



MC
CAMPER
COMPASS

NEW OPPORTUNITIES: CONVERTING DAY TRIPS TO STAY TRIPS

Conducted by



MODERN
CAMPGROUND



LETTERS FROM THE CEOS

As we release our third MC Camper Compass report of the year, I'm excited to present fresh insights into a growing trend in outdoor recreation. Many visitors continue to enjoy nature by day but choose not to stay overnight at campgrounds. Our latest report, "New Opportunities: Converting Day Trips to Stay Trips," delves into this shift and offers creative strategies to turn day trippers into overnight guests.

At Modern Campground, our mission is to provide campground owners like you with actionable insights that drive success. Partnering with Cairn Consulting, we've gathered valuable data directly from U.S. campers to uncover the true motivations behind why so many outdoor enthusiasts opt out of camping. This report doesn't just present numbers—it tells a story about where opportunities lie for the camping industry.

The data reveals that while outdoor activity participation remains strong, there's a significant portion of visitors who prefer to keep their trips short. Understanding their preferences and barriers is crucial for transforming them into overnight guests. Our report provides clear,

actionable insights to help you make that shift and enhance the overall experience for your guests.

Furthermore, we've crafted actionable insights to help you turn this newfound wisdom into practical steps at your campground. You can dive deeper into these strategies on the Modern Campground website. Plus, to enrich your learning experience, we're rolling out 10 in-depth blog articles and sharing key takeaways in digestible posts on social media throughout the month. Our goal is to ensure you have all the tools necessary to thrive in today's dynamic landscape.

We always value and welcome your thoughts. If you have feedback or ideas for future reports, or if there's specific data you'd like us to explore, please reach out to me directly at brian@insiderperks.com. Your input is essential as we navigate this journey together, continuously enhancing our reports and driving growth within the campground industry.



Brian Searl
Founder & CEO
Insider Perks & Modern Campground

This month, we're diving into a fascinating trend we've been tracking – the growing number of outdoor enthusiasts who enjoy nature's wonders but choose not to spend the night at campgrounds. Our report, "New Opportunities: Converting Day Trips To Stay Trips," sheds light on this phenomenon and offers strategies to turn these day visits into rewarding overnight stays.

At Cairn Consulting Group, we specialize in connecting the dots between market needs and business growth. Through our dedicated research, which combines both quantitative and qualitative insights, we're committed to helping the outdoor hospitality industry uncover new opportunities. For this report, we carried out an extensive survey among U.S.-based campers to open a window into the reasons behind their travel decisions.

Our research doesn't just stop at data collection. We dive deep into the stories the numbers tell. For example, while outdoor recreation is reaching near-record levels, many travelers are opting for day trips rather than overnight camping. This report reveals key insights into their motivations and preferences, giving you the knowledge you need to pivot your strategies and capture their interest.

With every edition of our MC Camper Compass, we aim to arm you with the detailed findings and tactical solutions essential for staying competitive and boosting guest satisfaction. We designed this report to be easily digestible and actionable, ensuring that even the most complex insights are accessible, driving tangible improvements in how you operate and engage with potential overnight guests.

I invite you to explore this report and join us on this journey as we continue to enrich your understanding of market dynamics and unlock the potential for growth in the campground sector. Your success is at the heart of our mission, and we're thrilled to support you with these valuable insights.



Scott Bahr
President
Cairn Consulting Group





NEW OPPORTUNITIES:

CONVERTING DAY TRIPS TO STAY TRIPS

This report is devoted to summarizing the incidence of and reasons behind many outdoor recreation enthusiasts opting out of camping during their trips to participate in outdoor recreation.

In some areas, participation in outdoor recreation continues to realize near record level participation even when compared to the COVID-19 pandemic. Indeed, whether it's hiking trails, scenic natural areas, beaches, rivers, and lakes, visitation remains robust

yet at the same time, many among this set of travelers have decided that they will either make it a day trip, or stay in accommodations other than campgrounds.

The purpose of this report is to offer campgrounds insights into the mindset of these travelers as a way to find opportunity to entice more overnight stays at campgrounds and outdoor resorts.

METHODOLOGY

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

the views of outdoor recreation participants surrounding their changing habits in accessing outdoor recreation based on their decision to opt out of overnight stays.



