



**MC**  
HOSPITALITY  
HIGHLIGHTS

# STATE BY STATE:

## A LOOK AT RV PARK SEARCH VOLUME AND WHERE DEMAND IS HEADED

Conducted by



**MODERN  
CAMPGROUND**





## LETTERS FROM THE CEOS

Welcome to another edition of MC Hospitality Highlights, our special collaboration with Cairn Consulting Group. I'm Brian Searl, Founder and CEO of Modern Campground. I'm excited to share our MC Hospitality Highlights report, "State by State: A Look at RV Park Search Volume and Where Demand is Headed." At Modern Campground, we believe in providing data-driven insights to help campground owners and operators thrive. That's why we've partnered with Cairn Consulting Group to bring you these monthly reports.

This report dives into how RV enthusiasts are searching for camping spots across the United States. Over the past year, there have been some interesting shifts in search trends that can impact your business. Last month, we looked at the big picture of outdoor hospitality; this time, we zoom in on specific search patterns by state and region. Imagine being able to adjust your marketing strategies because you know exactly where people are looking and what they're searching for.

We've packed this report with actionable insights, not just data. You'll find ways to use these insights at your campground to attract more visitors and enhance their experience.

All the details and suggestions are live on the Modern Campground website. For more hands-on tips, we are also releasing 10 blog articles and will share key takeaways through bite-sized social media posts throughout the month.

Creating these reports is part of our mission to provide valuable data to the industry and directly help you, the campground owners and operators, succeed. We value your feedback, so if there are topics or data you'd like to see in future reports, please let us know. Reach out to me at [brian@insiderperks.com](mailto:brian@insiderperks.com).

Let's keep exploring these trends together and make the most of the data at our fingertips.

Welcome to this month's release of MC Hospitality Highlights, brought to you by our collaboration with Modern Campground. I'm Scott Bahr, President of Cairn Consulting Group and I'm thrilled to share insights from our latest report, "State by State: A Look at RV Park Search Volume and Where Demand is Headed". At Cairn Consulting Group, we specialize in market research that provides valuable, data-driven insights. Our mission is to illuminate the market landscape to help you make more informed decisions and grow your businesses.

Our partnership with Modern Campground aims to bring you timely and relevant information every month. This report focuses on how RV enthusiasts search for camping locations across the United States, highlighting the significant changes over the past year. While last month's report provided a broad overview of outdoor hospitality, this edition dives deep into specific search patterns and trends, focusing on shifts by state and region.

At Cairn Consulting Group, we utilize a variety of research methods, including primary market research, quantitative and qualitative analysis, and discrete choice modeling, to provide you

with the most accurate and actionable insights. By understanding these search trends, you can better tailor your marketing strategies to meet the evolving needs of your customers.

Why is this important? Knowing how and where RVers are searching for camping spots can be a game-changer for your business. It's not just about recognizing a new trend; it's about leveraging that knowledge to improve your customer experience, thereby driving sales growth and enhancing customer retention.

I hope you find the insights in this report as exciting and insightful as we do. Together, let's continue to understand our customers better and navigate the dynamic landscape of outdoor hospitality.



*Brian Searl*

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Insider Perks & Modern Campground



*Scott Bahr*

President  
Cairn Consulting Group







## STATE BY STATE:

A LOOK AT RV PARK SEARCH VOLUME AND WHERE DEMAND IS HEADED

The overall purpose of this report is to provide a snapshot of search terms used by RVers who are seeking information surrounding locations for RV camping, whether that includes

campgrounds, parks, or resorts. This effort aims to highlight changes in past year among those seeking RVing locations.

## METHODOLOGY

For this report, we narrowed the focus to include keywords (and phrases) containing “RV park” and “RV resort” while excluding keywords that included the word “campground” or “camping.” This more nuanced approach allows for a more intentional view of RVers.

This report represents a follow-up to last month when the focus

was a much more broad look at outdoor hospitality in general, and how users are changing the terms they use. By contrast, this report is designed to highlight not necessarily how users are search for RVing locations, but the volume of change. A key component in this report is an evaluation of these changes by state and region of the U.S.



