

# 2021 Campspot State of Camping Report





# The State of Camping

We've heard much about the boom of outdoor travel throughout the last year: 2020 saw an increase of over 6 million camping households, according to the Kampgrounds of America (KOA) 2021 North American Camping Report. In addition, the RV Industry Association (RVIA) predicts a 19.5% increase in RV sales for 2021. Yet, while this may seem trendy, the enthusiasm for camping isn't a new phenomenon. It was gaining popularity long before the pandemic. So, if it's not a specific response to the pandemic, what else could be causing the increase in demand for outdoor experiences?

As Campspot's mission is to make camping easier for travelers and campground owners alike, we thought it critical to understand the outdoor industry's continued growth as well as answer the question, "Why do people camp?"

For the 2021 Campspot State of Camping Report, we asked thousands of US campers, not just this, but how they camp and what would help them camp more. Here are some of the results we learned.

## Why People Camp

Our findings demonstrated the high-value consumers place on time spent with family as 27% of respondents listed "family vacation time" as their reason for camping. Following closely, the sense of relaxation derived from the great outdoors motivates 25% of respondents to camp. As we continue to adapt to the global pandemic, we felt it necessary to inquire about how travelers feel traveling in 2021. The results were a resounding 80% of respondents saying they look forward to vacation. What does this mean for the camping industry? Nearly 45% of those considering camping say they are more likely to go camping this year because they believe it is safer than staying at a hotel or indoor travel. Yet, it's not just the safety from COVID that is motivating campers. Nearly 40% of those considering a camping trip indicate that "missing nature" is their top reason for camping. Whether it is the perfect setting for a family reunion, the safety it provides against the virus, or the peacefulness it provides, Mother Nature sure knows how to nurture.

## The Booking Experience

As experienced campers can attest, the difficulties of planning one's camping trip have the potential to diminish the joy of the trip itself. Thankfully, an online booking platform such as Campspot can alleviate the stress of planning.

Our findings indicate that 72% of participants said they book online because of its ease. Other factors attributing to the decision to book online include site varieties, location options, and affordability. Of course, the experience extends beyond the initial booking. For example, 65% of respondents listed "easy-to-reference confirmation details" as the most critical resource leading up to their camping trip. We're happy to share that by having an account and booking with Campspot, travelers can access their reservation details quickly and in the same spot. It's just one of the ways we make camping easier.

## Getting There

The report's results indicate that most participants (46%) typically travel up to 500 miles. Of course, travel distance is mainly dependent on destination options. Proximity to a National/State Park or the beach/lake is the leading factor when deciding where to camp. Campspot's inventory includes almost 100 campgrounds within about 50 miles of a US National Park. For those drawn to the water, about 46% of the campgrounds listed on Campspot have a waterfront or water feature. These findings highlight travelers' preferences regarding a camping destination and help us lead travelers to the campgrounds they would prefer.

## While There

Ultimately, the report concludes that most participants (31%) like to spend their time camping simply relaxing at the campground. While campgrounds provide their guests a variety of amenities, high-quality showers (36%) and family activities (32%) are the most valued ones. Campspot's campground profiles include detailed campground descriptions, listed amenities, site specifications, and campground images to ensure we're connecting campers with the correct park for their next getaway.

## Conclusion

Overall, the report demonstrates how the simplicities of camping intertwine to provide individuals and families a place of relaxation and opportunity for connection; to nature and one another. We at Campspot are honored to provide campers a tool that helps them find that very spot.

