



2024

Camping Report

thedyrt.com



Prototypes shown
with options.

The Dyrt's 2024 Camping Report
presented by The All-New Toyota Tacoma



TACOMA

More Power for More Play

The all-new 2024 Tacoma delivers trail-dominating power, legendary capability and captivating style. Time to make all your off-roading dreams come true.



Prototypes shown with options. The Toyota Tacoma is designed to meet most off-road driving requirements, but off-roading is inherently dangerous and may result in vehicle damage. Toyota encourages responsible operation to help protect you, your vehicle and the environment. Seatbelts should be worn at all times. Do not allow passengers to ride in cargo area. Accessory shown not designed, manufactured or evaluated by Toyota. Any damage or altered performance caused by accessory is not covered by vehicle warranty. For information on third-party warranty for accessory, see <https://arbusa.com/contact-us/warranty>.

Founder's Note

Is this the new golden age of camping?

Both supply and demand for campsites have increased, but the imbalance that has made camping more competitive is starting to even out. For the first time since The Dyrt started tracking in 2019, **it got slightly easier to find an available campsite** to book. (page 4) This is good news for campers and the camping industry.

As the **population of campers continued to grow** (page 2), **camping property owners raced to add new sites last year** (page 8). And **tech solutions** — like the many features The Dyrt rolled out last year (page 23) — are helping campers find campsites.

The **variety of camping options and amenities continues to multiply**, giving campers a truly vibrant array of offerings. (page 9) New campers — who are especially diverse (page 17) — continue to sleep under the stars for the first time by the millions, especially in RVs (page 13). And our vibrant camping industry can continue to draw in what we're calling the **"camp curious"** — people who have camped at some point in their life, but haven't lately (page 2).

The camping industry marked another year of tremendous growth, and so did The Dyrt. Camper-submitted content on The Dyrt topped **12 million reviews, photos and tips** last year. (page 24) It's a great time to be a camper, and we're grateful for the opportunity to share this snapshot of the camping community.

Sarah Smith
Founder, The Dyrt



What we've packed into this year

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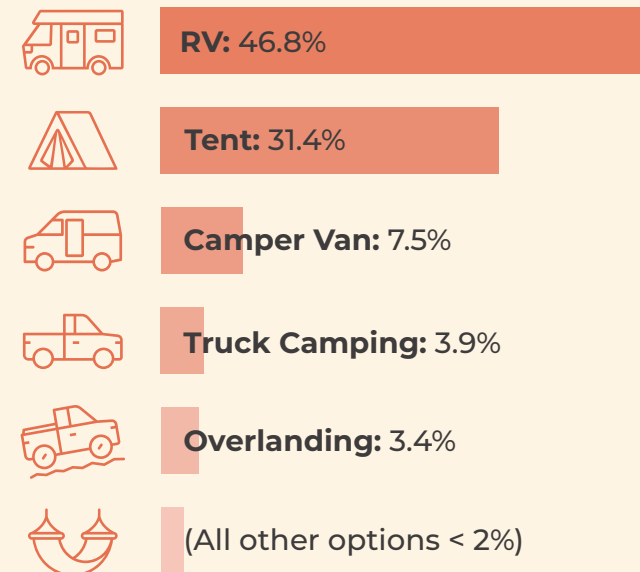
The Camping Community Continues to Grow

84.8 million
Americans camped in 2023*
*estimated

5.5 million first-time campers in 2023*

20 million+ first-time campers since 2021*

The portion of campers who list RV or trailer as their **primary camping type** climbed **10.9%** in 2023.



