

BOOKING TRENDS FOR TEXAS CAMPGROUNDS

Data and Insights Provided by



Here at Campspot, data is in our DNA. We offer campgrounds customizable dashboards that allow them to watch trends, identify opportunities, and benchmark against comp sets. For this TACO News exclusive, we leveraged anonymized industry data from our powerful analytics platform to bring you Texas-specific insights.

TEXAS BOOKING TRENDS

In this roundup, we looked at data in the Lone Star State compared to the rest of the country. Here's what we learned.

Well-Traveled Campers

Campers who stay in Texas come from far and wide. In the coming months, Texas is trending to have 26% of guests travel 480 miles or more before arriving at the campground. This is 9 percentage points higher than the rest of the country. Nearly half (43%) are projected to travel at least 240 miles and the average driving distance for RV campers is considerably higher than the rest of the country at 489 miles, compared to 335. When developing your marketing strategy for the remainder of the year—keep the full picture of your guest's travel experience in mind and dedicate touchpoints that reach campers further afield as they plan their trip.

Long Stays in the Lone Star

Are Texas campgrounds cozier or is it the weather? Either way, data shows that campers like to linger. The Texas share of extended stays was greater than the rest of the country 11 out of the last 12 months, peaking at 95.15% in January of 2024. And last year, 12% of campers stayed 28 days or more, compared to only 6% of the rest of the country. Want to attract these travelers? Advertise your amenities that most appeal to long-term guests.

Last-Minute Reservations

In the last year, we found that Texas' booking window was on the much shorter side when compared with the rest of the country.

In the last year, 18% of campers staying in Texas made same-day reservations, while only 13% made same-day reservations for the rest of the country. 78% of Texas reservations came between days 0 and 59, compared to only 62% for the rest of the country. When we look at days 0 to 13, 50% of Texas reservations came during this period, while only 37% came in this period for the

rest of the country. We also found that campers book the earliest for lodging site types (160 days early), then RV sites (142 days early), and last tent sites (86 days early). These windows are all considerably shorter than the rest of the country at (207 for lodging, 201 for RV, and 173 for tent).

To capitalize on this last-minute booking behavior, consider last-minute deals or promotions to encourage additional bookings. Also, review your digital footprint. Is your website well-optimized to appear in search results for "near me" search terms? Is your Google business profile complete with positive reviews? Investments in these areas can increase your visibility and ensure you stand out for campers making last-minute decisions and comparing your campground to others nearby.

Total Eclipse Drives Demand

In the months that are closest to March, April, May (2024), Texas is trending between 1% to 5% ahead of last year, compared to the rest of the country that is trending between -3% and +3%. Of course, we know time is running out in March and April and Texas appears to be doing a much better job at capturing spring demand. However, a good chunk of Texas is in the eclipse path and the YoY difference of 5% compared to -3% for April is a strong indicator this could be not only driving demand in Texas but also pulling from other areas.

We also observe that while nearly the entire country is pacing behind last year for June, July, and August reservations, Texas is farther behind the rest of the country in July and August. If you need to close the gaps to meet your reservation goals for the hottest months of the year, consider marketing materials that showcase your amenities designed to keep folks cool and well-entertained. 🌟

To learn more about Campspot Analytics and Signals, the campground industry's first industry benchmarking tool, contact us at sales@campspot.com.