Sincerely,

*The Campspot Team*





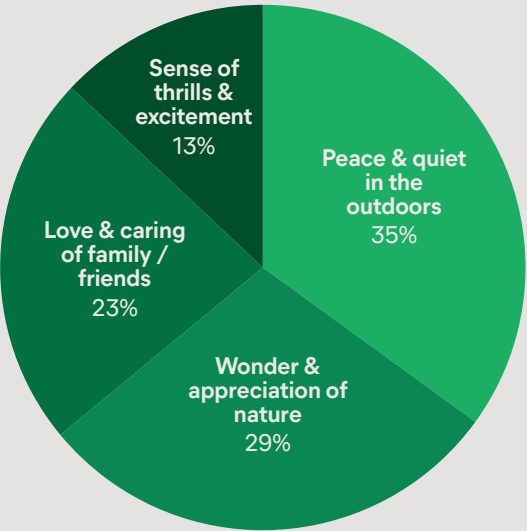
# Why People Camp

## Family, Friends and Full Relaxation

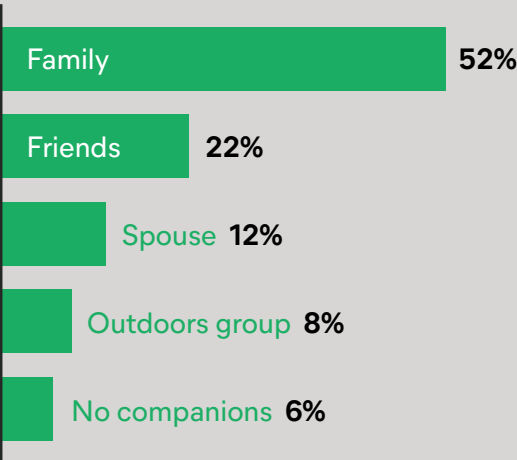
Family vacation time (27%) was the number one reason consumers say they camp, and not surprisingly, family is who most respondents said they typically camp with (52%). Camping with friends was the second most popular response when it comes to camping companions (22%) followed by spouse (12%), an organized camping or outdoors group (8%), and solo (6%).

Closely following family vacation time, relaxation (25%) was the second most popular reason for camping. Consumers said that while camping, they want to feel peace and quiet in the outdoors (35%), the love and caring of family/friends (23%), and the wonder and appreciation of nature (29%).

HOW PEOPLE WANT TO FEEL WHILE CAMPING



PREFERRED CAMPING COMPANIONS



Family vacation time is the number one reason that people camp.





# Post-Pandemic Travel Predictions

Earlier this year, Campspot’s national survey results revealed how Americans are looking to travel this spring and summer, and what’s motivating their travel plans once the vaccine rolled out more widely. Key findings included:

## AMERICANS ARE READY TO TRAVEL

80%

of survey respondents indicated they are **excited** for potential vacation travel this spring and summer



## CAMPING CONSIDERATIONS

80% of Americans say they might go camping this spring/summer

36% say they are actively considering a camping trip

15% say they have a camping trip planned already



## GROUP TRAVEL + GEN Z CAMPERS

Almost 60% of those who might go camping this spring/summer plan to do so with a group. 21% plan to go with their “pod.” This increases to 30% for Gen Z campers.

## GETTING OUTSIDE

50%

of survey respondents indicated that “**the safety of outdoor settings**” is the leading reason they are considering camping this year

## SAFETY FIRST

40%

of respondents consider “**staying safe from COVID-19**” as their number one travel priority for spring and summer vacation travel