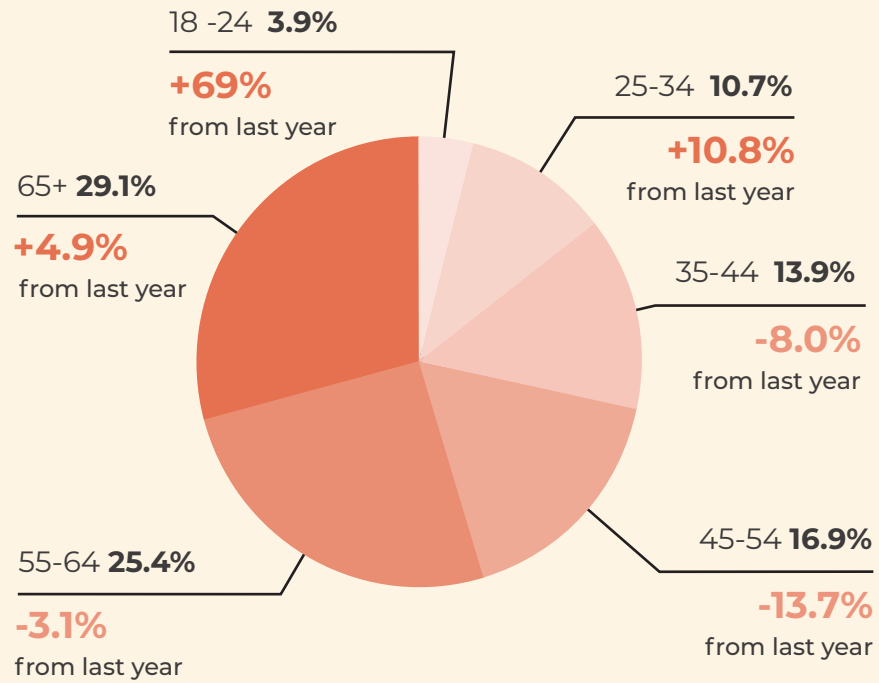
The U.S. Is Very Camp Curious

1 in 4 Americans camped in 2023.

4 out of 5 American adults have been camping at least once in their life.

Nearly 2 out of 3 Americans say they are at least somewhat interested in camping in the next 3 years.

Campers by age group



One third

of first-time campers in 2023 were aged 18-34

Campers are growingly to be under 35 or over 65



Camping Challenges



It was **4X** harder to book a campsite in 2023 than it was 2019

Finding available campsites got slightly easier! But it's still hard



45.5% of campers had difficulty booking a site because campgrounds were sold out. This number fell from 58.4% in 2022, but is still four times the rate in 2019 (10.6%).

Technology Is Making it Easier to Find Camping



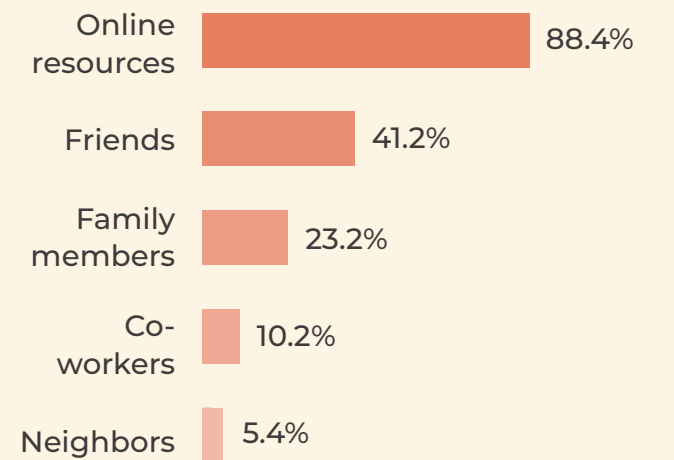
Private camping is increasingly tech-forward:

59.2% of private camping properties now use at least one booking platform such as The Dyrft.

Most Campers Get Camping Advice Online



Where do you go for advice about camping?



Note: Many respondents chose multiple answers.

Four-legged friends



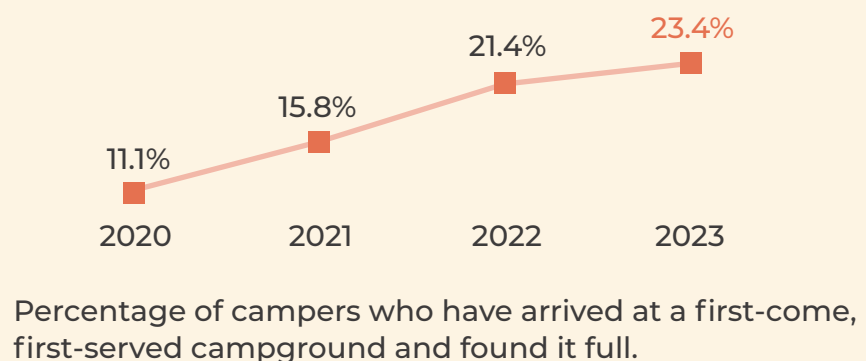
Campers also reported camping with chickens, box turtles, guinea pigs and parrots.



Campground Full



Campers are **2x+** as likely to find a first-come, first-served campground full than they were four years ago.



Percentage of campers who have arrived at a first-come, first-served campground and found it full.