TABLE OF CONTENTS

Key Insights	06
Trends in Outdoor Recreation Activities	07
Shifts in Camping Preferences	09
Reasons for Opting Out of Camping	11
Travel Distances for Day Trips	14
Incentives for Overnight Stays	15
Likelihood of Future Camping	17
Profile of Day Trippers Vs. Overnighters	18
Strategies for Attracting Day Trippers	19
From Report to Reality: Turning Insights into Action	21



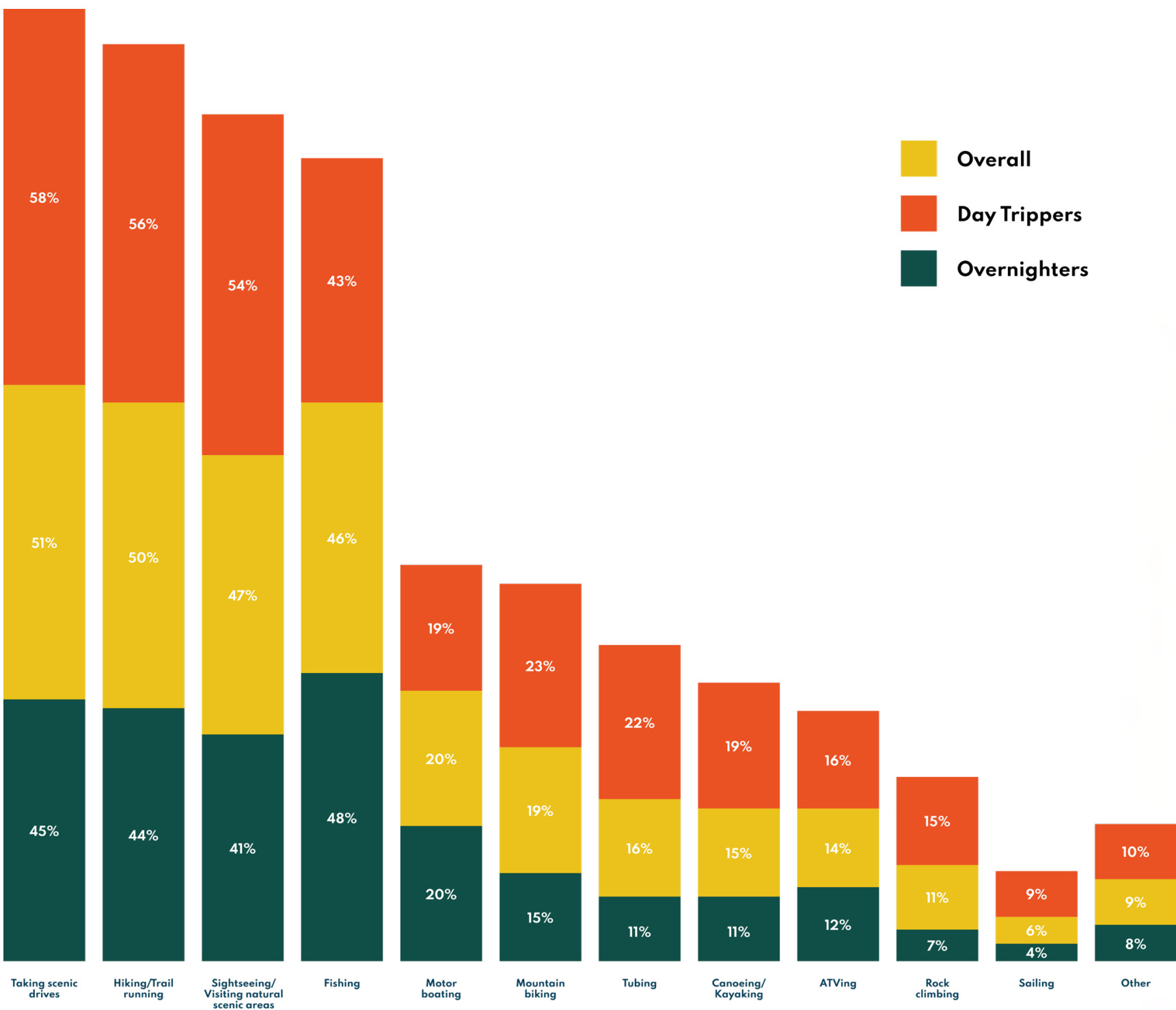
KEY INSIGHTS

- Participation in outdoor recreation remains strong, but many participants choose day trips over overnight camping.
- 57% of outdoor recreation participants opted out of overnight camping in favor of day trips or other accommodations.
- 44% of participants replaced overnight stays with day trips, while 34% chose other accommodations.
- The top recreational activities include scenic drives, hiking, sightseeing, and fishing.
- Day trippers are more likely to want variety and convenience, while overnights are more influenced by other commitments.
- Comfort, cost, and convenience are the main reasons participants opt out of camping.
- To attract more campers, campgrounds should offer discounts, single-night stays, flexible check-ins, and spontaneous booking options.
- Two-thirds of day trippers are likely to consider camping again in the future.