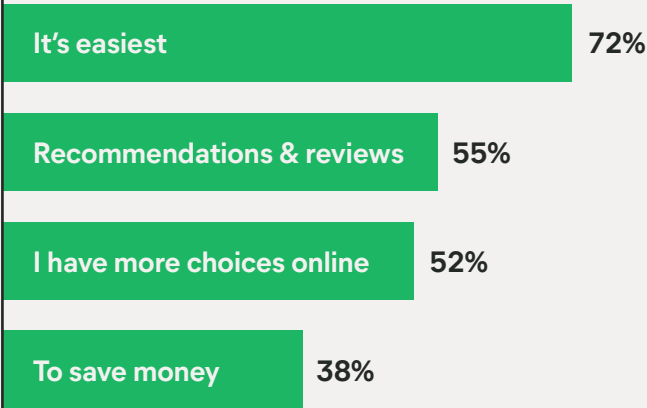




# The Booking Experience

## Embracing Ease

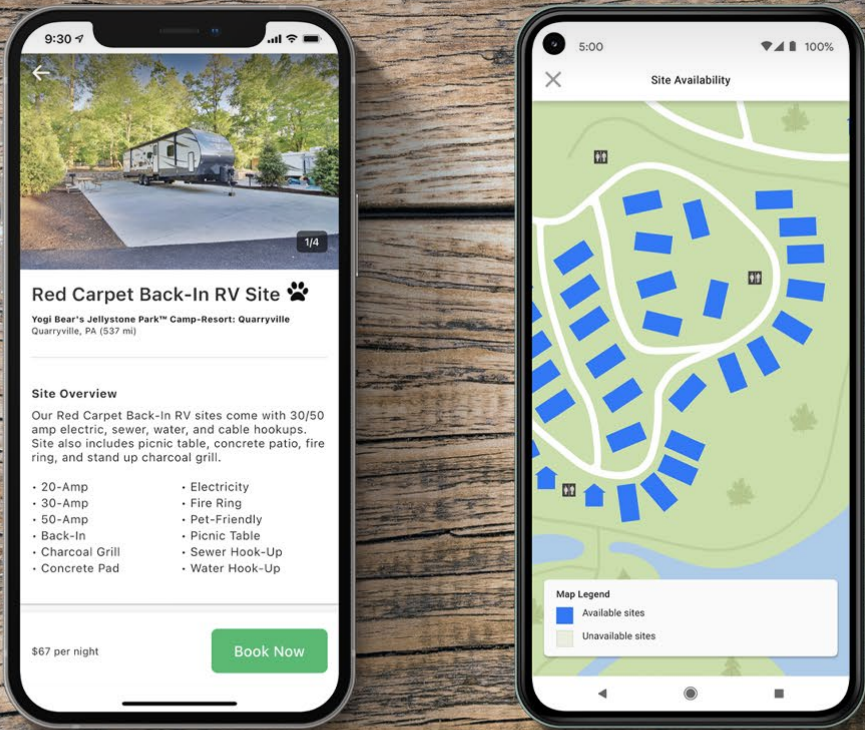
21% of campers typically book through an online service like Campspot. The reason? Top answers included ease, reviews and recommendations, more choices, and to get a good deal:



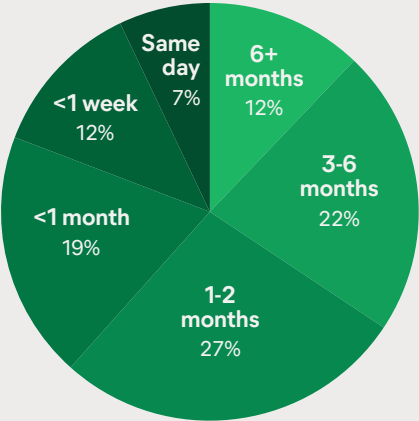
Top attributes of a camping reservation website in order of importance to campers include:



The average time to book a reservation with the Campspot mobile app is 164 seconds.



Most popular time to book? 1-2 months in advance of a trip was the top response:



Easy-to-reference confirmation details (65%) was the top thing campers consider important to have after booking a campsite online, and leading up to their stay. And now, Campspot makes the booking process easier than ever for campers to search, discover and book their perfect campsite with its brand new mobile app!

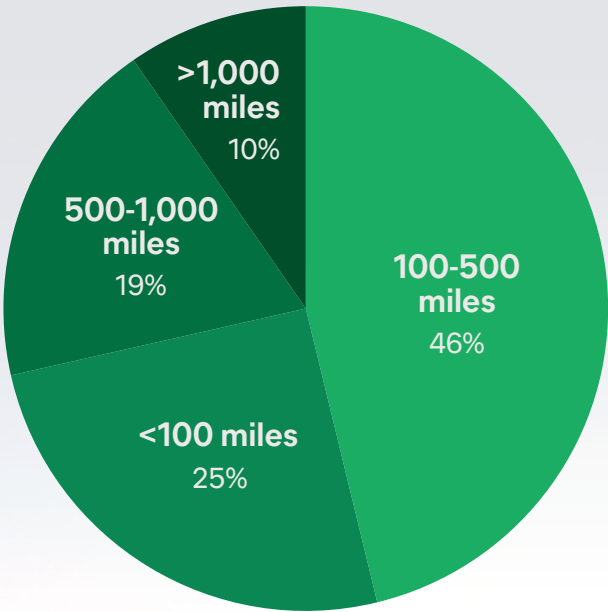


# Getting There

## Near, Far, Wherever You Are!

When asked how far campers typically travel for a trip, the majority of participants (46%) said they typically travel between 100 to 500 miles to camp, followed by under 100 miles coming in second (25%).