“We dislike crowds and tend to camp either in the offseason or in places we know are unlikely to be full, but we did encounter this scenario in Yellowstone (no big surprise). I’m happy so many people are getting outside, but it’s certainly a mixed blessing because all of the once-lonely areas I grew up camping in are so full now that it’s an entirely different experience.”

— The Dyrft camper Karuna E. in Colorado

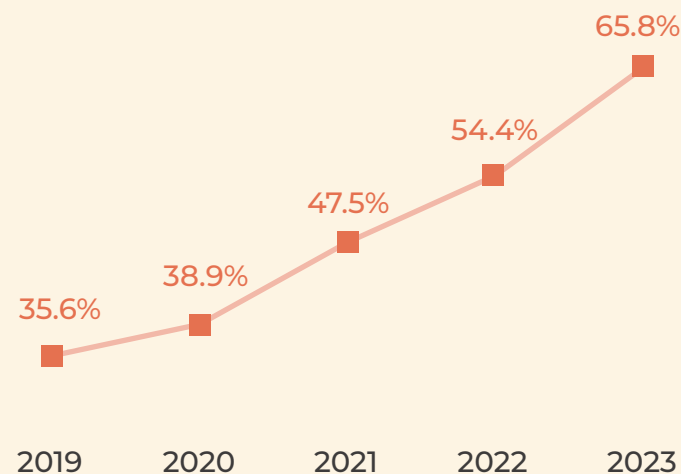


How Americans Camp For Free



- Dispersed camping site: 36.1%
- Rest stop or store parking: 19.1%
- Friend or family’s private property: 15.4%
- Free area of an campground: 15.3%
- Stranger’s private property: 7.3%
- My own private property: 6.8%

Free Camping Steadily Increasing



Campers love free camping!

- 2/3** of campers camped for free at least once in 2023, yet...
- 31%** of the U.S. population does not know they can camp for free.
- 40%** of the U.S. population knows there is free camping but has never tried it.



“The Dyrft guided us to an awesome, small dispersed campground where we were the only folks for a couple nights midweek. It was the quietest place I’ve been since camping. With the purchase of a new travel trailer that’s well suited to off-grid, we’re enjoying dispersed camping a lot more by having some of the amenities with fewer of the humans.”

— The Dyrft camper Joan R. in Oregon



“We’re glad to see campers reporting an easier time finding a campsite to book. We launched three new features with this objective last year alone — The **Dyrft Alerts** for sold-out campgrounds, our **free camping collection** of 5,000 vehicle-accessible campsites, and our **camping reservation opening-dates guide**.”

— Kevin Long, CEO of The Dyrft

FIND FREE CAMPING with The Dyrft

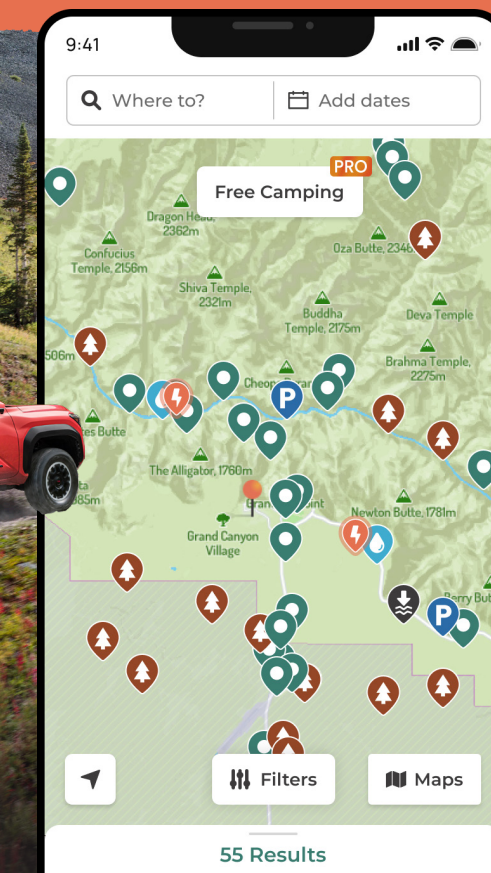
5,000 vehicle-accessible free camping locations



Find now on thedyrft.com



Prototype shown with options. Never tow beyond a vehicle’s published towing capacities. Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. The maximum you can tow depends on base curb weight plus the total weight of any cargo, occupants, and added vehicle equipment. Follow all instructions in your Owner’s Manual.



