



MC
CAMPER
COMPASS

KEEPING CALM AND CAMPING ON:

NAVIGATING POST-ELECTION TRAVEL
CONCERNS FOR OUTDOOR HOSPITALITY

Conducted by



MODERN
CAMPGROUND



LETTERS FROM THE CEOS

I'm Brian Searl, the Founder and CEO of Modern Campground, and I'm excited to share our latest report, *Keeping Calm and Camping On: Navigating Post-Election Travel Concerns for Outdoor Hospitality*. This is part of our ongoing commitment to bring you the monthly MC Camper Compass, created in partnership with Cairn Consulting.

In today's world, elections can change more than just leaders—they influence decisions like travel plans. We've noticed that some campers are feeling uncertain about heading out after the election. This report dives into how these changes are impacting our industry and, more importantly, how you can support and reassure your guests.

At Modern Campground, we believe in the power of knowledge. Our reports are crafted to give you the insights you need to make informed decisions for your campgrounds. Each report includes actionable insights—simple steps you can take—that will be live on our website to help you make the most of the data we provide. Plus, we're sharing ten blog articles and lots of social media posts to keep the conversation going all month long.

We know that creating memorable camping trips is your passion, and we're here to support you.

Our aim is to give you the tools and information to keep your campground a haven of peace, no matter what's going on in the world. Your feedback is invaluable to us, and we're always keen to hear your thoughts. If you have ideas or data you want us to explore, please email me at brian@insiderperks.com.

Let's continue working together to make every camper's experience unforgettable. Happy reading, and here's to many more nights under the stars!



Brian Searl

Founder & CEO
Insider Perks & Modern Campground

As we edge closer to another pivotal election, the winds of change are palpable, even in the serene settings of our cherished campgrounds. I'm Scott Bahr, President of Cairn Consulting Group, and I'm thrilled to introduce the second edition of the "MC Camper Compass," a monthly report dedicated to serving the unique needs of our industry. Partnering with Modern Campground, we aim to illuminate the paths ahead with actionable insights and data-driven strategies.

In this report, *Keeping Calm and Camping On: Navigating Post-Election Travel Concerns for Outdoor Hospitality*, we delve into an emerging concern: the potential impact of the upcoming election on camper intentions for the fall and winter seasons. Our research shows that uncertainty surrounding the election outcome has prompted some guests to reconsider their camping plans. This report not only highlights these trends but also offers practical strategies to mitigate fears and encourage campers to embrace the tranquility and adventure of the outdoors, irrespective of political climates.

At Cairn Consulting, we specialize in turning data into meaningful stories and strategic guidance. Our expertise in market research brings together both quantitative and qualitative analyses,

helping businesses like yours make confident, informed decisions. For this report, we conducted a comprehensive survey of U.S.-based campers to understand their views and identify how campground operators can effectively respond to these insights.

We understand that your main goal is to create unforgettable camping experiences, and this publication is structured to support you in this endeavor. From tailored marketing strategies to designing memorable customer journeys, we provide insights that not only drive growth but also strengthen camper loyalty. Our collaboration with Modern Campground ensures that you receive a well-rounded perspective that combines in-depth market intelligence with practical recommendations.

As you embark on reading this report, envision your campground as a sanctuary where the beauty of nature supersedes any worldly concerns. Together, let's keep the spirit of camping vibrant and welcoming for all. Thank you for trusting us with your journey towards greater understanding and enhanced guest experiences.

Happy Reading and Happy Camping!



Scott Bahr

President
Cairn Consulting Group





KEEPING CALM AND CAMPING ON:

NAVIGATING POST-ELECTION TRAVEL CONCERNS FOR OUTDOOR HOSPITALITY

This report is devoted to identifying what impact the upcoming election has directly on the plans among fall/winter campers and ways campground operators can address this issue. In particular, fears about the response to the outcome of the election have resulted

in some campers deciding to delay or cancel plans. In this report, we provide an overview of the depth of this issue and attempt to provide some guidance on ways campgrounds can help to alleviate some of the fears guests may be having about this issue.

