



Generational Camping Report



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Letter from the CEO

Welcome to the latest Outdoor Hospitality Generational Camping Report—one of OHI's premier annual research reports.

The Outdoor Hospitality Generational Camping Report provides key insights into the current state of the industry, equipping OHI members with valuable data to inform business decisions. As an OHI member, you have exclusive access to decades of industry research—all of which you can find on OHI.org—allowing you to track trends and adapt to an evolving market. OHI remains committed to representing the interests of private RV parks, campgrounds, and glamping parks by providing resources that support long-term success. This annual report is one of the many ways we help our members stay informed and prepared for the future. I encourage you to review the findings and consider how they apply to your business. To further explore the data and its implications, a webinar, presented by RVshare and RMS, is available for you to watch on OHI.org, where our team analyzes the key takeaways and discusses their impact on the industry.

Knowledge is valuable, and the report you have in front of you is gold. Enjoy!



PAUL BAMBEI
President & CEO OHI

OHI is a member-driven organization dedicated to serving and advancing the Outdoor Hospitality Industry. We provide the voice, tools, and training to advance the owners, operators, and staff of all the remarkable and unique outdoor hospitality businesses that shape the life-long memories of their adventuring customers.

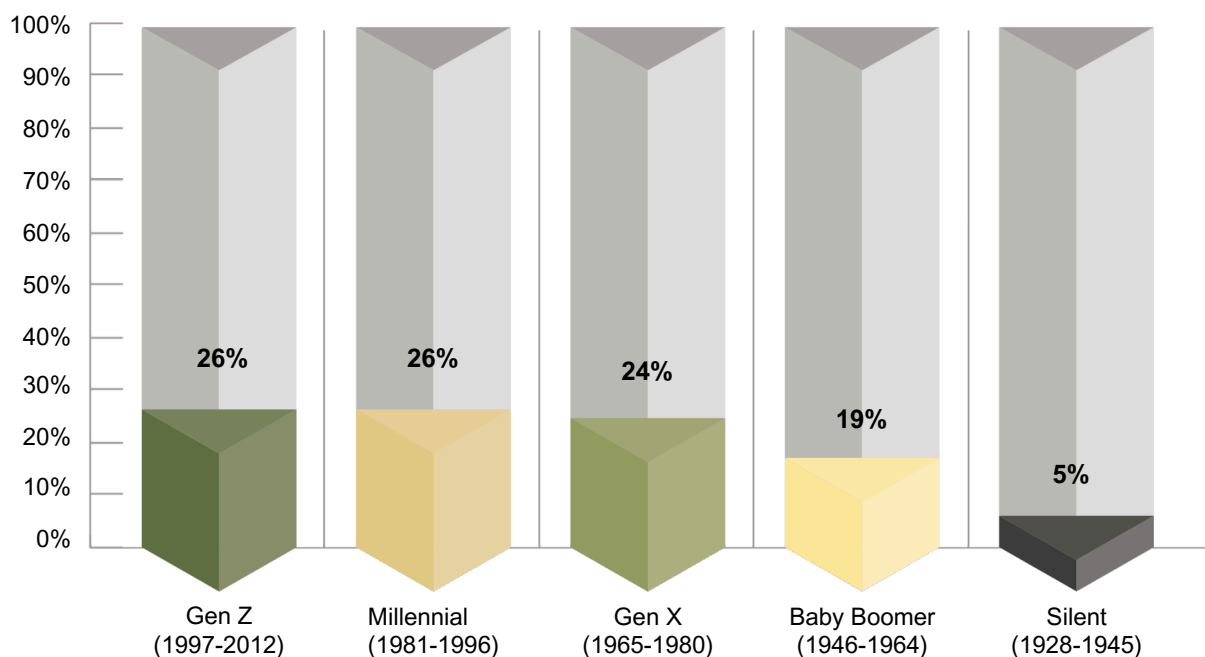
2024 Generational Camping

In sampling, quotas were set to ensure proportions of each generation that match the proportions of each living in the United States:

- Gen Z, 1997 – 2012, (26%)
- Millennial, 1981 – 1996, (26%)
- Gen X, 1965 – 1980, (24%)
- Baby Boomer, 1946 – 1964, (19%)
- Silent, 1928 – 1945, (5%)



Generation



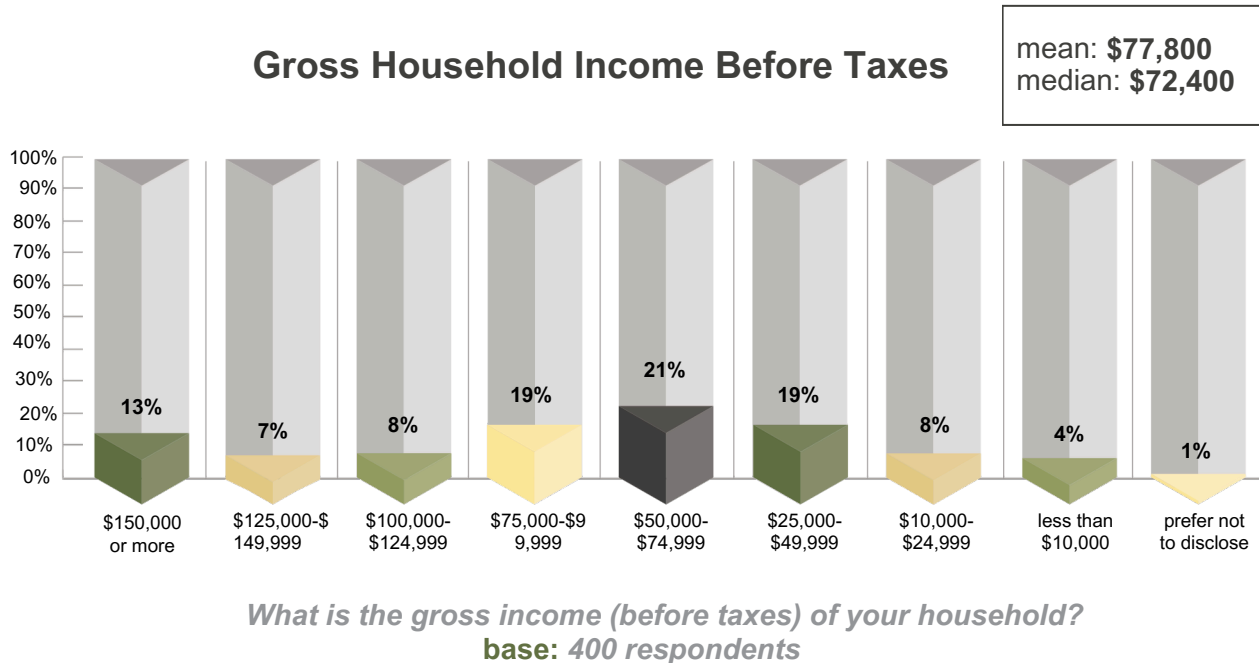
Which generation best describes you?
base: 400 respondents who have gone camping, Rving, or “glamping” in the past 12 months

Respondent Profile

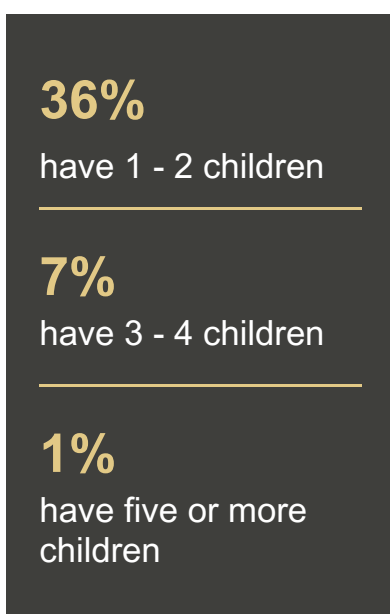
2024 Generational Camping



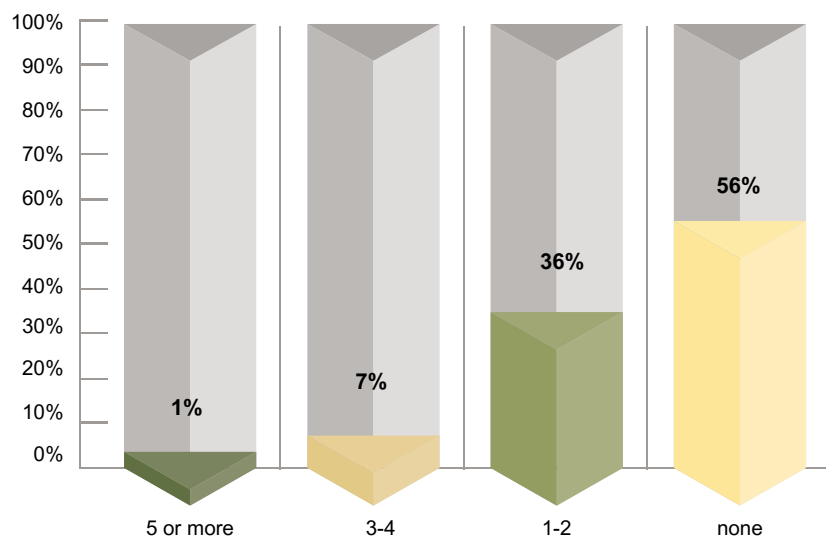
The typical (median) gross household income, before taxes, for respondents is **\$72,400**.