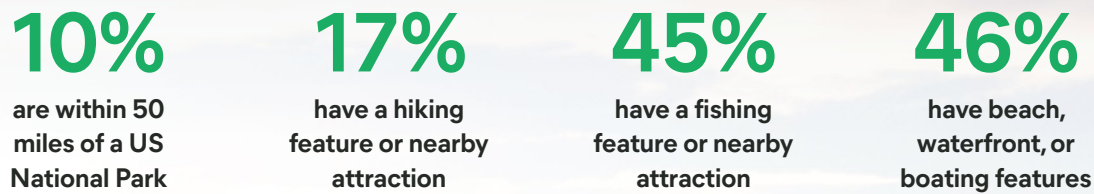
Men are more willing to go the distance than women, with 12% (vs 7%) saying they'd travel more than 1,000 miles, and 23% (vs 14%) 500 to 1,000 miles.



When considering the location of a campground, top considerations for campers include:



About 65% of campgrounds on Campspot (632 parks with about 88,000 sites) are within 50 miles of a US National Park or have one of these active outdoors features:

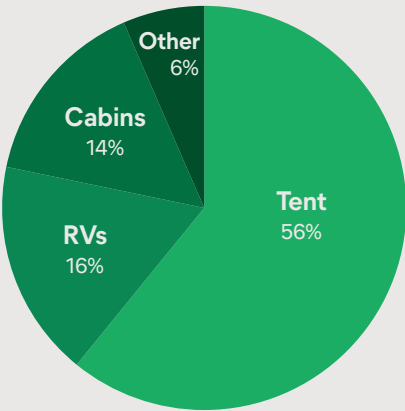




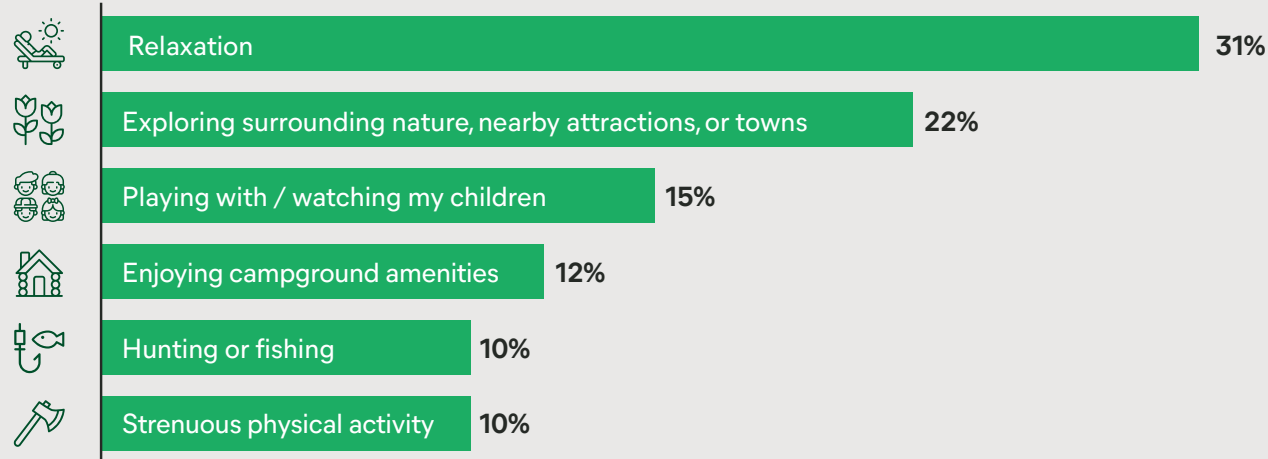
# While There

## Going Back to Basics

When it comes to camping accommodations, tents reign supreme with 56% of respondents saying that is their preferred lodging of choice. An RV or trailer was a distant second (16%), followed by cabins (14%) and glamping accommodations (6%).



When asked to rank how survey respondents typically spend their time while camping, relaxation was the most popular response at 31%, followed by:



High quality showers / bathhouses (36%) was the top amenity that matters most when booking a campsite, followed closely by family activities (32%)

## Unique Accommodations Are on the Rise

While tents take the #1 spot for the most popular type of accommodation, there has been an increased interest in other unique camping options - like yurts and treetop lodging over the last 12 months.



