



# GENERATIONAL CAMPING REPORT 2021

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## Purpose

The findings cited in this report are based on a survey sponsored by the National Association of RV Parks and Campgrounds (ARVC). The purpose of this research project was to provide a profile on camping preferences and differences between campers of different generations.



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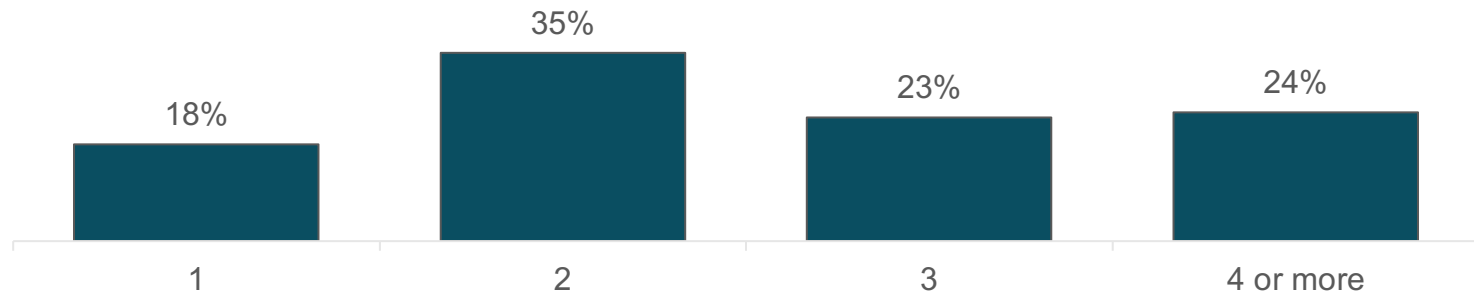
# **Camping Behaviors and Opinions**



The typical (median) respondent has gone camping, RVing, or “glamping” two times in the last 12 months.

### Number of Times Camping, RVing, or "Glamping" in Past 12 Months

mean\*: 2.5  
median: 2



How many times have you been camping, RVing, or "glamping" in the past 12 months?

base: 408 respondents who have gone camping, RVing, or “glamping” in the past 12 months

*\*Due to the significant proportion of respondents answering in the top category, the sample statistic may understate the true population mean*



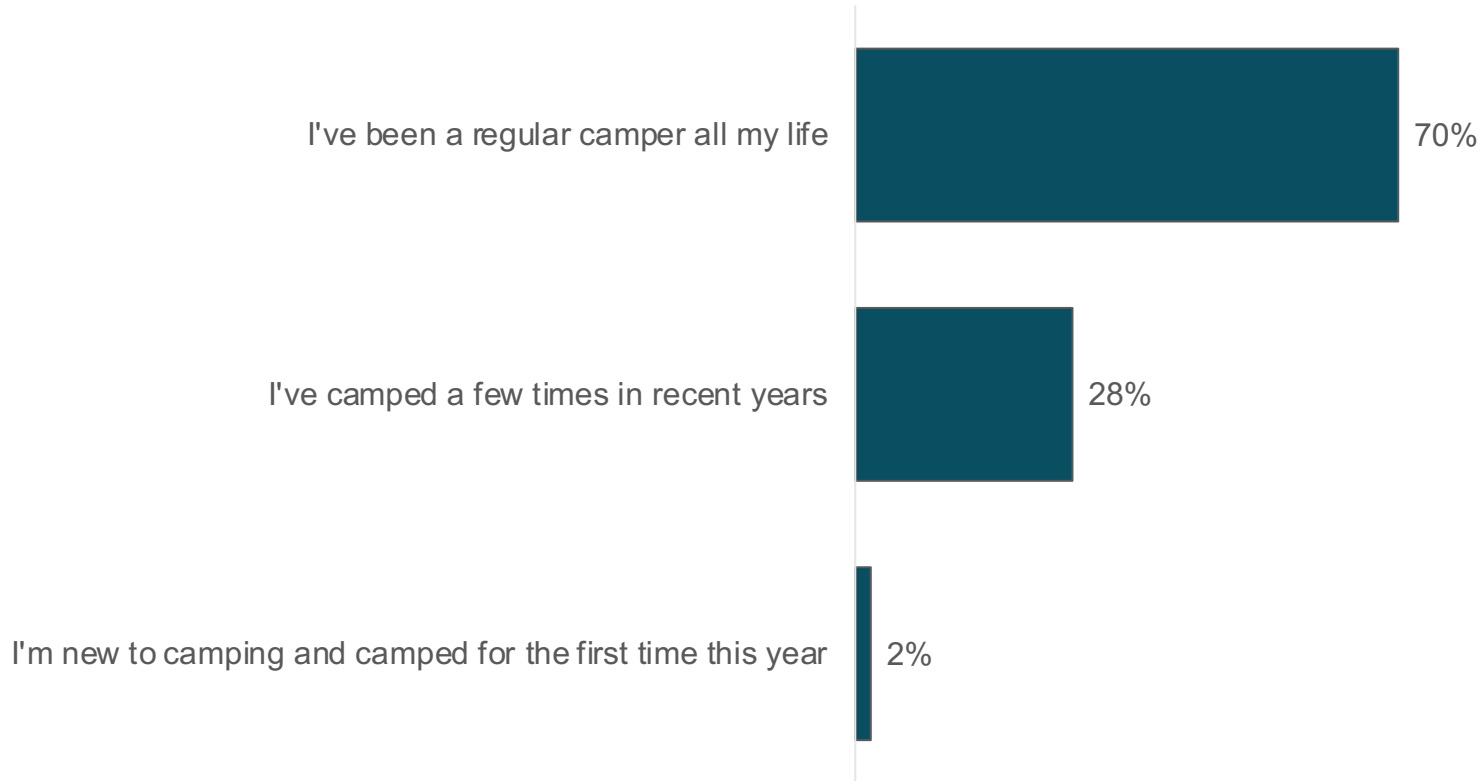
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Seven in ten respondents (70%) report having been regular campers all their lives.

### Camping Experience




Which of these three statements best describes you?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months



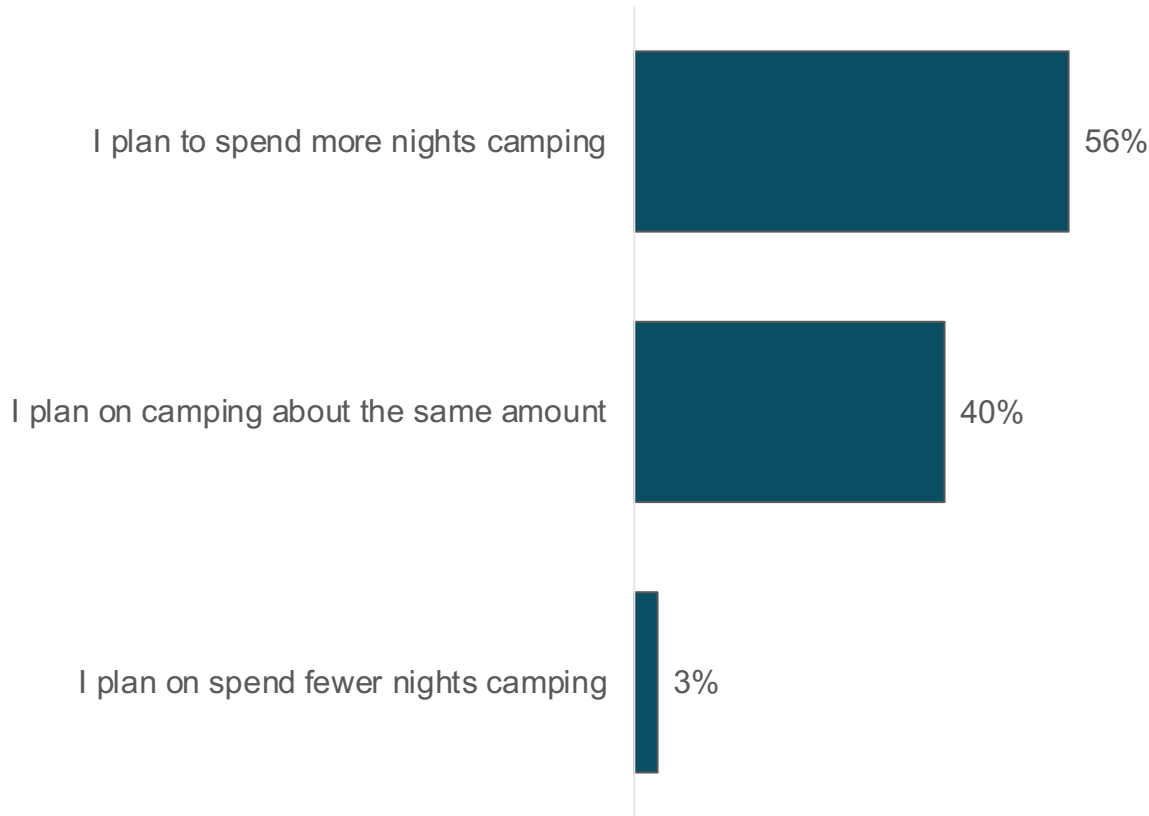
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Roughly half of respondents (56%) anticipate spending more nights camping in the next 12 months. Only 3% anticipate spending fewer nights camping.

### Anticipated Future Camping Frequency




In the next 12 months, do you anticipate camping more, less, or about the same as you did in the last 12 months?

base: 408 respondents who have gone camping, RVing, or “glamping” in the past 12 months



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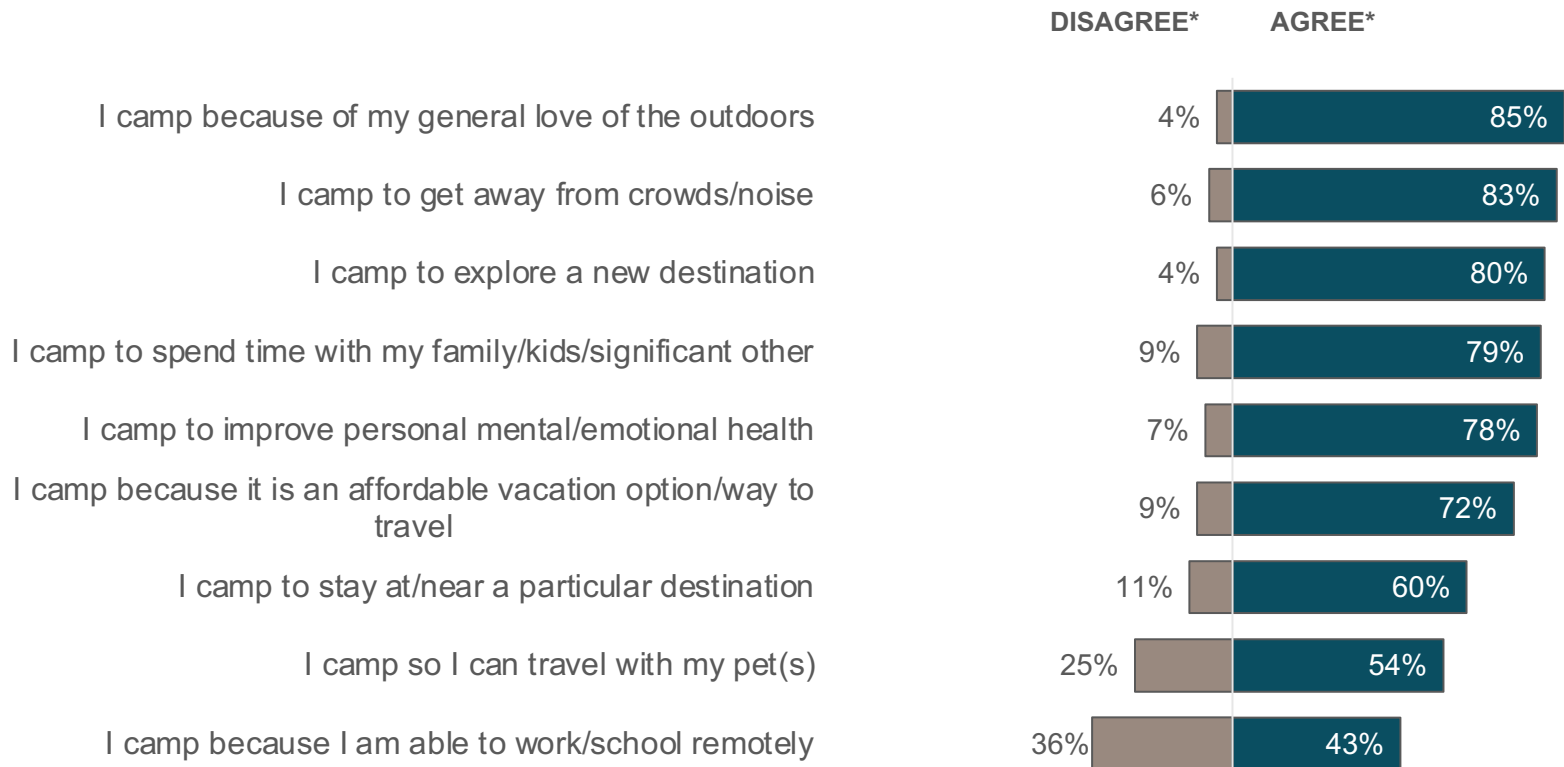




More than 4 in 5 respondents agree\* that they camp because of their love of the outdoors (85%) and to get away from the crowds/noise (83%). For those who do not agree, very few disagree.