Two in five respondents (**44%**) report that they have at least one child under the age of 18 in their home.



Number of Children 18 or Under in Household

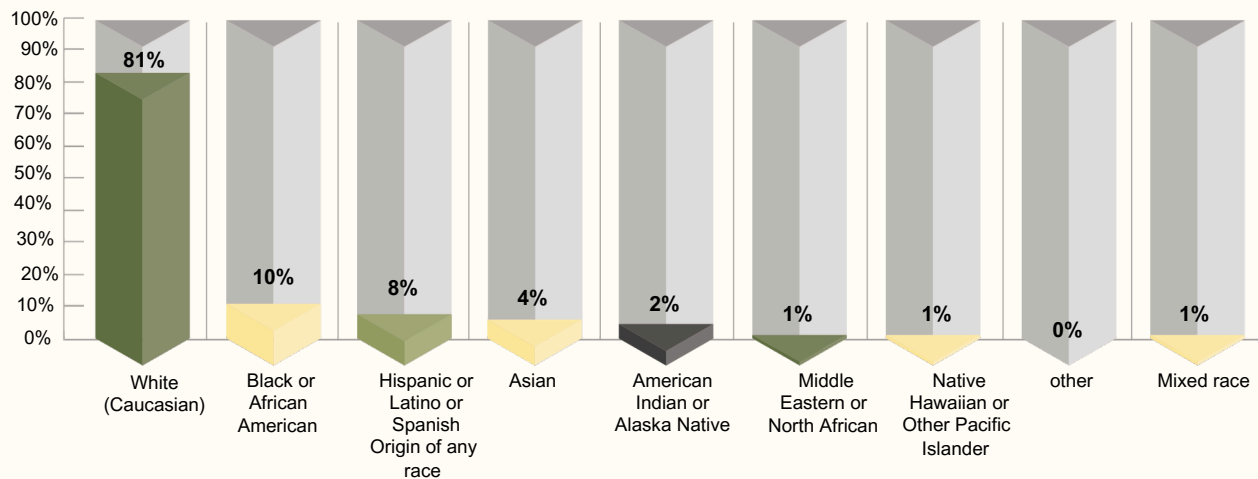


How many children (ages 0-18) do you have living in your household?
base: 400 respondents

2024 Generational Camping Camping Behaviors and Opinions

- Four in five respondents (**81%**) identify as White (Caucasian).
- 10%** identify as Black or African American, **8%** Hispanic, Latino, or Spanish, **4%** as Asian, **2%** as American Indian or Alaska Native, **1%** as Middle Eastern or North African, and **1%** Native Hawaiian or Other Pacific Islander.
- 1%** are of mixed race.

Ethnicity

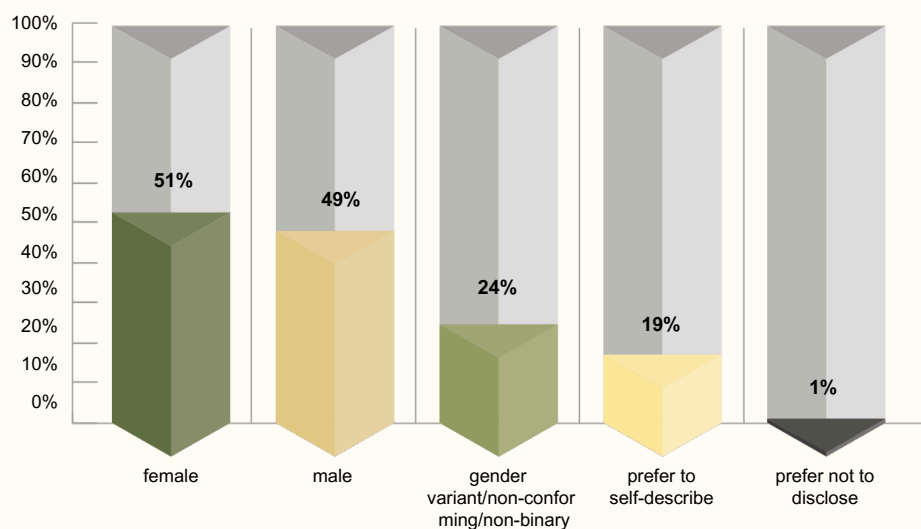


Do you consider yourself ...?

base: 400 respondents

Gender

- Respondents were relatively evenly split, with **51%** identifying as female and **49%** identifying as male.



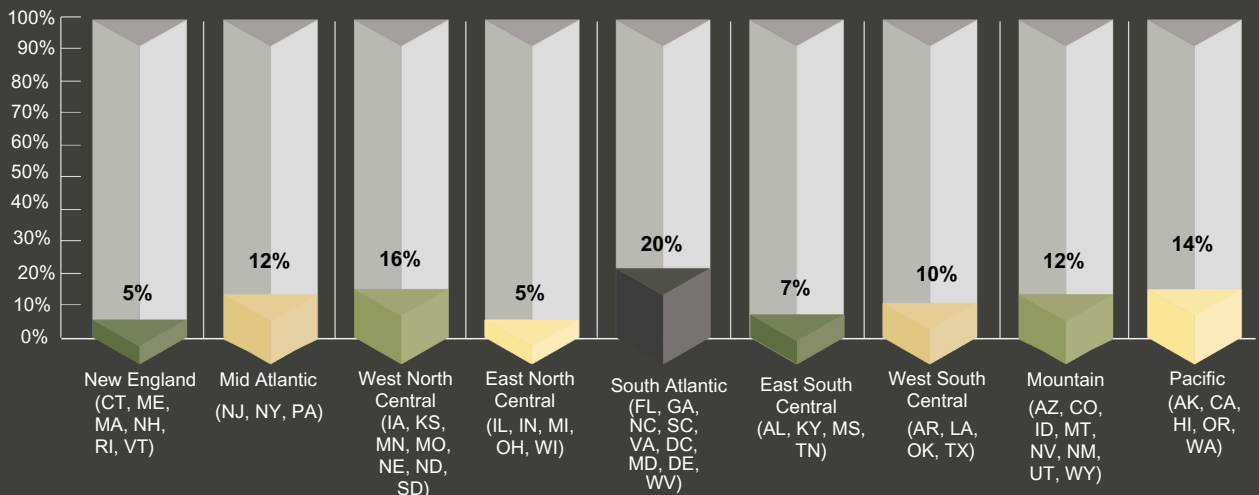
What gender do you identify with?

base: 400 respondents

2024 Generational Camping Camping Behaviors and Opinions

● Respondents live in a variety of regions, most commonly the South Atlantic U.S. (20%).

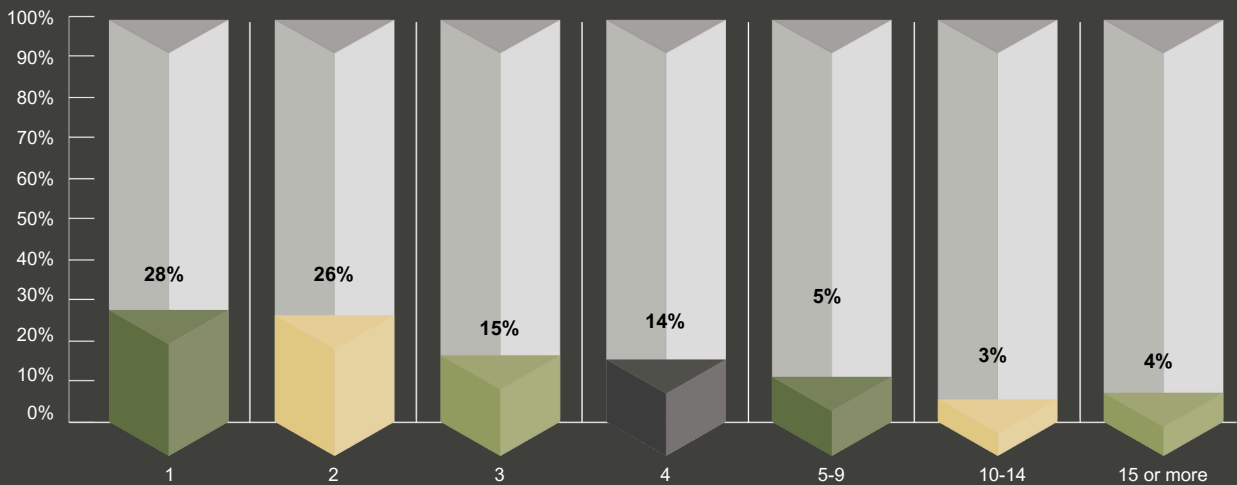
Geographic Distribution [Region]



