

Camper of the Future: Top 3 Growth Profiles

This article was provided by Blake Burris of NewBook. Contact him at blake.burris@newbook.cloud

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The travel scene is ever-changing. There are constant discussions about the camper demographic shifting to younger generations, but do you truly know which campers are the driving force behind the industry's growth?

Let us introduce you...

Industry research, customer feedback and global trends have helped us identify the top 3 growth profiles of campers who are shaping our industry from now, right up until 2030. Let's explore these growth profiles, understand their needs, and make your campground their go-to.

The Young Active Traveler

Meet the young actives—a generation thriving on authentic, adventurous stays and new experiences. With fewer responsibilities, they embrace spontaneity, with over 53% taking more than three trips a year. In fact, they value new experiences so highly, 85% would rather spend their dollars on travel than materialistic items.

How do you meet their needs?

- **Social Presence:** Establish a strong social media presence, especially on platforms like Instagram and TikTok with a variety of content.
- **Share the local sights:** Sightseeing still wins in the eyes of 70% of these campers, so get sharing the local sights on your social.
- **Community Events:** Build community through events like guided hikes, campfire meet-ups, and group cooking sessions.

The Glamper & Lux Traveler

The glamper seeks a connection with nature but refuses to sacrifice comfort. Typically aged between 28

and 42, 78% of these digital natives are travelling with their children and generally have higher incomes.

How do you meet their needs?

- **Tech-Friendly Services:** Implement contactless payments, self-service check-ins, and flexible online booking systems.
- **Immersive Experiences:** Provide family-friendly activities like outdoor cinemas, bike/go kart rentals, or face painting.

- **Luxury Amenities:** Amp up the luxury factor with amenities like a pool, spa, gym, Wi-Fi, air conditioning, heating, and plush bed linens.

The Sustainable Traveler

In an era where sustainability matters, the sustainable traveller demographic is on the rise. 73% percent believe sustainable travel is important, and 51% prefer eco-friendly accommodations. They are more likely to book directly and refer positive experiences to friends.

How do you meet their needs?

- **Values-Aligned Experiences:** Introduce them to local charities or community activities through tailored experiences.
- **Sustainability Packages:** Offer green accommodations, hiking, and tours that support local communities.
- **Environmental Solutions:** Embrace renewable energy sources, eliminate single-use plastics, and provide eco-friendly packaging and toiletry products.

While sustainability may seem overwhelming, remember that travellers don't expect perfection. They appreciate having a plan or goal, so taking small steps and promoting them

is the perfect way to start.

So, what's next?

When reflecting on these traveller profiles, identify which aligns with your unique business and which you can best cater to. Remember, you can't cater to everyone, so pick your niche and dive deep. Once decided, implement a strategy to increase your digital footprint and effectively target these guests. ✨

To delve deeper into strategies for growth, download the eBook on the Top 3 Growth Profiles by scanning the QR code below. It's time to navigate the future of campground hospitality!