Boomer/Silent Generation respondents were less likely to camp to explore new destinations (63%) than Millennials or Gen X (both 82%).

### Opinions on Reasons to Camp



\*AGREE = rating +1 or +2 on a 5-point scale where +2=strongly agree and -2=strongly disagree

\*DISAGREE = rating -1 or -2 on a 5-point scale where +2=strongly agree and -2=strongly disagree

What is your level of agreement with each of the following statements?

base: 408 respondents who have gone camping, RVing, or “glamping” in the past 12 months



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# **Camping Destination and Accommodation Preferences**

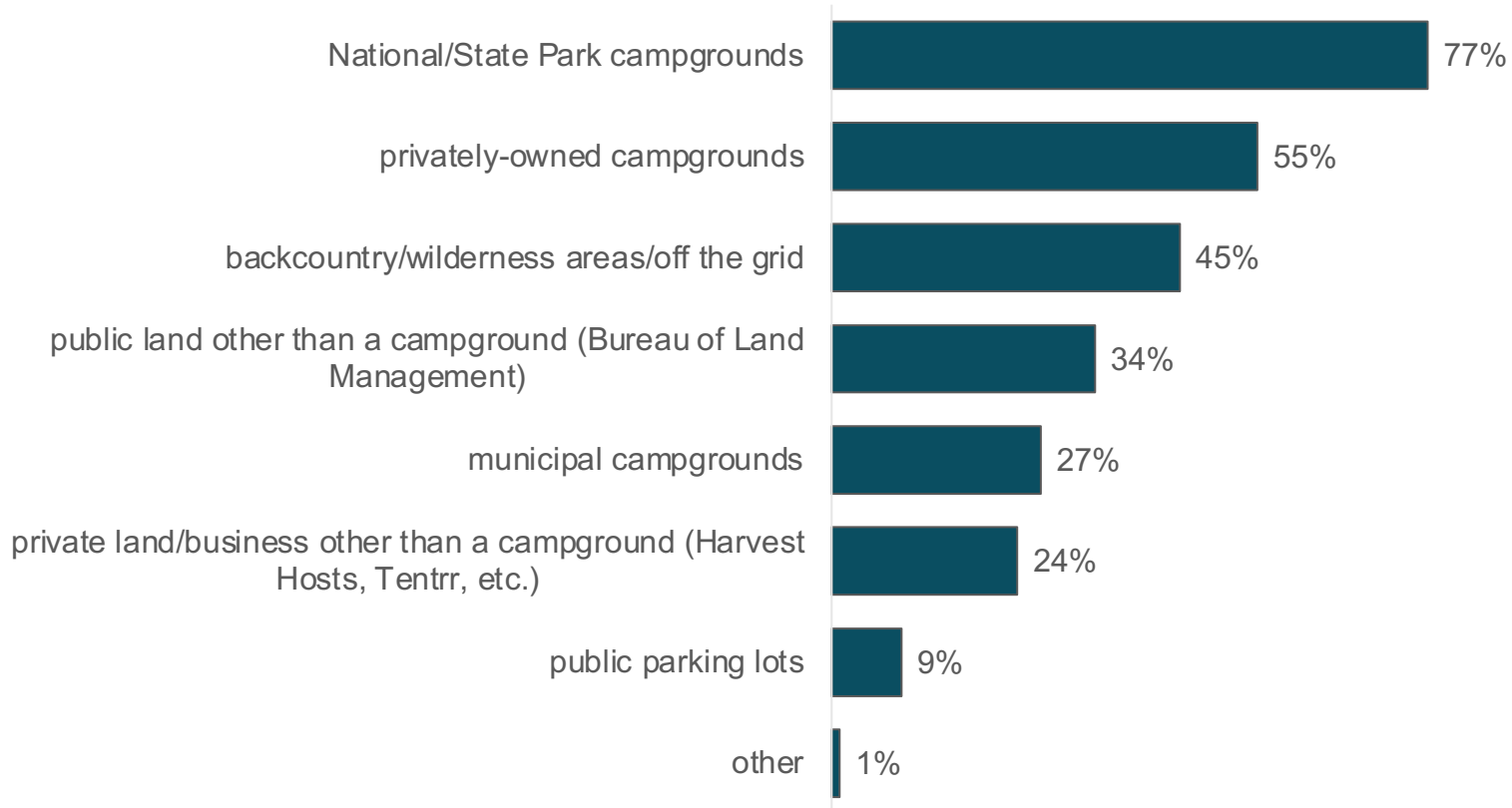




Three in four respondents (77%) prefer to camp at National/State Park campgrounds. Over half (55%) prefer privately owned campgrounds.

Millennials were more likely (62%) than Gen X (46%) or Boomer/Silent (47%) to prefer privately-owned campgrounds.

### Preferred Type of Camping Destination



Where do you typically prefer to camp?

base: 408 respondents who have gone camping, RVing, or “glamping” in the past 12 months (multiple answers)



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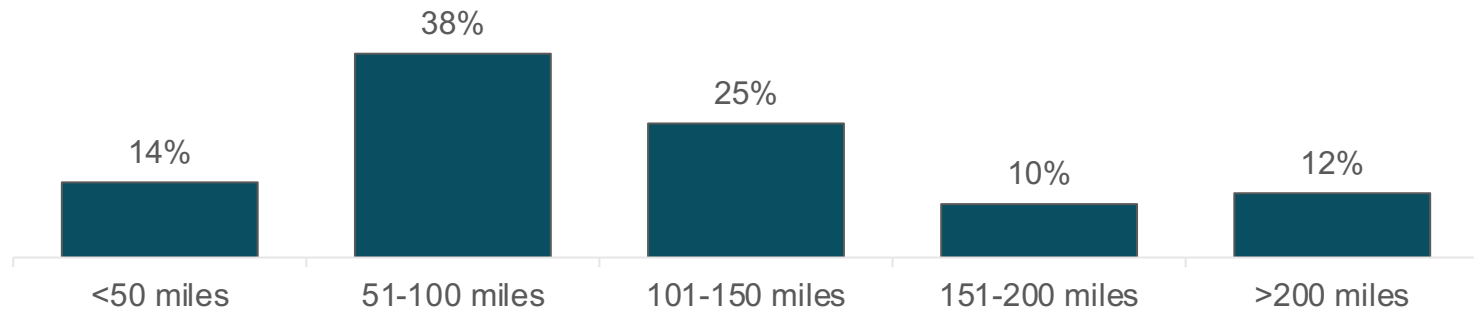


## The typical respondent travels 98 miles to go camping.

The typical distance traveled is higher for Boomer/Silent Generation respondents (121 miles) than it is for Gen X (106 miles) and Millennials (91 miles).

### Typical Travel Distance From Home to Camping Destination

mean: 110 miles  
median: 98 miles



How far from home do you typically travel to go camping?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months



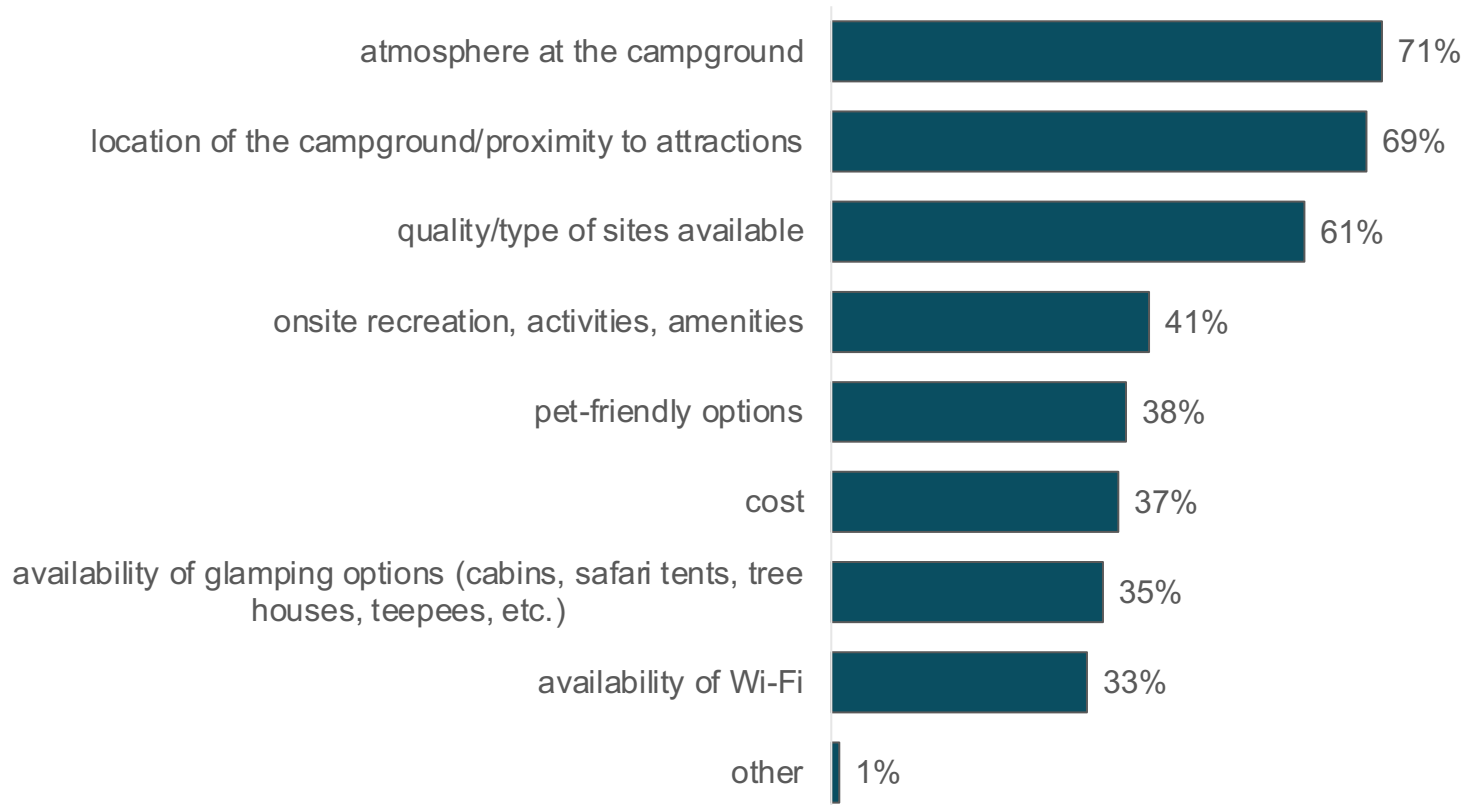
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More than half of respondents report atmosphere at the campground (71%), location/proximity to attractions (69%), and/or quality/type of sites available (61%) as factors influencing their camping decisions.