13% higher occupancy rate for yurts vs. cabins over past year

2X increase in bookings for treetop sites for 2021 vs. 2020

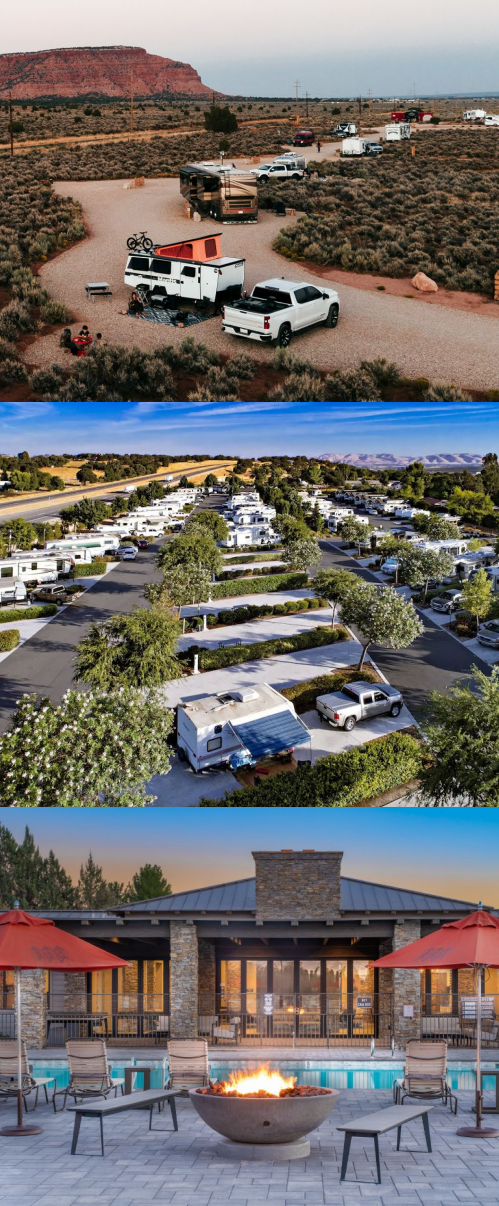
## Soaking Up Your Surroundings

When asked to rank the two most important aspects when selecting where to stay, the ability to see the night sky was one of the top responses at 61%, coming in only second to beautiful surroundings / wildlife at 65%.

During a trip, campers generally like to stay close, with nearly 40% of respondents saying they spend the entire time or most of the time at the campsite. Though, 22% say they only spend evenings / nights at the site in order to take advantage of nearby adventure and attractions.

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## Spring Break is for Camping!

Over the past five years, Spring Break has led to roughly a 40% increase in sites booked compared to the surrounding dates, but in 2021, the increase jumped to approximately 70%! The top 10 trending Spring Break camping destinations this year included:

1. Utah's Mighty 5
2. California's Central Valley
3. Arizona Desert
4. Carolina Coast
5. Jersey Shore
6. Smoky Mountains
7. Texas Hill Country
8. Pennsylvania Hill Country
9. Florida's Northern Atlantic Coast
10. Pacific Northwest Wonderland



## Half a million reservations were placed for Memorial Day through Labor Day.

### Trending for Summer

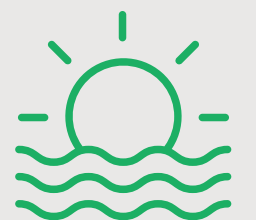
With outdoor vacations on the rise for the second year in a row, this is the summer to take advantage of fun, family, and of course, camping! During the summer, just over 80% of reservations are booked for two-to-four night stays, with three nights being the average for family reservations.

Want to beat the crowds? During the summer, Tuesday is the day with the fewest check-ins.

As of May 10, there were almost half a million reservations placed for Memorial Day Weekend through Labor Day Weekend – 30,000 of those reservations were completed in the first week of May!

So where is everyone headed this summer? Campspot's top 10 trending camping destinations for summer 2021 include:

- |                        |                               |
|------------------------|-------------------------------|
| 1. The Jersey Shore    | 6. Smoky Mountains            |
| 2. White Mountains     | 7. Myrtle Beach               |
| 3. Wisconsin Dells     | 8. Lake Michigan              |
| 4. Niagara Falls       | 9. Colorado's Rocky Mountains |
| 5. Northern California | 10. Utah's Mighty 5           |