Which state do you live in?
base: 400 respondents

mean: 3.5
median: 2

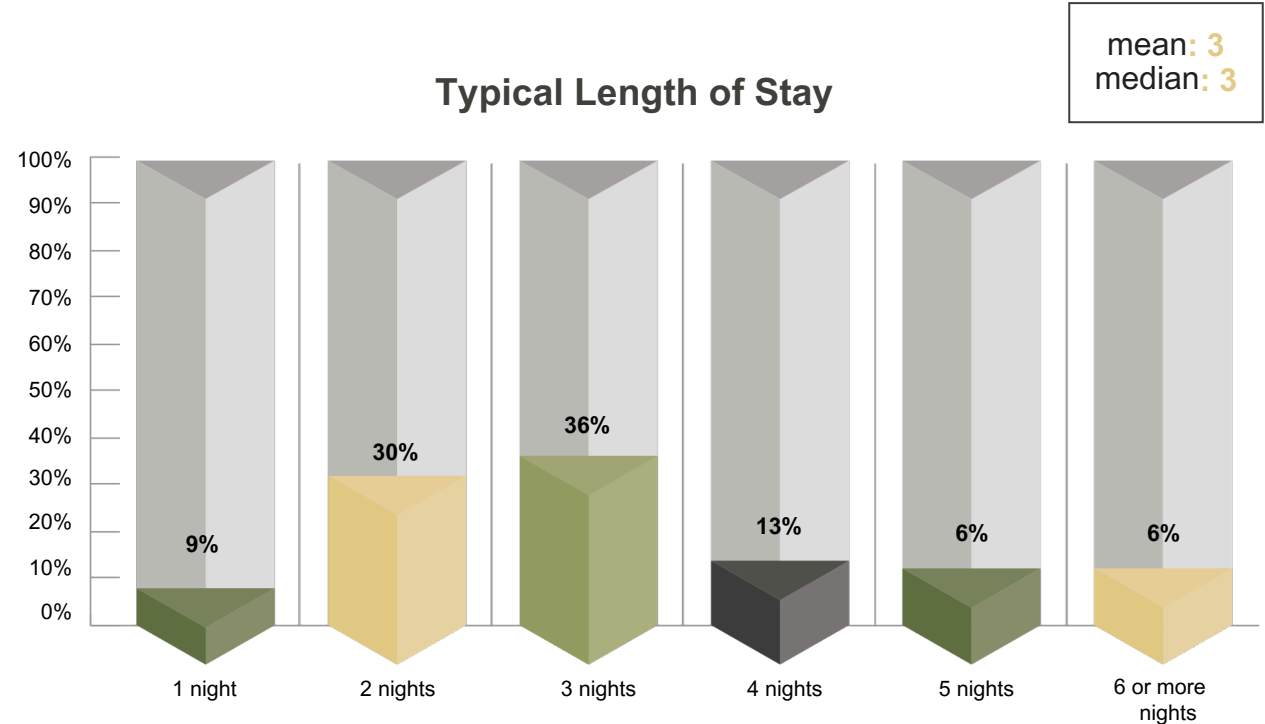
Number of Times Camping, RVing, or “Glamping”



How many times have you been camping, RVing or “glamping” in the past 12 months?
base: 400 respondents who have gone camping, RVing, or “glamping” in the past 12 months

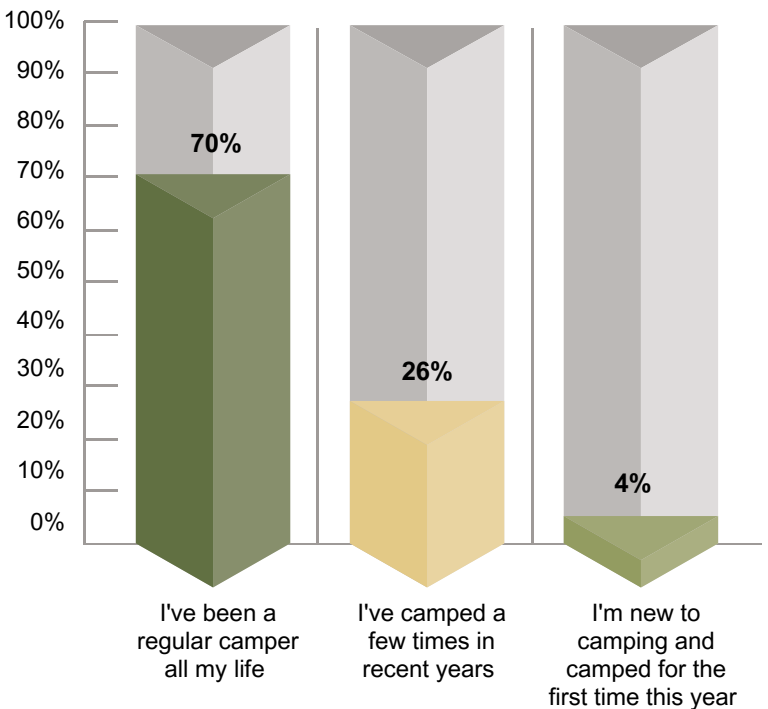
2024 Generational Camping

Camping Behaviors and Opinions



When camping, RVing or "glamping" in the past 12 months, what was your typical length of stay?
base: 400 respondents who have gone camping, Rving, or "glamping" in the past 12 months

- The typical (median) respondent reports that their typical length of stay in the last 12 months when camping is three nights.
- 6% report that their typical length of stay is 6 or more nights.

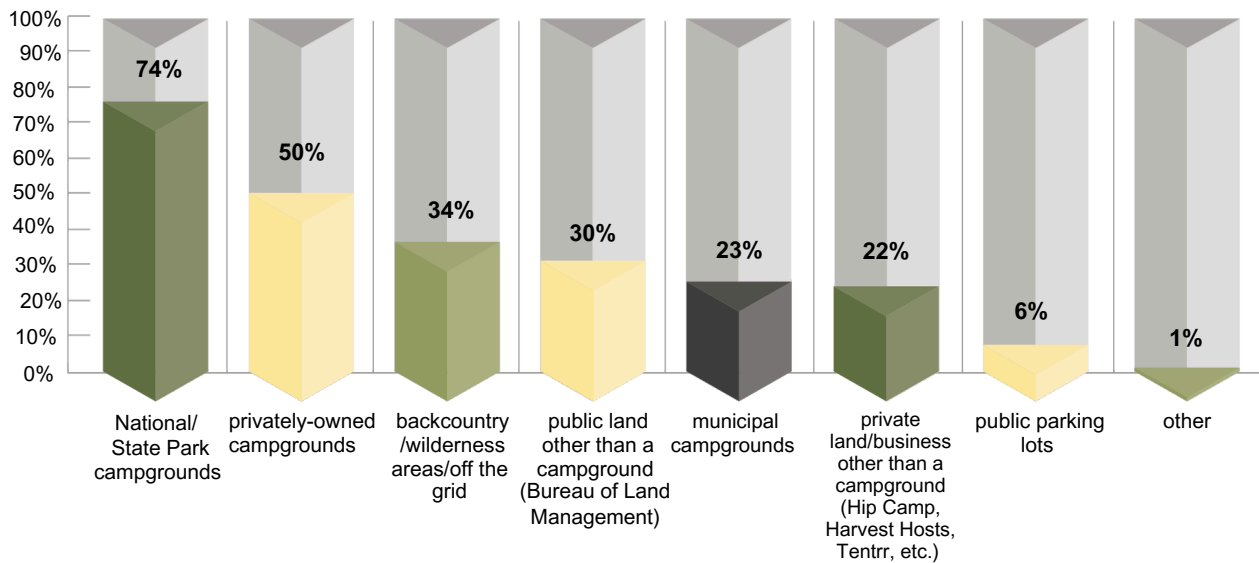


Which of these three statements best describes you?
base: 400 respondents who have gone camping, RVing, or "glamping" in the past 12 months

2024 Generational Camping

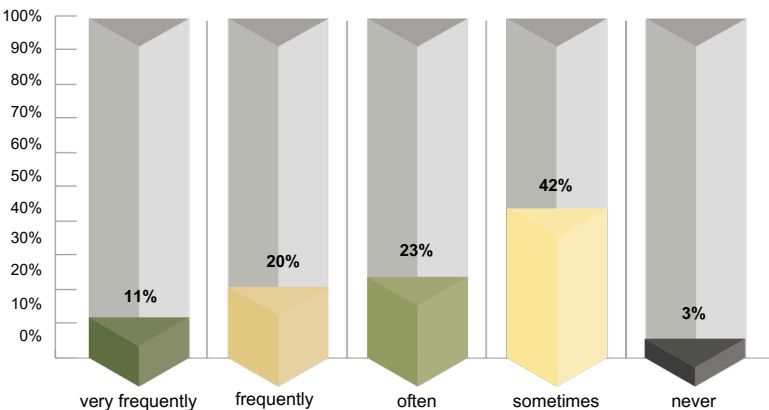
Camping Behaviors and Opinions

- Around three in four respondents (74%) typically prefer to camp at National/State Park campgrounds.
- Half (50%) report typically preferring privately-owned campgrounds.



Where do you typically prefer to camp?
base: 400 respondents, those in each segment

- Respondents who reported preferring to camp at private land/business other than a campground (such as Hip Camp, Harvest Hosts, and Tentrr) were asked how often they also camp at privately owned campgrounds.
- The vast majority (96%) report that they also camp at privately-owned campgrounds at least sometimes, including 31% reporting that they do so frequently or very frequently.
- Only a small proportion (3%) answered that they never stay at privately-owned campgrounds.