### Factors Influencing Camping Destination Decisions



Which of the following factors influence your decision when selecting where to camp?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months (multiple answers)



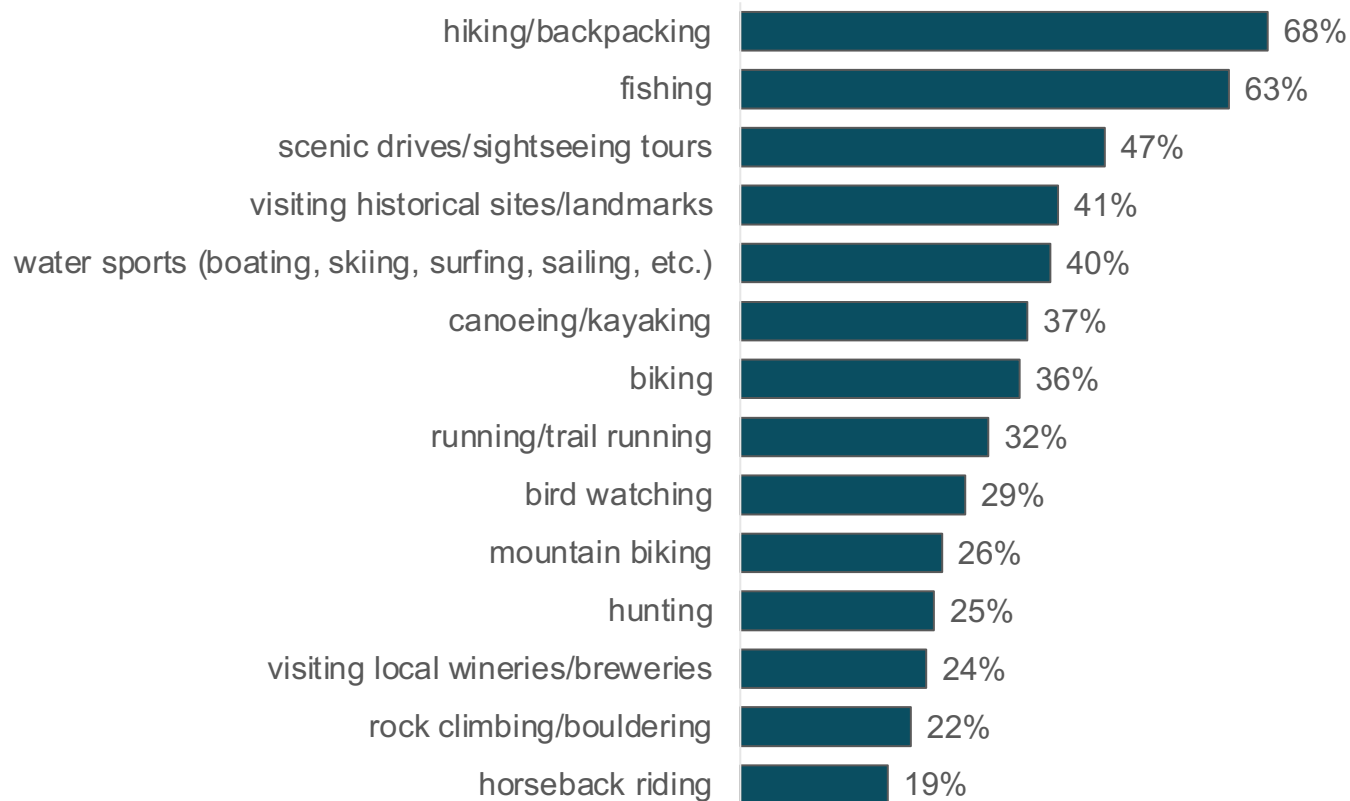
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When choosing where to camp, more than half of respondents prioritized access to hiking/backpacking (68%) and fishing (63%) from their campsite.

### Access to Activities Prioritized in Camping Destination Decisions



When choosing where to camp, which of the following activities do you prioritize access to from your campsite?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months (multiple answers)



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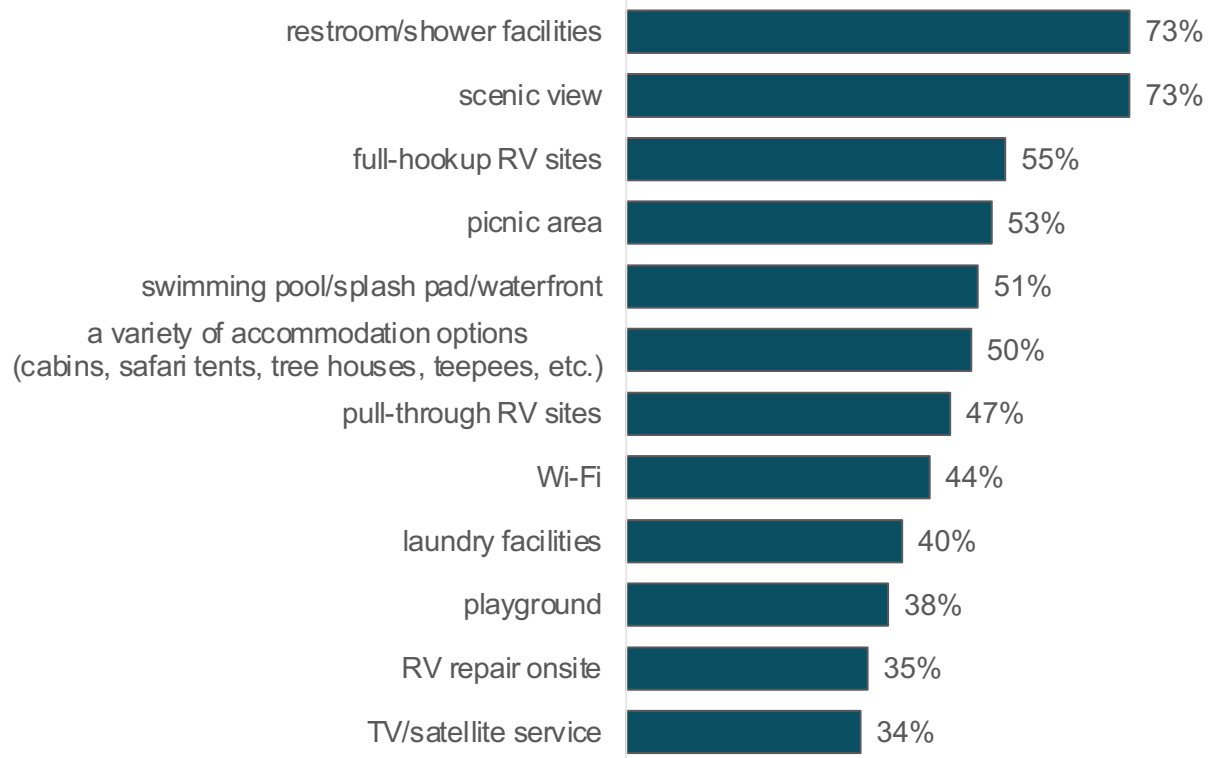
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Respondents considered a number of amenities important\* when making their decision about where to camp led by restroom/shower facilities and scenic views.

### Importance of Amenities When Making Camping Destination Decisions

#### IMPORTANT\* SUMMARY



\*IMPORTANT= rating 4 or 5 on a 5-point scale where 5=very important and 1=not at all important

How important to you are each of the following campground features/amenities when making your decision about where to camp?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months



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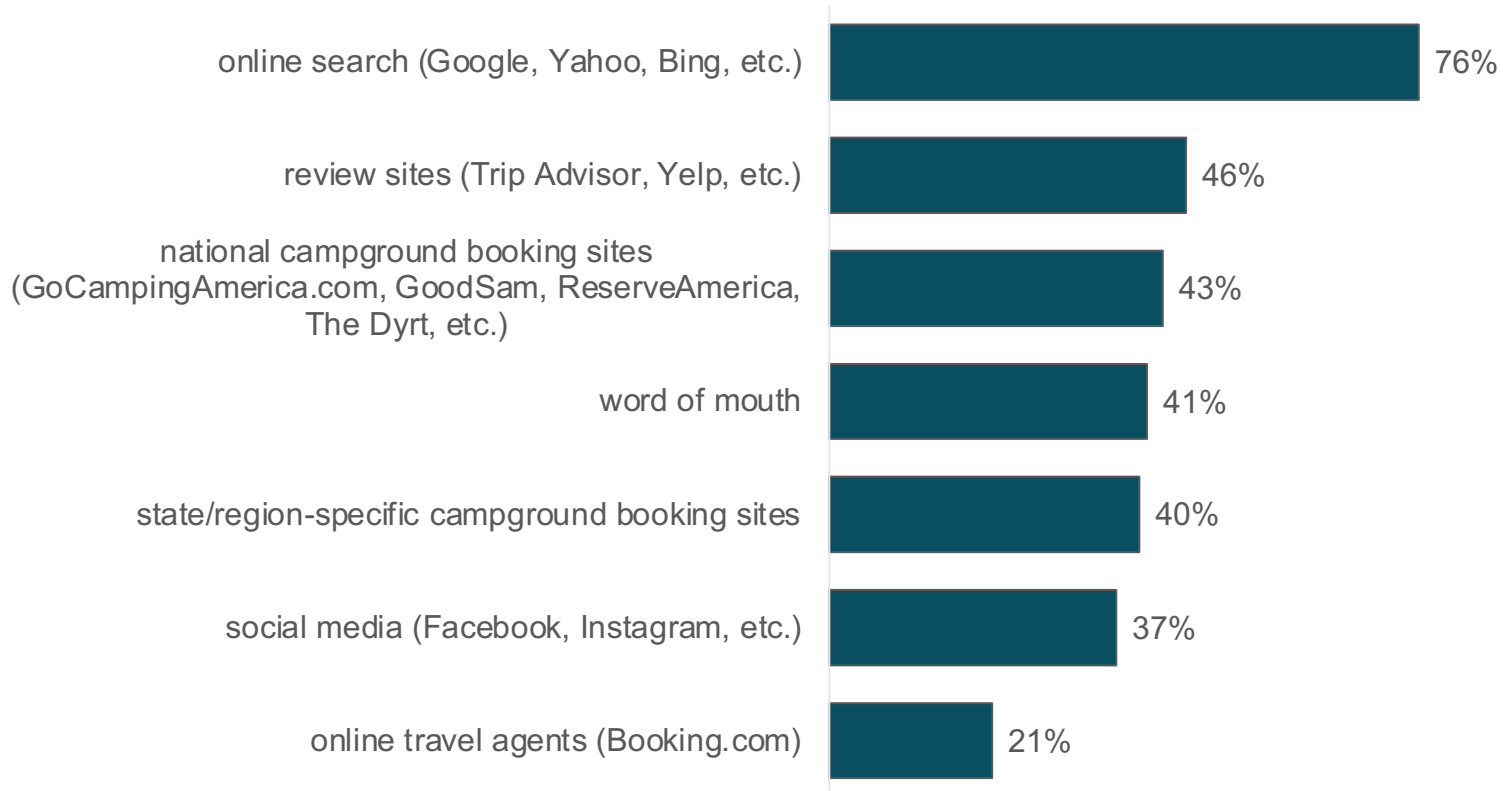
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Three in four respondents (76%) report using an online search to help find the right campground.

