantly over the past decade and now anchors about one-third of the leisure travel market (32%). With this change, outdoor hospitality is playing an emerging role in meeting travelers' expectations as they design their own outdoor experiences.

Outdoor hospitality is a broad term, extending across four sectors of hospitality (see sidebar), but 61% of campers strongly agree that offering services and amenities above the accommodation or campsite is pivotal to qualify as providing outdoor hospitality. In other words, they are looking for some level of assistance beyond the accommodations/campsite if they are to associate a location with offering outdoor hospitality. Millennials are more likely than other generations to associate higher levels of service and amenities with outdoor hospitality, as are those with higher household incomes.

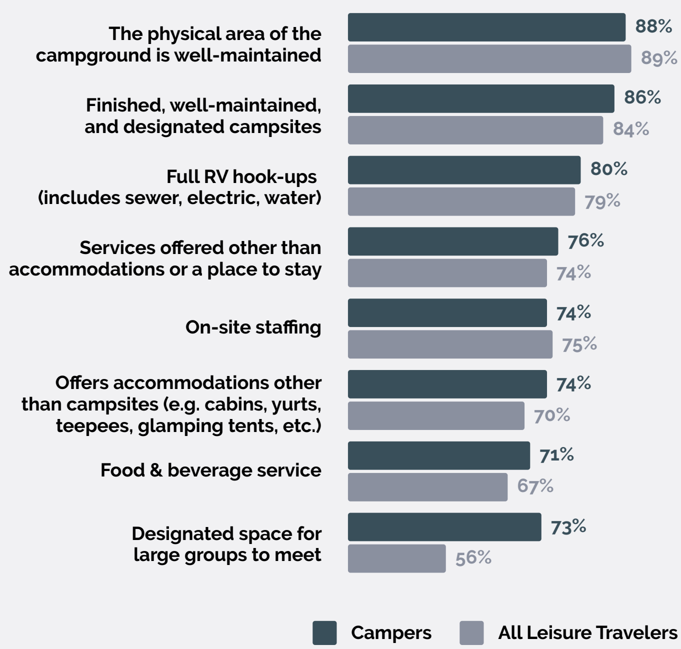
Services & Amenities Expected Other Than Accommodations to Qualify as Outdoor Hospitality



When identifying which outdoor accommodation providers have the highest level of outdoor hospitality, private campgrounds rank the highest for campers at 41%, and outdoor themed resorts and hotels lead the way for leisure travelers at 59%. These views are impacted by camping experiences and exposure to different types of camping, with Gen Z campers most likely to say that Harvest Hosts offers the best outdoor hospitality (49%), and millennials most likely to opt for Hipcamp locations (41%). This suggests these campers associate a more individualized experience with higher levels of hospitality.

The elements that help define outdoor hospitality at a campground include the ability to offer varying levels of accommodations, amenities, and services, with the physical space (including campsites) being the most important consideration.

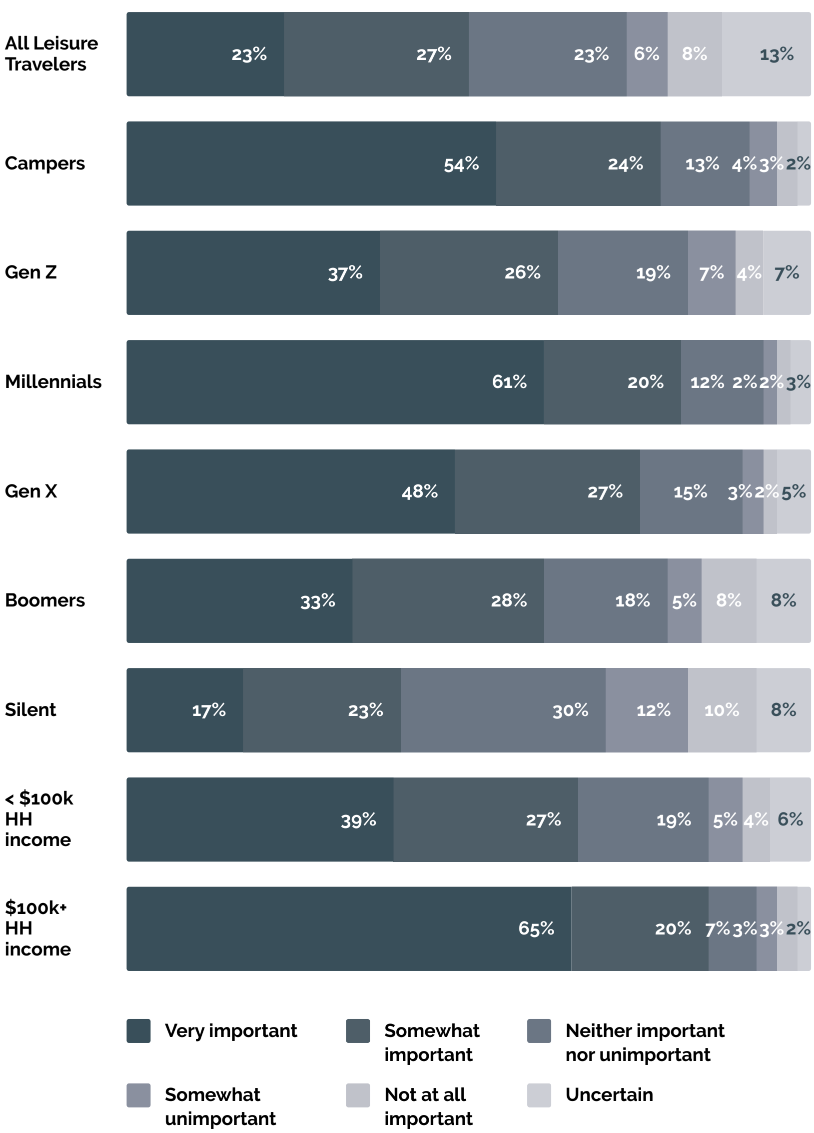
Elements to be Considered Outdoor Hospitality



Half of all leisure travelers say that outdoor hospitality is important when selecting and creating their outdoor experiences – a result even more important among millennial campers who represent a generation that entered adulthood seeking experiences over material goods. Active campers are impacted even more, with 78% saying outdoor hospitality factors into their planning process.

There is also a linear relationship between household income and the importance of outdoor hospitality when planning. Importance increases significantly as household income rises. Campers with a higher household income are substantially more likely to have both glamping and camping experiences that offered enhanced services and amenities. These results suggest that campers' past experiences, including the type of on-site offerings, are having a direct impact on the importance they place on outdoor hospitality for their camping trips.

Importance of Outdoor Hospitality for Travel Experiences



OUTDOOR HOSPITALITY

The hospitality industry is comprised of four primary sectors:

- Accommodation
- Food and Beverage
- Travel and Tourism
- Entertainment and Recreation

Outdoor hospitality follows this same structure and outdoor travelers can now easily layer experiences across all four sectors to build their ideal experience. For example, on a campground or glamping resort—guests can find food and beverage services on-site, an array of accommodation offerings, stay as a way to access other travel/tourism options nearby and experience both on- and off-site recreation and entertainment. An added benefit, travelers can more easily adjust their trips based on their budget as spending time outdoors remains a more affordable way to travel.

KEY FINDINGS

Outdoor hospitality is an important subset of leisure travel. Camping and glamping are critical to the leisure travel market accounting for 32% of all leisure trips taken in 2022. In total, 92 million U.S. households identify as campers.

Campers and glampers spend more when traveling. On average, campers spent an additional $19 per day on travel expenses year-over-year. Glampers, in particular, spend the most per day on expenditures in local areas and on-site. In total, it is estimated that campers spent about $52 billion in local communities last year. This is an increase of $8 billion from the year prior.

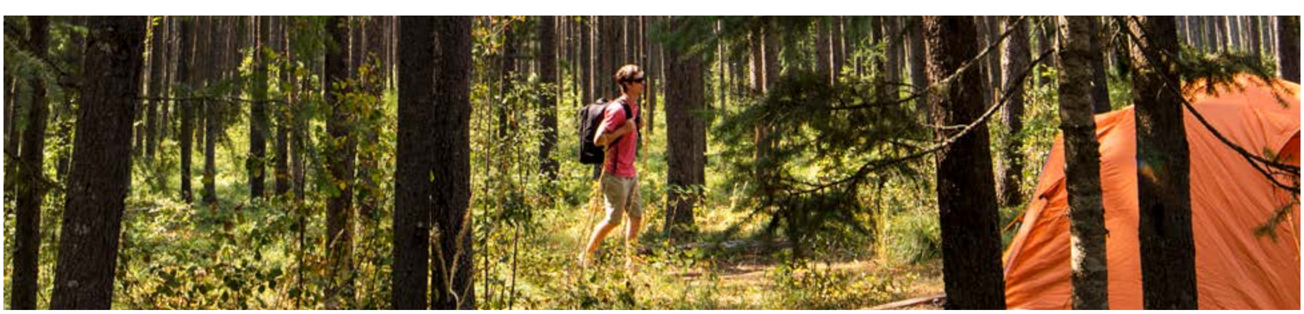
A hunger for new experiences fuels outdoor hospitality. Year-to-year, about 80% of campers try a new form of camping they are unfamiliar with. This desire to try new things, along with a breadth of ways to camp, glamp and connect with the outdoors, helps further connect leisure travelers to outdoor hospitality options. In 2023, 40% of campers want to travel to experience natural events like eclipses or meteor showers. A similar number (36%) say food tourism and seeking out culinary experiences are a priority for the year.

Even in a lagging economy, camping is a priority. Half of all campers say camping offers a more cost-friendly way to travel during an economic downturn. In fact, 38% say they will continue to camp and take fewer vacations of other types in the event the economy worsens. In total, 89% of campers share they will not sacrifice a camping trip for other travel options.

RVers plan to use their rigs more during economic downturns. Further bolstering the economic resiliency of outdoor hospitality, more than half (56%) of RVers will use their RV more (33%) or the same amount (23%) in the case of an economic downturn. With over 15 million households that prefer RVing and almost 12 million RV owners, the outlook for RV travel in 2023 will likely remain strong.

Emotional well-being and connecting with others are important to campers. Campers and glampers are quick to note that outdoor hospitality has mental and familial benefits that are important to them. Those who travel and camp with their family members are more likely to say that camping is relaxing, provides an escape and helps them blow-off steam. Gen Z and the youngest campers especially indicate that spending time outdoors with their families is important and beneficial. In all, 56% of campers say it's important to introduce the next generation to camping and the outdoors and 54% state it contributes to their family's traditions.

Accessibility is a consideration for outdoor hospitality. Nearly three-fourths of campers say there are impediments to camping in certain areas or cause them to camp less often. While many types of accessibility need to be considered in outdoor hospitality, 4-in-10 campers suggest they have at least some level of difficulty walking or climbing stairs. It is notable, however, that one-third of leisure travelers view camping as more accessible than other outdoor activities.



FAST FACTS

Almost
ONE OUT OF EVERY THREE
leisure trips (32%) included camping or glamping in 2022.

Over
58 MILLION
households went camping in 2022.

Campers spent
$52 BILLION
in the local communities they visited in 2022.

Over
10 MILLION
households took a glamping trip in 2022.

SECTION 1

CAMPING & LEISURE TRAVEL

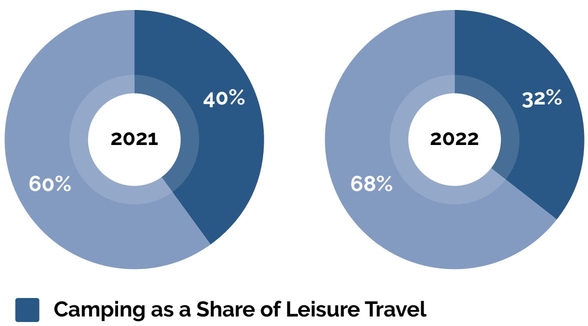
With the pandemic's immediate impacts on travel largely behind us, the findings of the 2023 North American Camping and Outdoor Hospitality Report indicate that some of the market sectors are experiencing a reset. The results of this research provide deeper insights into which changes in leisure traveler behavior and attitudes toward the camping sector appear to be sticking, what's evolving and what's leveling off coming out of the peak pandemic years.

Participation in Camping Remains Strong

Participation in camping continues to grow as the larger travel industry rebounds from the disruptions of 2020-21.

Camping, and glamping to a lesser degree, accounted for 32% of all leisure trips in 2022, down somewhat from a high of 40% in 2021. This result suggests that some leisure travelers who started camping in 2021 reverted at least partially to some of their previous travel habits by adding additional trips that do not include camping. However, among active campers, camping trips account for nearly 60% of leisure trips and this rate has remained fairly constant year-to-year.

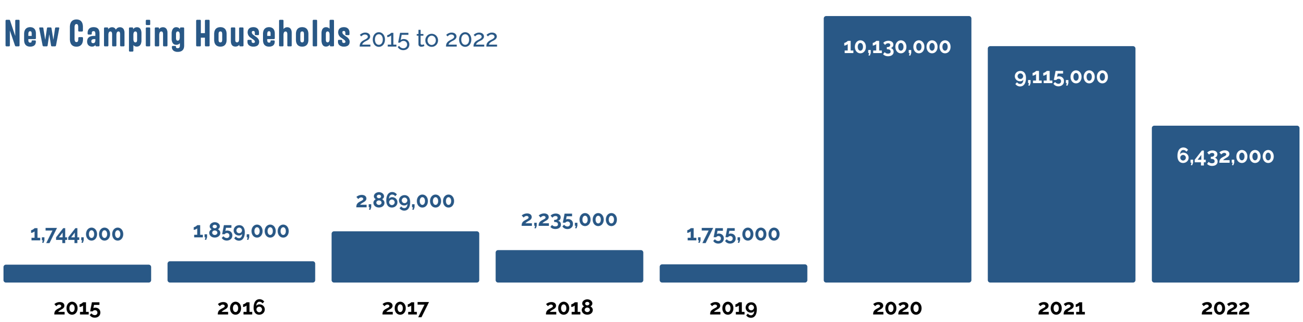
Share of Leisure Trips 2021 and 2022



New US Camping Household Growth

Prior to the onset of the COVID-19 pandemic, the average growth rate between 2015 to 2019 was estimated at 2 million new camper households each year. In fact, the actual number of new camper households was trending downward prior to 2020, when the rate of new campers exploded. Ten million new households camped in 2020, a figure that was almost equal to the previous five years combined. The latest results indicate that the rate of new camper households is slowing, yet still well above the pre-2020 period of time.

