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MOVING TARGETS: ADAPTING TO BOOKING WINDOW CHANGES

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KEY INSIGHTS

- 51% of campers initially intended to book closer to their travel dates, hoping for more spontaneity.
- 23% of RV users shortened their booking windows, showing a preference for last-minute decisions.
- Reservation stacking decreased significantly, from 42% in 2022 to 18% in 2024, reflecting a decline in the need for backup bookings.
- Only 22% of campers followed through with spontaneous trips, despite earlier intentions.
- 36% of campers cited fewer weather concerns as a reason for maintaining or extending their advance booking periods.
- RV users and urban travelers showed a preference for last-minute bookings, though many still opted for earlier planning due to various factors.
- Crossover travelers are more likely to keep their options open by shortening booking windows, but many eventually booked earlier to secure spots.
- Campgrounds offering flexible booking options saw a noticeable increase in spontaneous bookings.



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