Millennials are most likely to use this tool (80%), followed by Gen X (73%), and Boomer/Silent Generation (63%).

### Helpful Tools for Finding Right Camping Destination



Which of the following tools do you use to help find the right campground?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months (multiple answers)



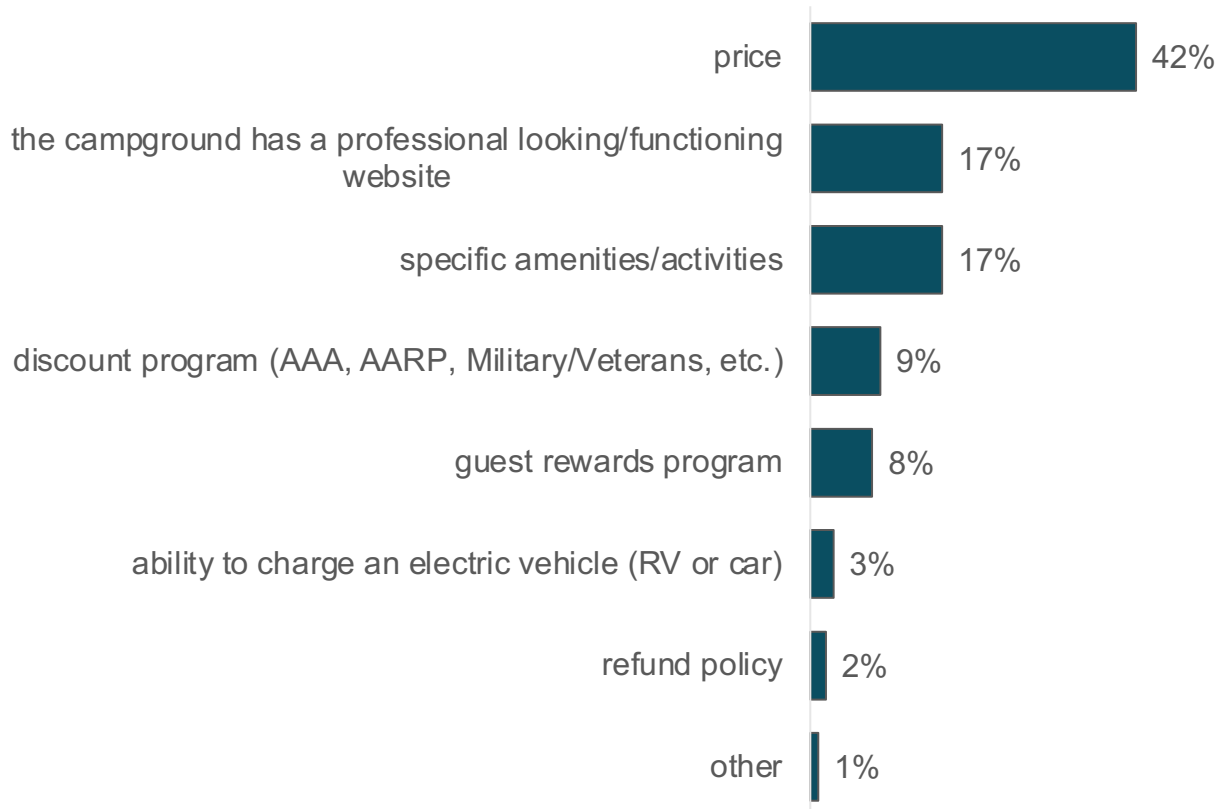
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Other than location, the factor which most often guides destination decisions most is price.

### Factors Besides Location That Guide Camping Destination Decisions



Other than location, when booking a campground reservation, what typically guides your decision the most?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months



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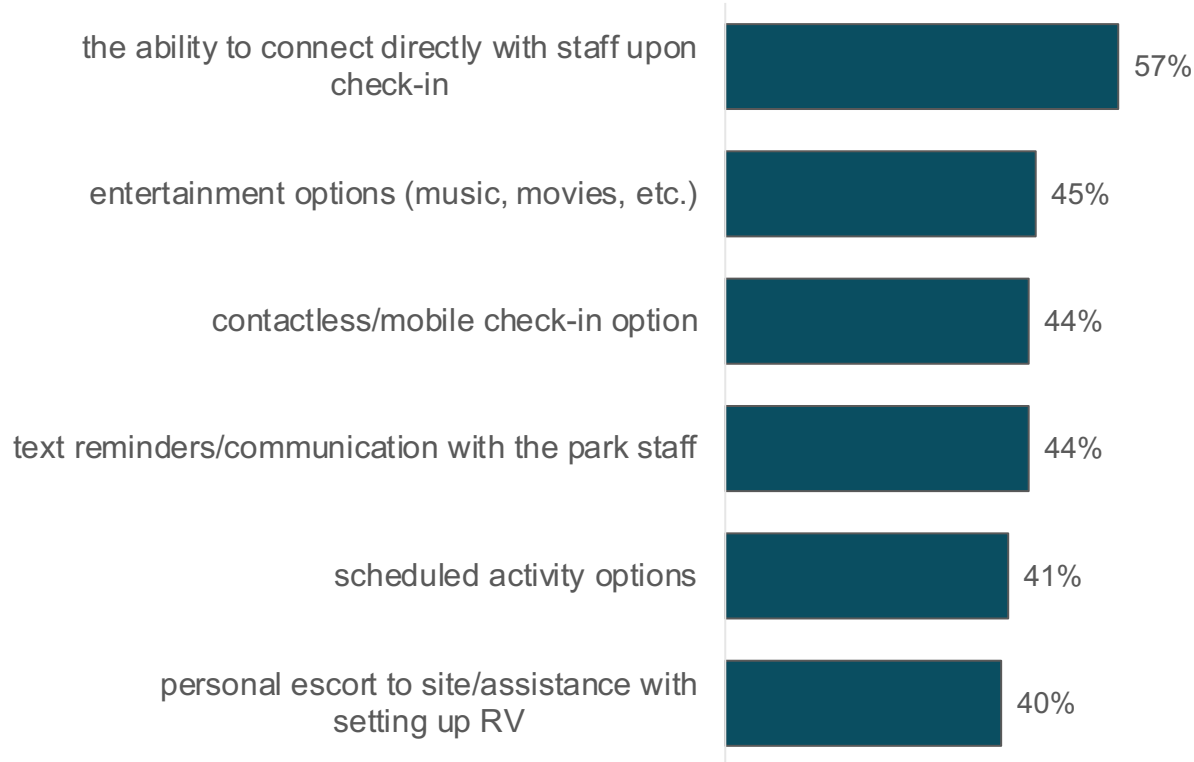




More than half of respondents (57%) report that the ability to connect directly with the staff upon check-in is important\* to their onsite campground experience.

### Factors Important to Onsite Experience

#### IMPORTANT\* SUMMARY



\*IMPORTANT= rating 4 or 5 on a 5-point scale where 5=very important and 1=not at all important

Once you have arrived at a campground, how important are each of the following to your onsite experience?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months



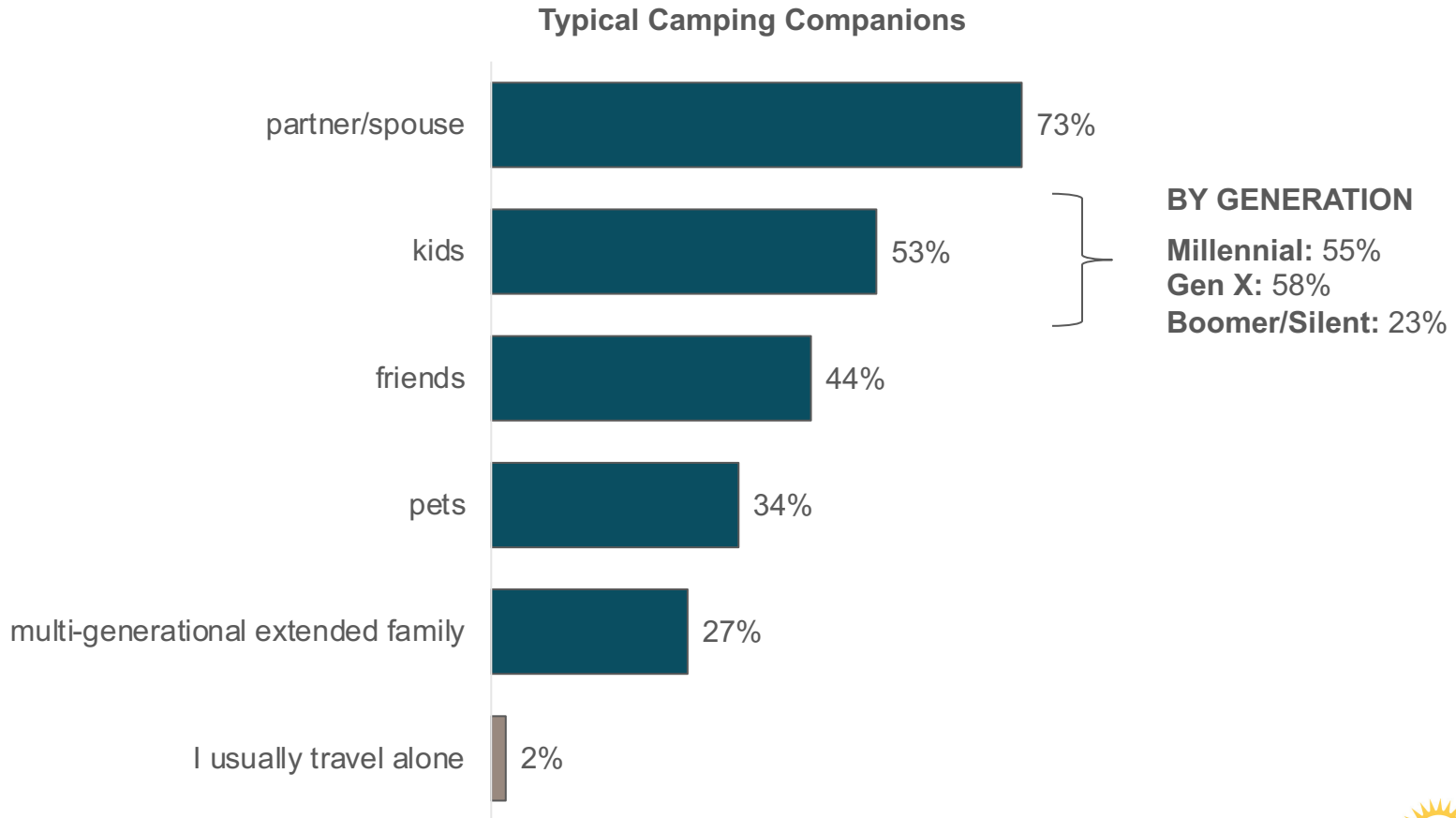
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Three in four respondents (73%) are typically joined by their partner/spouse when they go camping.

Baby Boomers/Silent generation are less likely to typically camp with their kids (23%).