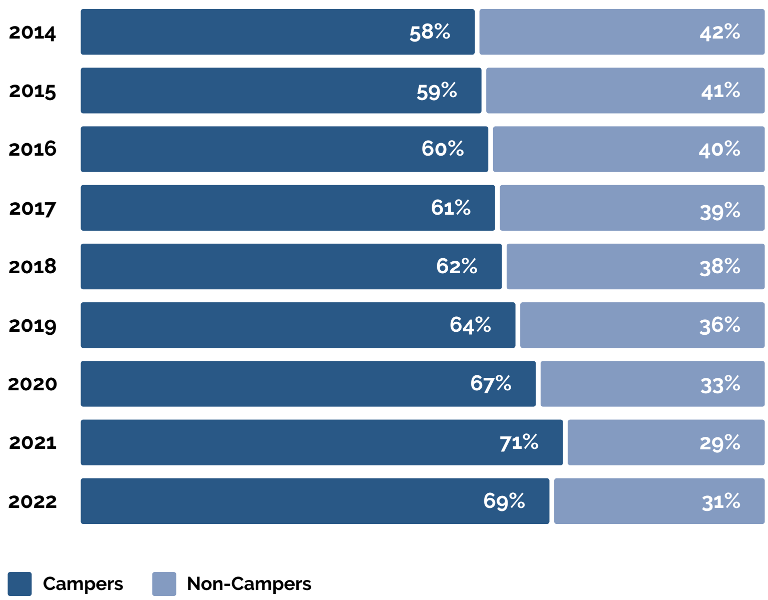
New Camping Households 2015 to 2022



Growth in Camping Incidence

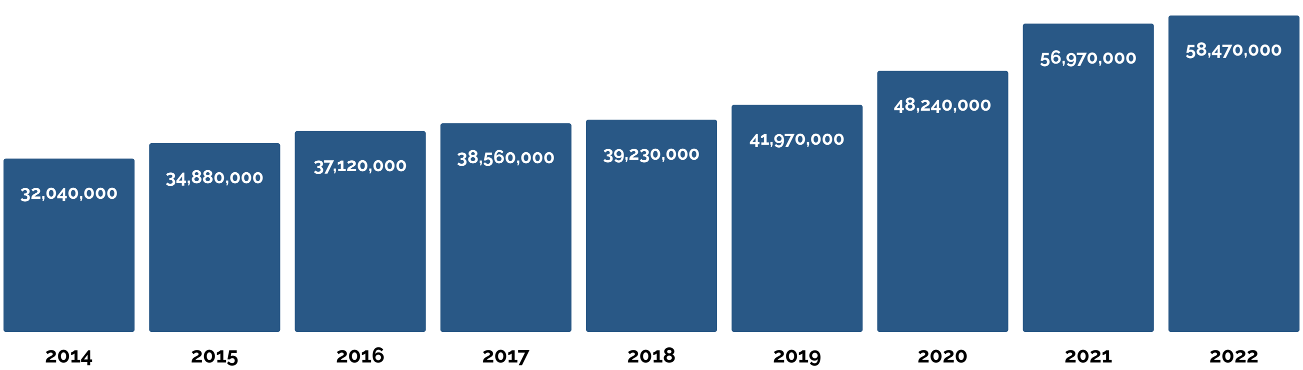
As the travel industry rebounds from the disruptions of 2020 and 2021, camping continues to be a popular recreation option despite a slight drop in the number of households who identify as campers. In 2021, 93.8 million households identified as campers, compared to 92 million in 2022. This minor drop is likely closely tied to the set of travelers who started camping in the past couple of years but are now returning to previous travel habits such as hotel stays or international trips.

U.S. Camping Households



Among the households who actively took a camping trip in 2022, camping still brought in about 1.5 million additional households in 2022, which is a stabilization compared to the past three years.

Annual Active Camping Households 2014 to 2022



Retaining Campers Following Economic and COVID-19 Disruptions

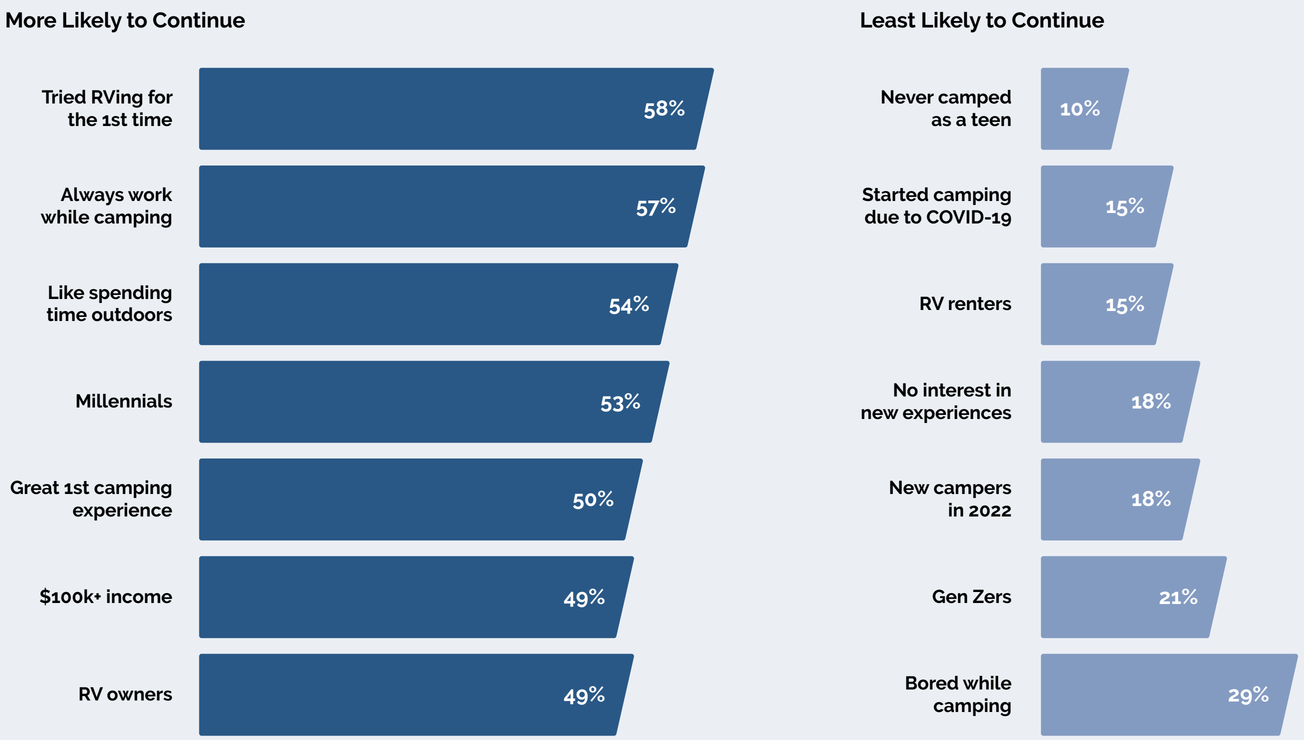
In all likelihood, 2023 will include some shifts from what has impacted the outdoor hospitality sector the past two or three years. There is an interest by some campers who started during the COVID-19 pandemic to re-establish previous travel patterns and remain only moderately optimistic about future camping. By contrast, other campers are looking to re-establish their previous forms of camping or include a set of new experiences in their trips.

Campers are also seeking some less traditional ways and places to camp. With the high number of campers over the past two years, they will continue seeking these locations. Whether staying on public or private property, or camping at festivals, casinos or ski resorts, campers will still seek alternative locations.

There is a much higher level of turnover among campers who started due to COVID-19 and Gen Zers, who are currently undergoing a great deal of life stage changes. Turnover is also more closely associated with those who started camping for reasons other than the attraction of an outdoor experience. The lack of experience, coupled with a lack of connection, can result in a weaker pull of camping for those leisure travelers. Additionally, for newer campers, those who haven't made a commitment to camping via a purchase (such as camping gear) or have not had enough exposure to learn many of the basic skills associated with a camping trip are much less likely to continue.

By contrast, long-term retention of campers is significantly impacted by campers' having a connection to nature and the outdoors. Having a great first experience (typically at a campground with a great deal of services and amenities), and similarly, being able to work while camping are also strong predictors of future participation.

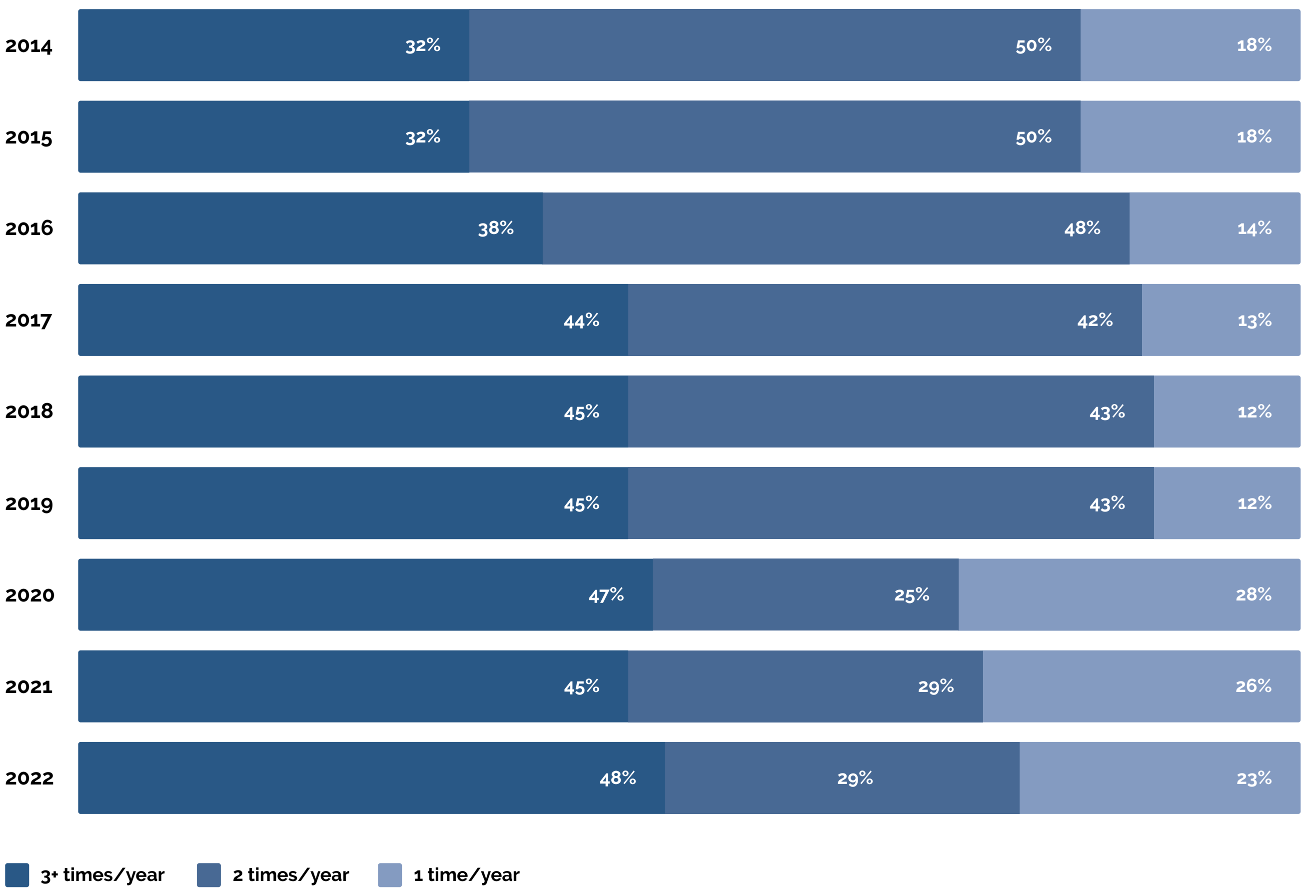
Likely to Continue Camping in 2023



Increase in Camping Trips & Nights

Beginning in 2020, there was a dramatic shift associated with an increase in the percentage of campers who take only one trip annually. This shift, attributed to the vast number of new entrants into the outdoor hospitality space, carried into 2021. However, the most recent results—impacted by fewer new campers—indicate that there is a decline in the one-trip-per-year segment and a corresponding increase in those who take multiple trips.

Frequency of Camping Trips 2014 to 2022



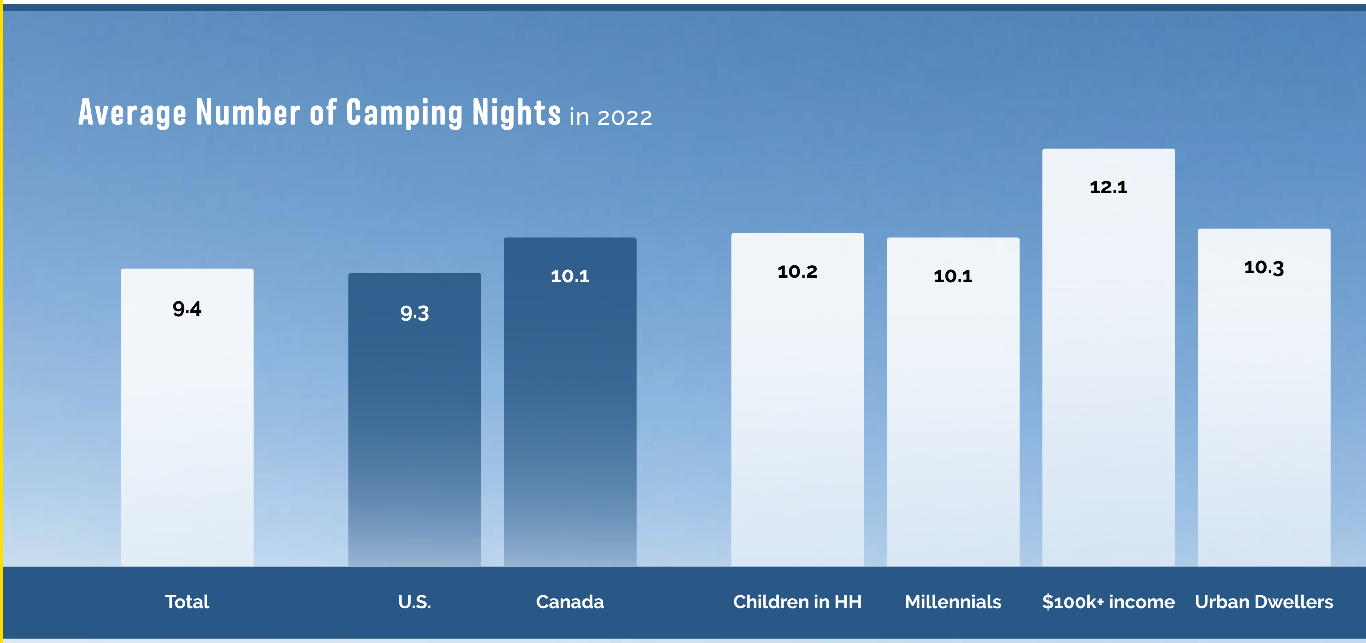
Growth in camping since 2020 was not only attributed to the influx of new campers during that time but, as noted previously, also the number of campers who are camping more frequently throughout the year.

Since 2014, the number of households who camp three or more times annually has grown an aggressive 174%.

Growth in Number of Households Camping 3+ Times per Year

Who Spends the Most Nights Camping?

Canadian campers, on average, spent about one extra night camping in 2022 when compared to U.S. campers. The most avid campers include RV owners (note: this is separate from those who rent or borrow an RV) and higher-income campers. It is also notable that campers who identify camping as an affordable way to travel, and those who use camping to expose kids to the outdoors, spend an above-average number of nights camping.



New Audiences Experiencing the Outdoors

Since the onset of the COVID-19 pandemic, the outdoors has seen a dramatic increase in participation across all demographic subgroups. Yet, in many aspects, the rates of participation within these groups continued to build upon trends that had been occurring before the shutdowns began more than three years ago.

In particular, some new audiences have become an integral part of the outdoor hospitality sector, including a greater number of Gen Z guests, a burgeoning group of more diverse guests and the development of the urban dweller as a reliable and avid guest segment.

