



MC
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COMPASS

BLENDED TRAVEL:

EMBRACING SHORT-TERM STAYS



Conducted by



MODERN
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KEY INSIGHTS

Mixed Lodging is the Norm

- Over 90% of camping travelers in North America also use other forms of lodging (93%), underscoring the “mix-and-match” approach, with upwards of two-thirds (68%) blending travel within the same trip.

Work + Vacation = Longer Stays

- Remote workers turn weekend getaways into week-long experiences. Mid-week occupancy is rising as travelers work from campgrounds or RV sites.
- The average stay for a blended travel stay is 8 days while the non-blended trip includes fewer than 4 days.

Demand for Amenities & Comfort

- Reliable high-speed internet is a must and is important to more than half of those who always work while camping (52%); 76% of private campgrounds already offer it.
- Glamping appeals to those wanting nature with comfort and luxury.

Partnerships Spur Growth

- Cross-industry deals (e.g., Hilton + AutoCamp) show how major brands are embracing outdoor lodging to diversify loyalty programs.

Environmental & Regulatory Factors

- Over-tourism, climate events, and short-term rental regulations can hamper growth. Operators must balance expansion with sustainability to protect natural resources.





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