When you go camping, who typically joins you?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months (multiple answers)



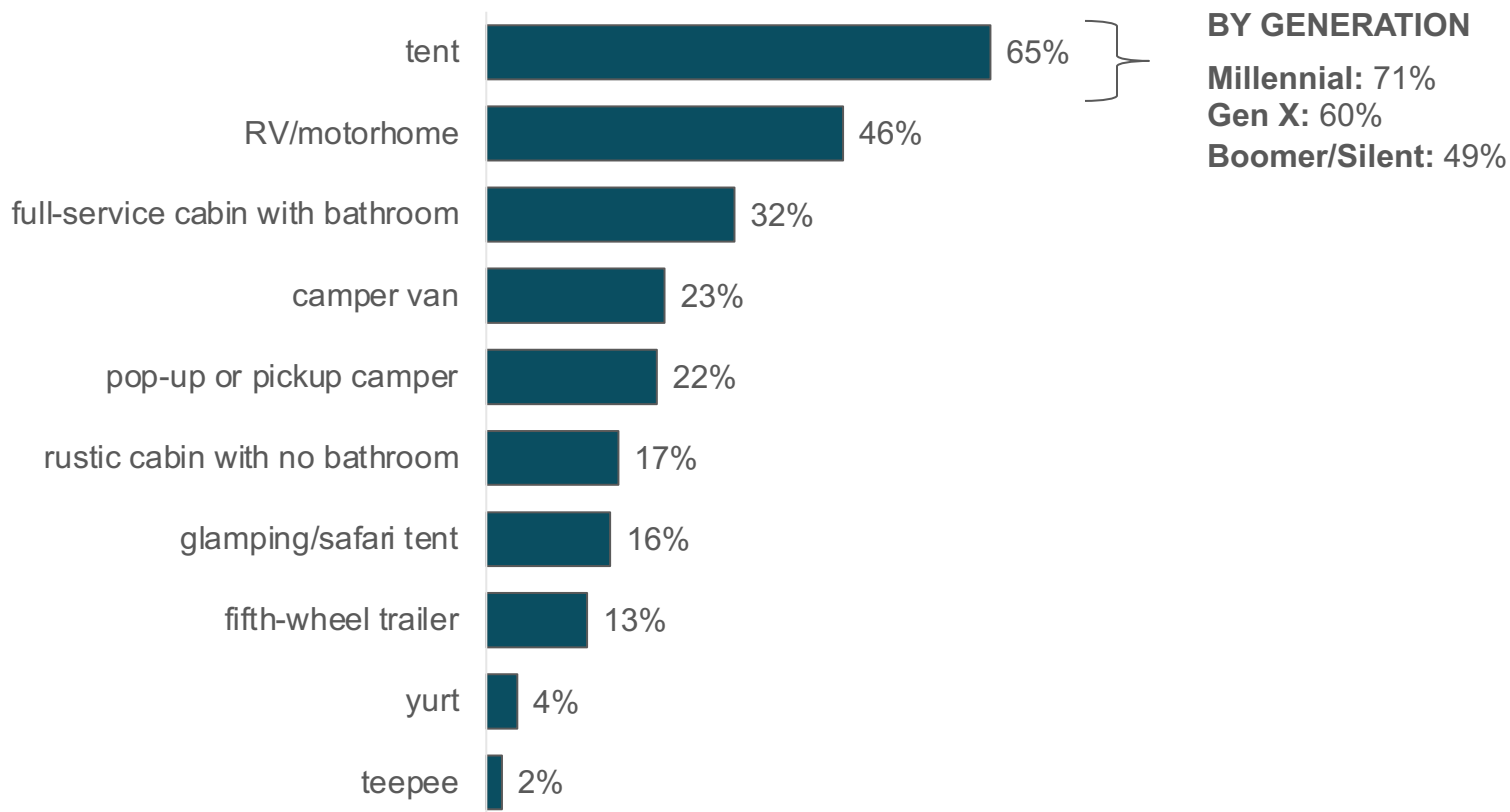
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A tent was the most common camping accommodation used in the past 12 months for respondents (65%), followed by an RV/motorhome (46%).

### Camping Accommodations Used in Past 12 Months



Which of the following camping accommodations have you used in the past 12 months?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months (multiple answers)



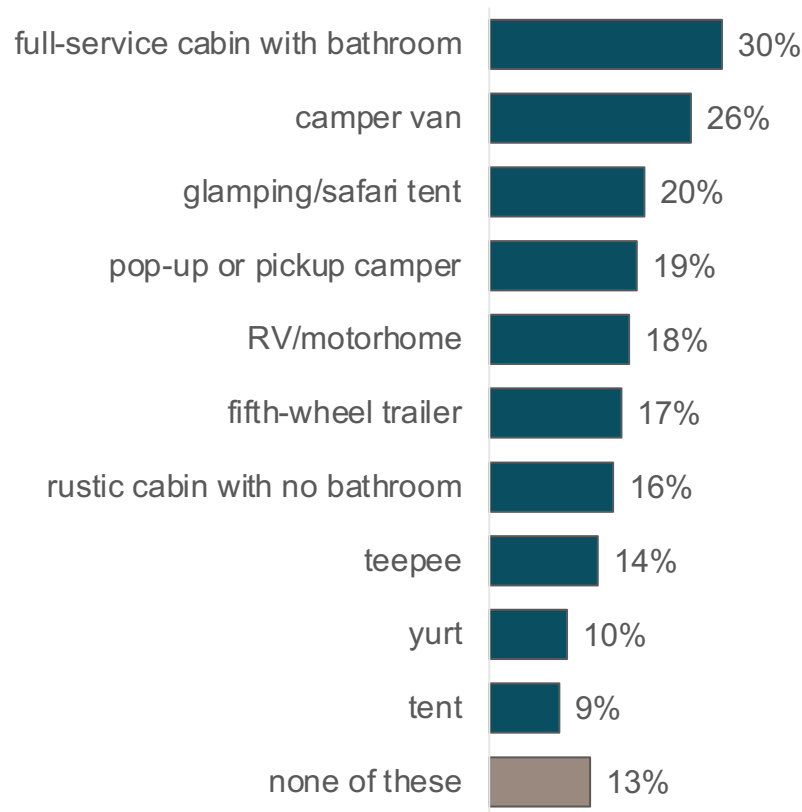
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When asked which accommodations they would be most likely to use in 2022 (that they had not used in the last year), respondents are most likely to use a full-service cabin with bathroom (30%).

### Camping Accommodations Likely to Use in the Future



Which of these accommodations would you be most likely to use in 2022?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months (multiple answers)



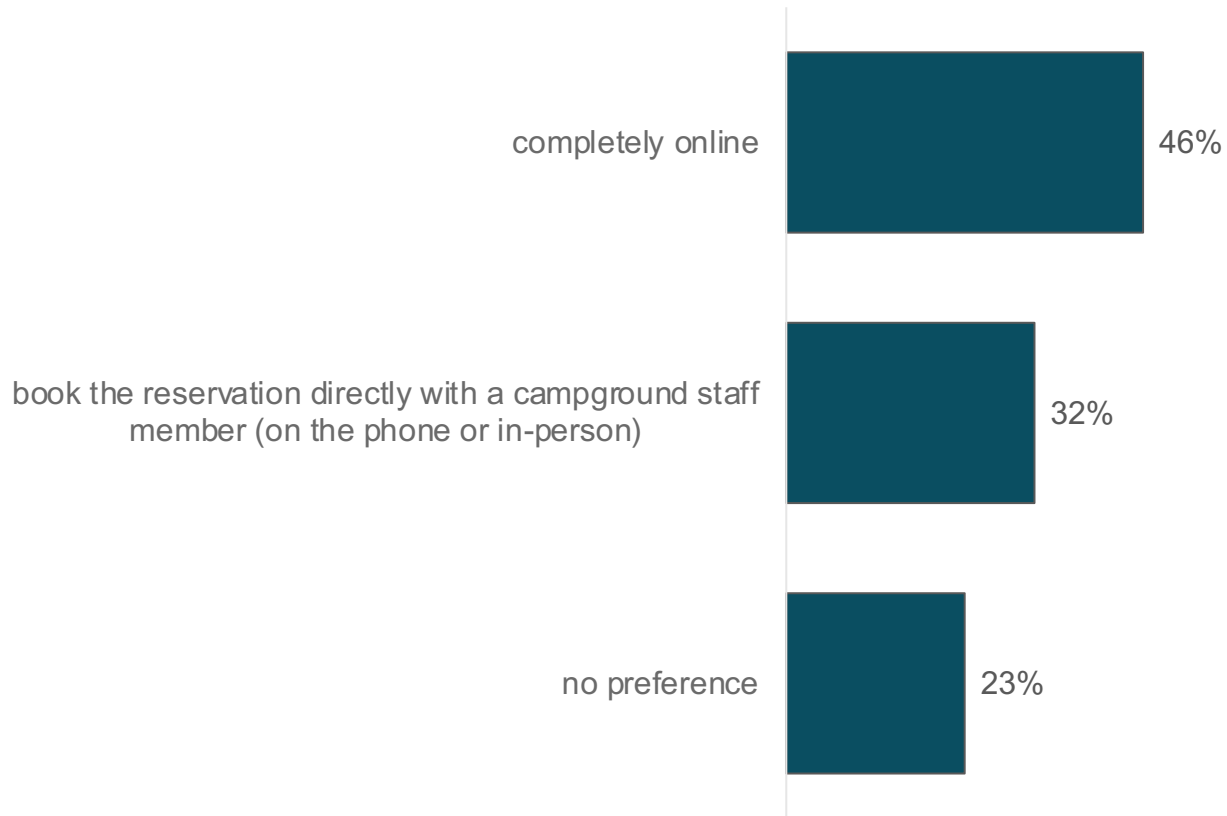
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About half of respondents (46%) typically prefer to book their campground completely online.

### Reservation Method Preference



When booking a campground reservation, how do you typically prefer to make the reservation?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months



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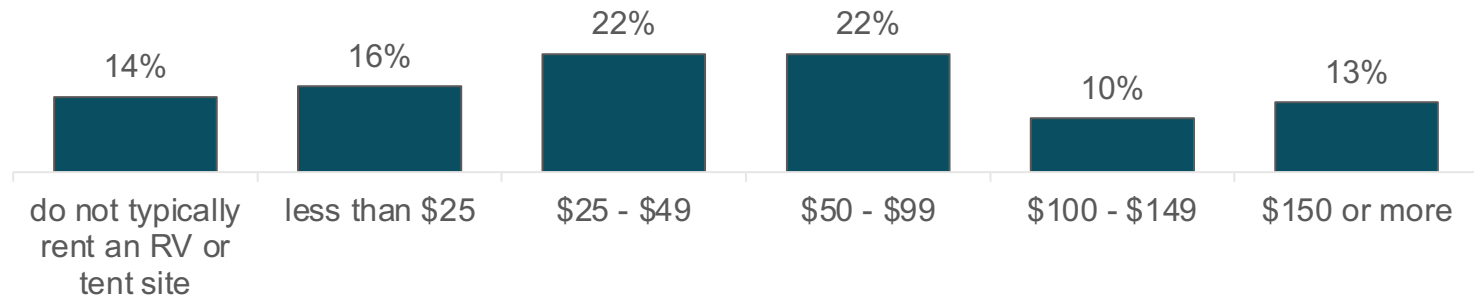
# **Typical Spending When Camping**



The typical (median) nightly amount spent by respondents for an RV or tent site is \$50.