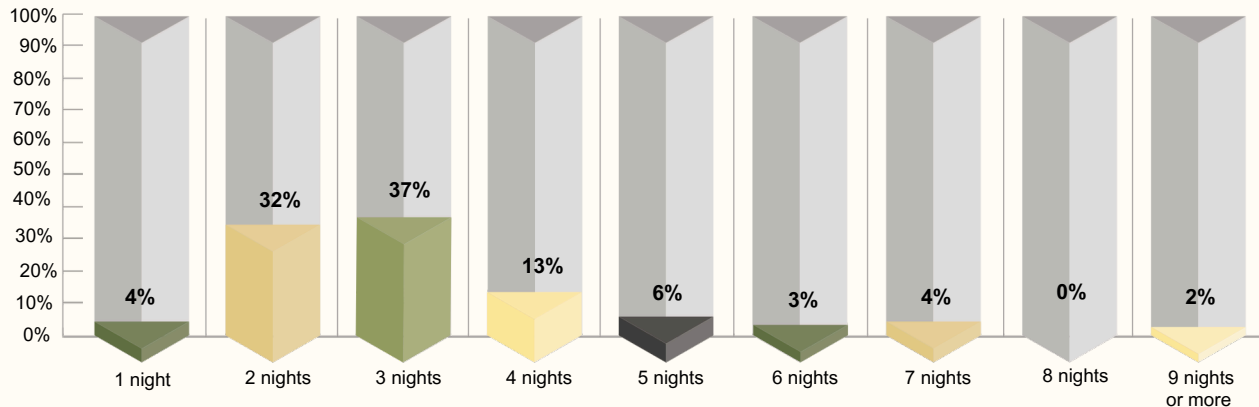
In addition to camping at private land/business other than a campground (Hip Camp, Harvest Hosts, Tentrr, etc.), how often do you also camp at privately-owned campgrounds ?
base: 400 respondents who have gone camping, Rving, or “glamping” in the past 12 months

2024 Generational Camping

Camping Behaviors and Opinions



The median respondent who reported preferring to camp at privately-owned campgrounds typically stays for 3 nights.



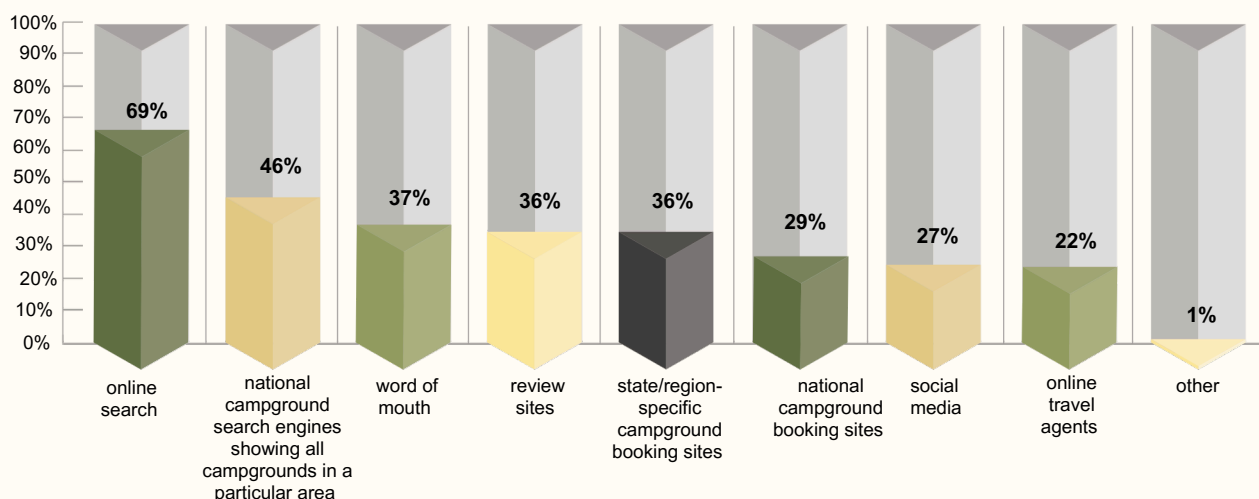
How long is your typical stay when you camp at privately-owned campgrounds?
base: 200 respondents who prefer to camp at privately-owned campgrounds



Around seven in ten respondents (**69%**) report online search as a helpful tool for finding the right camping destination.



Nearly half (**46%**) find national campground search engines, showing all campgrounds in a particular area helpful.

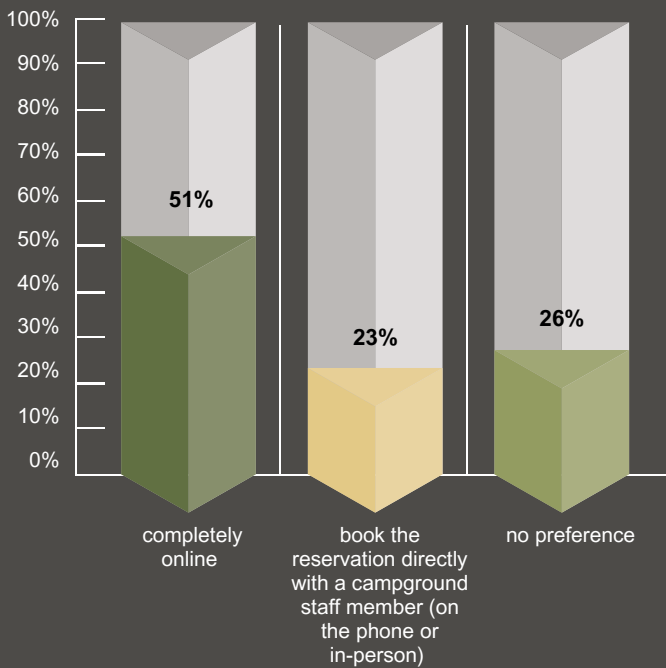


Which of the following tools do you use to help find the right campground?
base: 400 respondents, those in each segment

2024 Generational Camping

Camping Behaviors and Opinions

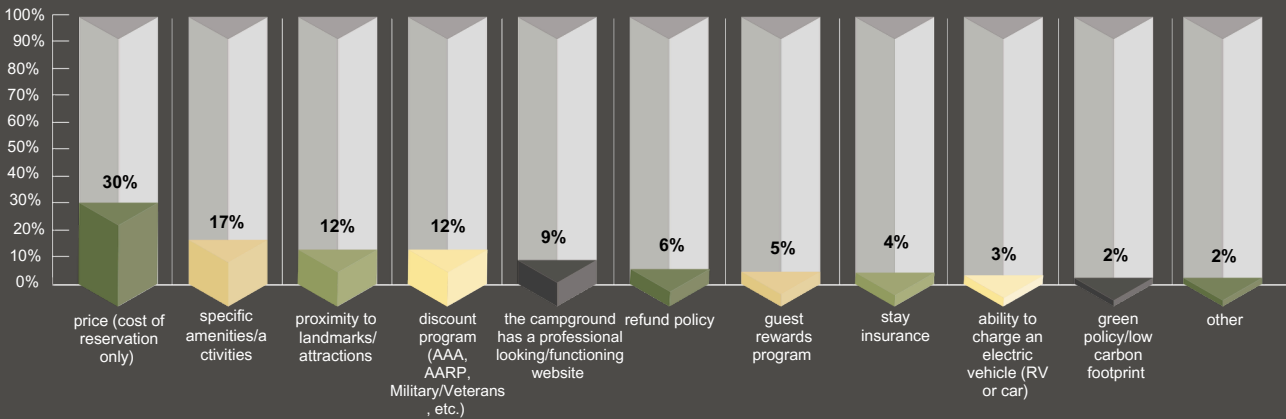
- Half of respondents (51%) report that they prefer to book their camping reservation completely online.



When booking a campground reservation, how do you typically prefer to make the reservation?
base: 400 respondents

- Asked what factors besides location guide their camping destination decisions, respondents most commonly report price/cost of reservation (30%).
- Other frequently reported factors include specific amenities/activities (17%), proximity to landmarks/attractions (12%), and discount programs (12%).

Factors Besides Location That Guide Camping Destination Decisions



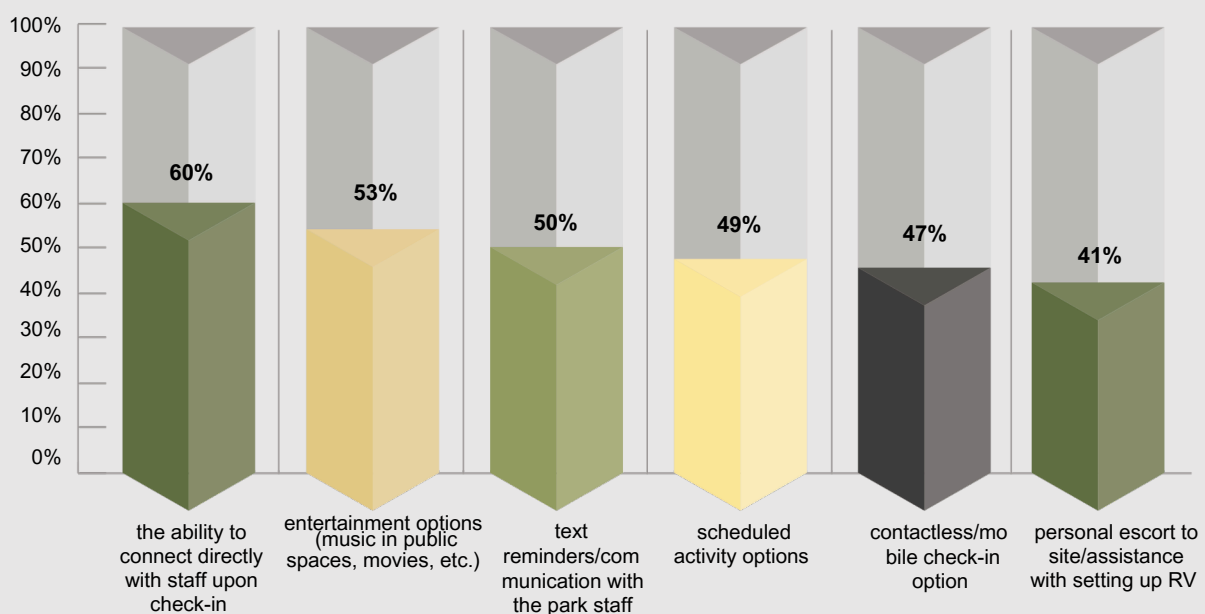
Other than location, when booking a campground reservation, what typically guides your decision the most?
base: 400 respondents

2024 Generational Camping

Camping Behaviors and Opinions

- Asked to rate the importance of factors to their onsite experience, most commonly respondents report the ability to connect directly with staff upon check-in (60%) as important*.
- Around half of respondents report entertainment options (53%), text reminders/communication with the park staff (50%), and scheduled activity options (49%) as important.

