



2023 CAMPING STARTS STRONG

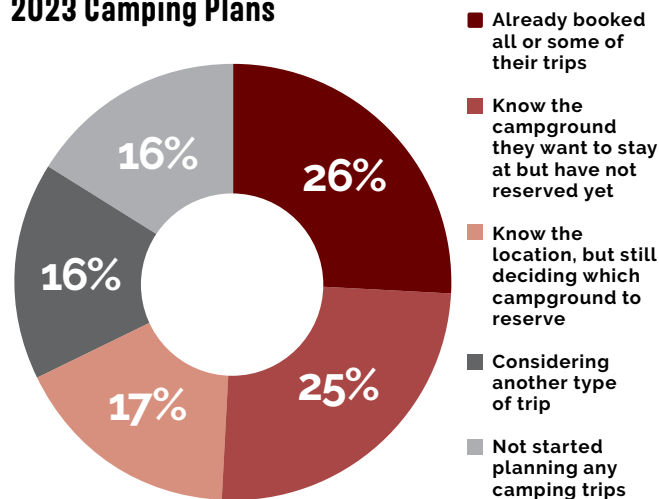
The year is starting off strong, with actual January household camping incidence up 43% year over year, with over 2 million more households camping. Campers are also starting to make solid plans for the rest of the year, including one-fourth (26%) who have already booked some or all of their camping trips and most (86%) already deliberating or have chosen their destinations for 2023. Looking ahead to this spring, as many as 15 million households plan to take some type of camping trip during the spring season, with 31% of campers planning on camping over spring break.

The camping and leisure travel sectors are seeing some impact from potential layoffs and lingering impacts of COVID-19 on workers' travel plans due to the amount of paid time off (PTO) they have and retain. Overall, 71% of U.S.-based employed campers say that issues with PTO are impacting their travel plans for 2023, including 5-in-10 who say they are saving their PTO in case of an emergency, potential layoffs, or to remain in good standing at their jobs. One thing remains: 88% of campers agree that they will not replace a camping trip with another type of trip during times of economic uncertainty, and 1-in-4 say they will take more camping trips in downturns.

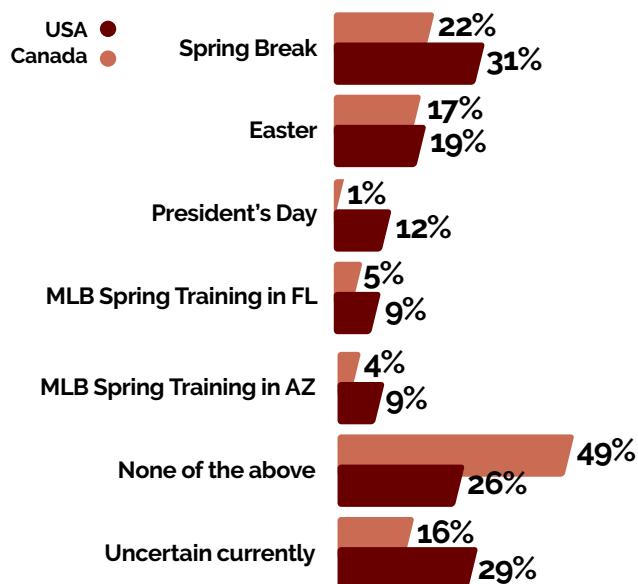
Nearly 4-in-10 travelers this year are seeking to get out and explore farther from home and do something unique they have not done in the past, and one-third are looking to slow down and experience nostalgic trips and get back to the "good old days" of travel. Popular locations could be based on pop culture, with 4-in-10 campers saying popular tv shows like "Yellowstone" and "White Lotus" influence their travel behaviors. When looking at crossing the U.S. and Canadian border, 54% of U.S. campers may take the same number of trips or more than last year. Canadian travelers traveling to the U.S. are more enthusiastic, with 77% potentially taking the same or more trips in 2023.