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## KEY INSIGHTS

- In 2024, overall searches for RV parks and campgrounds saw a decline of 12%, while luxury RV park searches increased by 18%. The interest in the “best” RV parks also rose, with a 19% increase compared to the previous year.
- Search volume for long-term RV parks increased by 8%, suggesting a rising interest in extended stays, possibly influenced by the challenges in affordable housing and the desire for more stable, long-term travel options.
- Regional variations are significant: Maryland, Montana, and Indiana experienced the highest increases in searches, while states like Utah, Georgia, and Pennsylvania saw declines of more than 24%. The Midwest showed the lowest decline in overall search volume, indicating it is a key growth area.
- The Midwest recorded a notable 64% increase in searches for luxury RV parks, highlighting a growing demand for upscale experiences in the region. This trend contrasts with the declining general searches for RV parks, underscoring a shift towards premium amenities and differentiated services.



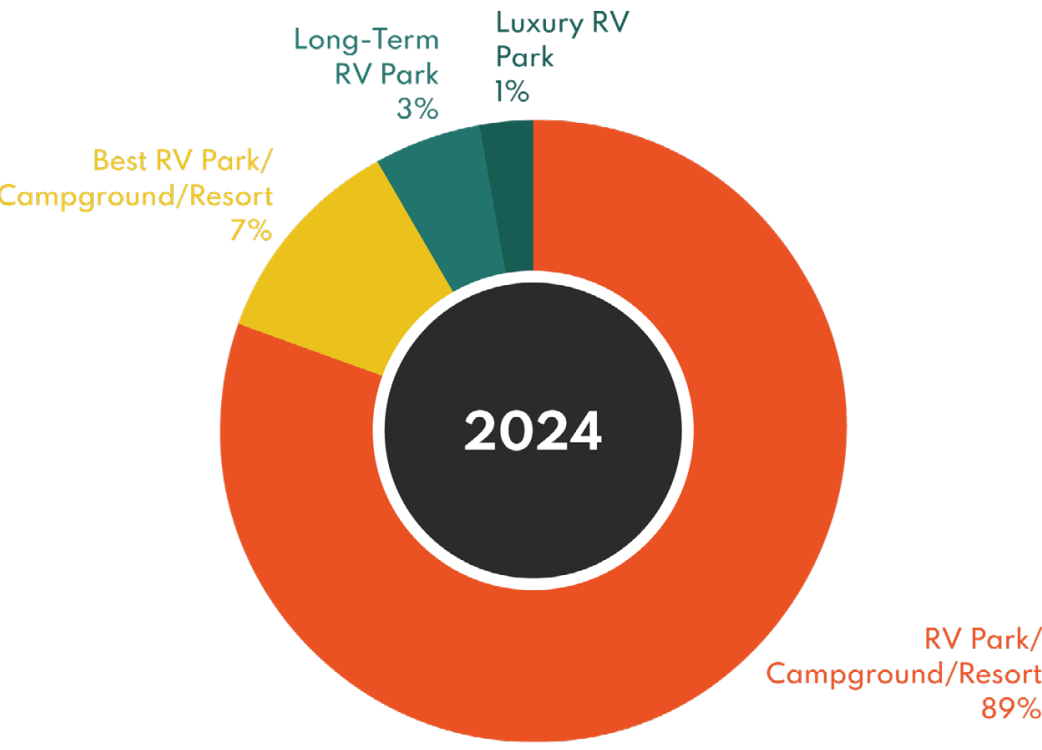
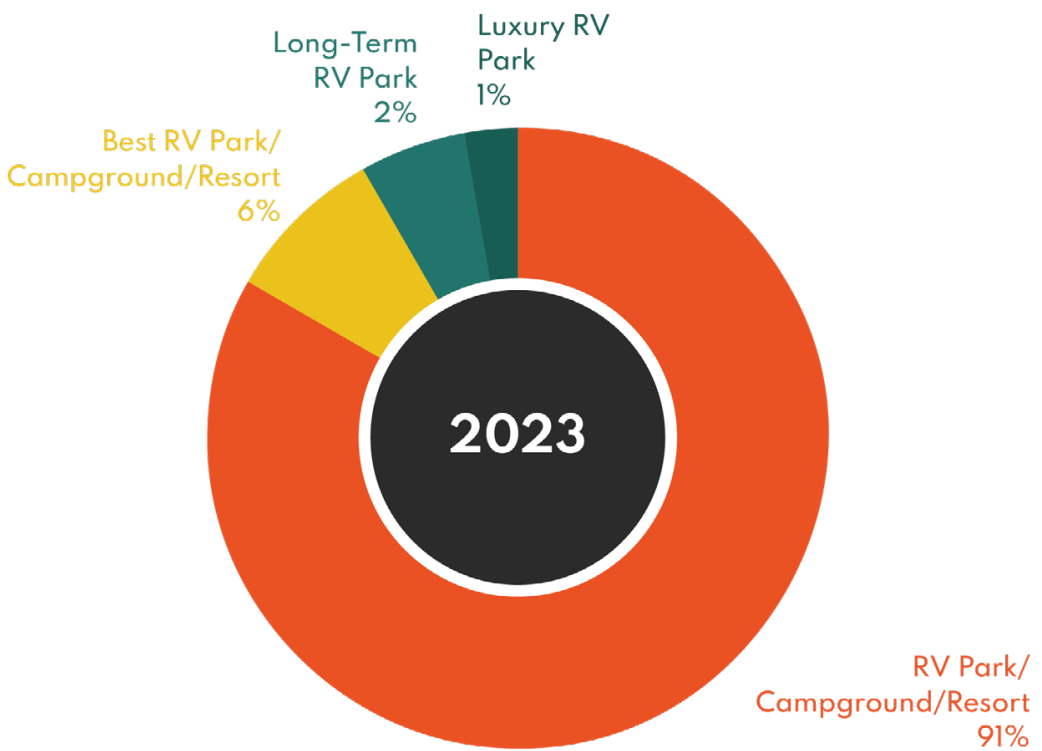