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?

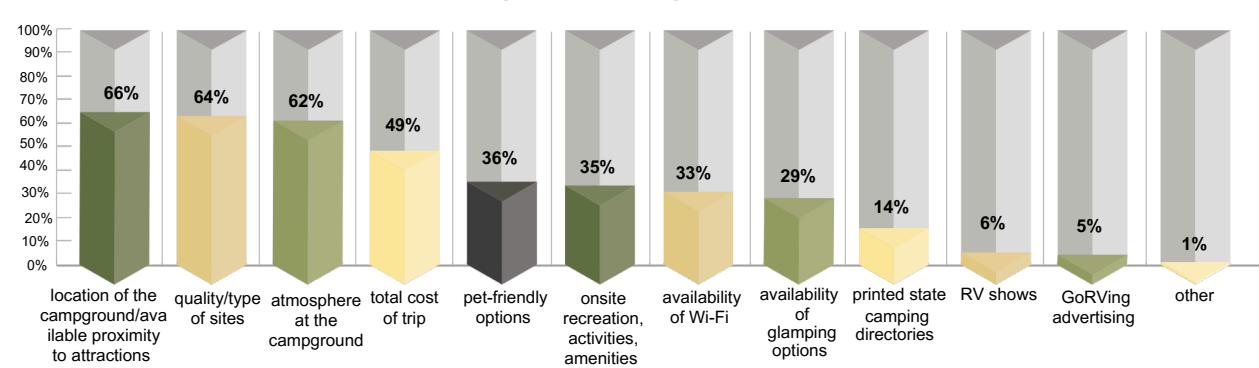
base: 400 respondents

2024 Generational Camping

Camping Behaviors and Opinions

- Campers note a wide variety of factors that influence their decisions when choosing a camping destination.
- Most commonly, about two in three are influenced by location of the campground/ proximity to attractions (66%), quality/type of sites available (64%), and atmosphere of the campground (62%).

Factors Influencing Camping Destination Decisions



Which of the following factors influence your decision when selecting where to camp?
base: 400 respondents (multiple answers)

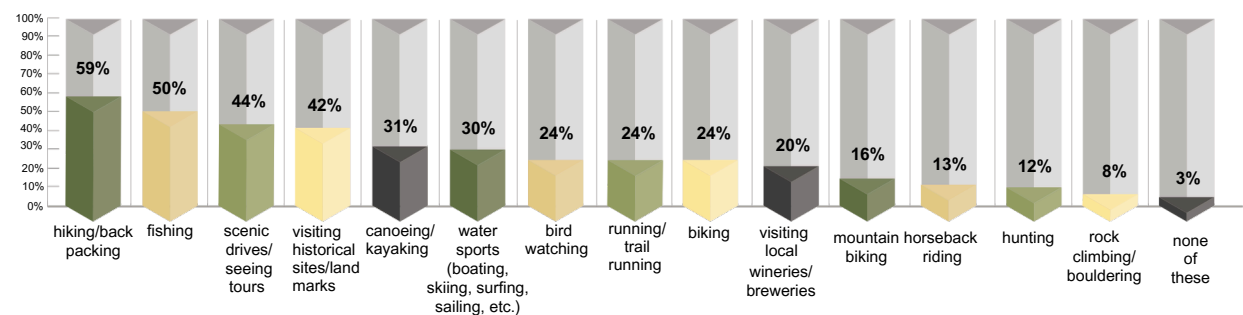


2024 Generational Camping

Camping Behaviors and Opinions

- Campers note a wide variety of activities that they prioritize access to when making camping destination decisions.
- Around two in five report prioritizing scenic drives/sightseeing tours (44%) and/or visiting historical sites/landmarks (42%).

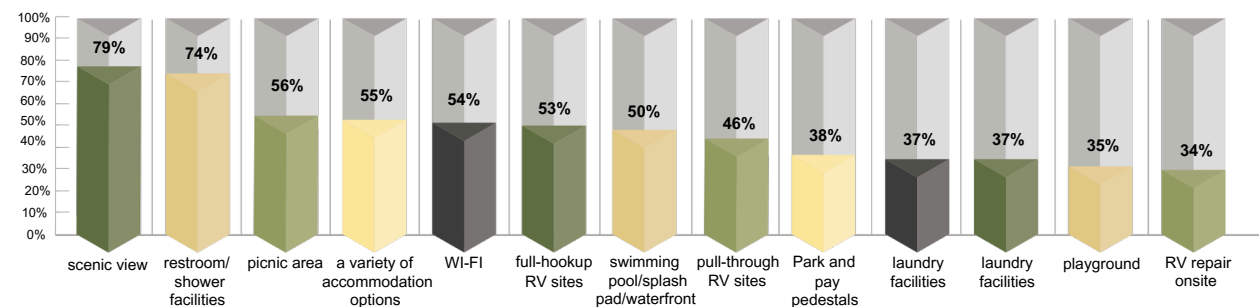
Prioritized Access to Activities in Camping Destination Decisions



When choosing where to camp, which of the following activities do you prioritize access to from your campsite?
base: 400 respondents (multiple answers)

- Asked what factors besides location guide their camping destination decisions, respondents most commonly report price/cost of reservation (30%).
- Other frequently reported factors include specific amenities/activities (17%), proximity to landmarks/attractions (12%), and discount programs (12%).

Prioritized Access to Activities in Camping Destination Decisions



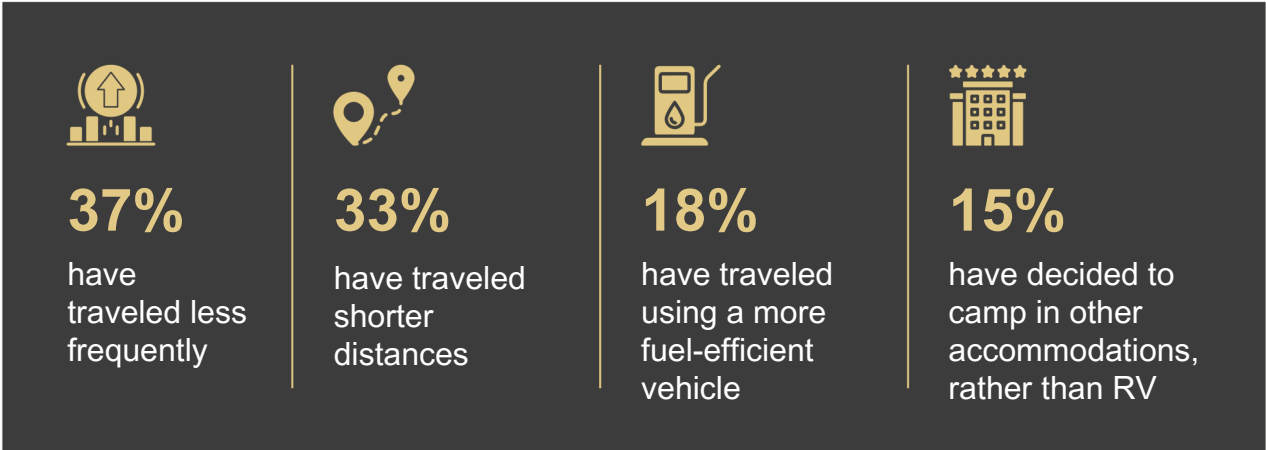
*Important= rating 4 or 5 on a 5-point scale where 5=very important and 1=not at all important

How important to you are each of the following campground features/amenities when making your decision about where to camp?
base: 400 respondents