METHODOLOGY

The information provided in this report is a compilation of quantitative information. The primary resource that was utilized includes a survey of U.S.-based campers conducted by Cairn

Consulting Group that was used to evaluate the views of campers surrounding the impact of the upcoming election that will be held on November 5th, 2024.

TABLE OF CONTENTS

Key Insights 06

Election Impact on Camping Plans 07

Timing of Trip Delays 09

Reasons for Delay and Cancelation 11

Comparative Travel Experience 14

Post-election Recommendations 15

From Report to Reality: Turning Insights into Action 17





KEY INSIGHTS

- One-fourth of campers have canceled or delayed their fall plans due to the election.
- Tent campers are most likely to make changes, with 32% delaying their trips.
- Glampers (52%) are the most likely group to delay or cancel, while hotel/resort guests are the least likely.
- Families are more likely to delay their trips (33%) compared to non-families (20%).
- Financial concerns and safety fears are the main reasons for cancellations or delays, with 42% of campers expressing concerns about traveling.
- 54% of campers view camping as a less divisive form of travel compared to other options.



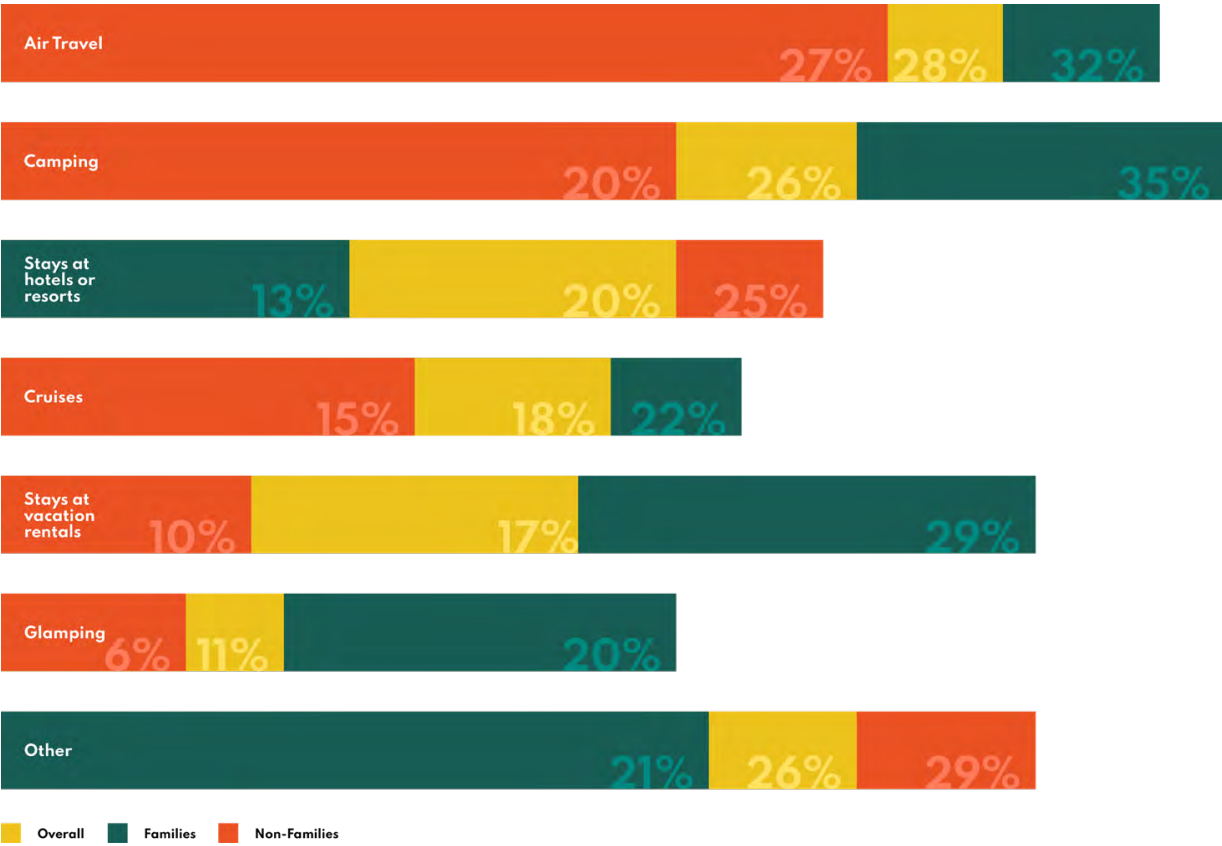
ELECTION IMPACT ON CAMPING PLANS

HOW MANY CAMPERS ARE CANCELING OR DELAYING TRIPS UNTIL AFTER THE UPCOMING ELECTION?