TRENDS IN OUTDOOR RECREATION ACTIVITIES

WHAT TYPES OF RECREATION ARE THEY PARTICIPATING IN?

The top tier of recreation activities among both day trippers and overnights includes taking scenic drives, hiking, sightseeing, and fishing.



SHIFTS IN CAMPING PREFERENCES

HOW MANY CAMPERS ARE REPLACING OVERNIGHT OR WEEKEND STAYS WITH DAY TRIPS?

Within the set of outdoor recreation enthusiasts, nearly six out of ten (57%) report that they opted out of overnight camping stays either for a day trip and/or staying at accommodations other than camping or glamping. The set of day trippers is even more likely to say that they replaced a camping trip with a day trip, while even 31% of those who took an overnight trip also reported doing so at some point this past summer.

	Overall	Day Trippers	Overnighters
Opted out of overnight camping stays	57%	62%	52%
Replaced overnight stays with day trip	44%	58%	31%
Replaced camping with other types of accommodations	34%	31%	37%
No changes in plans	43%	38%	48%

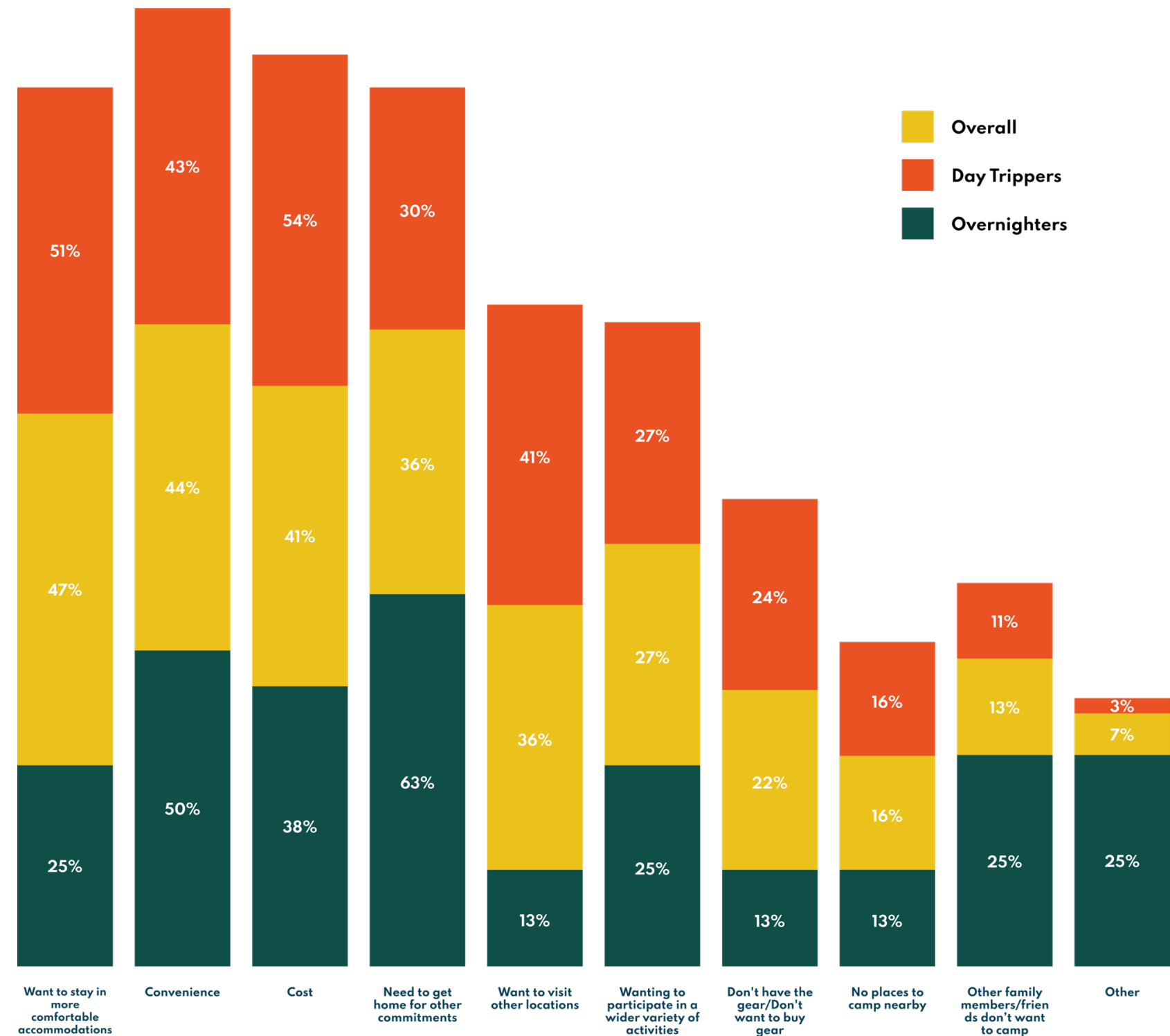




REASONS FOR OPTING OUT OF CAMPING

WHAT ARE THE PRIMARY REASONS THEY HAVE DECIDED NOT TO CAMP?

Even though overall among all of the outdoor recreation participants, the most common reason for not camping is because they wanted more comfortable accommodations, almost two-thirds of overnights mentioned the need to get home for other commitments. Convenience is a factor across all participants. Day trippers are also more likely to say that they want to visit a greater variety of locations.