# TRENDS IN SEARCH TERMS FOR RV PARKS

WHAT IS THE CHANGE IN THE PROPORTION OF SEARCH TERMS FOR RV PARKS FROM 2023 TO 2024?



The proportion of searches that are directly related to the more generic ways of referring to RV parks and campgrounds accounts for nine out of every ten searches within this category. The proportion has changed little since 2023, including a minor downtick of two percentage points. These results are indicative of an RVer type who appears to generally view category with little nuance, and appear to use little differentiation in how they look for places to stay in their RVs. This may suggest that among the vast majority of RVers, they do not see a great deal of differentiation between parks.







## VOLUME CHANGES IN RV PARK CATEGORIES

### HOW HAS THE VOLUME CHANGED CONSIDERING THE CATEGORIES OF RV PARKS?

Nationwide, the overall volume of searches for RV parks has declined by 12%. By contrast, in what may be a changing view toward RV camping in general, search volume for the best RV park improved by 19%, and the searches for luxury RV parks increased by 18%. Again, in a year where luxury travel appears to be stable, if not growing, there is a marked difference among RVers who want to stay where the services and amenities are enhanced.

It is also of note that searches for long-term parks improved by 8%, perhaps a reflection of curiosity in this type of RVing, as well as inaccessibility of affordable housing.

| Category                          | Y2Y Change |
|-----------------------------------|------------|
| RV Park/Campground/Resort Overall | -12%       |
| Best RV Park/Campground/Resort    | 19%        |
| Long-Term RV Park                 | 8%         |
| Luxury RV Park                    | 18%        |



# STATE-BY-STATE ANALYSIS OF SEARCH TRENDS

WHICH STATES HAVE SEEN IMPROVEMENTS IN SEARCHES? WHICH ONES HAVE DECLINED?

A state-by-state review shows that just a handful of states have demonstrated improvements since last year, including Maryland, Montana, and Indiana.

Other states such as Utah, Georgia, North Carolina, Nebraska, New Jersey, and Pennsylvania have seen their volume decrease by 24% or more.

| State         | Y2Y Change |
|---------------|------------|
| Alabama       | -17%       |
| Arizona       | -8%        |
| Arkansas      | 7%         |
| California    | -17%       |
| Colorado      | -15%       |
| Connecticut   | 24%        |
| Delaware      | 30%        |
| Florida       | -21%       |
| Georgia       | -30%       |
| Idaho         | -16%       |
| Illinois      | -14%       |
| Indiana       | 43%        |
| Iowa          | 28%        |
| Kansas        | -14%       |
| Kentucky      | 0%         |
| Louisiana     | -13%       |
| Maine         | -14%       |
| Maryland      | 61%        |
| Massachusetts | -21%       |
| Michigan      | -11%       |
| Minnesota     | 9%         |
| Mississippi   | 7%         |
| Missouri      | -12%       |
| Montana       | 45%        |