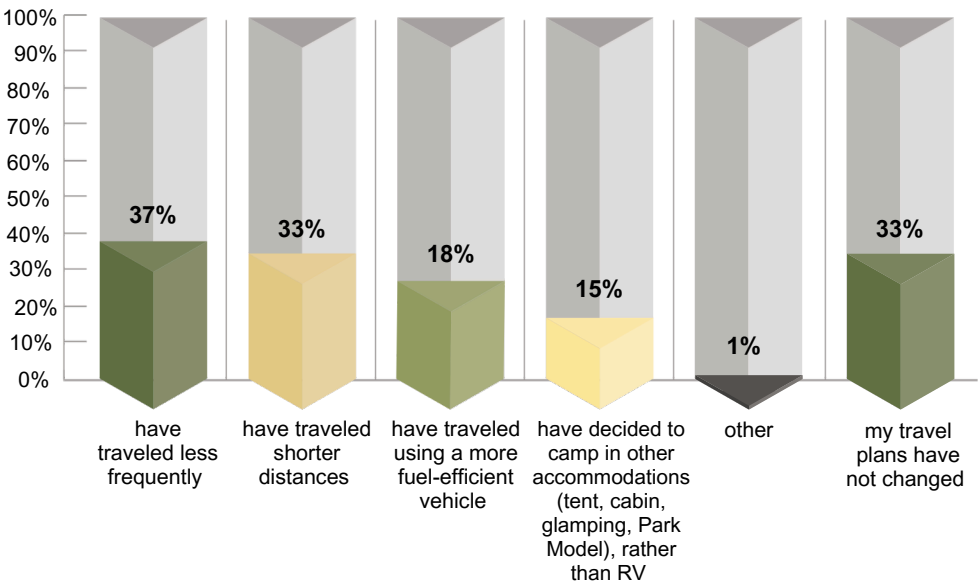
2024 Generational Camping

Camping Behaviors and Opinions

Two in three respondents (67%) report that the price of gas has impacted their RV and/or camping plans in the past 12 months.



Impact of Gas Price on RV and/or Camping Travel Plans in Past 12 Months



In which of the following ways has the price of gas impacted your RV and/or camping travel plans in the past 12 months ?
base: 400 respondents, those in each segment

2024 Generational Camping

Camping Behaviors and Opinions

- Overall, respondents are most likely to report camping with their partner or spouse (66%).
- Some variation can be seen by generation. For example, Millennials are more likely than other generations to report that they typically camp with their kids (55%).

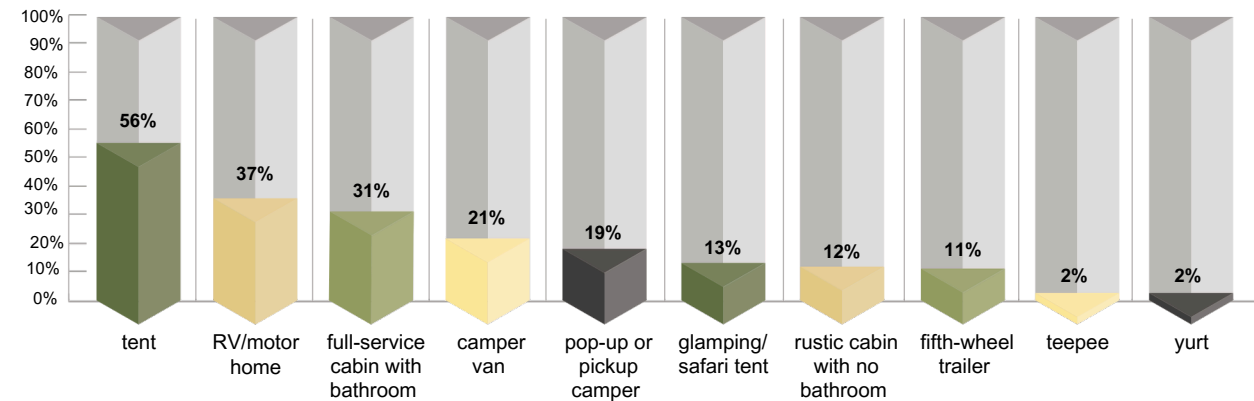
Typical Camping Companions

Typical camping companions by generation	Total	Gen z	Millennial	Gen x	Baby boomer	Silent
partner/spouse	66%	63%	65%	68%	64%	75%
kids	41%	38%	55%	41%	29%	30%
friends	36%	37%	38%	32%	31%	45%
multi-generational extended family	23%	28%	20%	18%	27%	25%
pets	23%	16%	31%	16%	32%	20%
I typically travel alone	5%	5%	6%	5%	4%	0%

base: When you go camping, who typically joins you?
 400 respondents (multiple answers), those in each segment

- In the past 12 months, more than half of respondents (56%) report that they used a tent as a camping accommodation. Followed by RV/motorhome (37%) and full-service cabin with bathroom (31%).
- Gen Z and Millennial respondents were more likely than older generations to report having used a camper van in the past 12 months (29% and 28%, respectively).

Camping Accommodations Used in Past 12 Months



Which of the following camping accommodations have you used in the past 12 months ?
base: 400 respondents, those in each segment

2024 Generational Camping

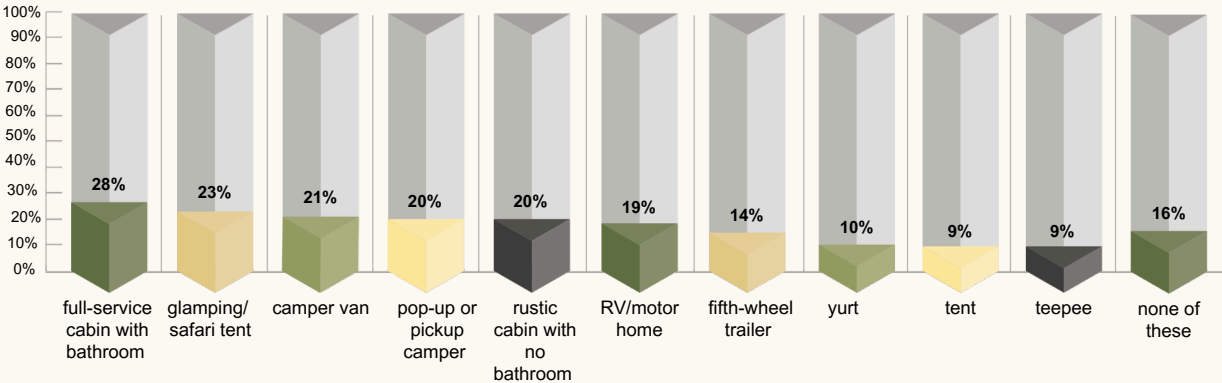
Camping Behaviors and Opinions

Respondents were asked, of the accommodations which they had not used in the previous 12 months, which would they be likely to use in the next 12 months.

Around one in four respondents indicate that among the accommodations not used in the last year, they are likely to use a full-service cabin with bathroom (28%) and a glamping/safari tent (23%).

One in five answered a camper van (21%), pop-up or pickup camper (20%), rustic cabin with no bathroom (20%), and an RV/motorhome (19%).

Camping Accommodations Likely To Use In The Next 12 Months, Not Used In The Previous 12 Months




Which of these new accommodations would you be most likely to use in the next 12 months?
base: 400 respondents, those in each segment



2024 Generational Camping

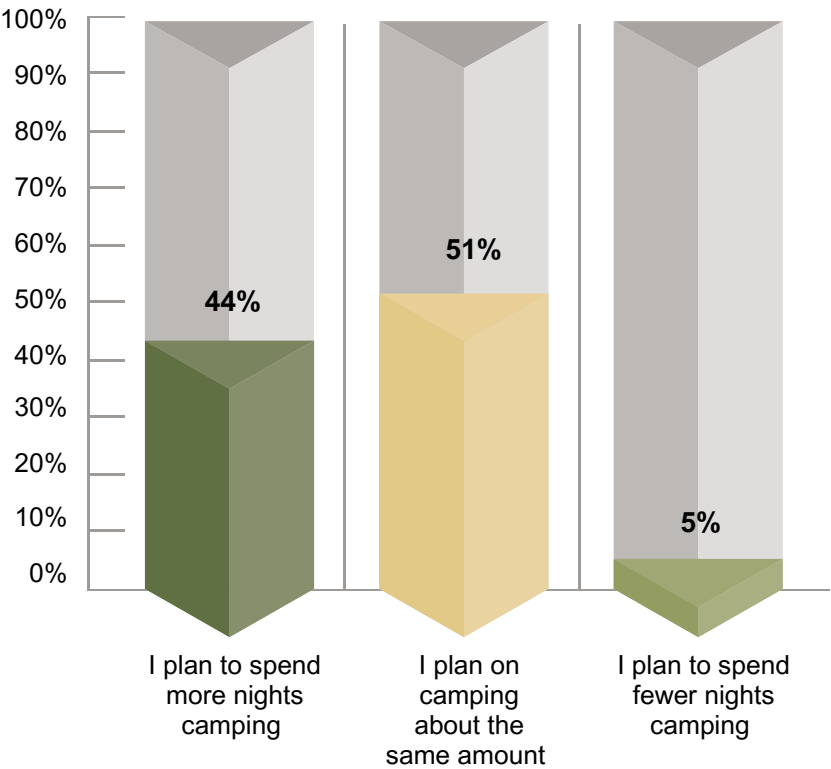
Camping Behaviors and Opinions

- Around two in five respondents (**44%**) report that in the next 12 months, they plan to spend more nights camping.
- Half of respondents (**51%**) report that they plan on camping about the same amount in the next 12 months.
- A small proportion (**5%**) plan on spending fewer nights camping.