In 2022, about two-thirds of all camper households included those younger than 42 years of age. Among the newest set of campers this past year, one out of every three included someone between 18 and 25. Similarly, fully four out of every ten camper households included someone of Hispanic, Black, Asian or other non-white ethnicity, and more than half of new campers this past year included a more diverse set of guests.

When the COVID-19 pandemic forced the shutdown of many businesses, and leisure travelers sought ways to escape the more crowded urban areas, outdoor hospitality options represented the most accessible way to vacation (and escape). This set of urban dwellers not only started camping in higher numbers over the past three years, but have continued to do so and plan to be a reliable set of guests in the coming years.

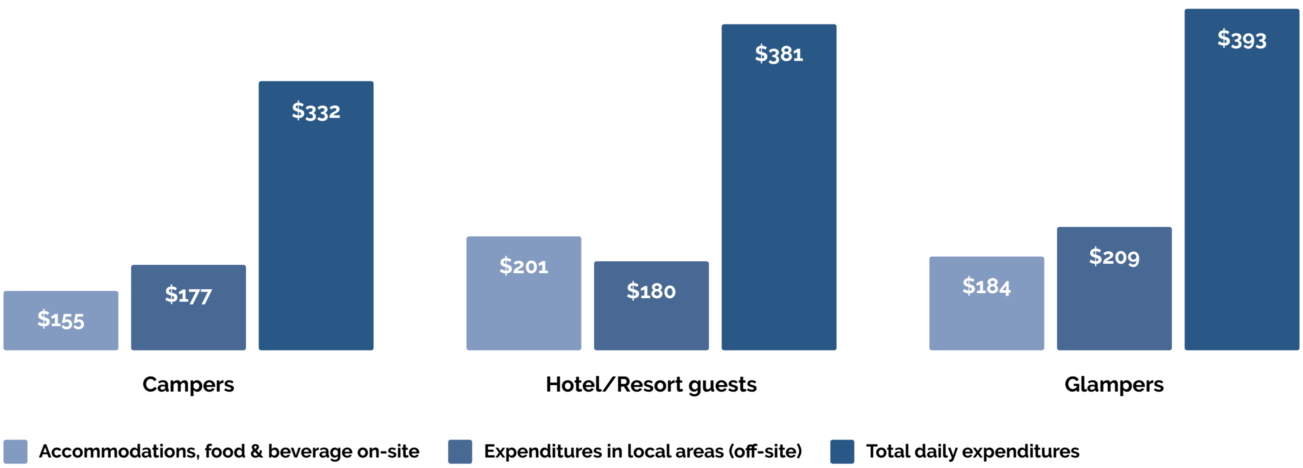
Urban dwellers are more likely to camp more nights each year, spend more money in local areas, acknowledge the benefits camping offers for mental health and bring their children along with them.

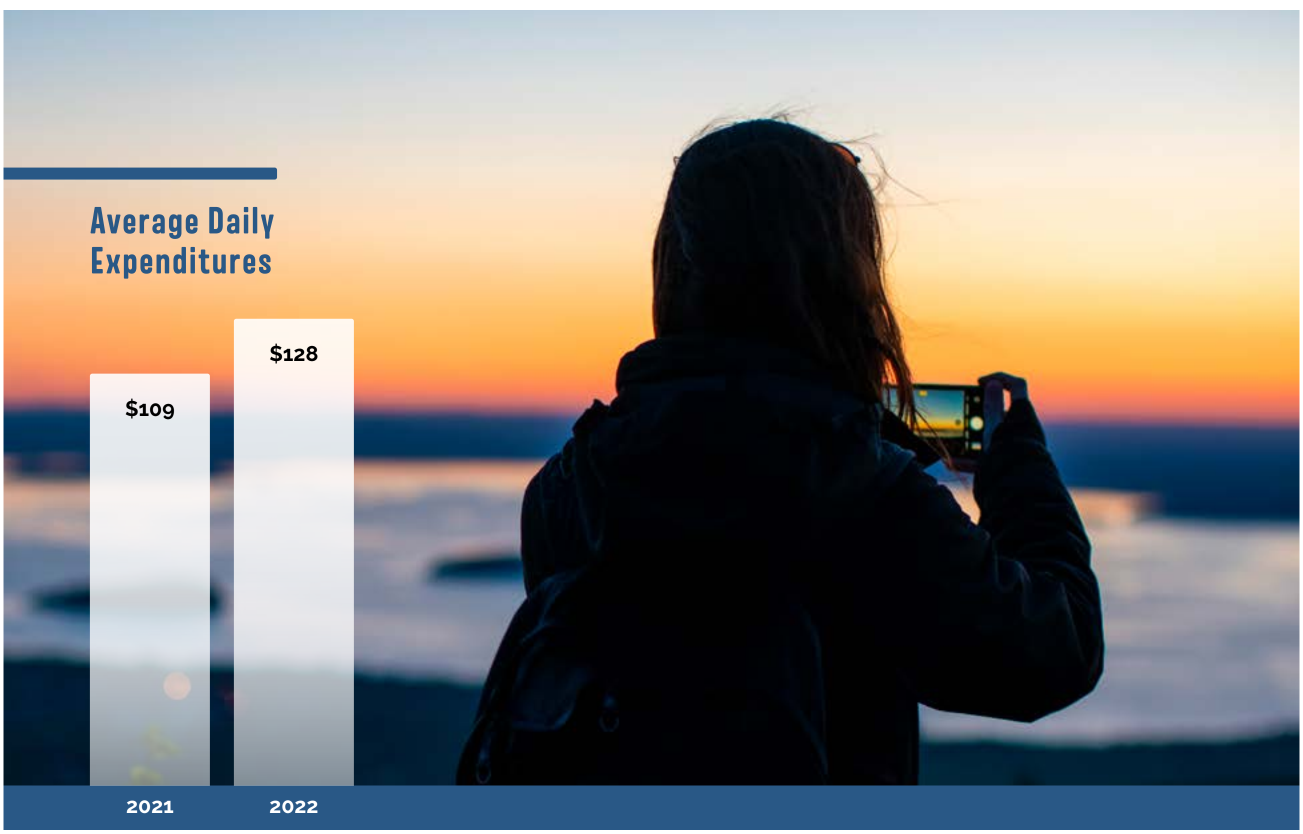
Spending in Local Communities

Even during a down economy, campers, on average, spent an extra $19 per day on expenses in 2022 versus 2021. The most avid campers spend the most during their trips. While hotel guests tend to spend more during their trips, this is attributed to higher accommodation costs.

Glampers spend the most per day on both accommodations and off-site. Campers spend the least.

Average Amount Spent per Trip

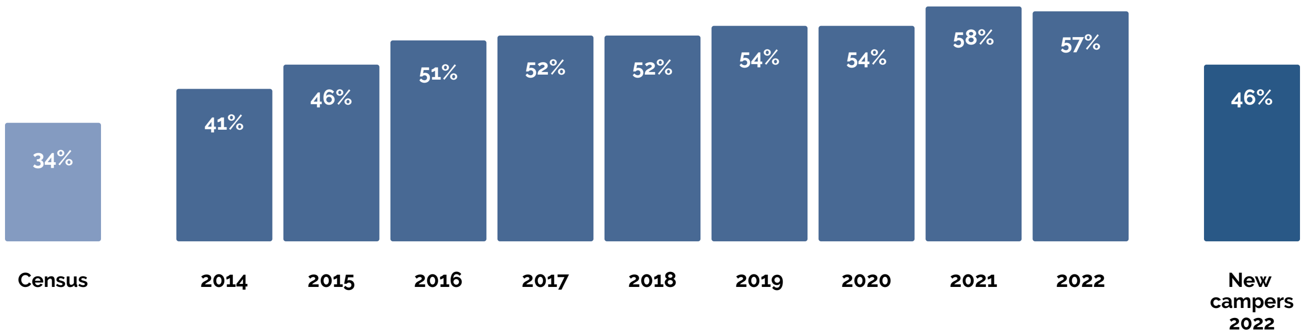




Camping with Children

In recent iterations of the survey, the percentage of campers with children has leveled off. This is being impacted by new entrants over the past year who are much less likely to include children, resulting in a much lower percentage of new campers who have children. However, since the inception of the survey, there has been a dramatic increase in the number of households who camp with children, introducing the next generation to the outdoors at a rate well above what is observed in the overall population.

Percentage of Campers Camping with Children



SECTION 2

WHY PEOPLE ARE CHOOSING THE OUTDOORS

While external forces helped introduce a growing audience to camping for the first time over the last few years, the reasons why many continue to choose outdoor travel are directly related to the activity. Leisure travelers view outdoor hospitality options, like camping, as affordable, flexible and less stressful than other modes of travel. Being outdoors allows people to have more control over how, when and why they travel.

Camping Remains an Affordable Vacation Option

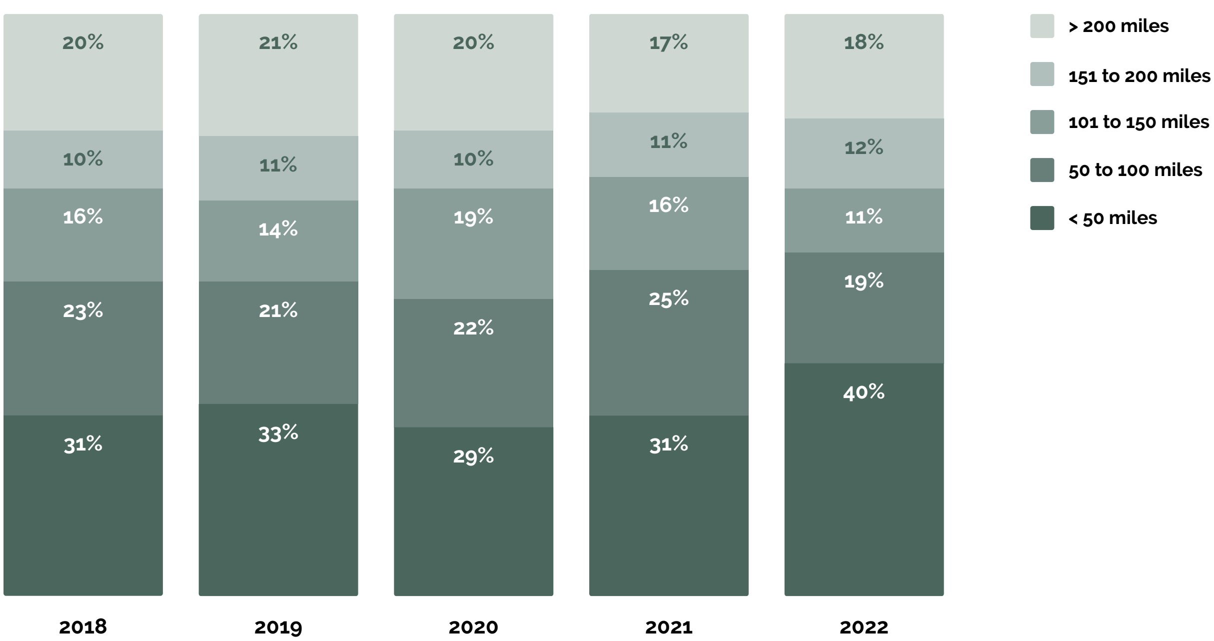
Camping offers leisure travelers a reliable, and cost-effective way to travel, which ensures the long-term resiliency of camping even when travelers are facing economic challenges. The research suggests that even though campers may make adjustments, they are still likely to continue camping.

Half of campers say that camping offers a more cost-friendly way to travel during an economic downturn. Four-in-10 campers (38%) say that even as the economy worsens, they will continue to camp but take fewer other types of vacations. And notably, 89% of campers would not sacrifice a camping trip for another type of trip.

About 3-in-10 campers will sacrifice other types of trips for camping under a lagging economy and one-fourth will camp more often. Nearly 9-in-10 campers (87%) plan to make some type of adjustment and/or re-evaluate their plans for 2023.

Previous research conducted for KOA's Monthly Research Reports has shown that in response to the economic downturn, campers adjusted their plans to include more trips closer to home. This result is represented in the sharp increase in the percentage of campers who stayed within 50 miles of their homes—at 40%, this is the highest rate ever measured in KOA's reporting. Fully 6-in-10 campers stayed within 100 miles of their home this past year

Number of Miles Traveled per Trip 2018 to 2022



Flexibility in Planning Trips

Camping, and the outdoor hospitality sector overall, offer the leisure traveler the opportunity to participate in a variety of experiences that meet the needs—whether it's comfort, recreation or budget—of almost any type of traveler.

Guests can opt for different types of accommodations, the level of on-site services and amenities, offering an escape, and the ability to have vacations close to home.

The flexibility offered by camping and the outdoors means that even for those with limited budgets, paid time off (or concerns about taking time off), have limited (or no) gear or have special circumstances, there is a camping option available to them.

Additionally, as the workforce has evolved over the past three years in terms of how companies structure their work environments, workers are now given greater flexibility in how and where they work. The COVID-19 pandemic pushed many workers into remote or hybrid work environments, which has resulted in their ability to have more time away from the office, and spend more time outdoors. The ability to work (and school) remotely has resulted in a large contingent of travelers who are using camping as a way to travel, while still maintaining their connections to their jobs and careers.

RV Usage Increases During Times of Economic Uncertainty

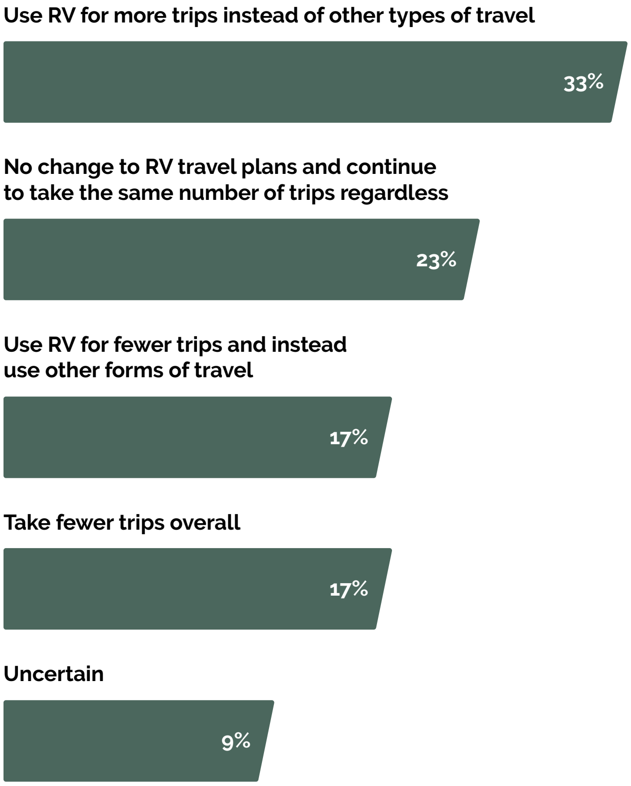
On the surface, RVing may not appear to be an attractive travel option during an economic downturn due to the cost of operating the RV, as well as higher costs for campsites. However, when compared to other forms of travel, RVing offers an option for those who might want to spend more time traveling versus staying in hotels or resorts (or the hassles associated with air travel), especially for those that already own an RV.

More than half of RVers overall (56%) say that they will use their RV more (33%) or the same amount (23%) during an economic downturn. Additionally, few RVers have plans to get rid of their RV, with two-thirds (66%) making no changes, planning to upgrade or renting their RV to others.