| State          | Y2Y Change |
|----------------|------------|
| Nebraska       | -24%       |
| Nevada         | -20%       |
| New Hampshire  | 28%        |
| New Jersey     | -24%       |
| New Mexico     | 22%        |
| New York       | -19%       |
| North Carolina | -26%       |
| North Dakota   | 0%         |
| Ohio           | -1%        |
| Oklahoma       | -22%       |
| Oregon         | -11%       |
| Pennsylvania   | -23%       |
| Rhode Island   | -16%       |
| South Carolina | -10%       |
| South Dakota   | -6%        |
| Tennessee      | -6%        |
| Texas          | -20%       |
| Utah           | -31%       |
| Vermont        | -7%        |
| Virginia       | -21%       |
| Washington     | 6%         |
| West Virginia  | 29%        |
| Wisconsin      | 11%        |
| Wyoming        | -22%       |



# REGIONAL ANALYSIS OF SEARCH TRENDS

## WHAT IS THE CHANGE BY REGION?

A review of the different census regions shows that all have demonstrated a decline in volume, but most notably in the southern states. The Midwest has the lowest drop in searches, while New England represents the subregion with the lowest decline.

| Region             | Y2Y Change |
|--------------------|------------|
| NORTHEAST          | -11%       |
| New England        | -4%        |
| Middle Atlantic    | -14%       |
| WEST               | -13%       |
| Pacific            | -12%       |
| Mountain           | -14%       |
| SOUTH              | -14%       |
| East South Central | -14%       |
| West South Central | -12%       |
| South Atlantic     | -15%       |
| MIDWEST            | -8%        |
| East North Central | -9%        |
| West North Central | -7%        |





# CATEGORIES CONTRIBUTING TO REGIONAL CHANGES

## WHAT CATEGORIES ARE CONTRIBUTING TO THE REGIONAL CHANGES?

Searches for luxury RV parks have improved in every region most of the subregions. The Midwest has the greatest improvement in this category (+64%). By contrast, more general searches are dragging down the searches in most areas, which is important considering the volume of the searches accounted for by that category.



| Region          | Category                       | Y2Y Change |
|-----------------|--------------------------------|------------|
| NORTHEAST       | RV Park/Campground/Resort      | -11%       |
|                 | Best RV Park/Campground/Resort | -9%        |
|                 | Long-Term RV Park              | 46%        |
|                 | Luxury RV Park                 | 10%        |
| New England     | RV Park/Campground/Resort      | -4%        |
|                 | Best RV Park/Campground/Resort | 10%        |
|                 | Long-Term RV Park              | 0%         |
|                 | Luxury RV Park                 | -15%       |
| Middle Atlantic | RV Park/Campground/Resort      | -14%       |
|                 | Best RV Park/Campground/Resort | -21%       |
|                 | Long-Term RV Park              | 46%        |
|                 | Luxury RV Park                 | 26%        |
| WEST            | RV Park/Campground/Resort      | -13%       |
|                 | Best RV Park/Campground/Resort | 40%        |
|                 | Long-Term RV Park              | 73%        |
|                 | Luxury RV Park                 | 7%         |
| Pacific         | RV Park/Campground/Resort      | -12%       |
|                 | Best RV Park/Campground/Resort | 61%        |
|                 | Long-Term RV Park              | 30%        |
|                 | Luxury RV Park                 | 22%        |
| Mountain        | RV Park/Campground/Resort      | -7%        |
|                 | Best RV Park/Campground/Resort | 33%        |
|                 | Long-Term RV Park              | -2%        |
|                 | Luxury RV Park                 | -1%        |

| Region             | Category                       | Y2Y Change |
|--------------------|--------------------------------|------------|
| SOUTH              | RV Park/Campground/Resort      | -14%       |
|                    | Best RV Park/Campground/Resort | 13%        |
|                    | Long-Term RV Park              | -10%       |
|                    | Luxury RV Park                 | 13%        |
| East South Central | RV Park/Campground/Resort      | -14%       |
|                    | Best RV Park/Campground/Resort | -14%       |
|                    | Long-Term RV Park              | -48%       |
|                    | Luxury RV Park                 | -18%       |
| West South Central | RV Park/Campground/Resort      | -12%       |
|                    | Best RV Park/Campground/Resort | 11%        |
|                    | Long-Term RV Park              | 26%        |
|                    | Luxury RV Park                 | 1%         |
| South Atlantic     | RV Park/Campground/Resort      | -12%       |
|                    | Best RV Park/Campground/Resort | 22%        |
|                    | Long-Term RV Park              | 29%        |
|                    | Luxury RV Park                 | 28%        |
| MIDWEST            | RV Park/Campground/Resort      | -8%        |
|                    | Best RV Park/Campground/Resort | 31%        |
|                    | Long-Term RV Park              | 15%        |
|                    | Luxury RV Park                 | 64%        |
| East North Central | RV Park/Campground/Resort      | -9%        |
|                    | Best RV Park/Campground/Resort | 45%        |
|                    | Long-Term RV Park              | 24%        |
|                    | Luxury RV Park                 | 29%        |
| West North Central | RV Park/Campground/Resort      | -7%        |
|                    | Best RV Park/Campground/Resort | 0%         |
|                    | Long-Term RV Park              | 12%        |
|                    | Luxury RV Park                 | -5%        |