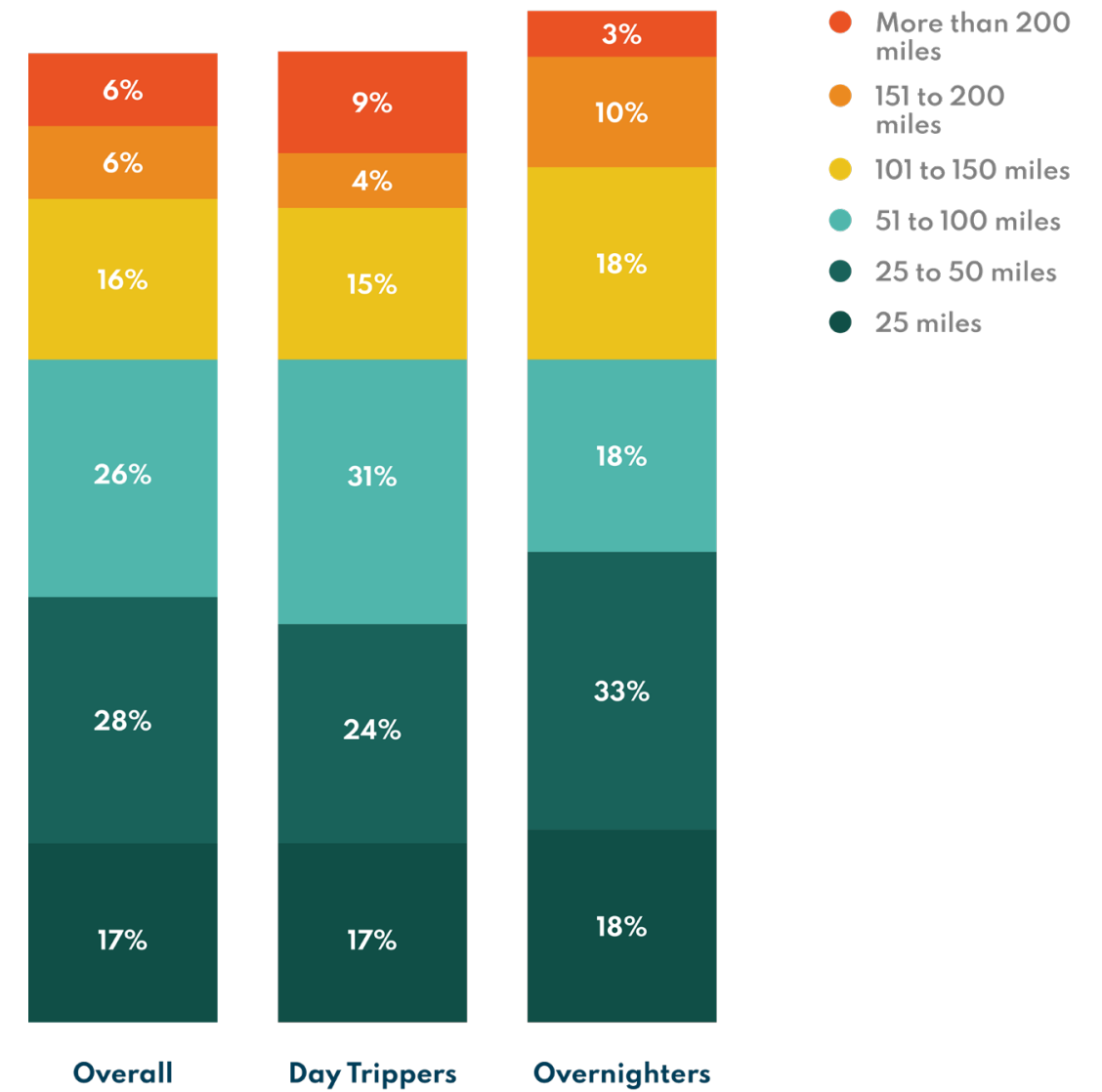




TRAVEL DISTANCES FOR DAY TRIPS

HOW FAR ARE THEY TRAVELING FOR THEIR DAY TRIPS?

Close to half of all outdoor recreation participants said that the maximum distance traveled for their trips is 50 miles or less. However, those who are taking overnight trips are much more likely to stay closer to home for their trips, suggesting that the logistics of an overnight stay leads them to want to stay closer to their residence.