Views Toward RV Ownership During an Economic Downturn

No plans to sell or rent RV	46%
Rent or borrow an RV	14%
Rent my RV to others	11%
Plans are still uncertain	10%
Planning to sell my RV and purchase a different RV	9%
Planning to sell my RV and not purchase another RV	6%
None of these	5%

Change in RVing During an Economic Downturn



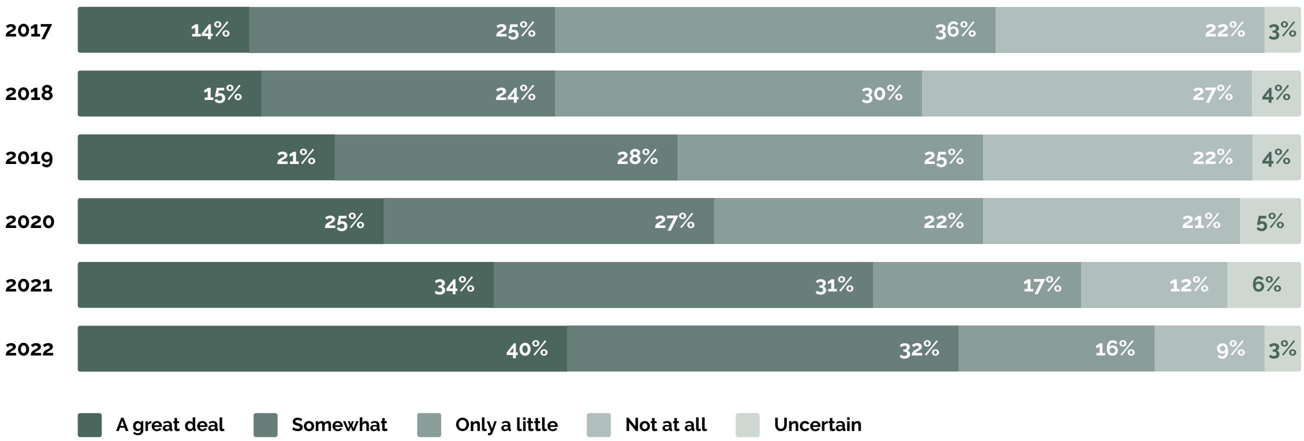
Work from Anywhere

Access to Technology Increases Time to Work and Play in the Outdoors

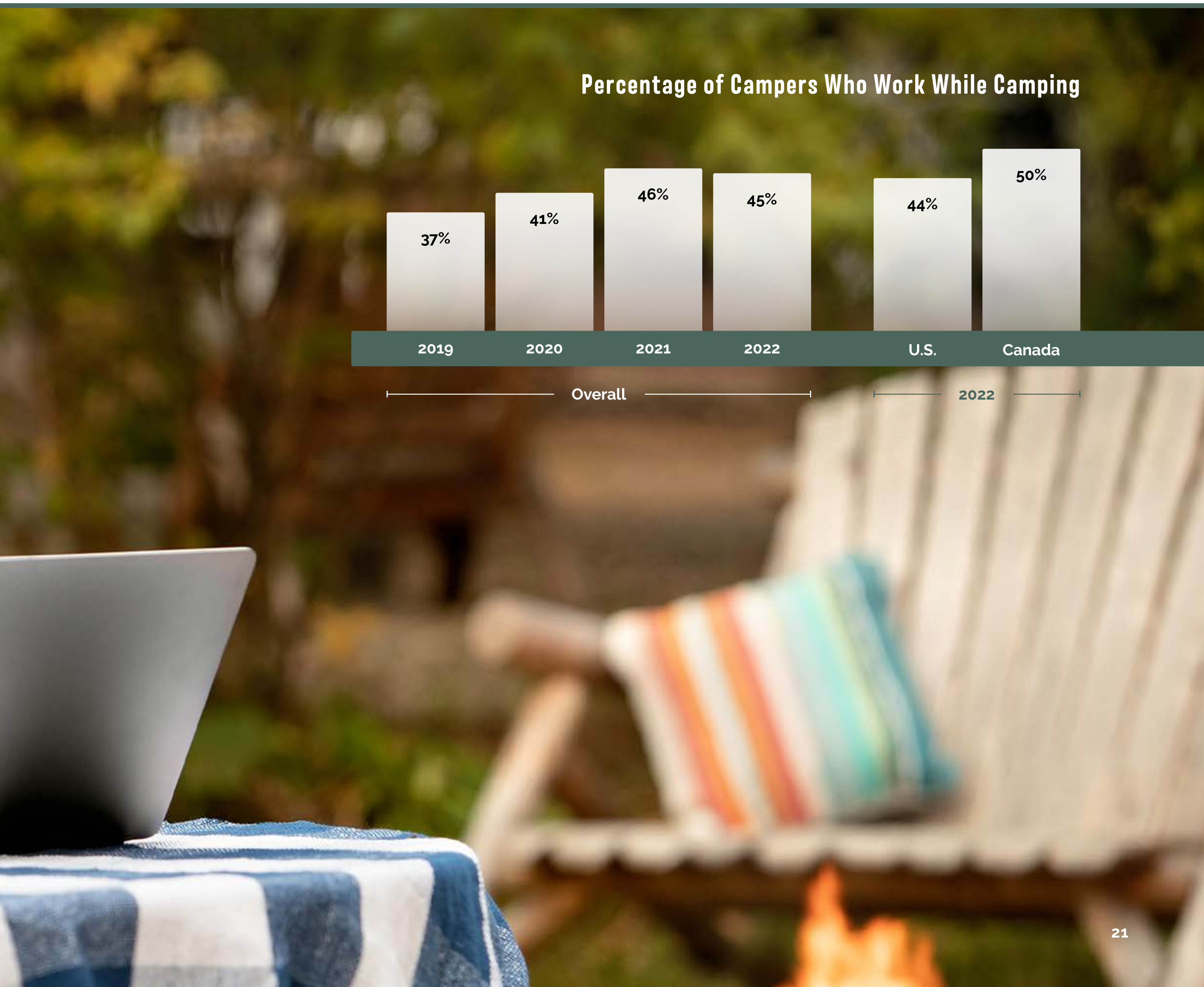
Over time, access to technology is impacting leisure travelers' ability to camp and experience the outdoors. An ever-increasing proportion of campers work while camping (especially among Canadian campers). Campers' ability to access and utilize technology increased in relevance, and year-to-year is significantly impacting the number of days guests are able to stay.

The influence of Wi-Fi on how much people are able to camp continues to grow. In a steady increase since 2017, the percentage of campers who say that having Wi-Fi has a great deal of impact on their ability to camp more often has increased by 19 percentage points.

Influence of Wi-Fi on Ability to Camp More



Percentage of Campers Who Work While Camping



Using Technology to Ease Reluctance In Using Paid Time Off

Looking ahead to the 2023 camping season, access to technology while camping has become an important consideration in continued participation for many campers. With 4-in-10 employed campers saying that they are saving their Paid Time Off (PTO) in case of an emergency and another 1-in-10 who used most or all of their PTO during COVID-19, the ability to work while camping highlights the importance of remote access. In fact, only 1-in-5 respondents have not made any adjustments to their PTO and how they plan to use it in 2023.

Similarly, the potential for being laid off is having a heavy impact on 2023 travel plans. Of those concerned with layoffs, 4-in-10 campers state that the potential for a layoff is causing them to hold off on making plans, or has resulted in them canceling or delaying planned trips.

Views Toward Using PTO 2023	U.S.	Canada
I'm saving my PTO in case I need it for an emergency	42%	27%
I don't have the time off or PTO to use anymore because I used it all up during COVID-19	12%	6%
I'm not using all of my PTO because I don't have anyone to travel with	11%	8%
I don't have the time off for PTO because I haven't earned it yet/cannot use PTO yet (i.e. new job)	10%	6%
I don't have the time off or PTO because I used it for vacations this past year	8%	3%
I'm afraid to leave my workplace for a long period of time	7%	7%
I feel guilty using my PTO	7%	8%
Other family member doesn't have the same PTO/time off as I do anymore	7%	7%
I'm concerned about layoffs and want to be in good standing	6%	7%
Other	7%	11%
None of the above	22%	27%

Workers' reluctance to use their PTO demonstrates the importance of having access to technology for a large set of campers. Having the ability to work remotely offers them the opportunity to still get out and camp without the necessity to burn through their PTO on other types of vacations.

TRIED A NEW CAMPING EXPERIENCE

In the Past 3 Years (2019-2022)

Seeking New Experiences and Adventure

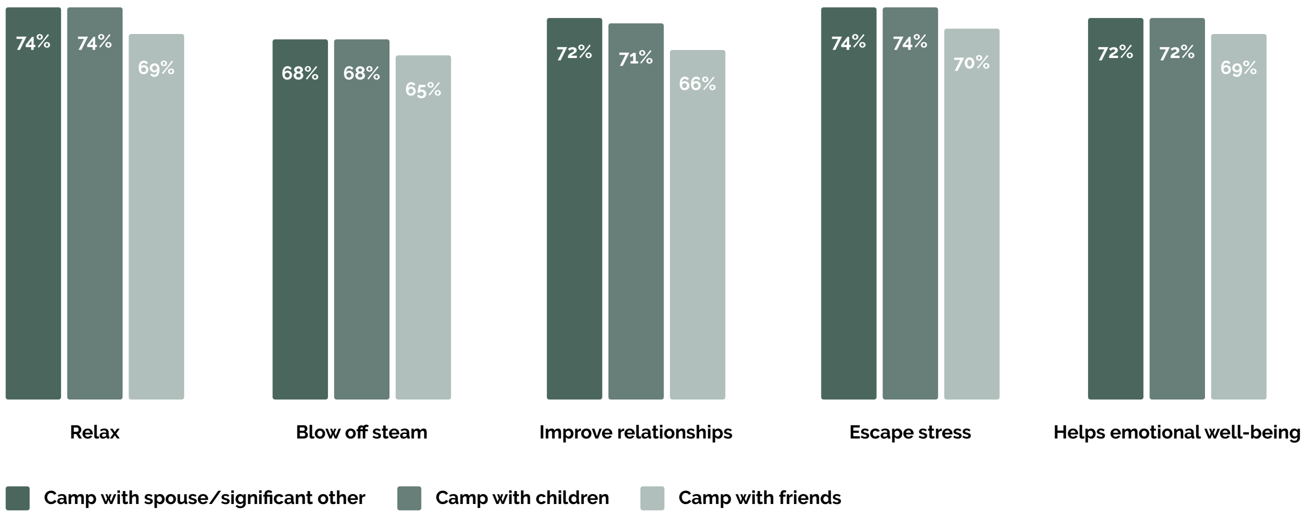
Historically, leisure travelers have used camping as a mechanism for trying new outdoor experiences, whether it's glamping, taking a backcountry trip or trying out an RV. Since 2019, about 3-in-10 camping households have taken a glamping trip, while one-fourth have had a backcountry camping experience. Year-to-year, about 80% of all campers try some new form of camping, adding to the breadth and depth of their camping and outdoor travel experiences.

Connecting with Others & Emotional Well-being

Camping offers leisure travelers the unique opportunity to gain the physical and mental benefits from spending time in the outdoors. There's also added wellness benefits when having these experiences among their friends and family members. Those who camp with their family members are more likely to say that camping is relaxing, provides a way to escape, and the ability to blow-off steam. This group also says their favorite part of camping is being in the outdoors and experiencing nature. These results specifically show up in the youngest set of campers (Gen Z), who even as teens indicated that being able to spend time with family in an outdoor environment was not only important, but beneficial.

Those who camp with their immediate family, such as a spouse or partner, as well as their children, are much more likely to say that camping not only helps to improve their relationships, but also their overall emotional well-being.

Percentage Agree About the Benefits of Camping with Friends and Family 2022



Camping is Noted as a Way to Blow Off Steam

Within the set of campers who will use camping to blow-off steam in 2023, their primary way to do so is simply by walking, which is the most broad-based approach across all camper segments. Other popular ways to relieve tension include fishing or sitting around a campfire enjoying an adult beverage.

Preferred Ways to Blow Off Steam While Camping top 5

Walking	64%
Fishing	50%
Sitting around the campfire (or just hanging out) enjoying an adult beverage	49%
Partying/tailgating with friend including good food and beverages	35%
Bird watching	35%

Family Traditions and Sharing Experiences

Today's campers place high importance on sharing camping experiences with the next generation of campers. In fact, six out of ten campers say that creating new chapters in their family's book of shared experiences is important to them in 2023. Similarly, campers say it's important to introduce the next generation to camping. Overall, more than half of campers cite the importance of these shared experiences, whether it's the way they camp, the stories, or traditions.

Gen Zers who were introduced to camping early on are highly likely to want to continue this tradition of sharing experiences, creating new memories, and importantly, exposing a new generation to the outdoors.

Are Family Traditions and Sharing of Experiences Important to Campers?	
Create new chapters in your family's (or friends') book of shared experiences	60%
Introduce the next generation to any type of camping or outdoors experience	56%
Contribute to your family's traditions that include camping and the outdoors	54%
Share the camping stories that are part of your family's lore	54%
Share similar camping experiences you had when you were younger with the next generation of campers	52%

Experience Outdoor Activities and Recreation

When asked what they liked most about camping, campers say that it's being in the outdoors, spending time with friends and being able to relax. Compared to 2021, the set of 2022 campers found greater enjoyment in sitting around the fire and getting away from crowds. It is also notable that during the economic fluctuation of 2022, travelers were also more likely to use camping as an affordable way to travel farther from home (which increased 13 points over 2021).

Like Most About Camping	2021	2022	Change
Spending time in the outdoors	53%	49%	-4
Spending time with friends or family	45%	46%	1
Just being able to relax	43%	44%	1
Sitting around the campfire	25%	41%	16
Getting away from crowds	24%	34%	10
An affordable way to travel farther distances from home	20%	33%	13
Having time to expose kids to the outdoors	26%	32%	6
Visiting new places	28%	30%	2
Experiencing nature (e.g. seeing wildlife, plants, etc.)	33%	29%	-4
The food	11%	28%	17
Being able to camp close to home	17%	26%	9
Participating in other outdoor recreation activities	27%	23%	-4
Meeting new people	13%	12%	-1

Recreation

Throughout the years of this report, fishing has grown and waned as a favored activity while camping. Compared to 2020, fishing is on par with pre-COVID-19 results and up in participation 13 percentage points since 2021. Canoeing and kayaking, geo-caching/orienteering, golf/tennis and horseback riding are all up since 2020.