### Typical Nightly Cost for RV or Tent Site

mean: \$77.62  
median: \$50



How much do you typically spend per night for an RV or tent site?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months (fill-in answers)



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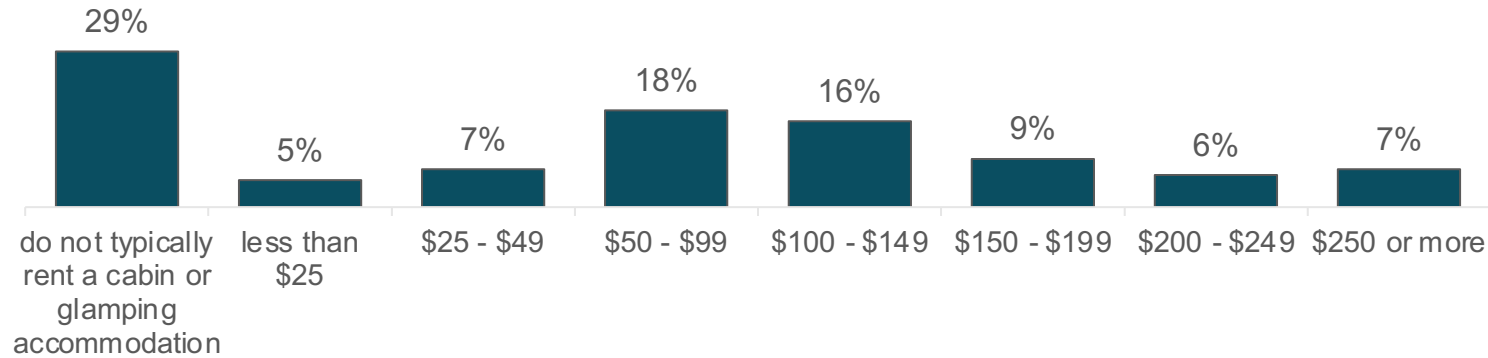




The typical (median) nightly amount spent by respondents for a cabin or glamping accommodation is \$100.

### Typical Nightly Cost for Cabin or Glamping Accommodation

mean: \$119  
median: \$100



How much do you typically spend per night for a cabin or glamping accommodation?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months (fill-in answers)



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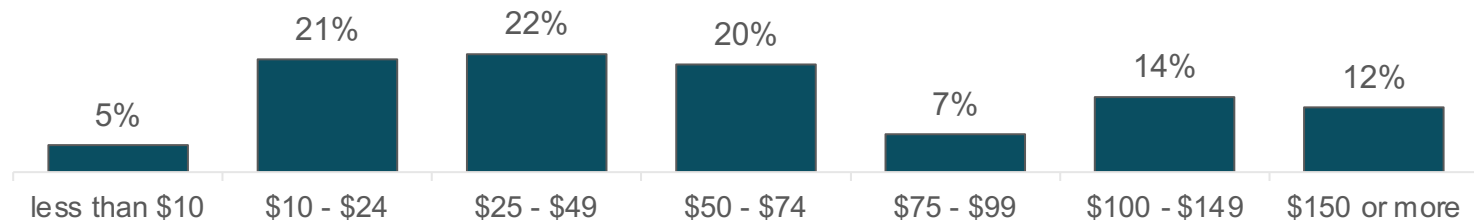
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The typical (median) daily amount spent by respondents per day/person in the local community of their campground is \$50.

### Typical Spend Per Day/Per Person In Local Community

mean: \$86.44  
median: \$50



When camping, how much do you typically spend per day/per person in the local community-including food (both groceries and restaurants), gas and entertainment?

base: 408 respondents who have gone camping, RVing, or “glamping” in the past 12 months (fill-in answers)



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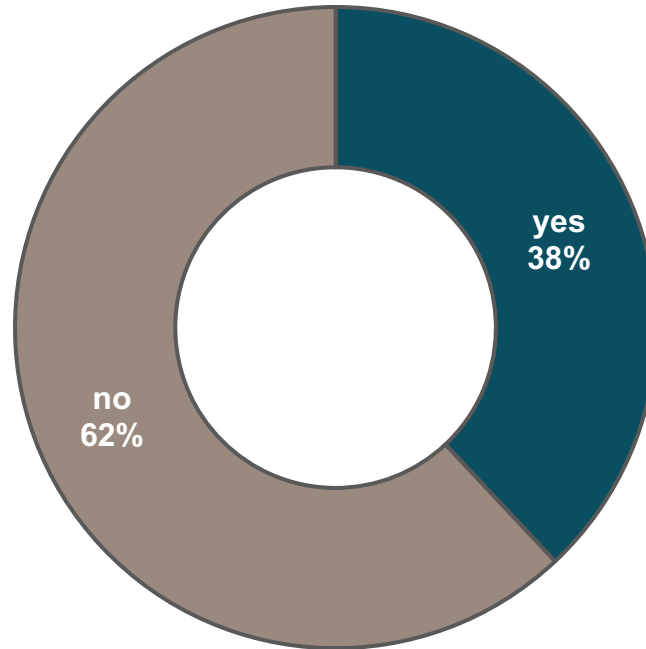
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# **RVs and Electric Vehicles**



38% of respondents own an RV.

Proportion Who Own an RV



Do you own an RV?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months



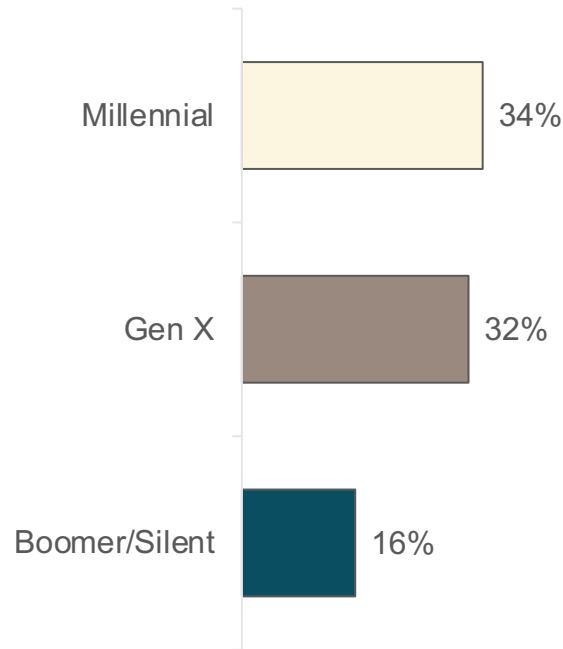
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Among those who do not own an RV, one in three Millennials (34%) and Gen X (32%) respondents have rented from a peer-to-peer RV rental service.

### Proportion Who Have Rented an RV From a Peer-to-Peer Service



Have you ever rented from a peer-to-peer RV rental service (RVShare, etc.)?

base: 254 respondents who have gone camping, RVing, or "glamping" in the past 12 months and do not own an RV



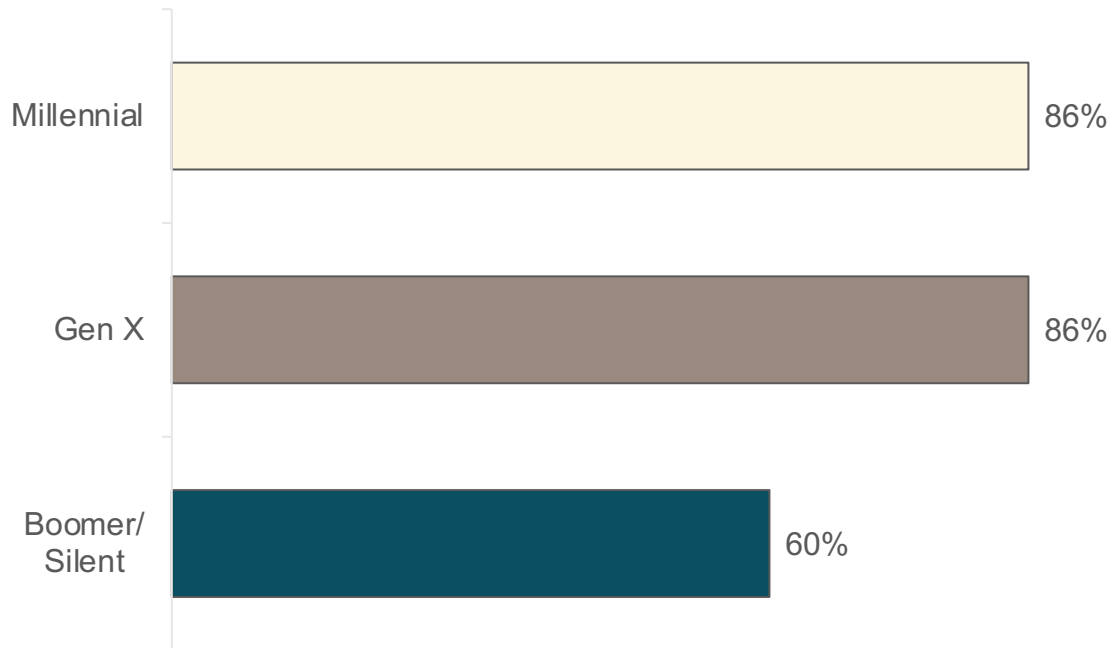
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More than 4 in 5 Millennial and Gen X respondents who do not own an RV (86% of each) would consider renting from a peer-to-peer RV rental service for their next camping trip.

Proportion Who Would Consider Renting an RV From a Peer-to-Peer Service



Would you consider renting from a peer-to-peer RV rental service for your next camping trip?

base: 254 respondents who have gone camping, RVing, or “glamping” in the past 12 months and do not own an RV



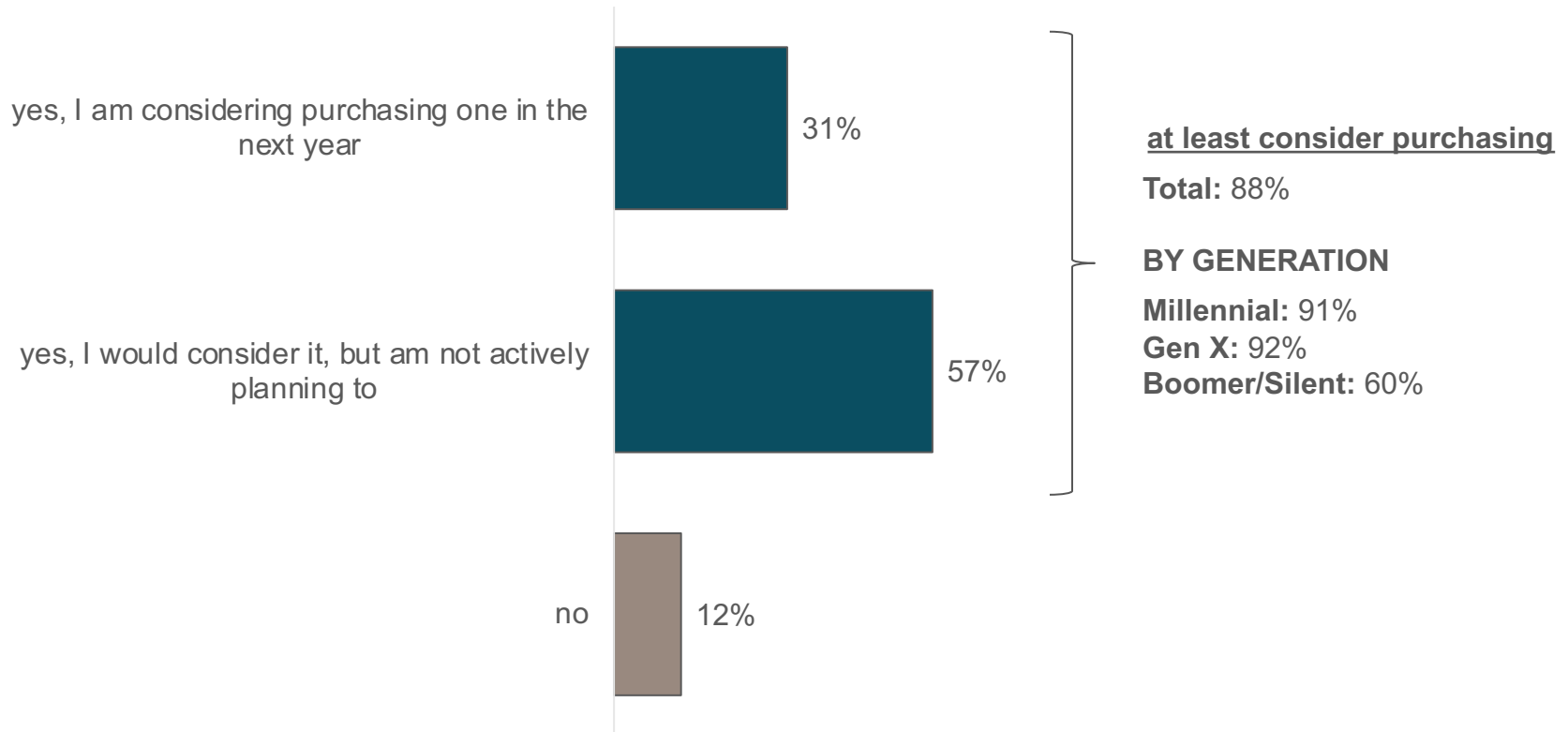
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Millennial and Gen X respondents who do not own an RV are more likely to at least consider purchasing an RV (91% and 92% respectively) than members of the Baby Boomer and Silent Generation (60%).