	Delayed or Cancelled Trips (net)	Delayed Trips	Cancelled Trips	No change in plans
Overall	23%	19%	9%	76%
Tent Camper	38%	32%	15%	62%
Glamper	21%	18%	4%	79%
RVer	16%	9%	7%	84%
Went Camping	29%	26%	11%	71%
Went Glamping	52%	43%	29%	48%
Stayed at a hotel or resort	19%	18%	4%	81%
Non-families	20%	14%	8%	80%
Families	36%	33%	12%	64%

Overall, one-fourth of campers have canceled or delayed plans for this upcoming fall due to the election. Tent campers are most likely to have made adjustments (32% have delayed their trips), while RVers are least likely to make changes (16%). 2024 glampers (52%) are most likely to delay or cancel their trips. By contrast, 2024 campers (29%) are much less likely to change their plans; hotel/resort guests represent the group least likely to change their plans based on the election (19%). Families are more likely to delay their trips this fall (33%) compared to those without children in the household (20%).

ARE THERE TYPES OF TRIPS THAT ARE BEING CANCELED MORE THAN OTHERS?

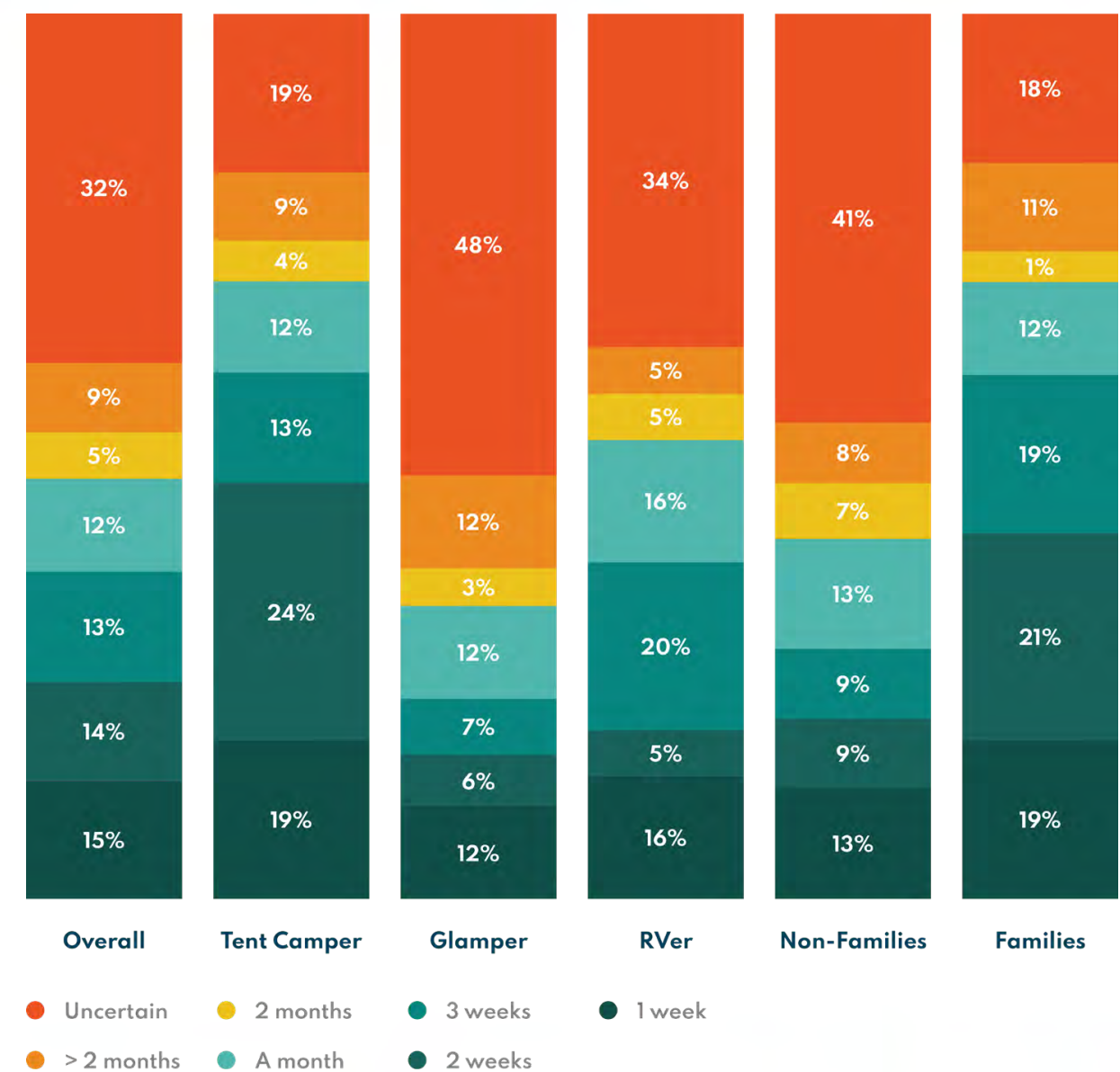


Campers are nearly equally likely to delay or cancel their air travel (28%) or camping trips (26%) with tent campers once again significantly more likely to cancel or delay a camping trip. Families are most likely to cancel or delay a camping trip (35%) as well as vacation rentals (29%).

TIMING OF TRIP DELAYS

HOW LONG ARE CAMPERS DELAYING THEIR POST-ELECTION TRIPS?