Recreation While Camping	2017	2018	2019	2020	2021	2022	Change since 2020
Fishing	47%	50%	49%	52%	36%	49%	-3
Canoeing/Kayaking	35%	37%	37%	32%	31%	44%	12
Hiking	53%	51%	51%	46%	37%	42%	-4
Bird watching	23%	25%	25%	31%	29%	33%	2
Biking	26%	30%	30%	35%	33%	31%	-4
Hunting	10%	14%	14%	19%	12%	23%	4
Taking scenic drives/Sight-seeing	30%	30%	30%	27%	21%	23%	-4
Mounting biking	13%	18%	18%	19%	19%	23%	4
Visit historical sites	25%	25%	25%	19%	16%	19%	0
Golfing or tennis	6%	10%	10%	8%	7%	17%	9
Running/Trail running	15%	15%	15%	16%	17%	16%	0
Geo-caching/Orienteering	7%	8%	8%	6%	6%	16%	10
Horseback riding	10%	12%	12%	8%	8%	16%	8
Rock climbing or bouldering	9%	11%	11%	12%	10%	14%	2
Water sports	9%	10%	10%	11%	9%	14%	3
Motor sports	9%	10%	10%	19%	17%	13%	-6
Organized team sports	6%	7%	7%	15%	18%	10%	-5
Stand-Up paddle boarding	5%	7%	7%	6%	7%	10%	4
Motor boating or jet skiing	9%	9%	9%	7%	5%	10%	3
Snow skiing or snowboarding	4%	7%	7%	7%	7%	9%	2
Whitewater rafting/Kayaking	6%	7%	7%	7%	6%	9%	2
Pickleball	3%	4%	4%	7%	6%	8%	1

SECTION 3

HOW PEOPLE ARE EXPERIENCING THE OUTDOORS

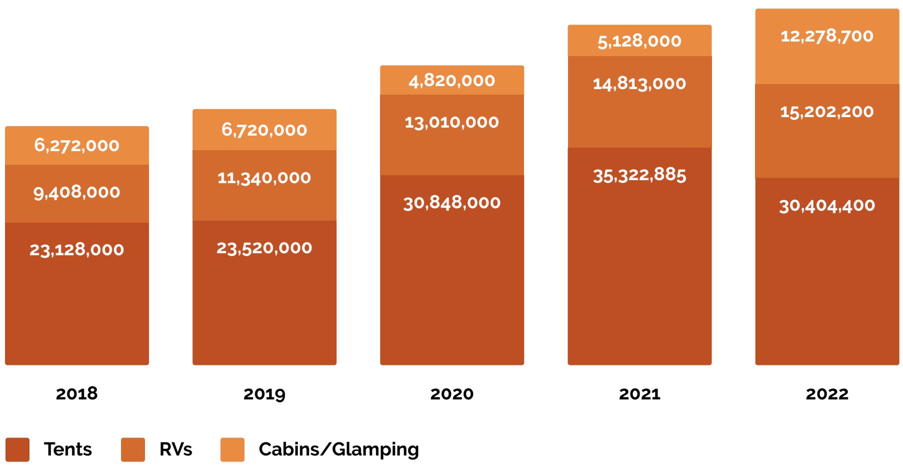
Unlike other options, travel in the outdoors offers a vast array of ways to stay and explore. This variety, from backcountry tenting to elevated glamping options to traveling via RV, offers flexibility and approachability. While many are introduced to camping in a tent, other accommodations are increasing in popularity and serve as a way for leisure travelers to become more engrained in the lifestyle outdoor hospitality affords.

Accommodation Types

Camping, within the outdoor hospitality space, provides the largest number of accommodation types including everything from an individual site to place a tent or park an RV, to offering walled accommodations such as cabins. As a proportion, the types of accommodations being utilized have remained relatively consistent, yet the large influx of new types of campers the past three years has changed the number of households using the different types of accommodations.

For the first time since the inception of the survey, there was a drop in the number of camping households who used tents for their camping trips, a figure now equal to what was observed two years ago in 2020. The greatest increase in participants is observed among cabin and glamping campers, which more than doubled since 2021. While RV growth slowed, there are still an additional 400,000 RVers in 2022 compared to 2021. The increase in usage of cabins and glamping accommodations may be due to the proliferation of both of these accommodations options available to campers.

Number of Camping Households by Primary Camping Accommodations 2018 to 2022



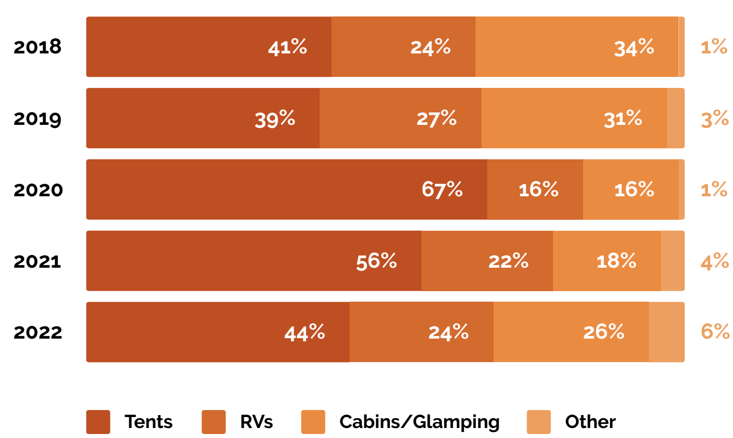
If money were no issue, half of tent campers would migrate to RVs (22%) or cabins (27%).

When asked if they would change their primary accommodation if money wasn't an issue, half of tent campers would migrate to RVs (22%) or cabins (27%). Among those who would change accommodations, one-fourth of RVers would opt for a cabin or glamping accommodation, and a similar proportion of cabin campers would opt for an RV.

What Accommodations are New Campers Using?

2020 saw the highest usage of tents among the new set of campers and has steadily declined over the past two years. This decline is more in line with pre-2020 results.

Primary Accommodations Among New Campers 2018 to 2022

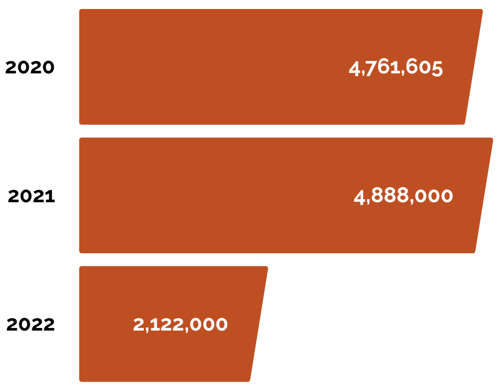


Glamping Continues to Grow

Overall, 18% of active camping households also participated in glamping, resulting in about 10 million households experiencing glamping in 2022, up nearly 3 million households since 2020.

New Glampers Since 2020

Over 11 million total



What are the Reasons Travelers Want a Glamping Experience?

Having an experience that blends the benefits of staying at a resort with the outdoors holds the greatest appeal for glamping, and secondarily, wanting to stay in unique accommodations. Guests are also likely to seek an experience that offers services and amenities not available while camping. It is also notable that the desire for a new experience resonates with one-third of campers.

Why Travelers Want to Experience Glamping	2021	2022
An experience that blends the benefits of staying at a resort and the outdoors	37%	63%
Wanting to stay in unique accommodations	48%	53%
Having services and amenities that aren't available with camping	28%	40%
Do not want to go camping, but still want to have an outdoors experience	N/A	33%
Want a new or different kind of vacation	32%	33%

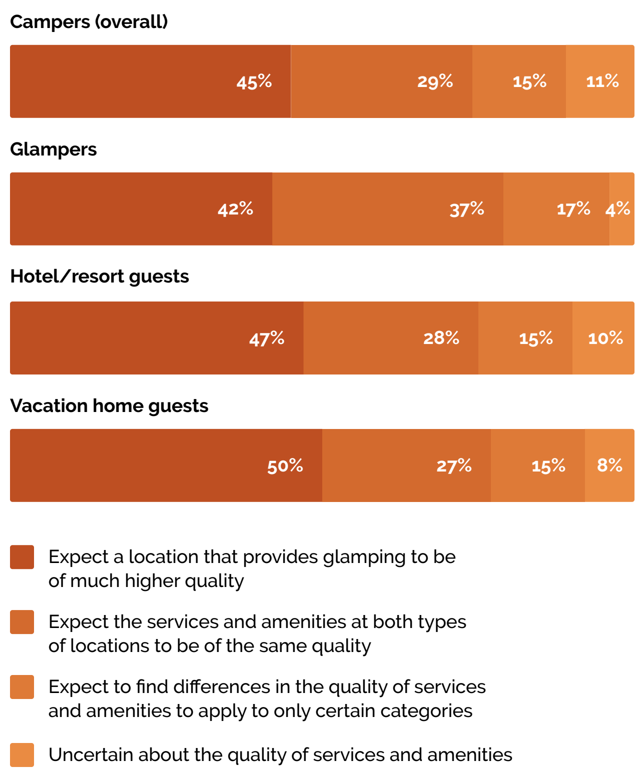
Glamping Households 2020 to 2022

Even though there are fewer new campers in 2022 that can be directly attributed to glamping, carryover from previous years has resulted in a strong impact of glamping on outdoor hospitality overall. While attrition will slightly dampen the impact of glamping, it does not minimize the result of over 11 million new camper households since 2020 that can be tied to their interest in glamping.

More than half of campers expect the services and amenities at a glamping location to be of higher quality than a typical camping experience.

Close to half of all campers say that the outdoor travel industry is focused more on providing hospitality now when compared to five years ago, including more than half of glampers. Additionally, if a location says it offers glamping, expectations for the level of service and hospitality are increased even more. In fact, about half of campers say they expect the services and amenities at a glamping location to be higher quality than a typical camping experience. The tie-in with glamping is also impacting the industry overall and guest expectations of quality, including 4-in-10 campers who say that the increase in glamping options has impacted the level of hospitality being provided to camping guests.

Expectations of the Services and Amenities Offered at a Glamping Location

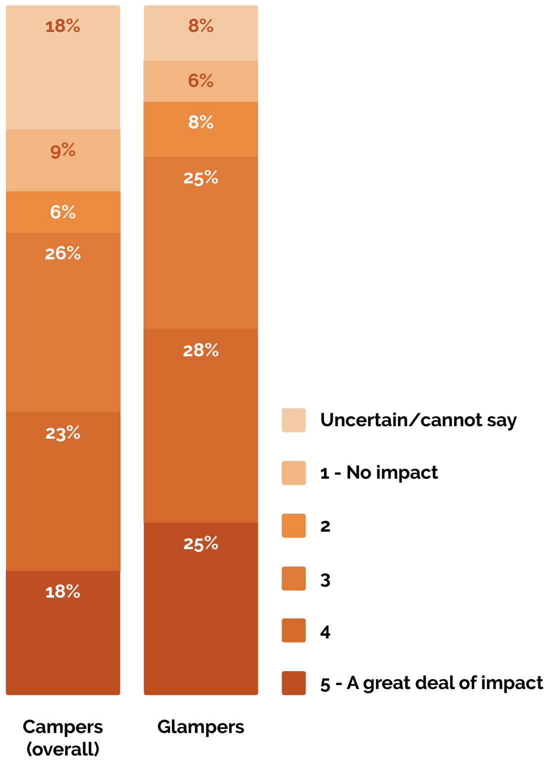


Has the Proliferation of Glamping Impacted the Level of Hospitality Expected Across the Industry?

As the number of glamping providers increases, along with the number of leisure travelers who experience the service and amenities offered at glamping locations, the impact glamping has on the industry is significant. While a growing set of campers say the increase in glamping options has impacted the level of hospitality being provided to camping guests, the impact is even greater among those who have been exposed to glamping in the past year (53%). Among those who have no glamping exposure, far fewer (37%) say glamping has impacted the industry.

As glamping continues to grow, it can be assumed that the impact glamping has on guest expectations will also evolve, resulting in more campgrounds, RV parks and outdoor hospitality providers offering an elevated level of service and amenities.

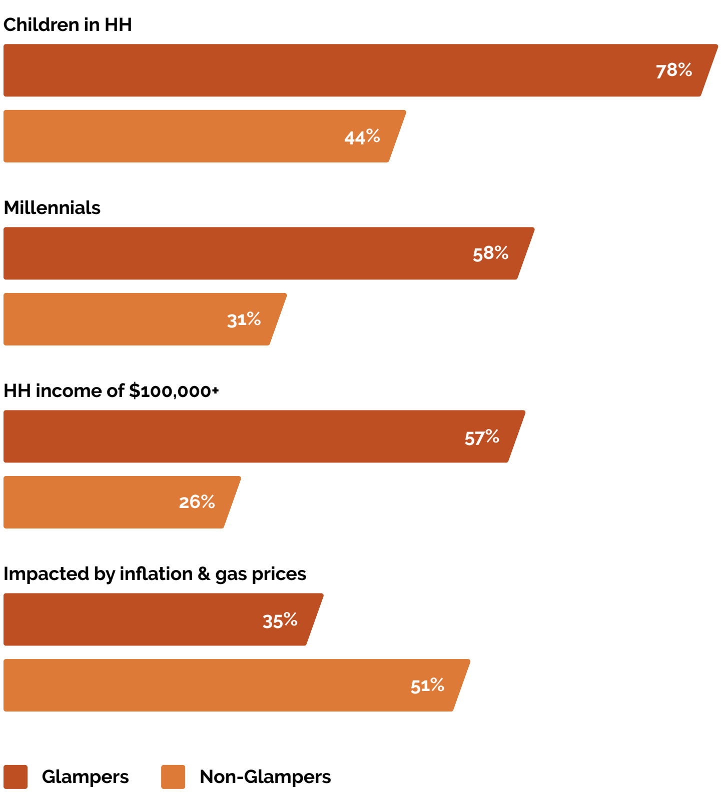
Glamping's Expected Impact on the Level of Hospitality



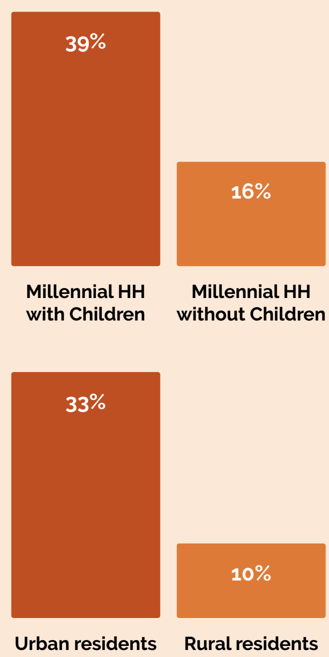
Profile of a Glamper

The set of leisure travelers who participate in glamping form a relatively unique leisure traveler profile. In particular, these travelers are much more likely to have children in the household (almost 8-in-10, a rate well above campers and the national average) and are also part of a younger profile of guests. Millennials account for a majority of glampers (58%). Among millennial campers with children in the household, 39% have been glamping (versus only 16% of millennial households without children). Glampers are also part of a more affluent demographic, including 57% who have a household income of $100,000 or more.