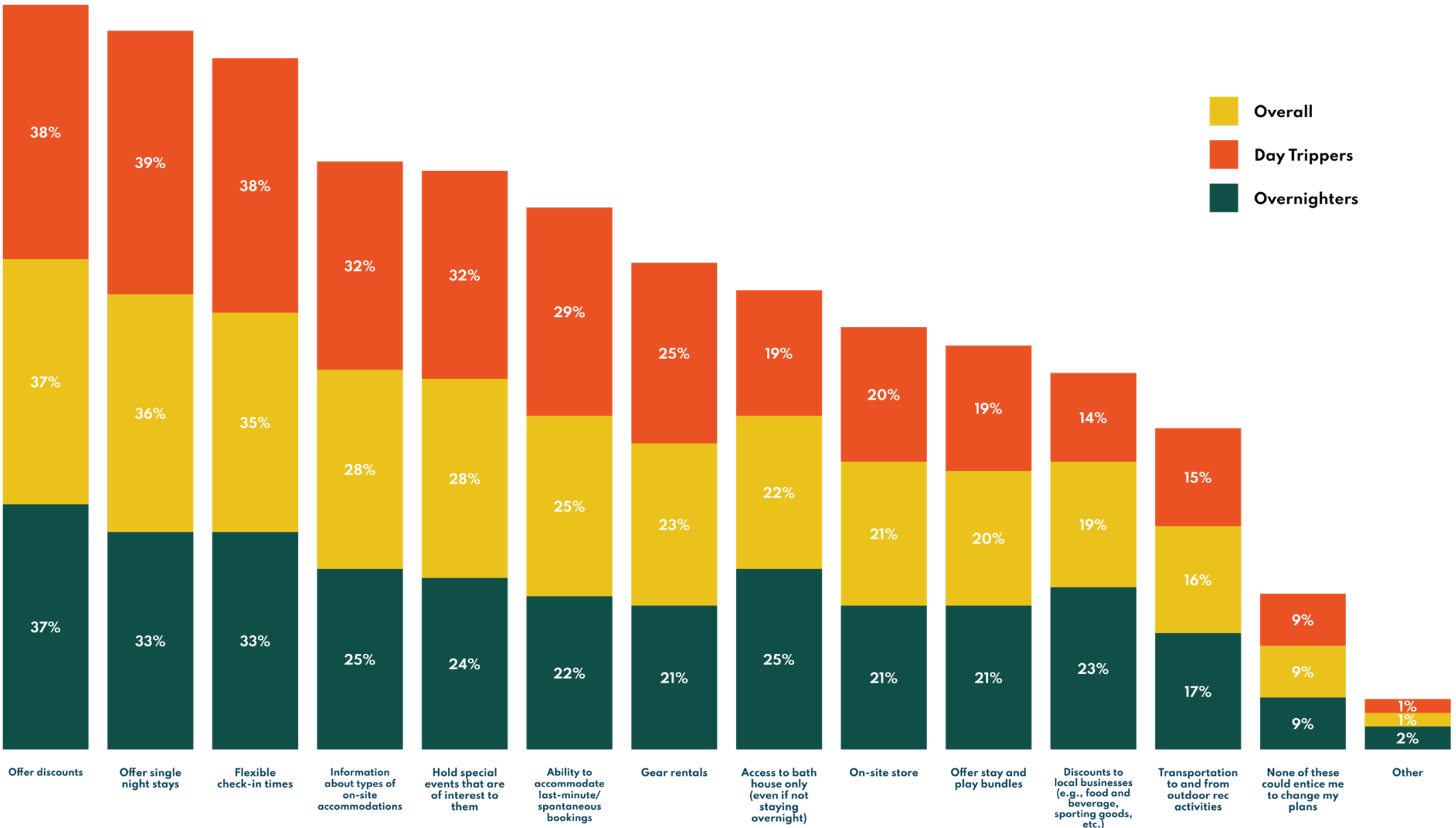


INCENTIVES FOR OVERNIGHT STAYS

WHAT COULD A CAMPGROUND OR OUTDOOR RESORT OFFER TO GET THEM TO CONSIDER STAYING?

Outdoor recreation participants are equally likely to mention discounts, offering single-night stays, and flexible