### Proportion Who Would Consider Purchasing an RV



Would you consider purchasing an RV?

base: 254 respondents who have gone camping, RVing, or "glamping" in the past 12 months and do not own an RV



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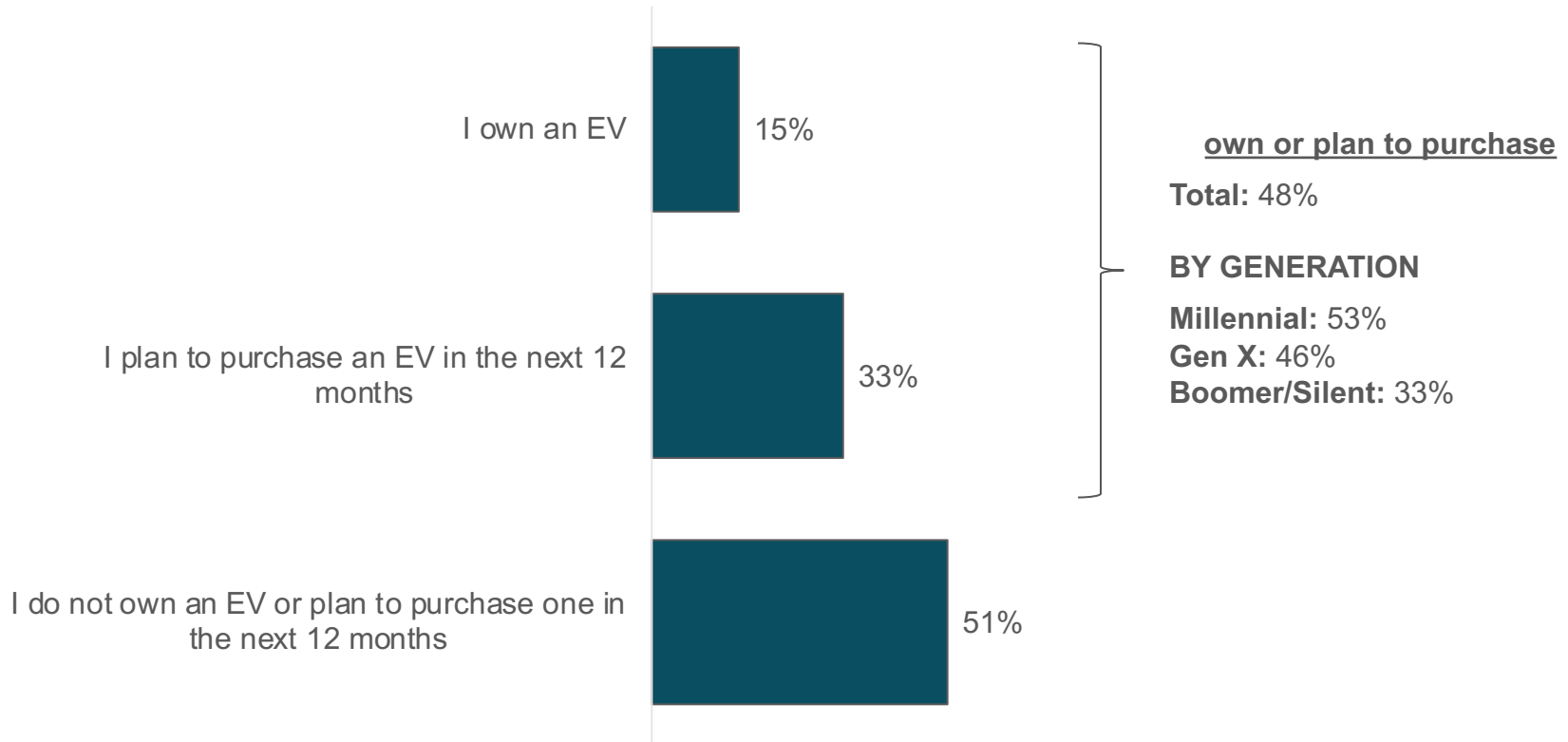
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Millennials are most likely to own an electric vehicle or plan to purchase one in the next 12 months (53%), followed by Gen X (46%), and Baby Boomer/Silent Generation (33%).

### Proportion Who Own or Plan to Purchase an Electric Vehicle



Do you own an electric vehicle (including RVs) or plan on purchasing one in the next 12 months?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months



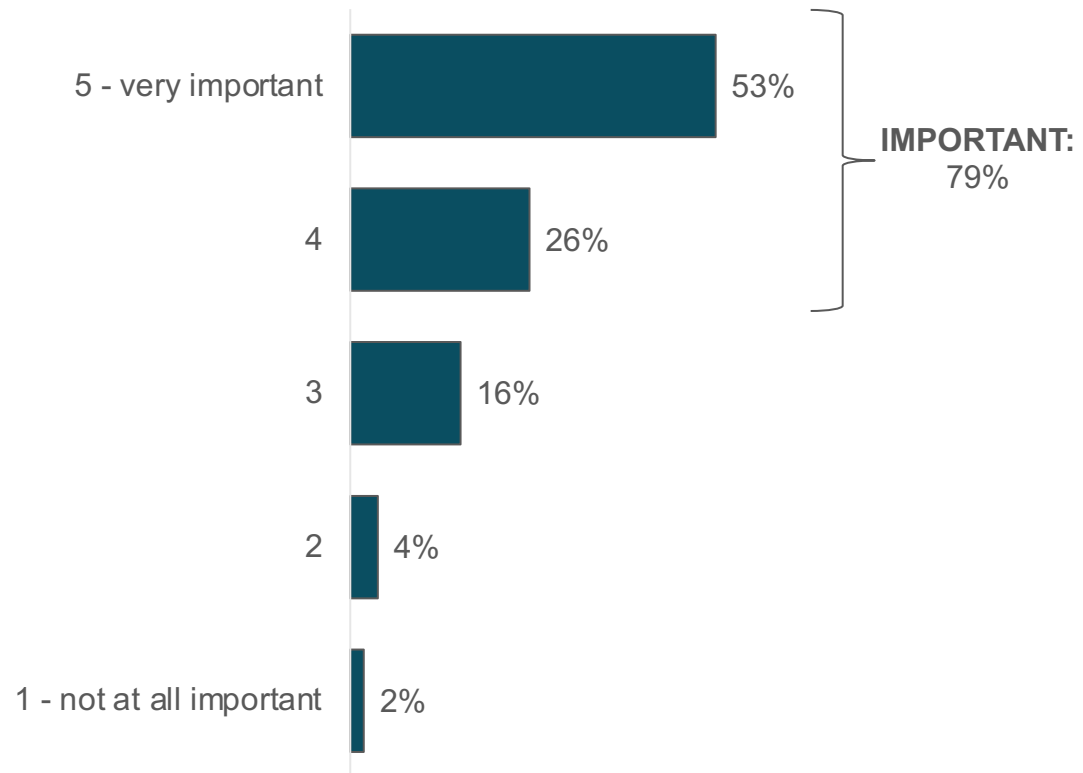
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Four in five respondents who own or plan to purchase an electric vehicle in the next 12 months (79%) reported that a charging station is an important consideration when choosing a camping destination.

### Importance of Charging Station When Choosing Camping Destination



How important is access to a charging station for your EV when choosing your camping destination?

base: 198 respondents who have gone camping, RVing, or “glamping” in the past 12 months and own or plan to purchase an electric vehicle



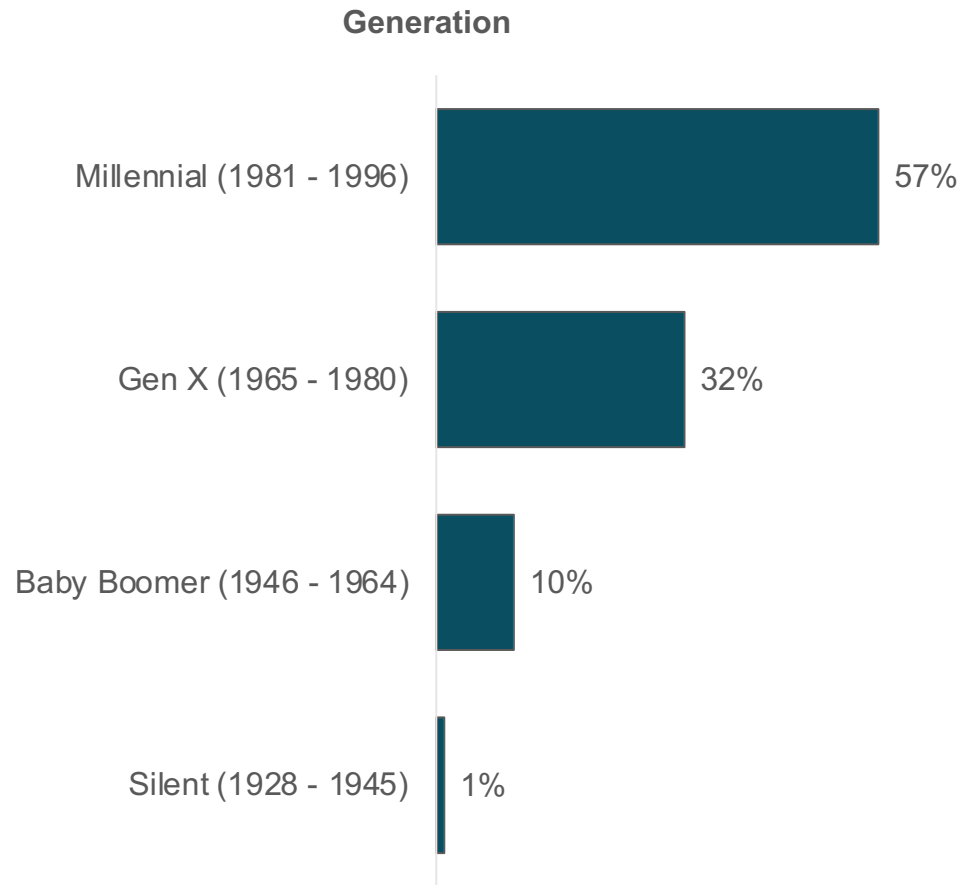
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# Demographics



More than half of respondents (57%) are Millennials.