Among travelers who are planning to delay their trips, 42% note that they are planning to delay their trip(s) for less than a month. However, it is notable that one-fourth (26%) say that their plans are to delay a month or more and importantly, one-third (32%) remain uncertain of their plans at this point. Uncertainty is most pronounced among glampers (48%) and RVers (34%), while 43% of tenters are reporting delays of 2 weeks or less. Families appear to be more decisive in their plans (only 18% remain uncertain about the length of the trip delay, compared to 41% of those without children). Forty percent of families say that they plan to delay their trips 2 weeks or less, while a similar proportion (43%) are delaying for more than 2 weeks.



REASONS FOR DELAY AND CANCELATION

WHAT SPECIFICALLY IS CAUSING THE DELAYS AND CANCELATIONS?

	Overall	Tent Camper	Glamper	RVer
Financial reasons	36%	40%	39%	23%
Do not feel safe traveling / concerns over violence at the location traveling to	25%	30%	21%	20%
Want to stay closer to home	25%	28%	22%	23%
Other family members or travel companions could not travel at that time	19%	19%	18%	20%
Instability in the economy/uncertainty about how the economy will react	19%	14%	27%	20%
Work or school schedule	16%	19%	16%	14%
Could not find the site and/or location I wanted at the time I wanted to travel	14%	14%	13%	16%
Other	5%	1%	4%	14%

Financial reasons tend to be most commonly mentioned as a reason for canceling or delaying their trips, while one-fourth (25%) mention that they don't feel safe traveling at that time, including a fear of violence at their destination. In total, 42% of campers say that they don't feel safe and/or want to stay closer to home.