check-ins as ways to entice more stays at campgrounds.

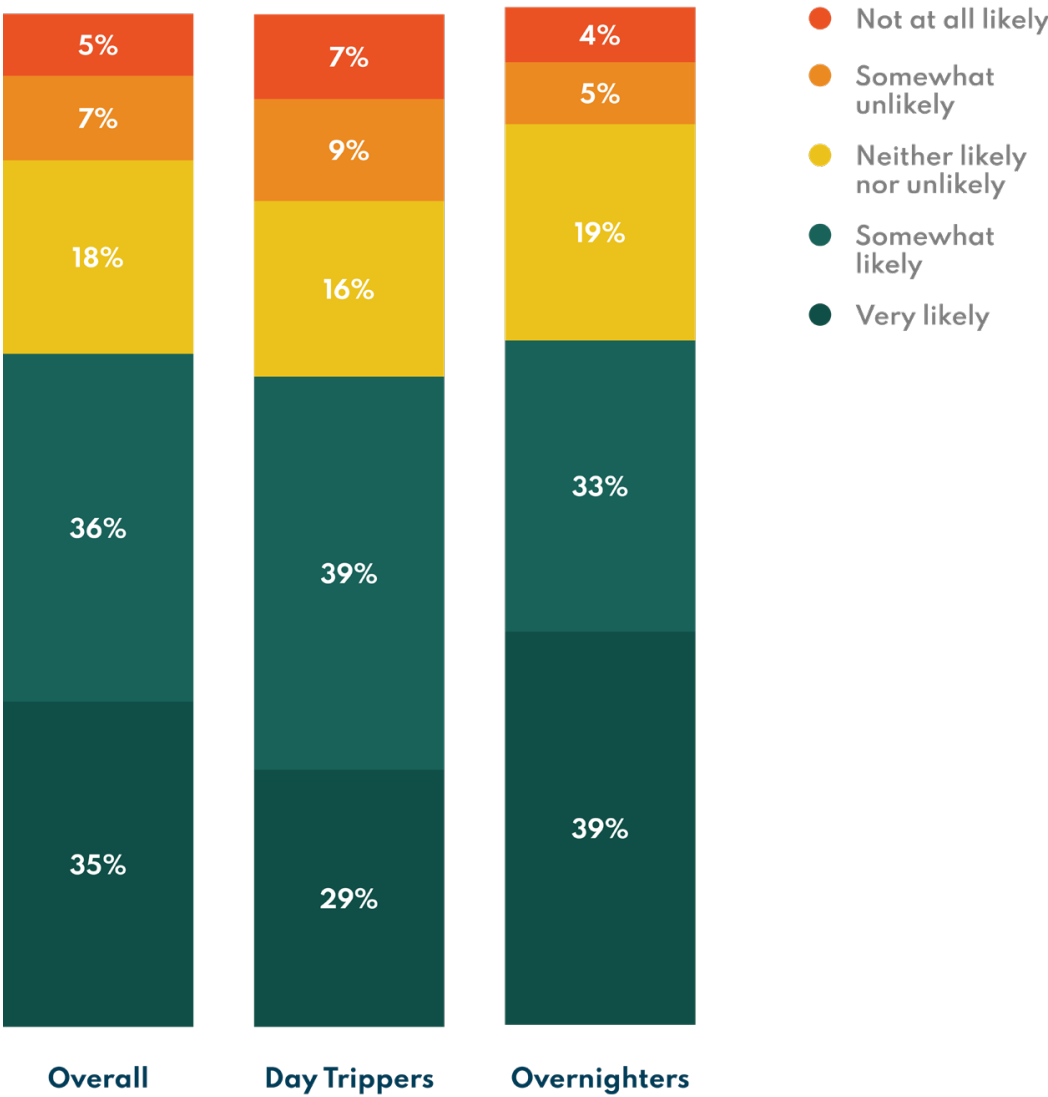
It is also worth considering that among day trippers, having more information, holding special events, and the ability to make last-minute decisions are also relevant.