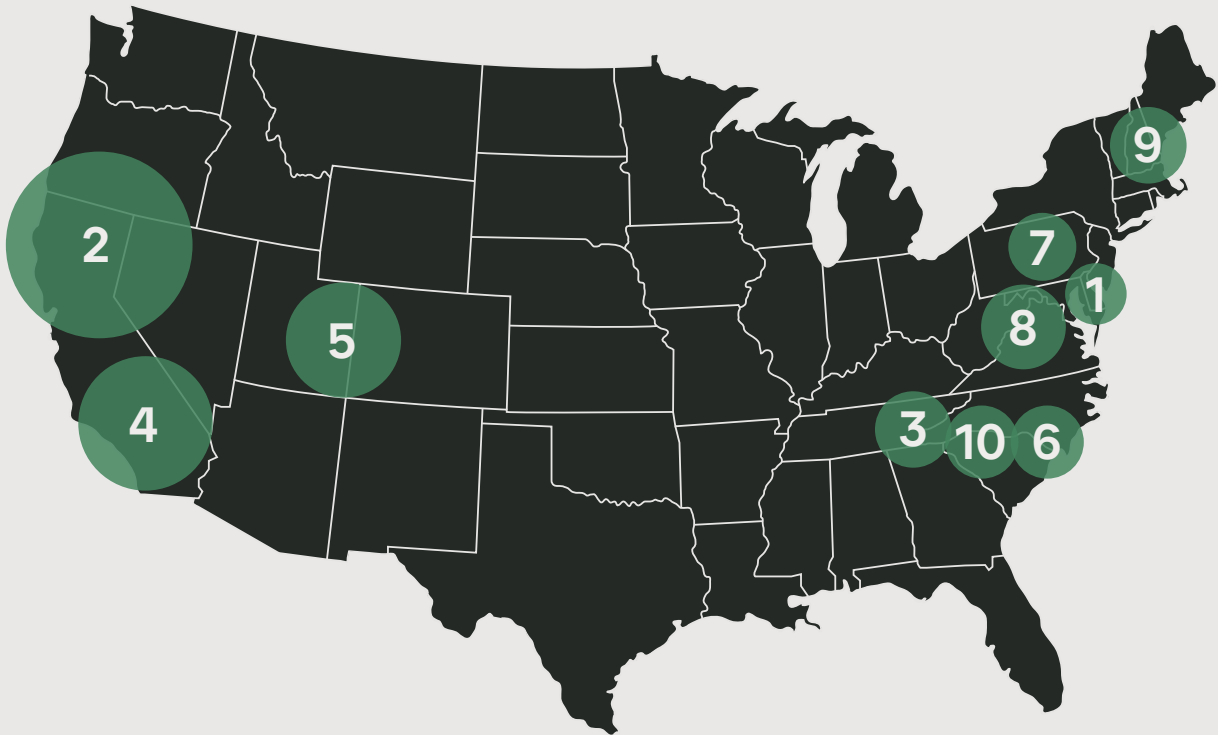
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the fewest check-ins.





# Top Destinations for Fall 2021

Advanced reservations show where campers are headed after Labor Day. Campspot's top 10 camping destinations for fall 2021 include:



- |                             |                              |
|-----------------------------|------------------------------|
| 1. Ocean City, MD           | 6. Myrtle Beach, SC          |
| 2. Pacific Coast & Cascades | 7. Pennsylvania Hill Country |
| 3. Smoky Mountains          | 8. Shenandoah Mountains      |
| 4. Paso Robles Wine Country | 9. Northern New England      |
| 5. Moab, UT                 | 10. Blue Ridge Mountains     |

Advanced reservations for  
Fall 2021 increased by  
24% vs. Fall 2020





Campspot is the largest online marketplace for premier RV resorts, family campgrounds, cabins, glamping options, and more. With 1,000+ private campgrounds to choose from, Campspot is able to provide campers with access to over 110,000 instantly bookable campsites. Our mission is to empower campers with the easiest way to find and book their next trip.

Campspot was founded in 2015 and has been providing industry-leading software to campground owners since its conception. In 2020, Campspot launched its online Marketplace to give campers the opportunity to book their trips online, all in one place.

A scientific sample of 2,000 US adults (18 years or older) who are all self-identified campers was surveyed between April 22 and April 24, 2021. The margin of error is  $\pm 2.1\%$ . No additional weighting was done to the initial sample, and no post-stratification of results was applied. DKC Analytics conducted and analyzed this survey with a sample procured using the Pollfish survey delivery platform, which delivers online surveys globally through mobile apps and the mobile web along with the desktop web.



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