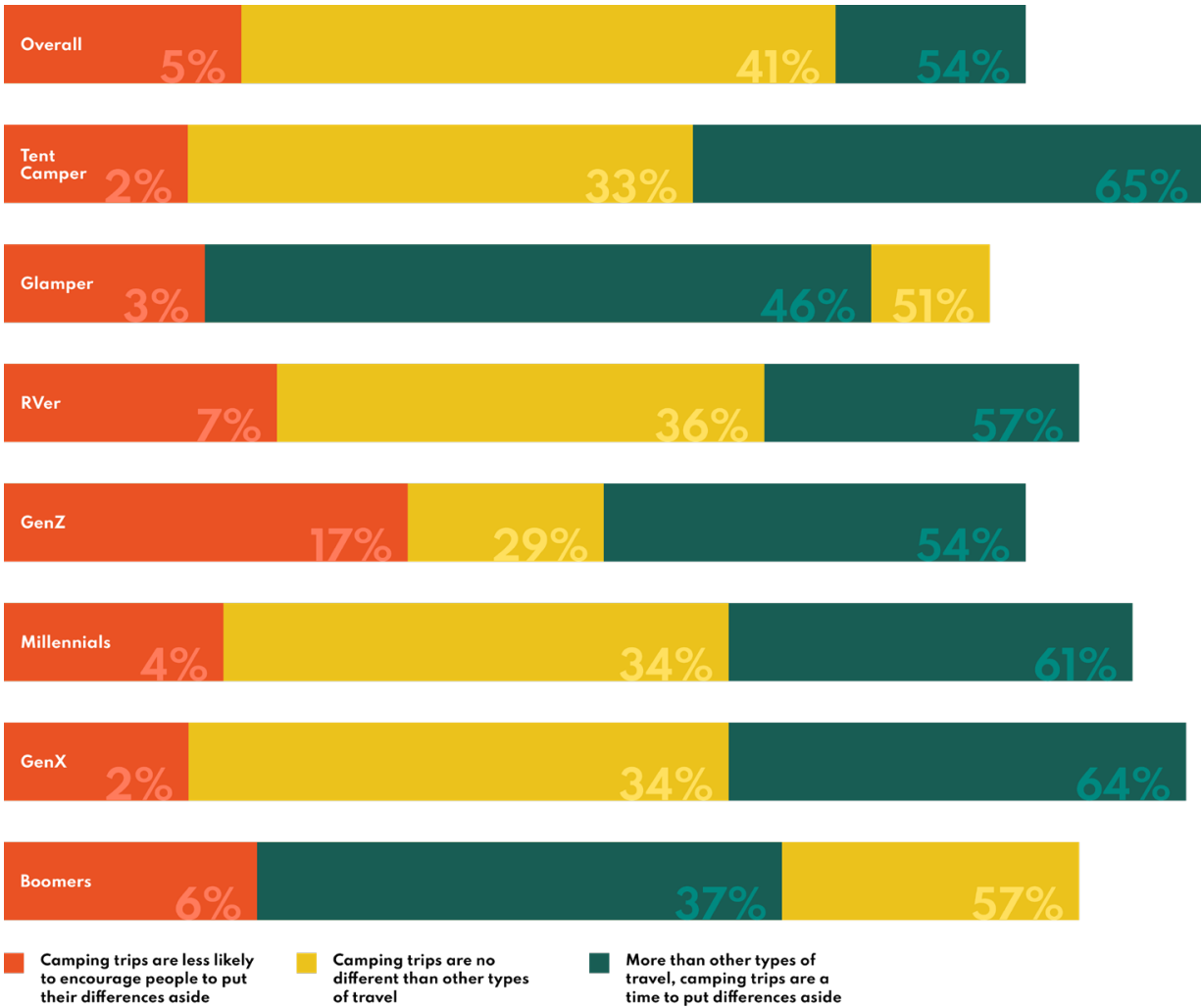
Hispanic campers are much more likely than other campers to say that they are concerned about safety while traveling after the election (37%), even more than financial concerns (21%), which dovetails with their desire to stay closer to home (53%).





COMPARATIVE TRAVEL EXPERIENCE

IS CAMPING MORE LIKELY TO CREATE A LESS DIVISIVE TRAVEL EXPERIENCE?



Compared to other forms of travel, campers say that camping trips offer a less contentious travel experience (54%), with 41% stating that camping trips are similar to other forms of travel. Notably, tent campers are much more likely to identify camping as a time when people put their differences aside. Two-thirds of GenXers say that camping trips are a time to put differences aside more than other types of travel. This sentiment is also more prominent among families (60%) and women (61%). White (59%) and Asian campers (62%) are most likely to say that camping offers a less divisive travel experience while Black (51%) and Hispanic campers (47%) are more likely to say that camping is no different from other forms of travel.

POST-ELECTION RECOMMENDATIONS

WHAT CAN YOU DO TO ADDRESS THIS REACTION TO THE ELECTION?