LIKELIHOOD OF FUTURE CAMPING

HOW LIKELY ARE THEY TO CONSIDER CAMPING AGAIN?

Across the set of day trippers, two-thirds said that they intend to continue camping in the future and overall, 7-in-10 outdoor recreation participants are likely to continue.



PROFILE OF DAY TRIPPERS VS. OVERNIGHTERS

HOW DO DAY TRIPPERS AND OVERNIGHTERS DIFFER IN THEIR PROFILES?



The profile of the day tripper and overnight guest tends to differ most in terms of age, where the overnighter is much more likely to be younger (33% Gen Z), while a similar proportion of millennials comprise the day tripper group. Day trippers also lean toward a somewhat higher income bracket, while overnighters are more likely to have children in the household.

	Overall	Day Trippers	Overnighters
GenZ	28%	23%	33%
Millennial	30%	33%	28%
GenX	27%	29%	25%
Baby Boomer	15%	15%	14%
HH income \$100,000+	21%	25%	17%
Children in HH	37%	33%	39%
Employed full-time	48%	51%	46%
Area of residence (% Urban)	31%	32%	30%

STRATEGIES FOR ATTRACTING DAY TRIPPERS

WHAT CAN YOU DO TO ATTRACT MORE DAY TRIPPERS?



can cater to this by making it easier for guests to book spontaneously, either through user-friendly online systems or partnerships with last-minute booking platforms.

Offer Incentives

Discounts and special offers, such as bundled packages with local businesses or discounts for short stays, could entice more travelers to choose camping over other accommodation options. Additionally, hosting special events and activities could attract day trippers to extend their stay.

Communicate Comfort and Convenience Options

Campgrounds should focus on enhancing and communicating about the comfort of their facilities such as cabins or glamping options.

Provide flexible booking options

This includes single-night stays and flexible check-ins, will also address the convenience factor that is crucial for many outdoor recreation participants.

Promote Last-Minute and Spontaneous Booking Options

A significant number of day trippers are influenced by the ability to make last-minute decisions. Campgrounds



Target Higher-Income Demographics

With day trippers tending to have higher household incomes, campgrounds can create premium offerings that appeal to this group. Luxurious amenities, gourmet dining options, or exclusive access to certain activities could attract a more affluent crowd.

Encourage Proximity-Based Travel

As a considerable portion of day trippers travel within 50 miles for outdoor activities, campgrounds should focus marketing efforts on local and regional audiences. Promoting campgrounds as convenient, nearby escapes can encourage these travelers to stay overnight rather than make it a day trip.



FROM REPORT TO REALITY: TURNING INSIGHTS INTO ACTION

The insights and data presented in this report offer valuable guidance on how to transform short visits into longer stays at your campground. Here are some actionable steps to implement these ideas and enhance your business:

Flexible Experience Offerings

Begin by incorporating more flexibility into your accommodations. Offer single-night stays and flexible check-in and check-out times. This small adjustment can make a significant difference for visitors who prefer spontaneous adventures and could lead to extended stays.

Enhance Booking Convenience

Utilize technology to streamline the booking process. Invest in an intuitive, user-friendly online booking system that supports last-minute reservations. Consider partnerships with last-minute booking platforms to capture travelers looking to make spur-of-the-moment decisions.

Strategic Pricing and Discounts

Attract budget-conscious travelers by introducing competitive pricing, especially during weekdays or off-peak seasons. Offer exclusive discounts or bundling deals, like “stay and play” packages that could include local adventure activities or dining experiences.

Host Special Events

Schedule regular events or festivals that appeal to diverse interests such as music nights, nature workshops, or themed weekends. Not only do these events attract more visitors, but they provide an additional reason for guests to extend their stay.



Target Marketing and Promotion

Tailor your marketing strategy by focusing on demographics likely to visit, as identified in the report. For example, market luxury accommodation options to higher-income brackets or family-oriented activities to those with children. Ensure your promotional materials highlight the variety of activities and convenience of amenities available, encouraging more day trippers to consider an overnight stay.