Gen Z and Millennial respondents are more likely to plan on camping more, when compared to other generations (**57%** and **50%**, respectively).

Anticipated Change in Camping Frequency



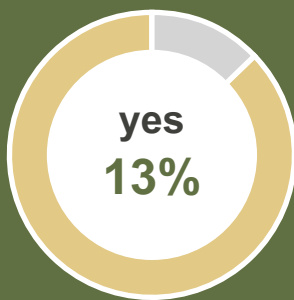
In the next 12 months, do you anticipate camping more, less, or about the same as you did in the last 12 months ?
base: 400 respondents

2024 Generational Camping

Working While Camping

- Just over one in ten respondents (**13%**) report that they typically work when camping
- Some variation can be seen when viewing response by generation, with younger respondents more slightly likely to report typically working when they camp.

Proportion That Typically Work When They Camp



Do you typically work when you camp?
base: 400 respondents, those in each segment

Gen Z: **21%**

Millennial: **16%**

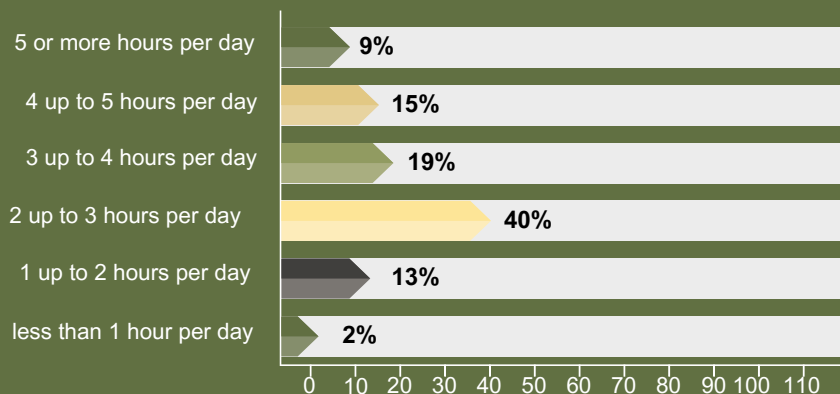
Gen X: **11%**

Baby Boomer: **4%**

Silent: **5%**

- Among those who typically work while camping, the typical (median) respondent reports working 3 hours a day.

Time Spent Working While Camping



How often would you say you work while camping ?
base: 53 respondents who typically work while camping

2024 Generational Camping

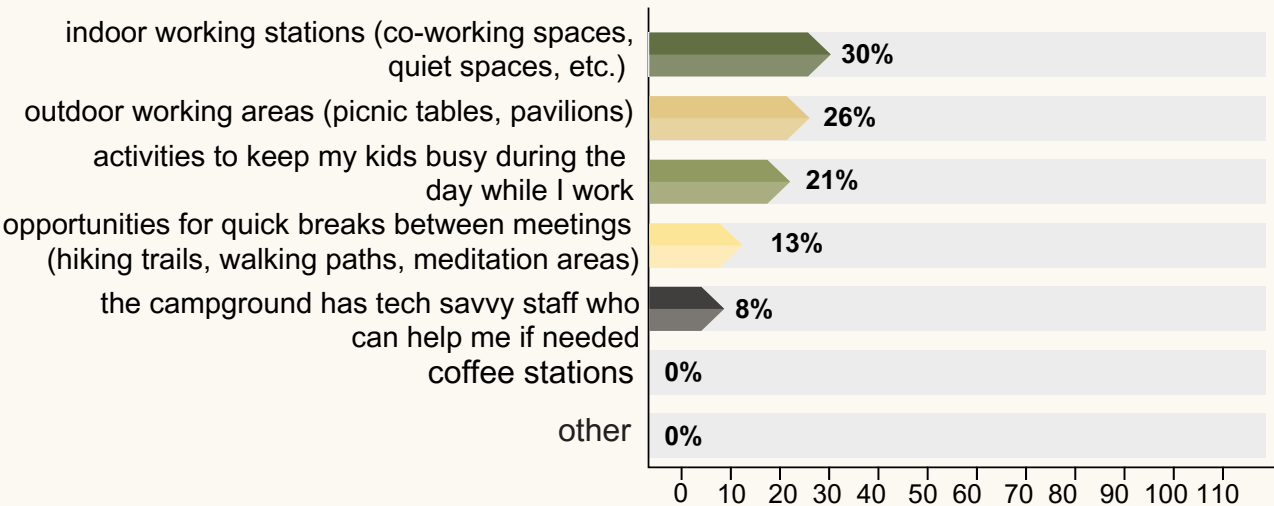
Working While Camping

Those who typically work while camping were asked what the most important amenity (other than reliable internet) is for working while camping:



Most commonly, **30%** report that indoor working stations as the most important amenity—followed by outdoor working areas (**26%**) and activities for their kids during the day (**21%**).

Most Important Amenity When Working While Camping



Other than reliable internet access, what is the most important amenity to you when you are working while camping ?

base: 53 respondents who typically work while camping



2024 Generational Camping RV and Electric Vehicle Usage

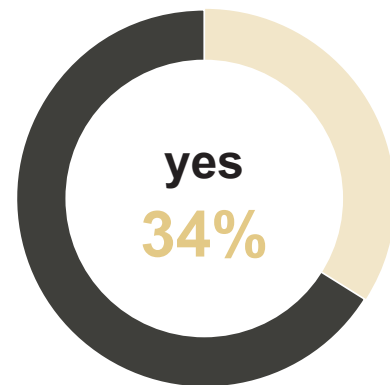
- Four in five respondents who do not own an RV themselves (**79%**) report that they would consider renting from a peer-to-peer service.
- Only a small proportion (**5%**) report that they have rented from a peer-to-peer service but would not do so again.

- Around one in three respondents (**34%**) report that they own an RV.

19% have rented from a peer-to-peer service and would do so again

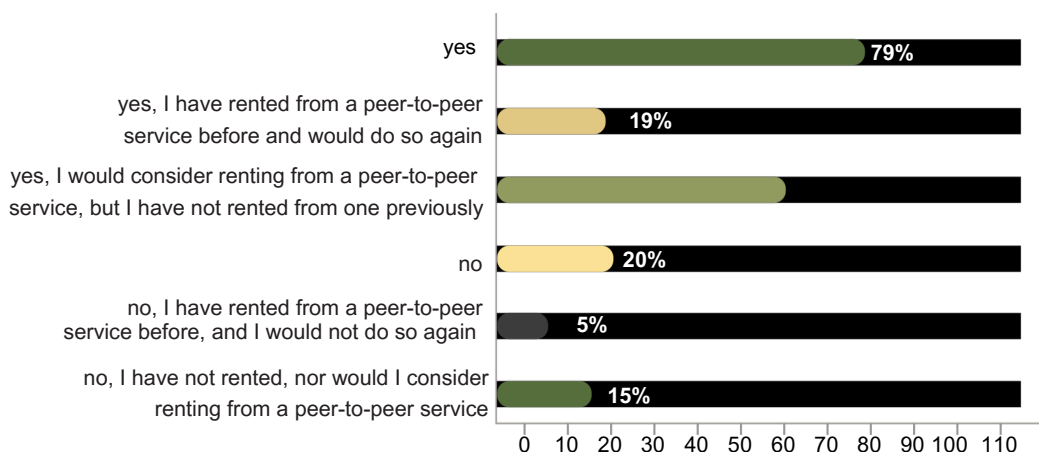
60% have not done so previously, but would consider it

Proportion Who Own an RV



Do you own an RV?
base: 400 respondents

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

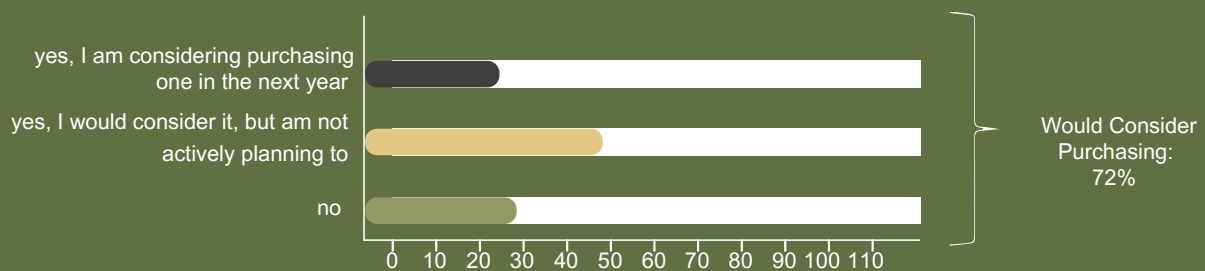
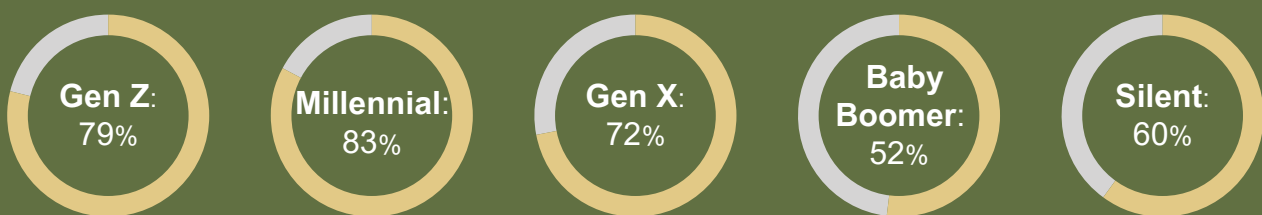