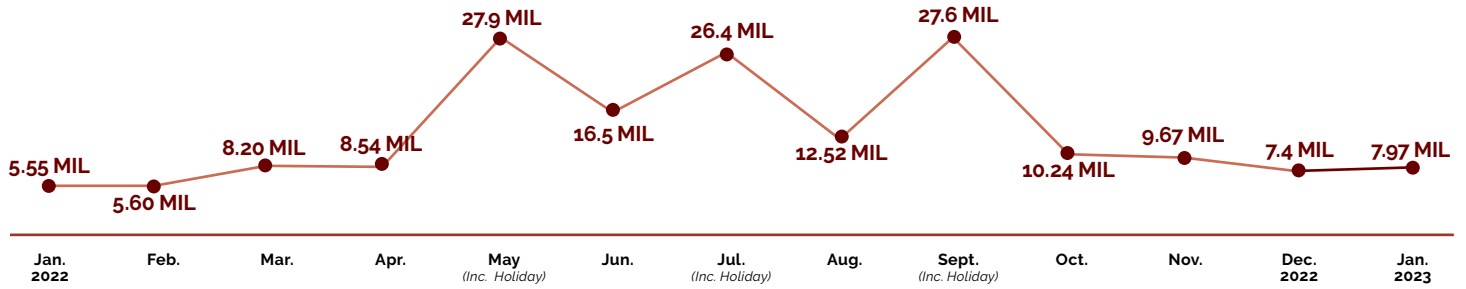
2023 Camping Plans



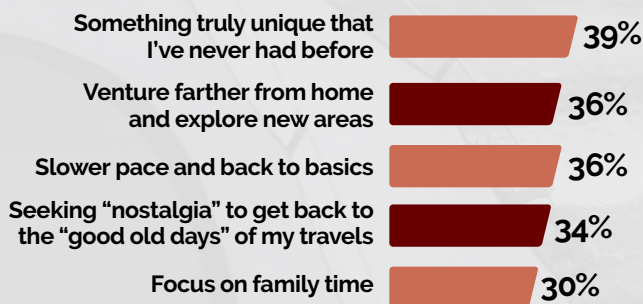
Upcoming Spring Seasonal Travel Plans



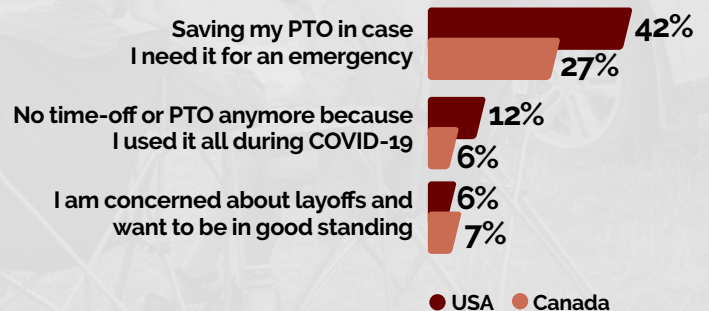
Camping Households (2023 compared to 2022)



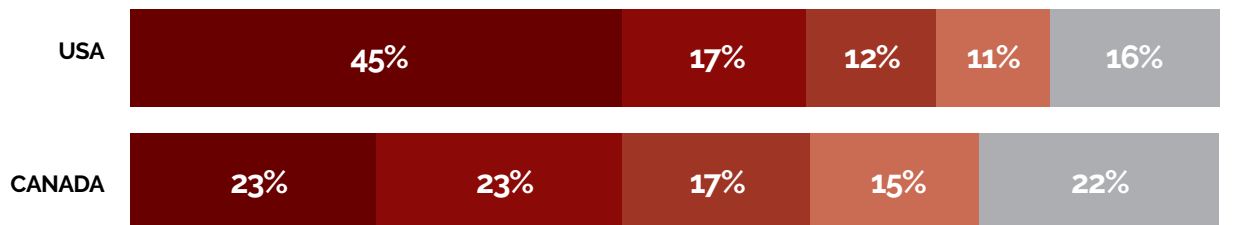
Experiences Travelers Are Seeking in 2023



Employed Campers' Views on Using Their PTO



US & Canadian Border Travel Outlook



- No plans to cross the border for travel this year
- Would like to cross the border, but am still concerned about crossing due to issues surrounding COVID-19
- Considering crossing the border, but do not know enough about rules/regulations
- Not crossing the border due to increased travel costs
- My plans remain uncertain

Surprising Stats

TAX **1/3**
of campers say they will spend all or a portion of their tax refund on camping

4-in-10
campers say popular TV shows like *Yellowstone* and *White Lotus* impact travel behaviors

Majority of campers choose Michigan State to win March Madness