Recommendation for Communicating with Hesitant Campers Post-Election

To effectively communicate with campers who are hesitant to travel after the November 5th election, campground owners should focus on addressing the specific concerns highlighted in the report, such as safety, economic uncertainty, and the desire to stay closer to home.

Emphasize Safety and Security:

Reassure campers by highlighting the safety measures your campground has in place. Mention any increased security, community guidelines, or safety protocols designed to create a secure environment for all guests. You can also provide information on the safety of the surrounding area to alleviate concerns about potential post-election unrest.

Flexible Booking Policies:

Offer flexible booking options, such as easy cancellation or rebooking, to provide peace of mind for those worried about uncertain conditions. Highlight any guarantees or refund policies that cater to changes in travel plans due to unforeseen circumstances.

Highlight the Comfort and Convenience of Staying Close to Home:

Encourage local or regional campers to visit your campground as a nearby escape. Market your site as a convenient getaway that doesn't require long-distance travel, aligning with the preference to stay closer to home during uncertain times.

Promote the Stress-Relief Benefits of Camping:

Leverage the data showing that many campers view camping as a less divisive and more stress-relieving form of travel. Position your campground as a peaceful retreat where guests can put aside post-election anxieties and enjoy the tranquility of nature.

Offer Special Post-Election Promotions:

Consider offering discounts or special packages for stays immediately following the election. These promotions can encourage hesitant travelers to book by providing added value and reducing financial concerns.

By addressing these specific concerns and promoting the unique benefits of camping, you can help ease the hesitations of potential guests and encourage them to proceed with their travel plans.



FROM REPORT TO REALITY: TURNING INSIGHTS INTO ACTION

As the election approaches, it's crucial for campground owners to proactively address the concerns and preferences of their guests. The data from "Keeping Calm and Camping On: Navigating Post-Election Travel Concerns for Outdoor Hospitality" provides valuable insights into how campground operators can adapt and flourish in this new environment. Here are practical steps inspired by the report:



Enhance Safety and Security Measures

One of the primary concerns for campers post-election is safety. Campgrounds should optimize safety protocols by increasing security measures and improving community guidelines to create a welcoming and secure environment. Clear communication about the steps taken to ensure guest safety can help alleviate anxiety. This could include visible security personnel, improved lighting, and regular safety audits.

Adopt Flexible Booking Policies

Economic uncertainty can deter camping plans. Offering flexible booking options, such as hassle-free cancellations or the ability to reschedule, addresses this concern. Implementing a transparent refund policy that considers unexpected changes supports guest confidence and encourages bookings. Advertise these flexible options prominently in marketing materials to assure guests of the low risk involved in making reservations.

Focus on Local and Regional Marketing

Amid post-election unease, many guests prefer destinations closer to home. Position your campground as the perfect local or regional escape. Tailor marketing campaigns to emphasize the convenience of staying closer to home, thereby attracting guests who are wary of long-distance travel. Create partnerships with local businesses to offer exclusive deals to regional visitors, reinforcing the community support aspect.

Highlight the Tranquility and Community of Camping

Camping is perceived as a less divisive form of travel, with a strong emphasis on creating peaceful experiences. Highlight this in your marketing strategies by promoting the serene environment and community spirit that camping fosters. Organize events that encourage guests to connect, such as group hikes or campfire storytelling sessions, creating a refuge where differences can indeed be set aside.

Launch Special Post-Election Promotions

Encouraging early bookings with special promotions can mitigate financial hesitation. Consider rolling out discounts or packages specifically designed for the post-election period. These promotions could focus on weekend getaways or mid-week retreats, offering added

value and helping guests overcome their reluctance to travel because of economic or social concerns.

Leverage the Benefits of Camping for Stress Relief

Many campers view camping as a significant stress reliever, contrasting with other forms of travel. Use this insight to position your campground as a retreat from political stresses. Curate experiences that focus on relaxation and mental health, such as yoga sessions, guided meditation, and nature walks, resonating with guests seeking to decompress.

By implementing these strategies, campground owners can boost confidence in their guests while capitalizing on unique post-election opportunities, ensuring their campground remains a preferred destination for leisure and relaxation.



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