Glampers



Percentage Who Have Been Glamping

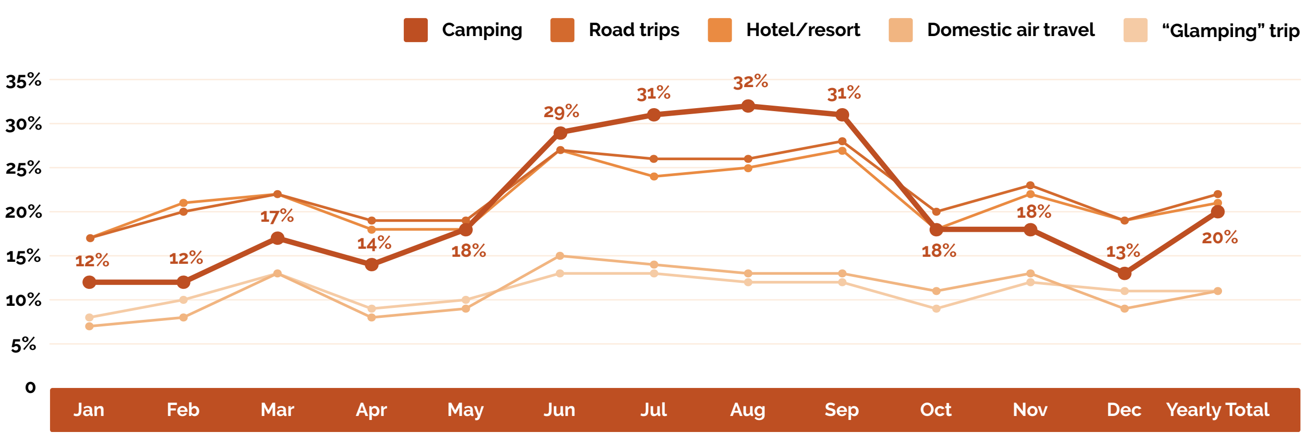


Crossover Travel

Throughout the course of 2022, the travel patterns of campers were tracked on a monthly basis in order to determine not only who was (and was not) camping, but also to identify campers' travel patterns within the context of other forms of travel. Campers were asked whether they had, or intended to take road trips, stay at hotels/resorts, travel by air, vacation home rentals, and go on cruises. This form of measurement provides a detailed accounting of how campers traveled, and how their travel patterns tracked with camping and glamping.

The results of this measurement indicate that there is a strong correlation between camping and other types of travel. Changes in camping participation track with other types of travel and in particular, road trips and stays at hotels and resorts.

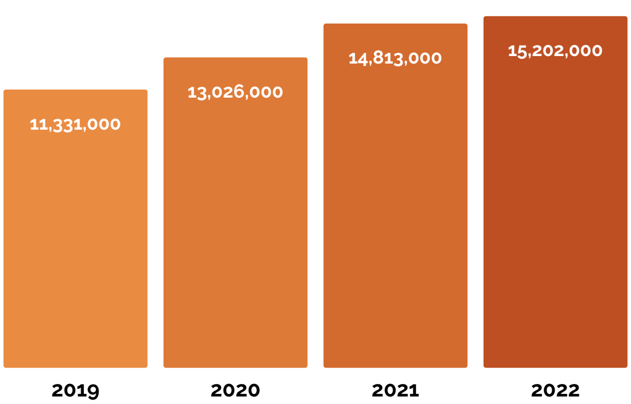
Monthly Crossover Travel January to December 2022



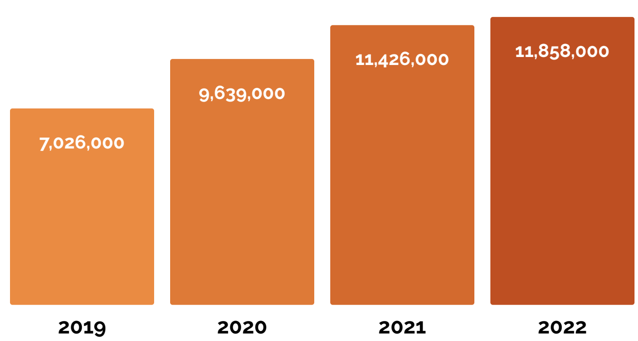
This past year, 15 million households went RVing at some point, including almost 12 million RV owners.

Growth in RV Households 2019 to 2022

Number of RVing Households (prefer RV camping)

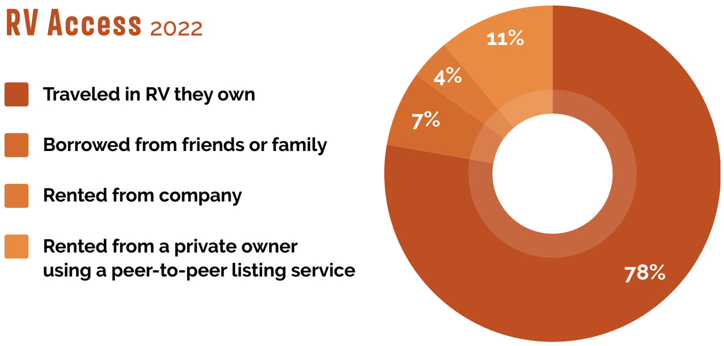


Number of Active Camper Households Owning an RV



RV Usage & Ownership

Campers in 2022 were equally likely to RV compared to the past couple of years, with a minor though consistent increase in those who travel in an RV they personally own. Borrowing continues to drop, while rentals from a peer-to-peer listing continue to trend upward, even though only incrementally.



What are the planned changes for RVers in 2023?

Up from last year, among current RV owners, 8-in-10 plan to make some type of change to their RV, or how they use it. However, these changes are less likely to include selling their RV. About one-fourth are planning to upgrade.

Expected RV Plan Changes	2021	2022	Change
Upgrade to a newer or different RV	25%	23%	-2
Renovate my current RV	21%	16%	-5
Sell my current RV	20%	13%	-7
List my RV on a peer-to-peer listing	12%	9%	-3
Downgrade to something else	10%	8%	-2
Uncertain	19%	13%	-6
None of these	29%	18%	-11

Road Trips

Road Trips Are Synonymous with Outdoor Travel

Road trips are a part of the outdoor experiences which continue to be highly popular, and in some ways appears to be growing. More campers took road trips in 2022, and there is great interest among leisure travelers—both campers and non-campers—to hit the open road in the year ahead. Nostalgia and creating family memories are two of the core drivers for roadtripping. With an emergence of interest in new experiences motivating many leisure travelers, road trips are an ideal way to unlock memorable adventures.

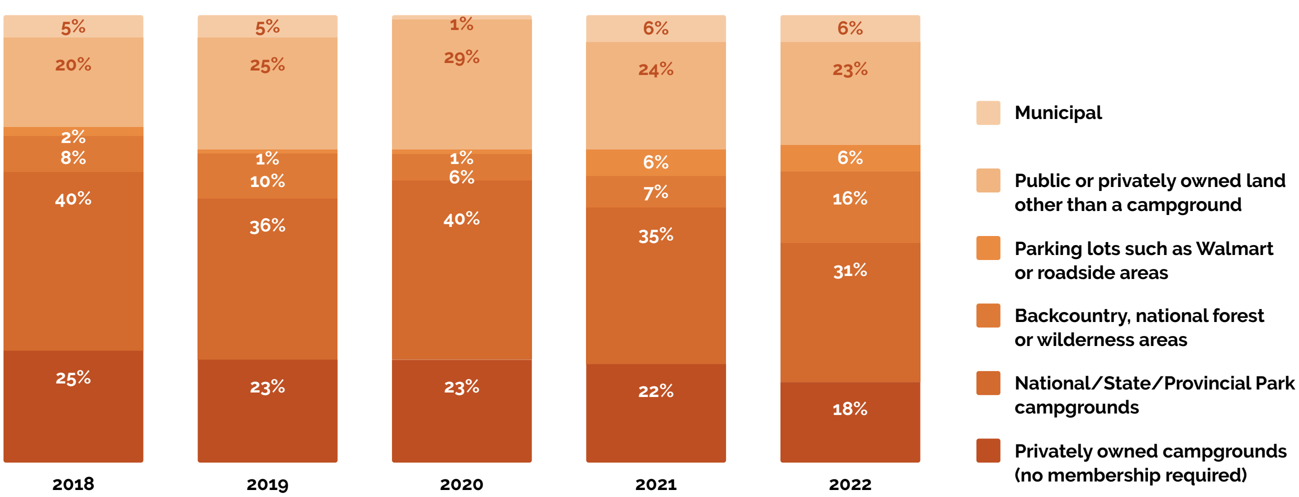
Though short weekend road trips are generally seen as more accessible to a broader set of people, almost half of campers (48%) are interested in taking an extended road trip (defined as traveling 8 or more hours). Four-in-ten respondents are interested in taking an adventurous trip designed to explore new places. There is a strong desire to venture farther from home this year, and the road trip helps fulfill that desire.

Preferred Type of Road Trip for 2023

Where People Are Camping

In 2022, perhaps due to a larger population of Gen Z campers, the proportion of camping nights spent at campgrounds declined in 2022 while alternative locations increased in usage, especially backcountry camping. Private campground usage is most common among those who do not camp with children, Gen Xers, and rural residents. All these differences, however, are relatively minor, though Boomers are much more likely to have a preference for privately owned land and state park campgrounds. It is also worth noting that in 2022, RVers were likely to stay at alternative locations such as dispersed camping areas, race tracks, casinos and music festivals.

Proportion of Nights Camped by Location 2018 to 2022



SECTION 4

WHAT TO EXPECT FOR CAMPING AND OUTDOOR TRAVEL IN 2023

Offering a multitude of ways to explore and experience North America, outdoor travel enthusiasts are eager to try new things in 2023. After the uncertainty of the past few years, a desire to expand the types of trips taken will be a driving force in outdoor hospitality this year and beyond. It is likely these trends will have a direct impact on camping and glamping incidence.

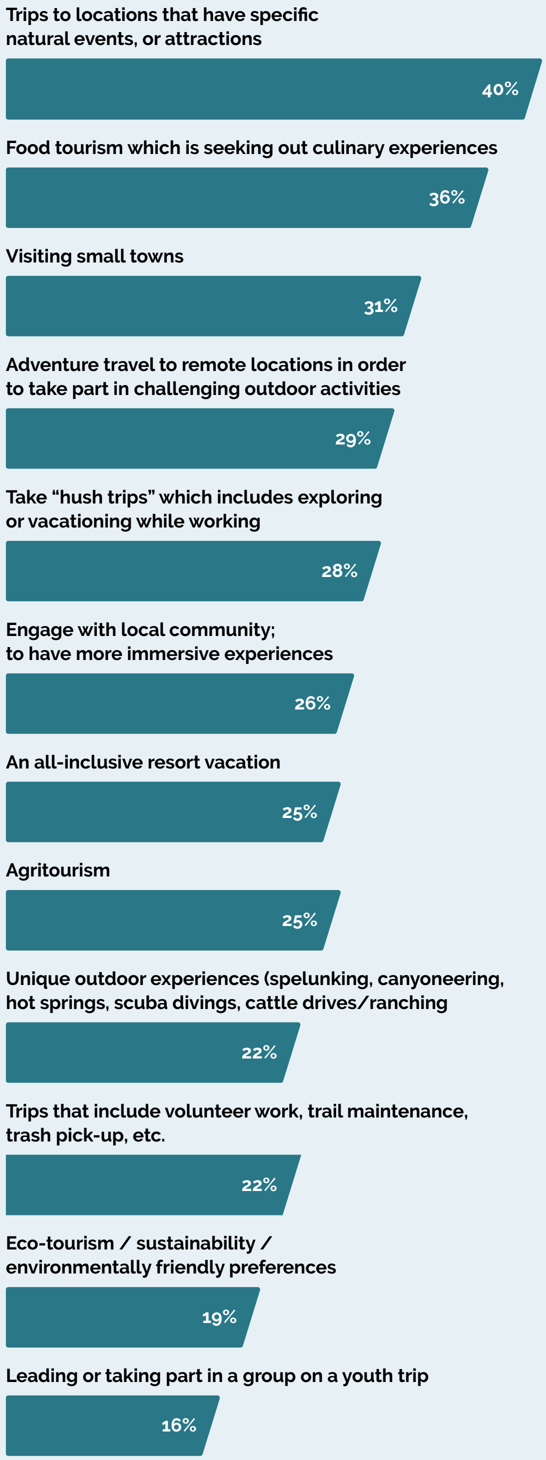
Top Trends

Over the past several years, there has been an uptick in people exploring the outdoors through camping, hiking, cycling, fishing and other outdoor recreational activities. A hunger for new experiences, whether it's a specific type of camping, or a camping trip that includes a new or unique experience, are driving camping participation in 2023. In fact, the average camper will seek out three new or unique camping experiences in 2023.

Trips for natural events such as eclipses, meteor showers and animal migrations are the most common type of trips campers are seeking in 2023, with 40% looking for this type of experience. Other types of trips that campers are interested in include food tourism (36%) and visits to small towns (31%).

Experiences Campers Want This Year

What Specific Types of Trips Are Campers Planning for 2023?



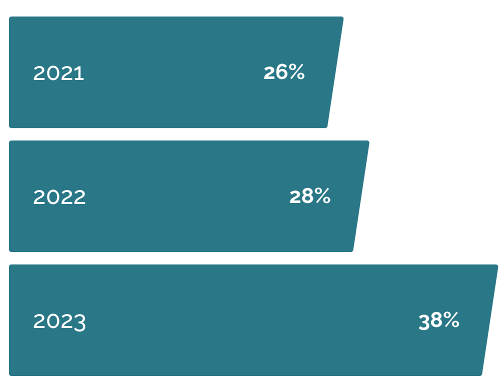
Interest in Trying for 2023 top 5	2021	2022	Change
Glamping	25%	38%	13
Backcountry experience	23%	28%	5
Overlanding	23%	28%	5
RVing experience	28%	29%	1
Full-time RVing	23%	20%	-3

Glamping in 2023

Glamping, as a sector of camping and outdoor hospitality, represents a key growth segment for the industry overall. With glamping offering a vacation option for leisure travelers who wanted an outdoor experience during the height of the COVID-19 pandemic, it continues to offer an aggressive growth segment.

Looking ahead to this year, glamping continues to gain steam, with 4-in-10 campers expressing interest in taking a glamping trip in 2023—significantly outpacing the interest expressed in the past two iterations of the North American Camping Report.