Which generation best describes you?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months



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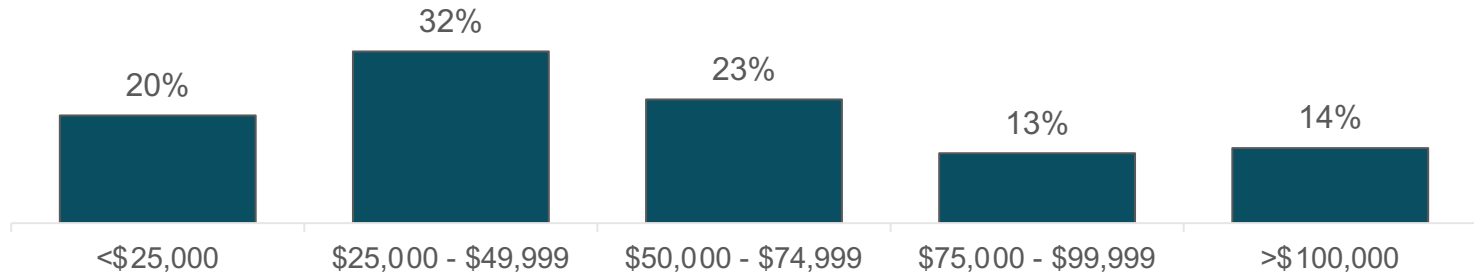
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The median gross household income for respondents is \$49,100.

### Gross Household Income

mean: \$55,500  
median: \$49,100



What is the gross income (before taxes) of your household?

base: 408 respondents who have gone camping, RVing, or “glamping” in the past 12 months



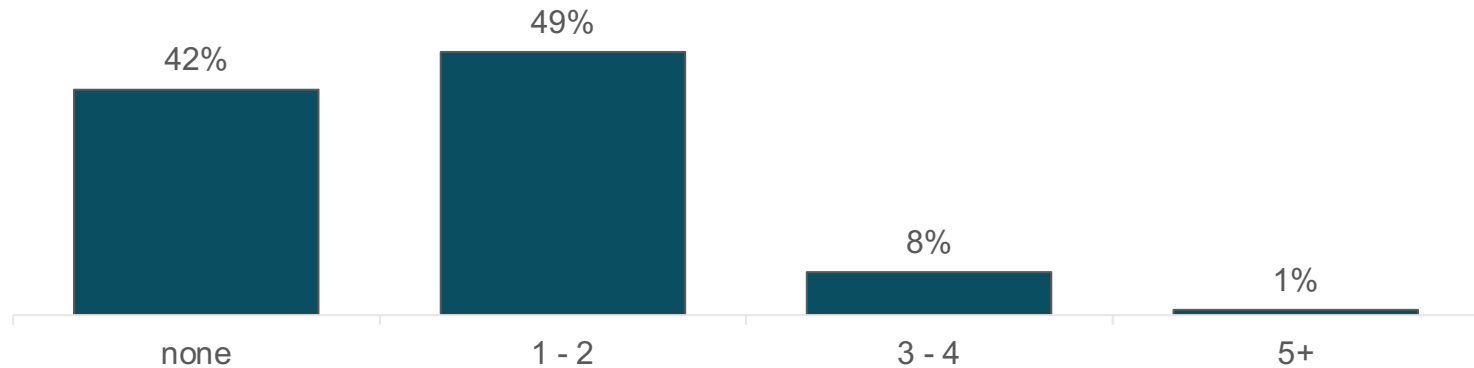
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More than half of respondents (58%) have at least one child under the age of 18 in their household.

Number of Children Under 18 in Household




How many children under the age of 18 do you have living in your household?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months

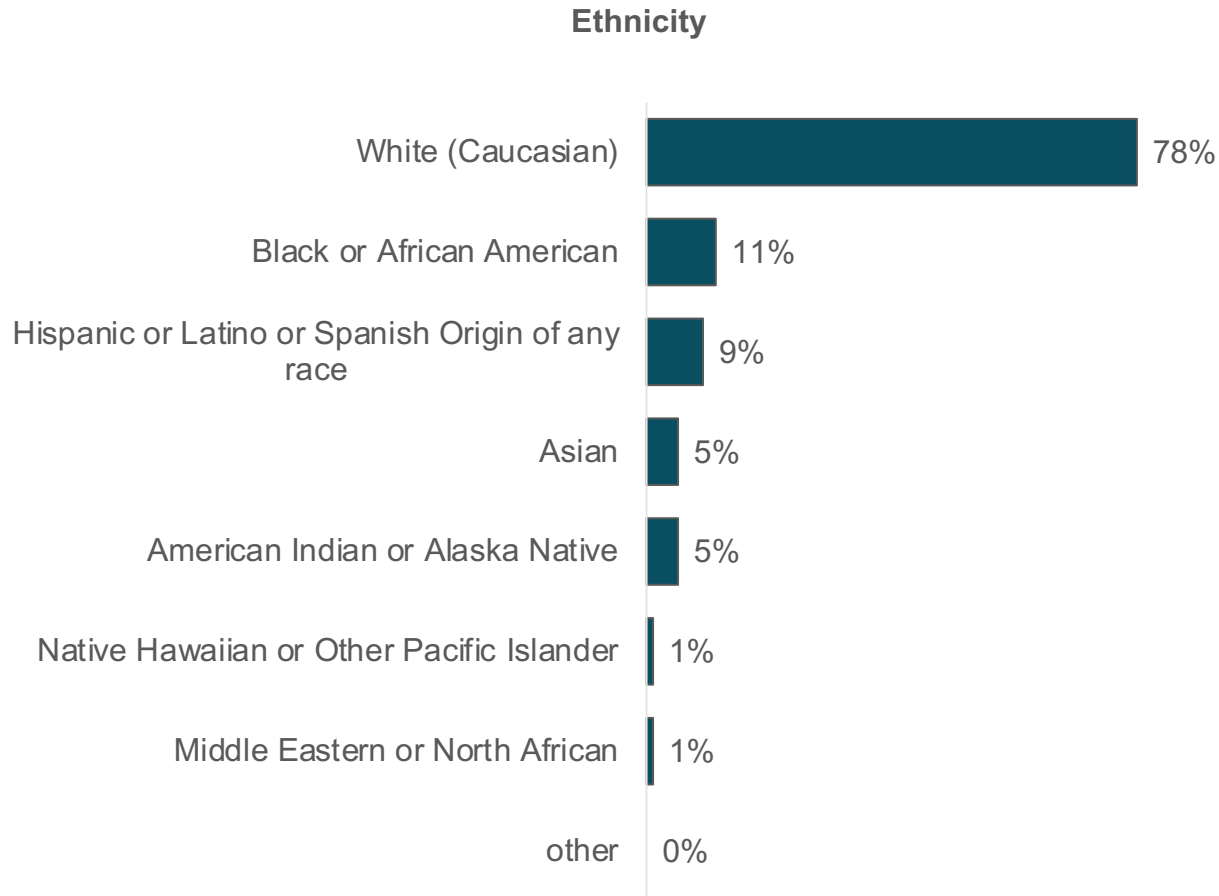


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About three in four respondents (78%) are white (Caucasian).



Do you consider yourself ...?

base: 408 respondents who have gone camping, RVing, or "glamping" in the past 12 months (multiple answers)



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About half of respondents (54%) are female.




What gender do you identify with?

base: 408 respondents who have gone camping, RVing, or “glamping” in the past 12 months



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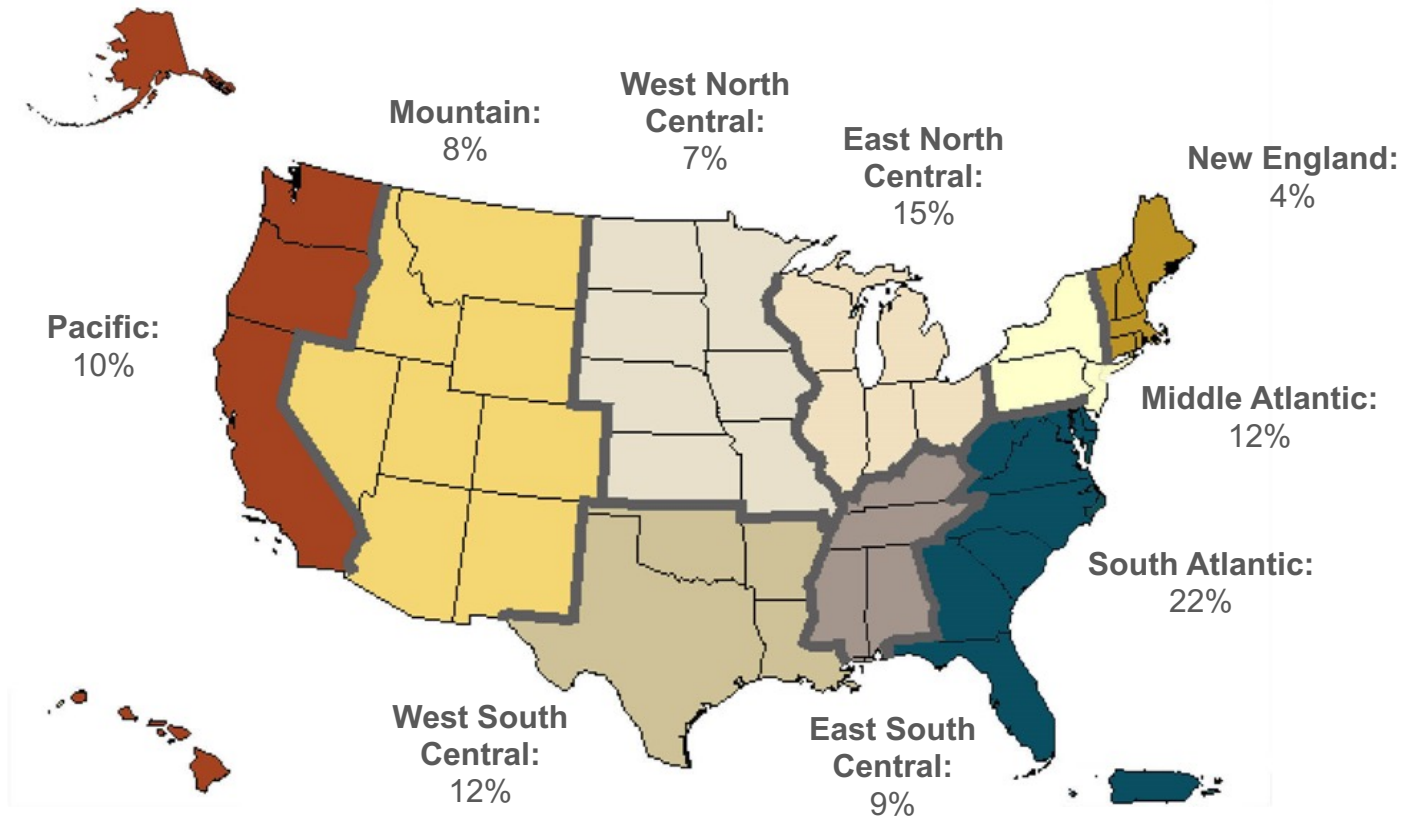
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Respondents most commonly live in the South Atlantic, with 22% living in that region.

### Geographic Distribution



Which state do you live in?

base: 408 respondents who have gone camping, RVing, or “glamping” in the past 12 months



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# **Methodology**



## Methodology

- The survey was designed jointly by ARVC and Readex.
- Readex utilized Dynata's panel, targeting those who have been camping, RVing, or "glamping" in the last 12 months, aged 18 and older living in the U.S.
- The goal was to obtain 400 completed responses.
- On September 7, 2021, Dynata completed a soft launch of the survey, the data for the first 83 (or 21% of the target completes) was reviewed and approved by Readex.
- The survey was closed for tabulation on September 9, 2021 with 507 responses.
- To best represent the audience of interests, the results in this report are based on the 408 respondents who indicated they had gone camping, RVing, or "glamping" in the last 12 months (80% of all survey respondents).
- As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond.





## About Readex Research

- Nationally recognized independent research company located in Stillwater, Minnesota.
- Roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has served diverse clients from many other markets.
- Since its founding in 1947, Readex has completed thousands of surveys for hundreds of different clients.
- The response was tabulated and this report was prepared by Readex in accordance with accepted research standards and practices.



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