

A photograph showing a group of people camping. On the left, a woman with blonde hair and a man with a beard are smiling and looking towards the right. In the center, a woman wearing a pink beanie and glasses is smiling. On the right, a man is sitting on a tree stump, wearing a patterned sweater and jeans. A red backpack is visible in the background.

## TACO NEWS Did You Know?

As traditional campers coast through retirement and spend less time at campgrounds and RV resorts, a new breed of camping enthusiast is embracing the outdoor lifestyle. Get acquainted with Gen Z – the oldest of whom will be turning 24 this year! Gen Z is currently made up mostly of teens and tweens, they heavily influence their parents, and all of them are about to mature into budding careers with travel budgets of their own.

Here's the great news for TACO members. Did you know that 3 out of every 5 teens say they are VERY enthusiastic about camping? They are also known as the iGen because they grew up with the internet and are considered digital natives. Being environmentally conscious, they want to connect with and conserve nature; this urge, if played right, can lead them right into your campground!

The key to keeping up with the iGen (they are always on the move!) is to be where they are. Already, 70% of travel research is done on mobile devices and 80% of camping reservations are made online. The iGen trust peer reviews more than any marketing pitch because they are community driven and two times more likely than other generations to watch videos on mobile devices. With all that said, having a great online and mobile presence for your campground is critical. Whether through an engaging social presence, a simple video, a convenient booking app, or ensuring your website is responsive and open for community reviews, be authentic with this audience and be where they want to be.

You can learn more about the campground market and consumer trends with this infographic: [AspiraConnect.com/TACO-iGen](https://AspiraConnect.com/TACO-iGen)

#### Sources:

1. *The North American Camping Report*, KOA, 2018.
2. Google Data, [www.thinkwithgoogle.com/consumer-insights](http://www.thinkwithgoogle.com/consumer-insights)
3. Google Analytics, [www.ReserveAmerica.com](http://www.ReserveAmerica.com)
4. Upfront Analytics: [www.visioncritical.com](http://www.visioncritical.com)