



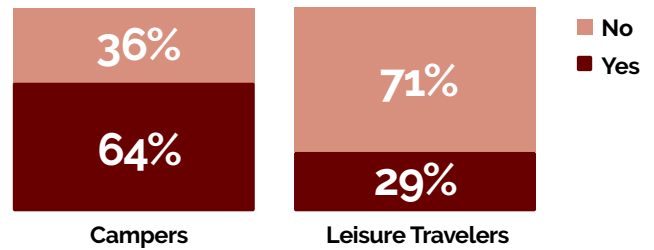
CAMPERS LEAD THE WAY IN 2024 TRAVEL BOOKINGS

While previous reports indicated a growing convergence between camping and road-tripping, 2024 projections show that road trips will continue to be more popular among campers, with a 10% higher likelihood of participation than camping (59% vs. 49%). Travel demand is higher than last year, with 64% of campers having already made reservations for some sort of trip, significantly outpacing the 29% of non-camping leisure travelers. Among these bookings, camping trips are the most popular (54%), followed by hotel stays (46%).

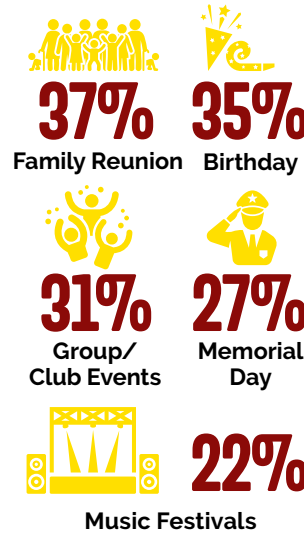
Family reunions, birthdays, and major holidays such as Memorial Day and the 4th of July are the highest trip reasons for bookings. The early booking trend also extends to winter camping, with many campers planning or having already embarked on their first winter camping adventure, highlighting the early reported shift towards embracing colder season outdoor activities. The interest in winter camping suggests a growing willingness to explore outdoor experiences year-round, driven by newcomers and seasoned campers seeking new adventures.

Despite the enthusiasm for advanced bookings, a segment of campers (16%) plans to shorten their booking windows, mainly influenced by past weather disruptions, work schedules and the appeal of other travel forms. RVer's are least likely to adjust their planning timeframe due to the logistical demands of RV camping, whereas 25% of those combining camping with other travel types are inclined to make last-minute plans. Weather concerns, particularly among GenZ campers and tent users, have led to a cautious trip duration and timing approach.

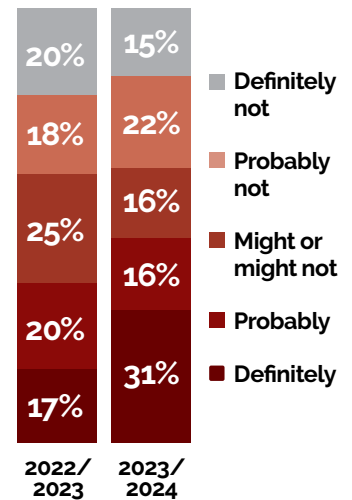
2024 Trip Bookings



Celebrations/Special Event Bookings



Winter Camping Incidence



Highest Reasons for Shortening Booking Window