Would you consider renting from a peer-to-peer RV rental service (RVShare, etc.)?
base: 265 respondents who do not own an RV

2024 Generational Camping RV and Electric Vehicle Usage

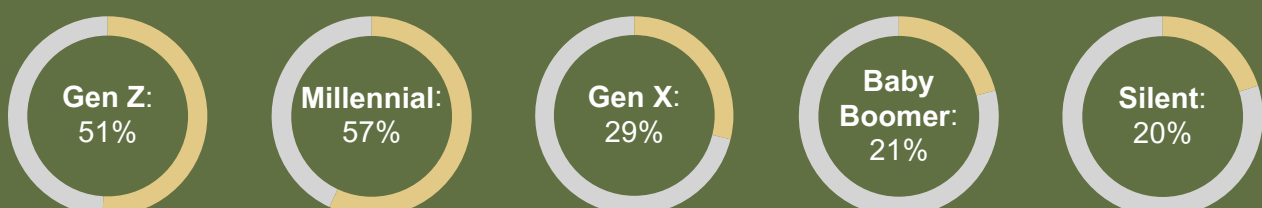
- Seven in ten respondents who do not currently own an RV (**72%**) would consider purchasing one.
- Baby Boomers are less likely than younger generations to report that they would consider purchasing an RV.

One in four (**24%**) are considering purchasing an RV in the next year.



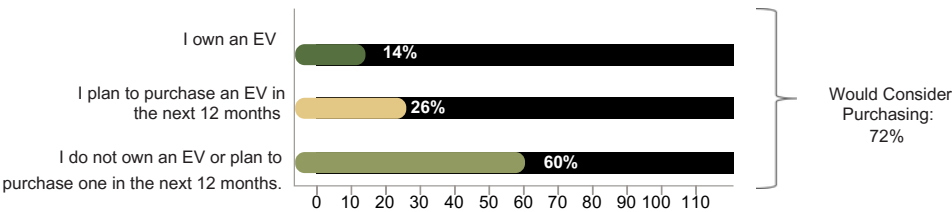
Would you consider purchasing an RV?
base: 265 respondents who do not own an RV, those in each segment

- Two in five respondents (**40%**) report that they either own an electric vehicle (EV) or plan to purchase one in the next 12 months.
- Gen Z and Millennial respondents are more likely to report either owning planning to purchase an EV in the next 12 months, when compared to older respondents.



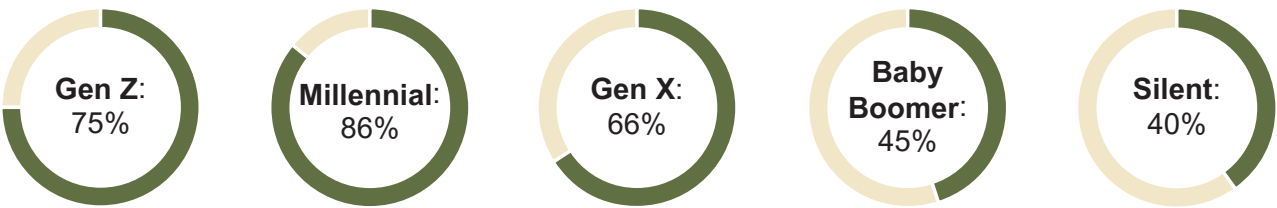
2024 Generational Camping RV and Electric Vehicle Usage

Proportion Who Own or Plan to Purchase an Electric Vehicle

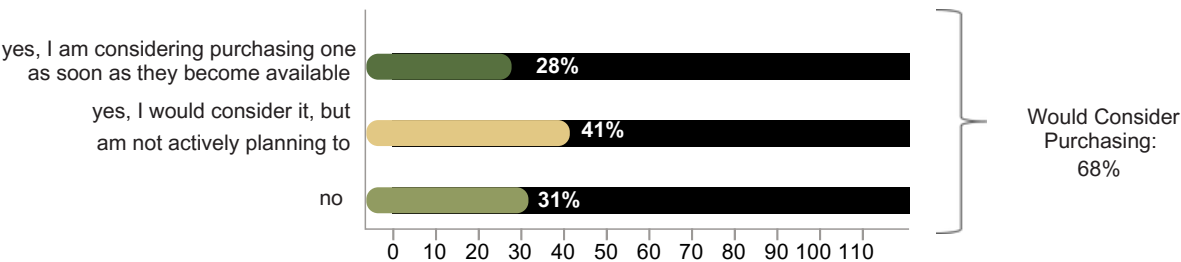


Would you consider purchasing an RV?
base: 265 respondents who do not own an RV, those in each segment

- Two in three respondents (**68%**) report that they would consider purchasing an E-RV once they become available.
- Gen Z and Millennial respondents are more likely to report that they would consider purchasing an E-RV, when compared with older generations.



Proportion That Would Consider Purchasing an E-RV Once Available

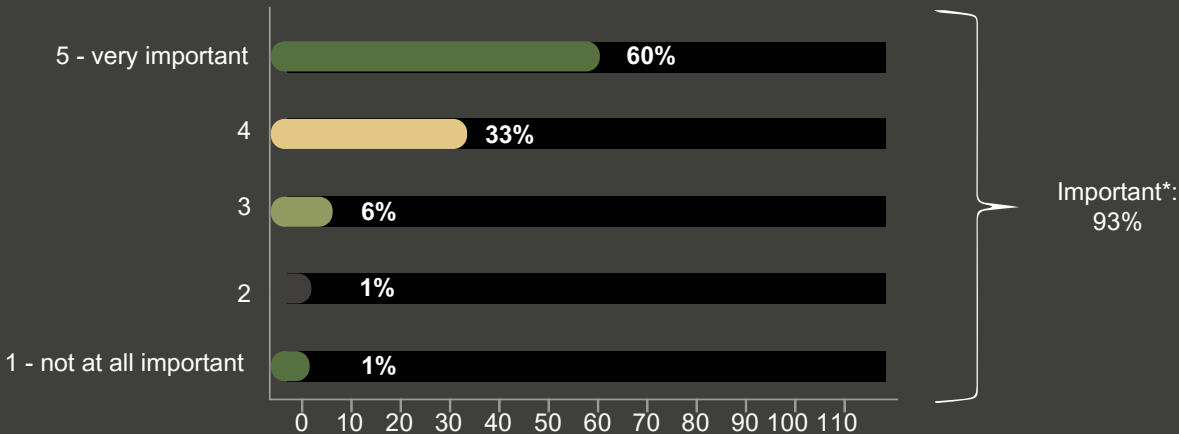


Would you consider purchasing an E-RV once they become available?
base: 400 respondents, those in each segment

2024 Generational Camping RV and Electric Vehicle Usage

- Nine in ten respondents who either own an EV or plan to purchase one in the next 12 months (**93%**) report that access to a charging station is important* when choosing a camping destination.

Importance of Charging Station When Choosing Camping Destination

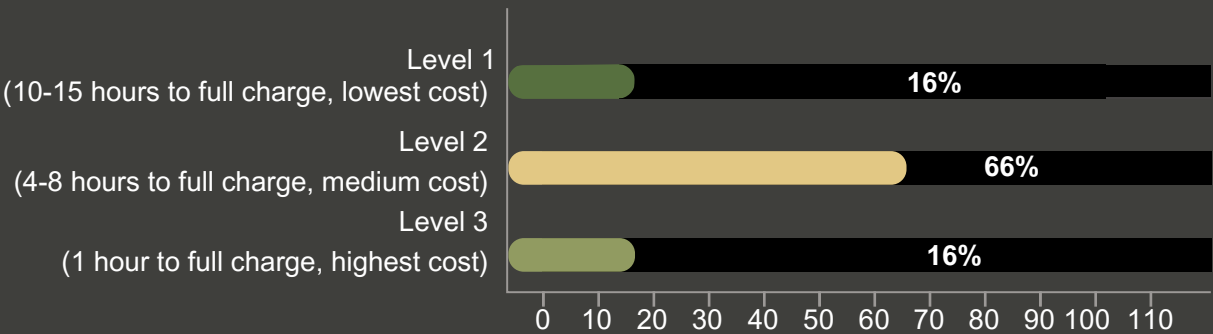


***Important=** rating 4 or 5 on a 5-point scale where 5=very important and 1=not at all important

How important is access to a charging station for your EV when choosing your camping destination?
base: 159 respondents who either own an EV or plan to purchase on in the next 12 months

- Nine in ten respondents who either own an EV or plan to purchase one in the next 12 months (**93%**) report that access to a charging station is important* when choosing a camping destination.

Importance of Charging Station When Choosing Camping Destination



If presented with a higher cost for faster EV charger options, what level of charger is most appealing to you when choosing your camping destination?

base: 159 respondents who either own an EV or plan to purchase on in the next 12 months

2024 Generational Camping RV and Electric Vehicle Usage

Among respondents who either own an EV or plan to purchase one in the next 12 months, two in three (66%) report that a level 2 EV charger is the most appealing option when choosing their destination.

Most Appealing Level of EV Charging Options
When Choosing Destination