# SEARCH VOLUME VS. NUMBER OF RV PARKS

## HOW DOES SEARCH VOLUME COMPARE TO THE NUMBER OF RV PARKS IN A STATE?

The volume of searches as a function of the number of RV parks shows that in states such as Rhode Island, where there are only a handful of RV parks, there are 274 searches for every park in the state. Maryland, Connecticut and Delaware all show similar trends, but it’s worth noting that these states are also the smallest states.

It is also interesting to see that for every RV park in Texas, there are only 2 searches, which is a result of an abundance of RV parks but a disproportionate number of RVers searching for RV parks in Texas.

What does this mean? That if a traveler is seeking to find a place to camp in Rhode Island, each park owner knows that there are 274 people searching for what could potentially be their park. On the other end of the spectrum, even though there are a great number of RV parks in Texas, there is a nearly equal amount of demand, thus the competition waters down the individual parks in terms of breaking through, while in Rhode Island, the park is almost guaranteed to show up on a traveler’s search results.

|               | Number of Searches per Park |
|---------------|-----------------------------|
| Alabama       | 15                          |
| Arizona       | 19                          |
| Arkansas      | 31                          |
| California    | 8                           |
| Colorado      | 54                          |
| Connecticut   | 144                         |
| Delaware      | 136                         |
| Florida       | 12                          |
| Georgia       | 34                          |
| Idaho         | 17                          |
| Illinois      | 14                          |
| Indiana       | 47                          |
| Iowa          | 61                          |
| Kansas        | 29                          |
| Kentucky      | 32                          |
| Louisiana     | 22                          |
| Maine         | 78                          |
| Maryland      | 183                         |
| Massachusetts | 93                          |
| Michigan      | 41                          |
| Minnesota     | 28                          |
| Mississippi   | 55                          |
| Missouri      | 25                          |
| Montana       | 68                          |

|                | Number of Searches per Park |
|----------------|-----------------------------|
| Nebraska       | 29                          |
| Nevada         | 40                          |
| New Hampshire  | 82                          |
| New Jersey     | 69                          |
| New Mexico     | 13                          |
| New York       | 41                          |
| North Carolina | 38                          |
| North Dakota   | 35                          |
| Ohio           | 18                          |
| Oklahoma       | 13                          |
| Oregon         | 37                          |
| Pennsylvania   | 10                          |
| Rhode Island   | 274                         |
| South Carolina | 50                          |
| South Dakota   | 167                         |
| Tennessee      | 41                          |
| Texas          | 2                           |
| Utah           | 15                          |
| Vermont        | 125                         |
| Virginia       | 74                          |
| Washington     | 7                           |
| West Virginia  | 48                          |
| Wisconsin      | 33                          |
| Wyoming        | 41                          |





## CONCLUSION: WHAT DOES ALL OF THIS MEAN?



The keyword search analysis for RV campgrounds, parks, and resorts from 2023 to 2024 reveals key trends in how RVers search for outdoor hospitality options. While the overall volume of searches has declined by 12%, there has been a noticeable increase in searches for premium options like luxury RV parks and long-term RV parks. This indicates a growing interest in high-end amenities and extended stays, likely driven by a demand for more comfortable and tailored experiences. Regional trends show that some states have seen significant declines in search volume, while only a handful have experienced growth. These shifts suggest evolving preferences and market dynamics that campground operators should take into account when shaping their offerings.

Additionally, the campground owner or operator would benefit from taking into account the trends that occurring in their state or region as indicators of how RVers are searching for places to stay that are particular to their area. These results point to not only a national decline in searching for RV parks, but also wide variation from state-to-state.