Improve Facility Comfort and Amenities

Many potential guests seek comfort akin to home, which can discourage camping. Invest in upgrading your facility’s amenities, such as glamping options, modern bathhouses, or on-site stores. Gear rental services could also

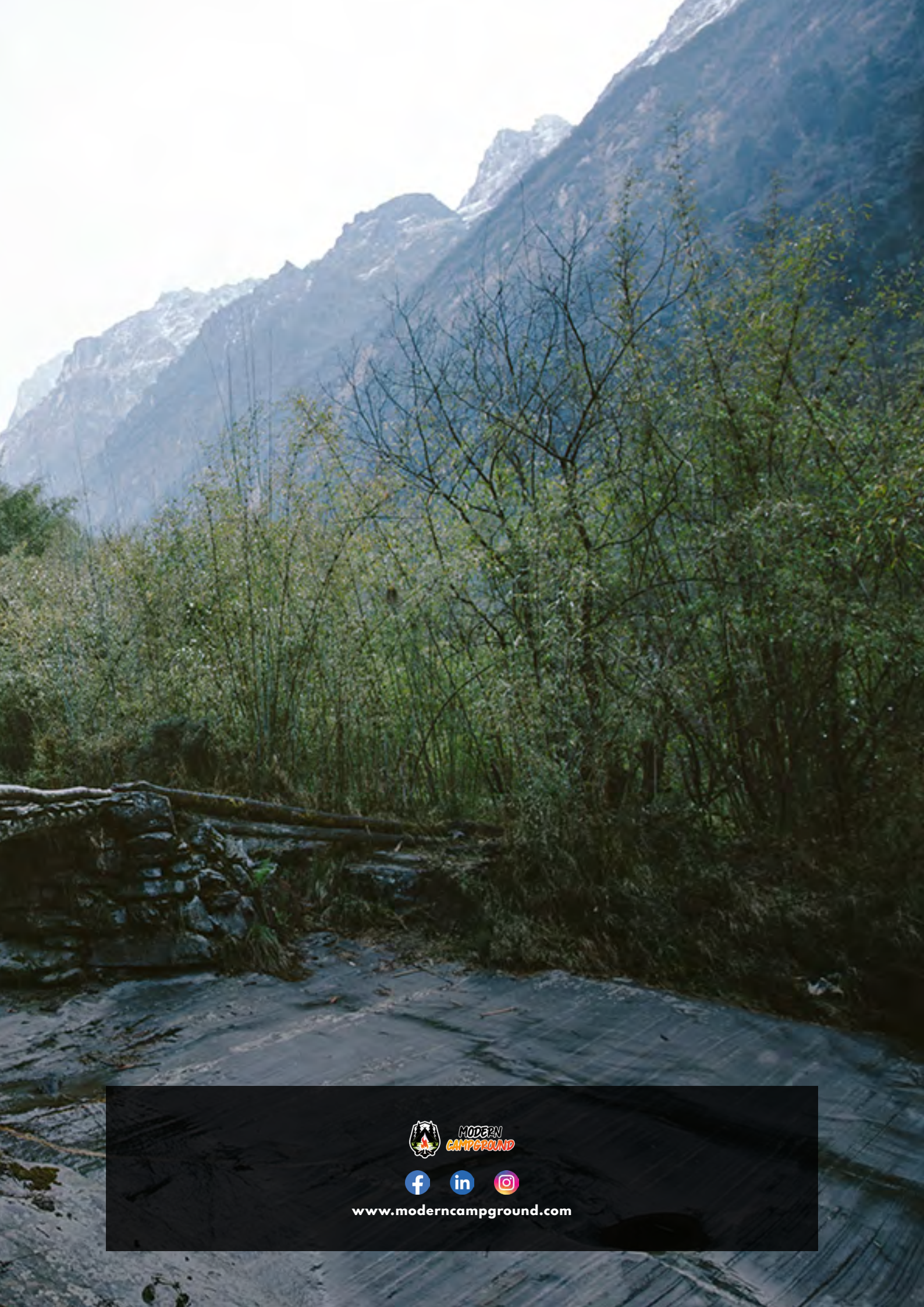
be a lucrative addition, addressing the reluctance of guests who do not own camping gear.

Local Collaborations for Unique Offerings

Forge partnerships with local businesses to offer exclusive discounts to your guests. A leading attraction could be transportation services to surrounding outdoor recreational activities, enhancing the appeal of your campsite as a central hub for adventure.

By implementing these strategies, campground owners can effectively leverage the data and insights from the report to drive increased overnight bookings and enhance the guest experience, paving the path from insights to impactful actions.





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