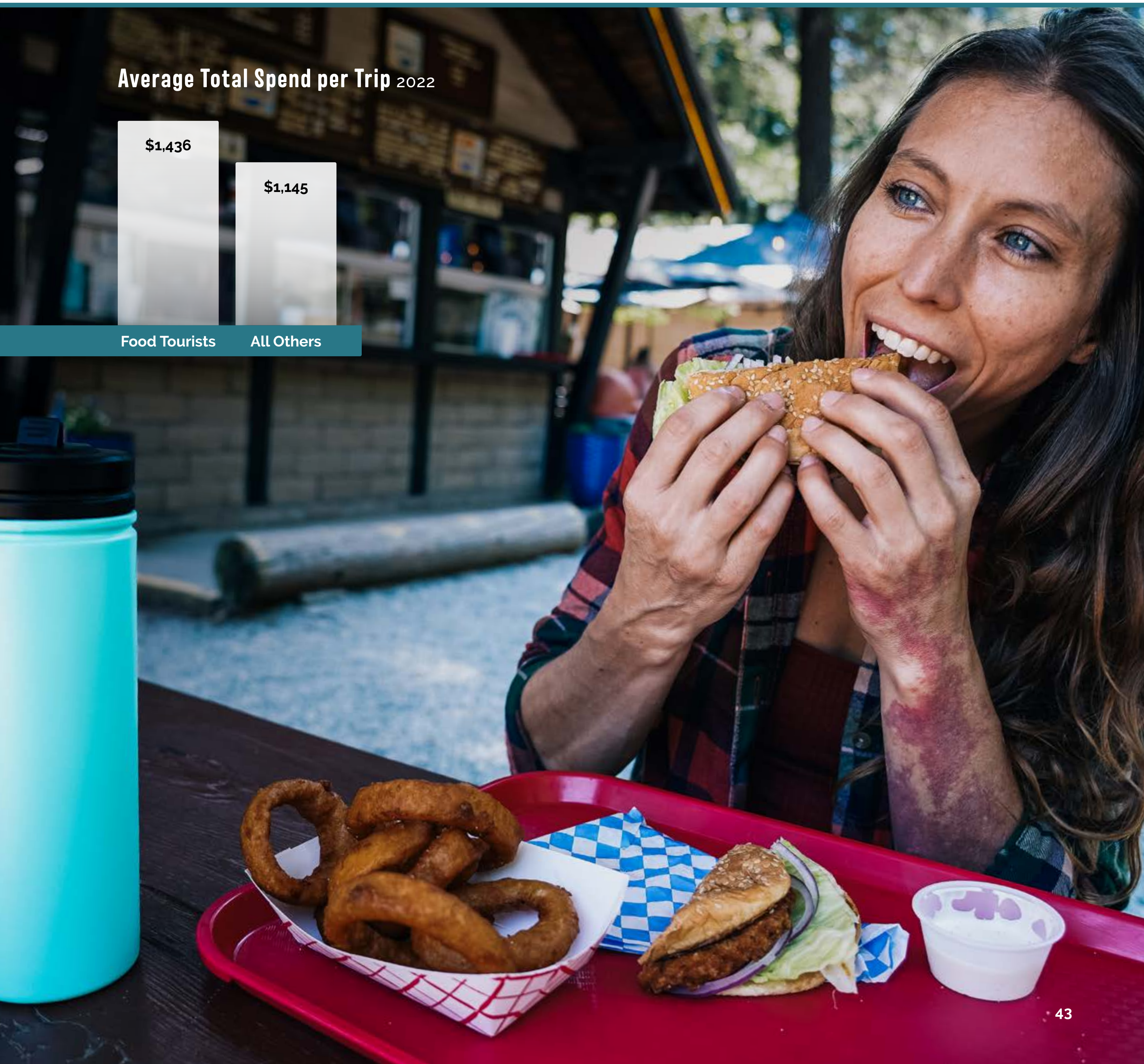
Interest in Glamping 2021–2023



The Importance of Food in Outdoor Hospitality

Overall, more than a third of all campers (36%) express a direct interest in food tourism in the coming year. Their desire to venture out and seek new culinary experiences is also expressed in the number of miles they drive (140 miles more than other travelers), as well as how much money they spend in the areas they visit (nearly an additional $300 per trip when compared to other campers or other travelers).

More than 4-in-10 campers say that it's important for a campground offering outdoor hospitality to also provide food service. More than half (56%) say that when glamping, they are most likely to expect the food and beverage service to be of the highest quality compared to all other attributes. Similarly, almost 6-in-10 (57%) want access to local dining options.



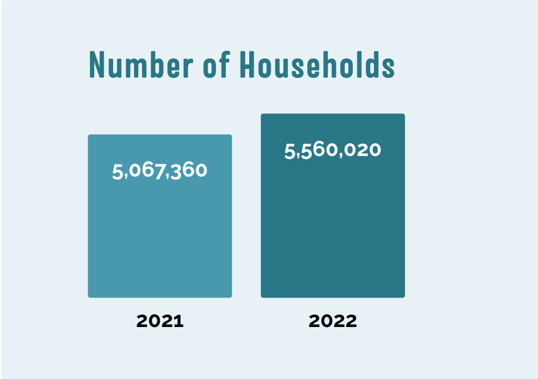
Canadian Campers

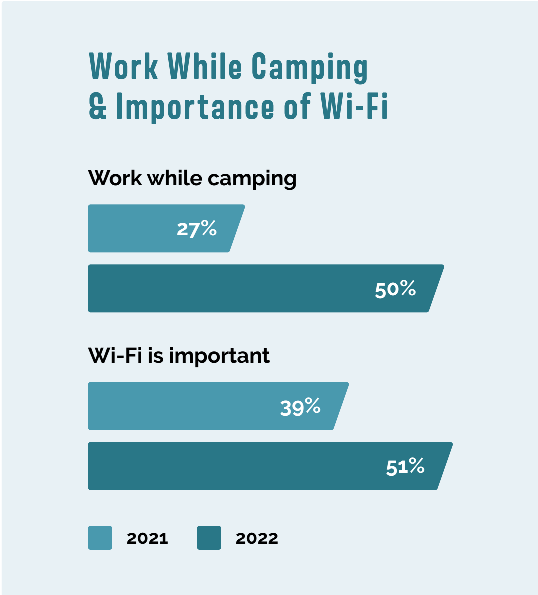
The lifting of Canada's COVID-19 policies and travel restrictions resulted in more than a half million new Canadian households camping in 2022. Of those new campers, 50% said they worked during their camping trips, doubling the rate from 2021. As a result, access to quality Wi-Fi became an important amenity for campers with twice as many saying access had a significant impact on being able to camp more often and for longer periods to time.

Overall, 2022 saw a changeover in the age of Canadian campers, encompassing a younger demographic with Gen Z (18% vs. 8% in 2021) and Millennial (46% vs. 31%) seeing notable increases over 2021. Gen X (20% vs. 26%) and Baby Boomer (11% vs. 27%) campers fell several points.

While 38% of Canadian campers credit their love for the great outdoors as their reason for camping, younger campers say their camping interest stems from family vacation experiences.

Last year the typical Canadian camper was a more experienced camper (69%), and showed an increase in overall leisure travel compared to 2021, with camping accounting for 32% of their leisure trips.





Canada: Crossing the Border in 2023

Canadian campers (77%) are much more likely to cross the U.S./Canadian border for travel than U.S. campers (55%), but express some concerns about rules and regulations, whether it's COVID-19 related (23%) or simply not knowing enough about the rules in general (17%).

Canada: Trip Experiences in 2023

Canadian campers are eager to try a variety of travel experiences in the coming year, with the most popular being taking trips to experience natural events such as eclipse, migrations, star-gazing, and meteor showers (42%). Following close behind was interest in more food tourism experiences (35%).

Travel Experiences by Popularity	2023
Trips for natural events such as an eclipse, migrations, star-gazing, meteor showers	42%
Food tourism	35%
Visiting small towns	32%
Adventure travel that includes travel to remote locations to take part in outdoor activities	28%
Engage with the local community; to have more immersive experiences	28%
Agritourism that includes visits to a farm, ranch or other agricultural business	27%
Take "hush trips" which includes exploring or vacationing while working	26%
An all-inclusive resort vacation	24%
Trips that include volunteer work, trail maintenance, trash pick-up, etc.	24%
Eco-tourism / sustainability / environmentally friendly preferences	20%
Unique outdoor experiences such as cave exploration, canyoneering, hot springs, scuba diving, cattle drives/ranching	19%
Leading or taking part in a group on a youth trip	15%
Solo leisure travel (other than camping)	13%
None of these	6%

SECTION 5

MAKING THE OUTDOORS MORE ACCESSIBLE

Accessibility to the outdoors is impacted by a number of factors, both physical and emotional. Whether there are impediments to participation based on locations that do not offer access and accommodations for those who may have physical limitations, or whether the individual does not feel welcome, safe or comfortable.

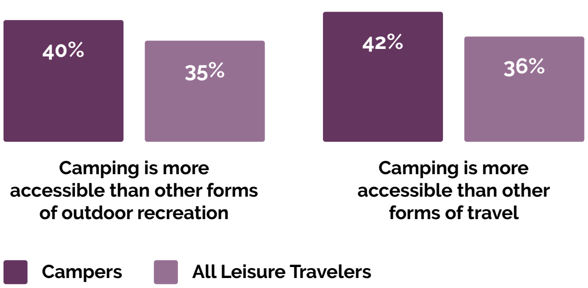
While the results of this research demonstrates that the outdoors attracts a higher than average percentage of participants who report some type of physical limitation, other factors are contributing to accessibility of our outdoor spaces.

Accessibility Among People with Disabilities

Among all leisure travelers, about one-third view camping as more accessible than other outdoor activities for people with disabilities, including three-fourths who say that it is either the same or more accessible. When compared to other forms of leisure travel, the pattern is similar among all leisure travelers.

Difficulty with mobility among campers is quite high, with 4-in-10 campers overall suggesting that they have at least some level of difficulty walking or climbing stairs. This rate is above what is observed in the overall U.S. population, which includes 26% of all residents, according to the CDC. Another 1-in-5 report difficulty with everyday tasks, or visual impairments.

Accessibility



In addressing the issues that are related to campground access, close to half of those who have or camp with individuals who have physical disabilities say that restroom access represents the greatest barrier to camping. Walkways are also mentioned by more than a third of these campers, and close to a third say that knowing in advance which campgrounds offer better accessibility is also a barrier (as well as help choosing a place to stay).

When asked what a campground could do or provide that would better meet the needs of those with disabilities, again, the most commonly cited area for improvement is the bathroom/bath house. Having paved areas (e.g., patio sites) is also noted, including level paths to navigate the campground, level campsites, accessible cabins and easy to use hook-ups for RVers.

Ethnicity in Camping

While growth among Black, Hispanic, and Asian campers has increased over the past nine years, many of these campers are at risk of lapsing. As noted, some report instances of feeling unwelcome or uncomfortable in the outdoors, but other factors are impacting this result. To affect retention among Black, Hispanic, and Asian campers, it will be important to not only ensure that they are welcomed and encouraged while participating in the outdoors, but importantly, to encourage participation in camping at a younger age, multiple times, and have those experiences include their family members and close friends. The previous research on teen campers, as well as the summary on Gen Z campers in this report, points to the powerful effect these youth camping experiences have on continued participation and enjoyment of the outdoors. White campers are twice as likely as Black, Hispanic, or Asian campers to have multiple camping trips during their teen years.

Many of the impediments to camping are evident among those from the different ethnic groups.

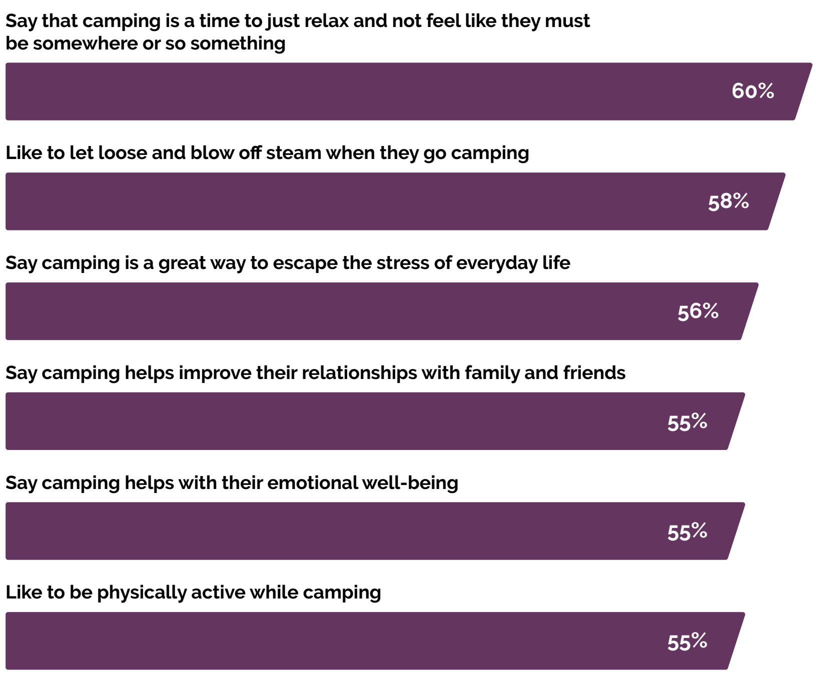
First and foremost, Hispanic (47%), Black (53%), and Asian campers (38%) are most at-risk to continue camping. There is a potential fall-off across all of these campers in the coming months. The primary impediments are most likely to include a sense of safety and security while camping (33% among Hispanic campers, 37% among Black campers), having a bad camping experience, or having no one to camp with.

Experiences while in the outdoors also represent barriers to camping. Six out of ten Black campers and close to half of Hispanic and Asian campers have experienced instances of feeling uncomfortable or unsafe while in the outdoors. The impact of these instances dramatically affects the likelihood of continued participation in the outdoors, including 54% who are likely to continue (46% at risk) compared to 81% of campers who have not experienced these instances (only 19% at risk).

Gen Z Campers: The Importance of Camping When Younger

Among Gen Z campers who camp 3+ times per year, nearly half (45%) say that they learned to appreciate the time spent with family and friends in the outdoors, thanks to those camping experiences from their teenage years. They view spending time in nature with friends and family as the key benefit of camping, and this desire to spend more quality time with family and friends drove their desire to camp more.

Benefits of Camping Among Gen Z Campers



How Socio-Economic Status Impacts Camping

Campers with proportionately lower household incomes are less likely to continue camping this year (30% unlikely vs. 16% of higher income households), due to inflation and increased prices (32% vs. 20%) or for financial reasons in general (33% vs. 13%). Only 9% will be able to use their tax refund on camping or travel, compared to 36% of higher income campers.

By contrast, during a down economy, camping offers a respite for lower income families, with more than half (52%) saying that camping offers a more cost-effective way to travel, and 43% noting that camping is the one travel option they can count on (compared to 27% of higher income campers).

Challenges With Area of Residence

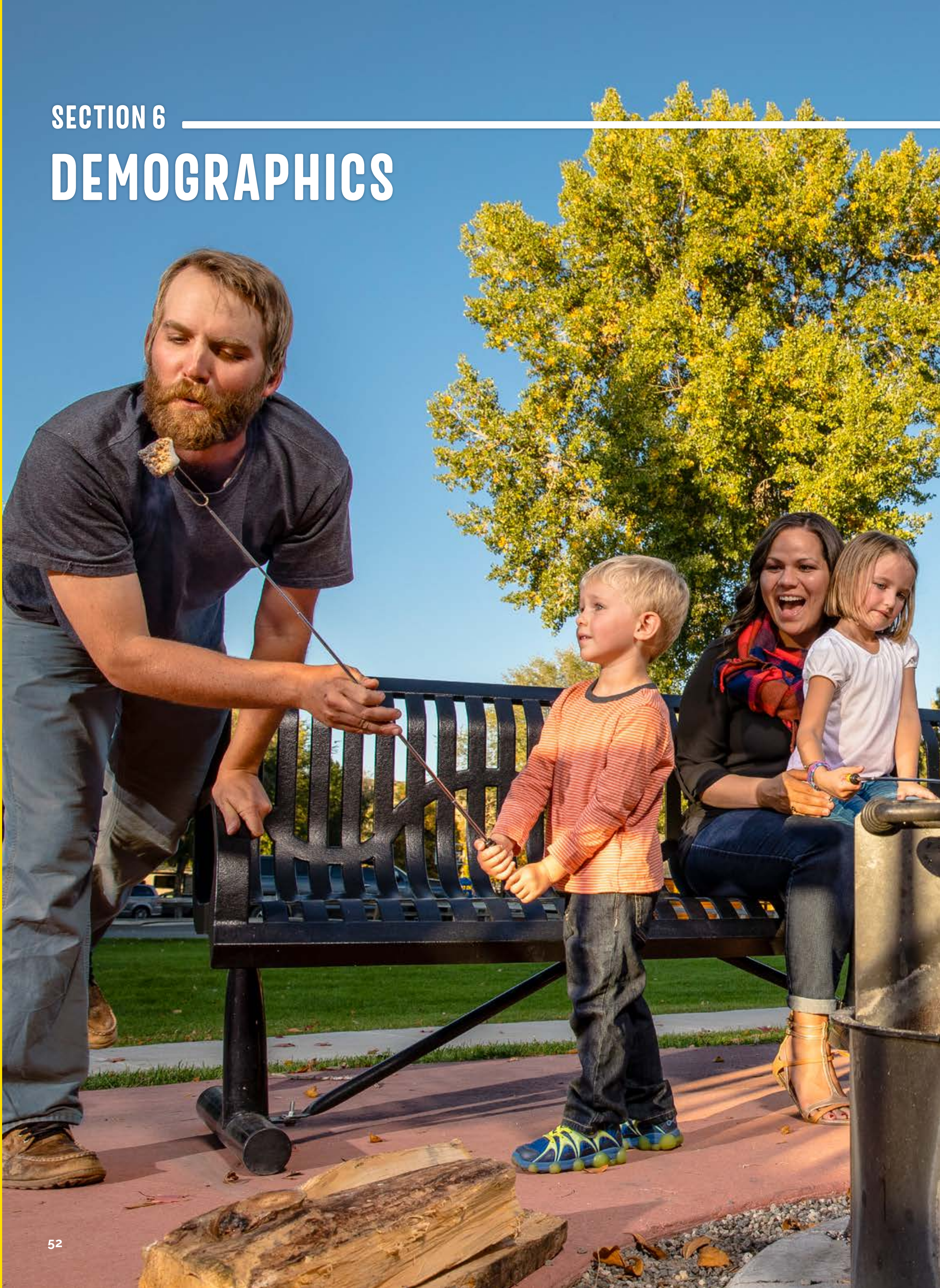
Area of residence represents a set of accessibility barriers, primarily among urban residents. Campers who reside in urban areas are significantly more likely to report that transportation is a barrier to camping (45% vs. 21%). Urban residents are more connected to technology, and likely travel farther to go camping, thus requiring it to get away.