## RECOMMENDATIONS

### Focus on Luxury and Premium Amenities

With the significant rise in searches for luxury RV parks, campgrounds should invest in enhancing their facilities and services. Offering high-end amenities such as full hookups, premium spots, and recreational facilities could attract the growing number of RVers seeking upscale experiences.

### Understand the Long-Term Stay Guests

The increase in searches for long-term RV parks suggests a rising interest in extended stays, possibly driven by housing challenges or the desire for more stable, long-term travel options. Campgrounds should consider offering discounts or packages for longer stays and creating spaces tailored to these types of visitors.

### Target Regions with Declining Search Volume

States like Alabama, Utah, and Georgia have seen significant drops in search volume. Campgrounds in these areas should focus on strategic marketing and partnerships to boost visibility. Offering promotions, unique experiences, or marketing to nearby states may help counteract the decline.

### Leverage Regional Strengths

While overall search volume has dropped, luxury RV park searches have increased across all regions. Campgrounds in areas like the Midwest, which saw growth, should continue to enhance their premium offerings and market their advantages to RVers seeking quality over quantity.

### Optimize Search Engine Presence

Given the competitive nature of searches in states with high demand, campgrounds must ensure they are optimizing their online presence. Targeting relevant keywords, ensuring visibility on RV booking platforms, and utilizing paid search strategies can help campgrounds stand out in crowded markets like Texas or Rhode Island.



## FROM REPORT TO REALITY: TURNING INSIGHTS INTO ACTION

With shifting market demands and evolving traveler preferences, it's crucial for campground owners to adapt their strategies. This guide offers practical actions based on the latest search trends, from upgrading amenities to catering to long-term stays, ensuring your campground remains competitive and appealing to modern RV travelers.



### Elevate Your Amenities: Invest in Luxury Upgrades

The trend of increasing searches for luxury RV parks indicates a clear market shift towards premium services and amenities. To capitalize on this, consider enhancing your campground with high-end facilities. Invest in features such as full hookups, high-

speed internet, superior sanitation facilities, and recreational amenities like swimming pools, fitness centers, and clubhouse spaces. By positioning your campground as a luxury option, you can attract a more affluent clientele looking for high-quality experiences.

### Cater to Long-Term Stays with Bespoke Packages

The rise in searches for long-term RV parks suggests that an increasing number of RVers are looking for stable, long-term camping options. This could be due to housing affordability issues or a growing trend of digital nomadism. To tap into this market, offer discounts or special packages for extended stays. Create designated long-term sites equipped with additional storage, mail services, and enhanced privacy. Offering community-building activities and social events can also make long-term visitors feel at home.

### Reignite Interest in Declining Regions

If your campground is in a region experiencing a decline in search volume, such as Georgia, Utah, or Nebraska, it's time to double down on your marketing efforts. Use targeted digital advertising and SEO to boost your online visibility. Collaborate with local attractions and create package deals that offer unique experiences. Consider engaging in local tourism boards to co-market regional attractions, thereby increasing the allure of your location. Promotions such as discounted rates for early bookings or loyalty programs can also help attract more visitors.

### Harness Regional Strengths and Market Trends

Regions with a high number of searches per park, such as Rhode Island and Maryland, should continue to leverage this advantage by maintaining a strong online presence and continually updating their listings on RV booking platforms. Emphasize your park's unique features and competitive advantages through social media and review sites. Campgrounds in the Midwest, which have shown growth in luxury RV park searches, should focus on advertising their premium amenities while ensuring they meet the quality expectations of these high-end consumers.

### Optimize Your Search Engine Presence

A robust online presence is critical in states with high competition, like Texas or California. Ensure your website is SEO-optimized with relevant keywords that RVers are searching for. Keep your site updated with high-quality content, utilizing blogs, local guides, and customer testimonials to improve search engine rankings. Additionally, investing in paid search strategies such as Google Ads can help you achieve top visibility for crucial search terms, driving more traffic to your campground's website.

### Create Unique and Memorable Experiences

With the overall volume of RV park searches declining, campgrounds need to differentiate themselves by offering unique experiences that cannot be found elsewhere. Consider hosting events like outdoor movie nights, themed weekends, or guided nature tours. Partner with local businesses to provide exclusive deals and activities for your guests. Providing an exceptional and memorable stay will not only attract new visitors but also encourage repeat visits and positive word-of-mouth referrals.

By implementing these strategies based on the latest trends in digital searches, campground owners can enhance their offerings, attract more visitors, and ultimately drive business growth.





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