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# CAMPING & OUTDOOR HOSPITALITY REPORT 2026

The Twelfth Annual Survey of the General Population

Conducted by Cairn Consulting Group | Sponsored by Kampgrounds of America, Inc.

<http://koa.uberflip.com/i/1544394-2026-koa-camping-and-outdoor-hospitality-report/0?>

## North American Camping &

# Outdoor Hospitality Report

The 2026 Camping & Outdoor Hospitality Report by Kampgrounds of America (KOA) marks over a decade of insightful research into the evolving landscape of camping and outdoor hospitality.

Formerly the North American Camping Report, the Outdoor Hospitality Report dives into the latest industry data on outdoor hospitality

## Outdoor Hospitality's Steady Evolution

Camping and outdoor hospitality continue to demonstrate remarkable resilience and relevance within the broader travel landscape. This year's report highlights healthy participation in outdoor hospitality, with North American camping households holding steady in 2025 at levels higher than pre-2020 benchmarks. While the share of overall leisure trips devoted to outdoor hospitality has moderated since its peak in 2021, today's campers remain highly engaged, integrating camping into a more diverse mix of travel experiences throughout the year.

Yet, what's most compelling is how the industry is evolving to meet diverse needs. Glamping expands camping's reach for first-time guests and aging campers seeking accessible outdoor experiences, while pet-friendly sites cater to those traveling with furry family members. Campers increasingly seek wellness through unstructured time in nature, authentic third-place community, and meaningful connection—values that camping uniquely fulfills.

Download Report (<http://koa.uberflip.com/i/1534018-2025-koa-camping-outdoor-hospitality-report-v1r>)

# About the Outdoor Hospitality Report (OHR)

## Significance of the Report

KOA's comprehensive research offers valuable insights into the dynamic trends shaping camping and outdoor hospitality. Understanding these shifts is crucial for industry stakeholders, travelers, and communities, as it highlights the growing importance of outdoor experiences in leisure travel and the evolving preferences of campers.

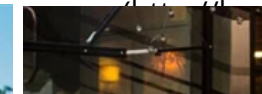
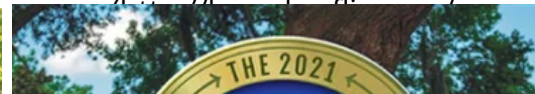
For a deeper dive into these trends and more, explore the full 2025 Camping & Outdoor Hospitality Report.

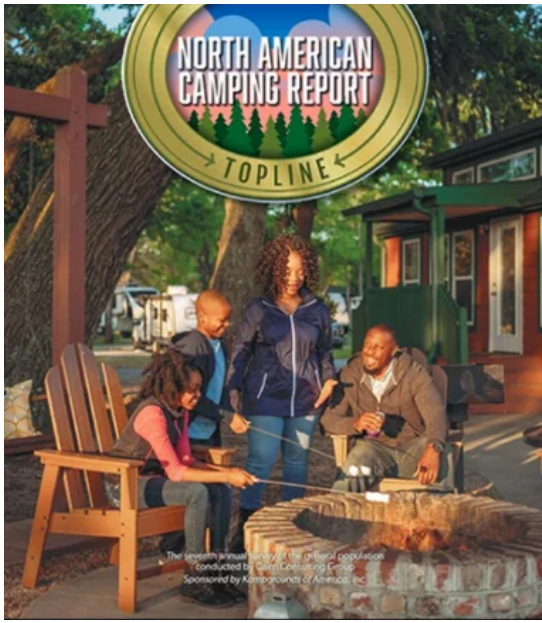
## Key Highlights

- **More Households Are Camping Than Ever Before:** The camping population continues to grow, with a strong uptick in Gen Z and Millennial participation.
- **Hybrid Campers Are the New Normal:** Campers want a mix of experiences—traditional tenting, RV travel, and glamping all in one.
- **Work-from-Campsite Is Here to Stay:** More guests are blending travel and remote work, prioritizing Wi-Fi and quiet workspaces.
- **Sustainability & Accessibility Are Front and Center:** Travelers are choosing properties that align with their values and offer inclusive experiences.

# Download the North American Camping Reports (NACR)

Below you will find previous versions of the North American Camping & Outdoor Hospitality Report (OHR) and the North American Camping Report (NACR). The reports are produced and run by KOA Campgrounds and are the same report produced since 2014. The report title was changed from the North American Camping Report to the Camping & Outdoor Hospitality Report in 2023.





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