



KOA MONTHLY RESEARCH REPORT

OCTOBER EDITION



Following the release of KOA's Annual North American Camping Report in spring of 2021, KOA has continued to track camping incidence and behavior of ALL CAMPERS throughout the US and Canada monthly. This special report evaluates the camping market from both a look-back at previous months as well as a look-forward to show the trends for how the market continues to evolve. You can find each monthly camping report on the koapressroom.com.

SNOWBIRD CAMPING ON THE RISE

The 2021 summer camping season saw unprecedented growth and this month's research predicts snowbird camping to finish strong too. Nearly one-third of campers consider themselves to be snowbirds (traveling to southern locations during the colder months and camping for extended periods), though most are considered snowbird vacationers since they are typically camping for 1 to 2 weeks at a time.

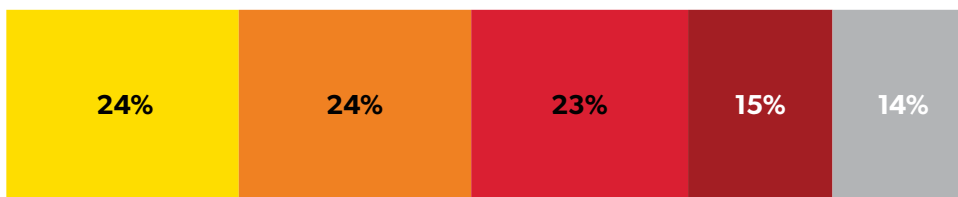
Looking ahead to snowbird season, about 17% of all campers who have historically taken trips to the southern states plan to do so again this year, while 9% of campers plan to snowbird for the first time. It is estimated that 2.4 million active camping households will spend three or more months snowbird camping this year, while another 9.6 million plan to take a snowbird vacation for 1 to 2 weeks. Many snowbirds are departing early this year, with one-fourth leaving prior to the Thanksgiving holiday.

In addition to active snowbird campers, 6.9 million camping households plan to take at least one winter camping trip before the year ends.



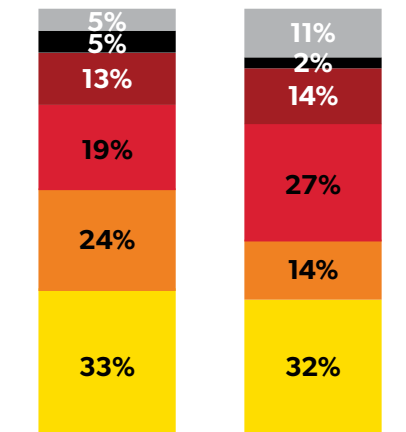
(Travel to Southern Locations During the Colder Months of the Year)

When Snowbird Campers Head South



- Undecided
- Sometime later in the winter (i.e., Later in January or February)
- After the December Holidays
- Between Thanksgiving and the December Holidays
- Before Thanksgiving

Average Length of Stay for Snowbird Camping



- U.S.
 - Uncertain
 - > 6 Months
 - 3-6 Months
- Canada
 - 1-2 Months
 - 3-4 Weeks
 - 1-2 Weeks

Most Popular Snowbird Locations:

- 1) Florida
- 2) California
- 3) Arizona
- 4) Texas
- 5) Georgia
- 6) Nevada

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Active Camping Households

48,243,216



Number of Households that Camped in 2020

55,962,130



Number of Households that are Projected to Camp in 2021

New Camping Households

7,718,915



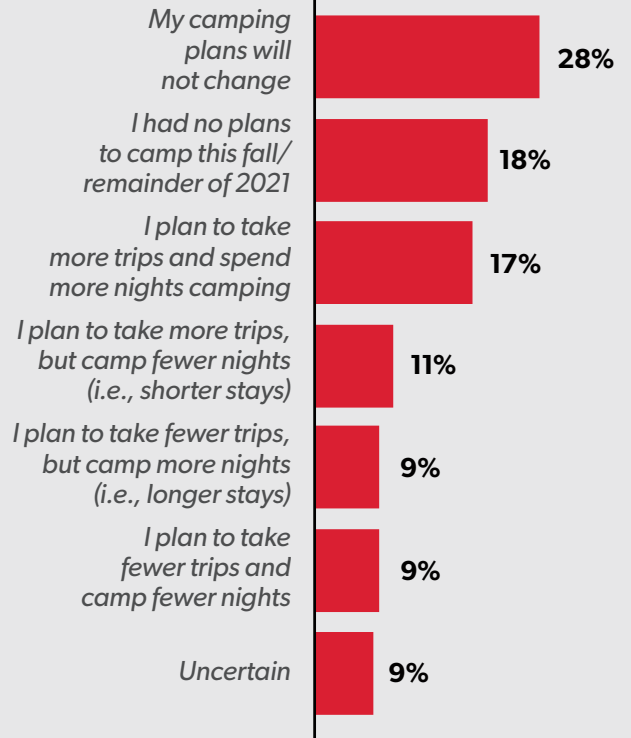
New Camper Households 2021 YTD

1,447,296

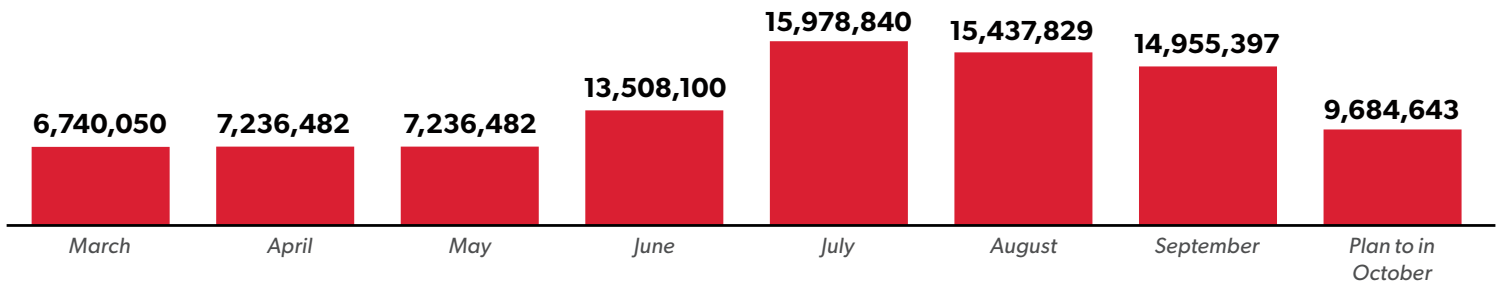


Plan to Camp First Time Remainder of 2021

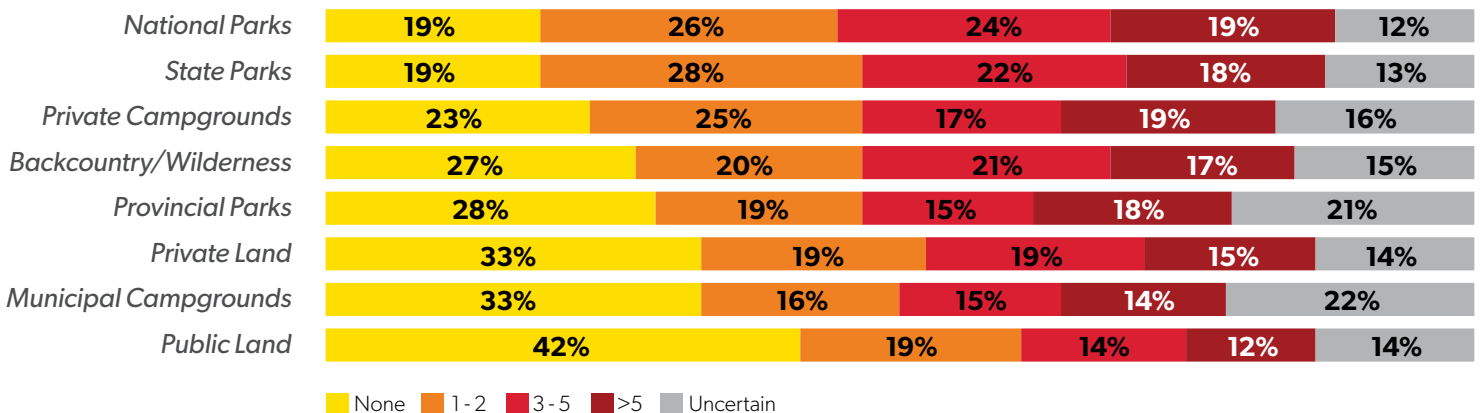
Impact of COVID on Fall/Winter Camping



Camping Households March 2021 – October 2021



Projected Nights by Location (Remainder of 2021)



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