Urban campers are much more likely to be millennials (54%) versus rural campers (38%).

This younger, more connected group is more likely to need access to technology for their jobs, resulting in extended camping stays attributed to technology access.

SECTION 6

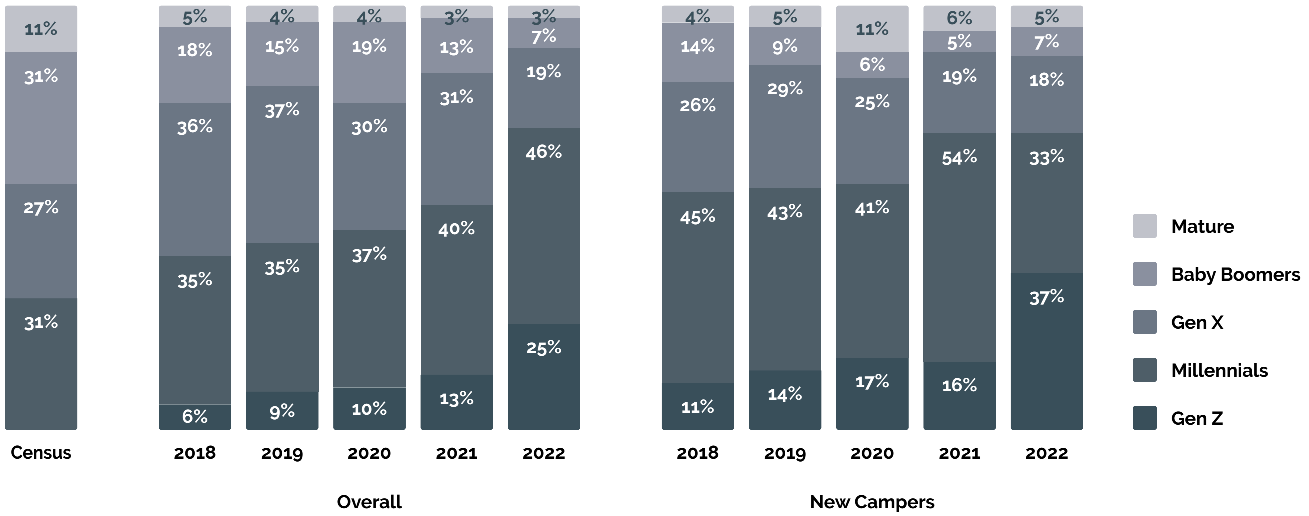
DEMOGRAPHICS



Generations

Proportionally, camping is getting younger over time, including the highest ever representation among Gen Z campers.

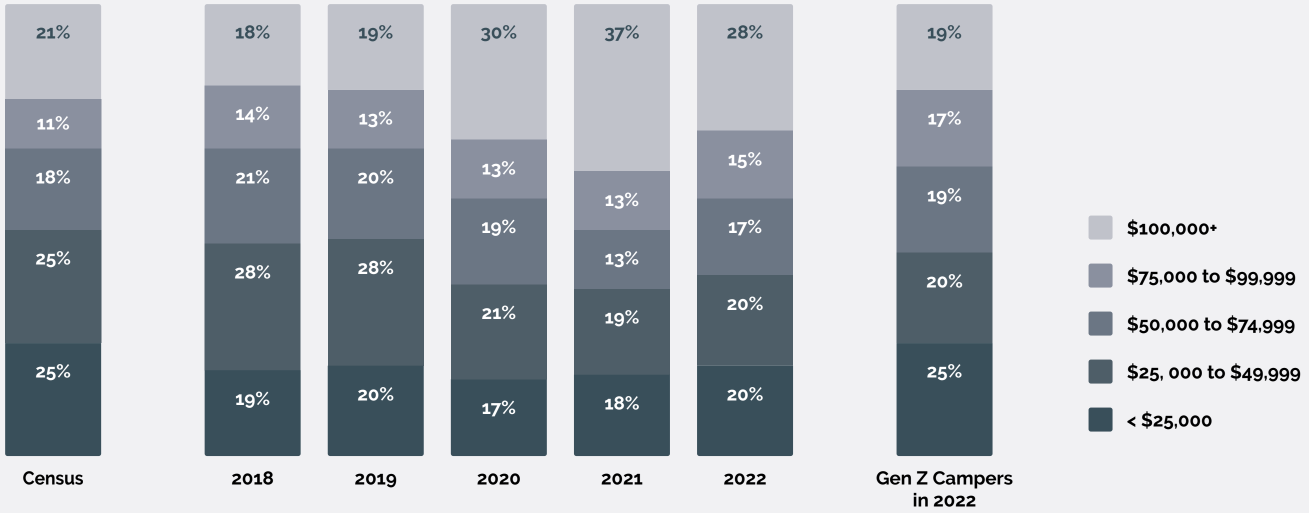
Percentage of Campers by Generation



Income

For 2022, household income reset somewhat, but still includes a higher proportion of high-income households when compared to pre-COVID-19 participation.

Percentage of Campers by Household Income

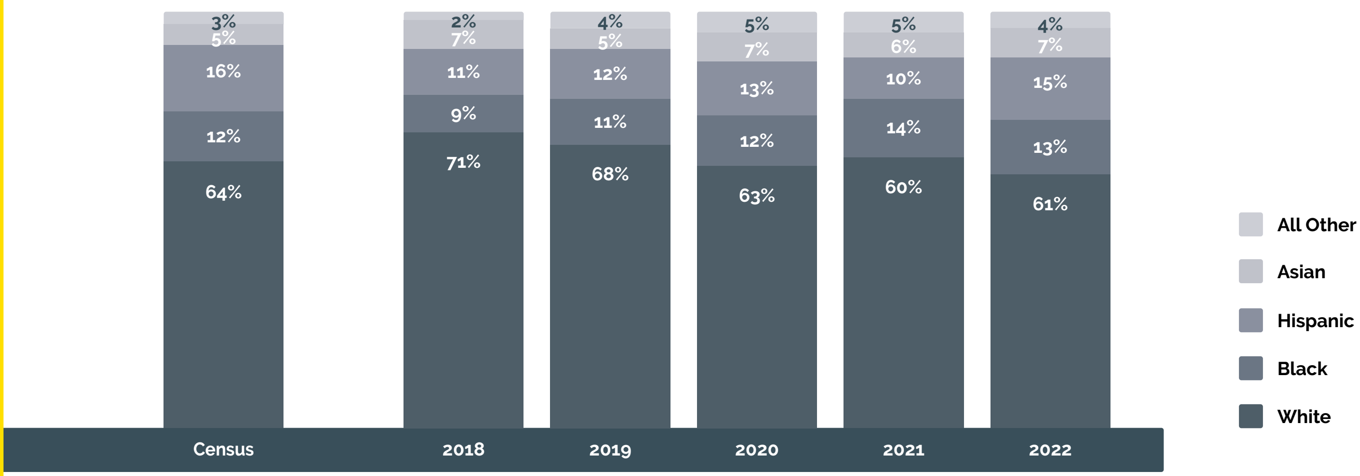


Ethnicity

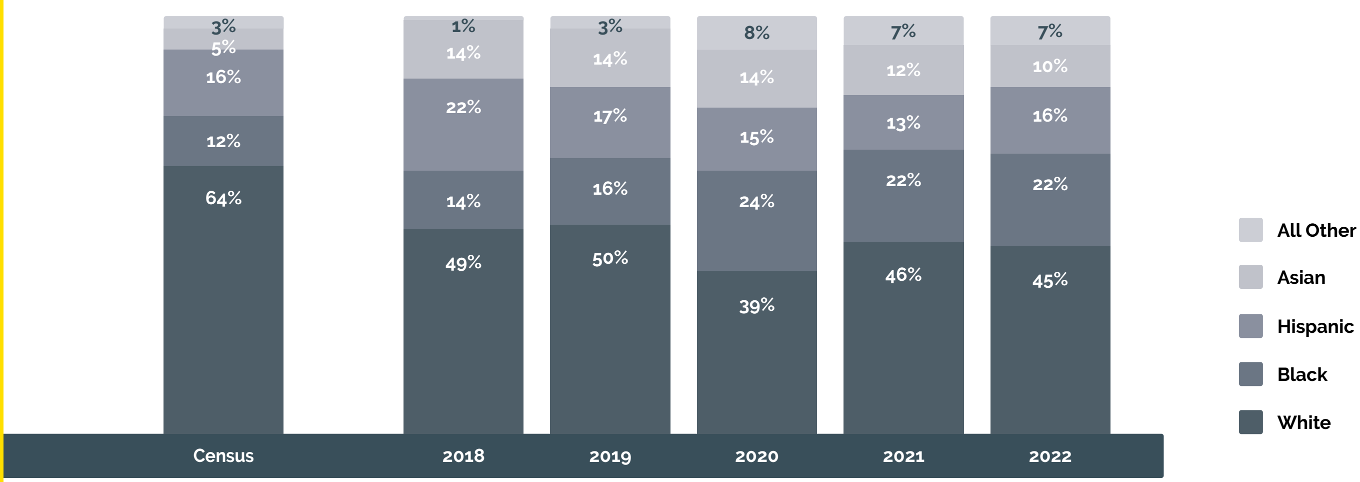
Household ethnicity continues to be reflective of the overall population, with Hispanic campers now comprising 15% of all camper households.

Since 2014, the proportion of camping households who identify as Black has more than doubled, while the proportion of Hispanic campers has improved nearly three-fold.

Ethnicity 2012 to 2022



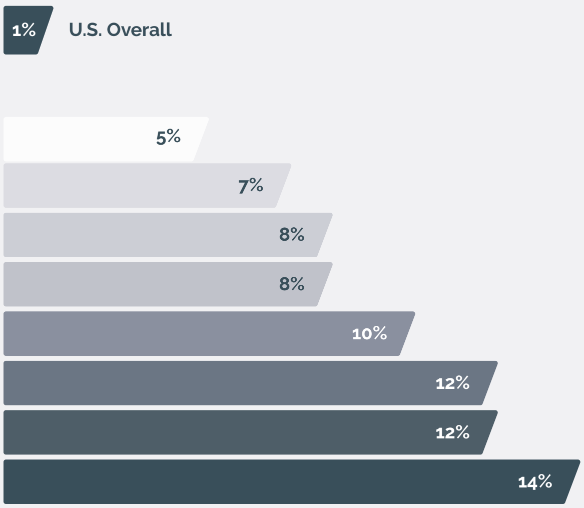
Ethnicity Among New Campers 2015 to 2022



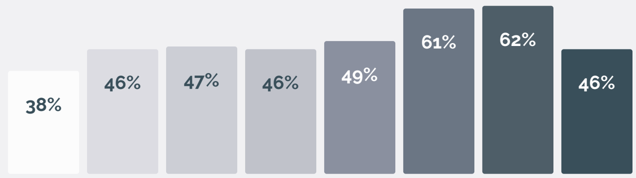
Same-Sex Households

Camping, as observed in the past, is more likely to attract same-sex households and especially same-sex households with children.

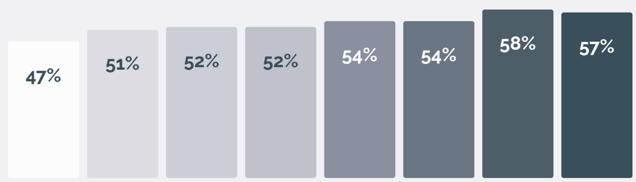
Same-Sex Camper Households 2015-2022



Same-Sex Camper Households With Children



Camper Households With Children



2015 2016 2017 2018 2019 2020 2021 2022

**The CPS is administered by the Census Bureau using a probability selected sample of about 60,000 occupied households.*

METHODOLOGY

Background

This report represents the ninth annual installment of a detailed reporting comparing the latest iteration of the North American Camper 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 including the incidence of camping overall, a description of who is camping in the U.S. and Canada, how they are camping, what prompted them to start camping, what keeps them camping, and other key descriptive areas such as media preferences and use of technology. This effort, on an overall basis, will be compared to a benchmark camping incidence study conducted in 2012, followed up in 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, and 2022.

U.S. and Canadian Household Results

The results of the most recent iteration of the North American Outdoor Hospitality Report are based on a total of 4,100 surveys completed among a random sample of U.S. (n=2,900) and Canadian (n=1,200) households. Within the U.S. sample of households, results are stratified by Census Region: Northeast (n=725), Midwest (n=725), South (n=725), and West (n=725). Overall, a sample of n=2,900 U.S. households is associated with a margin of error of +/- 1.82 percentage points, while a sample of n=1,200 Canadian households is associated with a margin of error of 2.83 percentage points. All surveys were completed only 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, and ethnicity. Some results may not add to 100 percent due to rounding.

Other Research

Additional studies and sources cited in the 2023 North American Camping & Outdoor Hospitality Report include:

North American Camping Report 2014 to 2022: Sponsored by Kampgrounds of America, Inc. and available at KOApressroom.com

KOA Monthly Research Reports March 2021 to April 2023: Sponsored by Kampgrounds of America, Inc. and available at KOApressroom.com

2023 North American Camping & Outdoor Hospitality Report Citation Information

For use in third party news sources or other material, please cite the source as: The 2023 North American Camping & Outdoor Hospitality Report sponsored by Kampgrounds of America, Inc. Please remember that while the report name reflects 2023, the data for each year reflects behavior for the previous camping season.

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

Camping Incidence

The sample of households from which the surveys were completed was statistically balanced to ensure that the results are in line with overall population figures by age, gender and ethnicity.

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 pick-up 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

Pick-up 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