Camping Challenges

Less than half of campers (42.7%) used all their reservations in 2023.



> 48 HOURS

87.2% canceled with more than 48 hours notice at least once



< 48 HOURS

32.2% canceled with less than 48 hours notice at least once



NO SHOW

14.9% no-showed at least once

Who is ghosting on their campsite reservations?



Millennial and Gen Z campers are **52.6%** more likely to no-show than Gen Xers and Baby Boomers.



> \$250,000

Campers earning more than \$250,000 were **more than twice** as likely to no-show as those earning less than \$50,000.

More Campsites, More Expensive

50% of camping properties who hosted campers in 2023 added new sites.

Camping Property Expansion



34.7% of properties expanded an existing camping type, up from 32.6% in 2022.



25.5% of properties expanded their season, up from 18.6% in 2022.



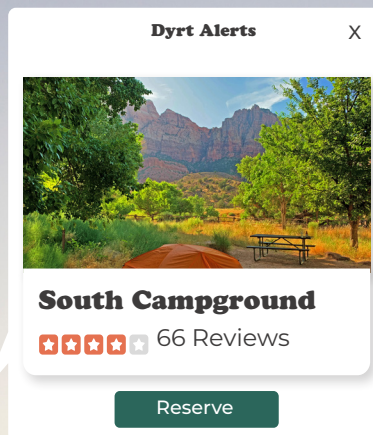
26.2% of property owners who hosted campers in 2023 added or expanded RV sites at their property, the most of any camping type.*



Fall was the most common season to add dates, followed by **winter** and **spring**.

*Glamping additions were second at 22.1%

Dyrt Alerts notify you when sold-out campsites open up



Create your first Dyrt Alert at thedyrt.com/alerts

Photo: The Dyrt camper Mike H.



46.9% of properties added a new type of campsite, especially **glamping**. **10%** of camping properties added glamping.



45.3% of camping properties raised rates in 2023.



36.5% of properties plan to raise rates in 2024.



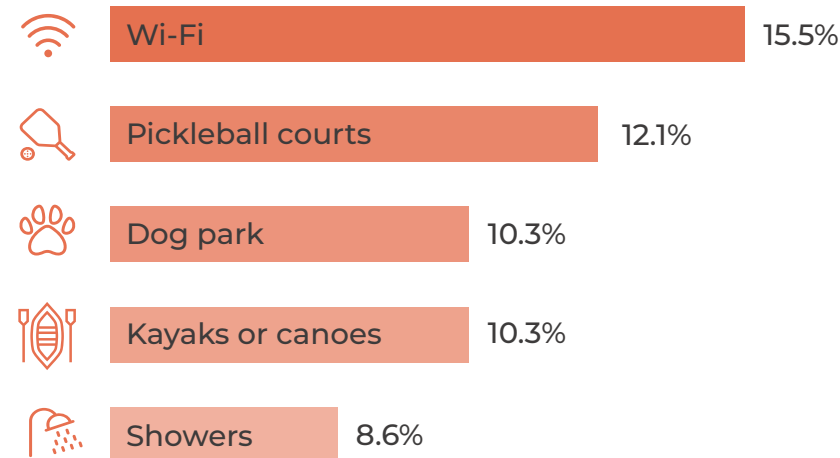
“We had rate increases because we are under new ownership and the rates at this park now reflect pricing closer to our other parks. However, we are still the lowest in our group. The former owner also closed the park from October to May. We are now open year round.”

— Jackie & Dave Wong,

General managers of Ennis RV Park by Starry Night Lodging in Montana

Most common amenities added

About **1/3** of private camping properties added **new amenities** in 2023.



Why Are Camping Properties Raising Rates?



Inflation
73.5%



Strong demand
43.6%



Upgrades funds
29.4%

(Note: Some properties cited multiple reasons.)



“We expanded last year and again this year. Last year we added a 30-foot yurt, a safari tent and seven RV sites. After seeing the success of the new additions we decided to add 12 more RV sites for the 2024 season. Having more sites also allows us to do more in the way of events, on-site music and amenities for all to enjoy.”

— Tim Murphy, founder of Emberglow Outdoor Resort in North Carolina



Camp Whispering Pines in Kalispell, MT

Camping Trends



One third of campers now camp in the winter.

Winter camping shot up **40%** during the pandemic, and has not tapered off.



“The fact that the rate of winter camping remains level from the height of the pandemic is remarkable,” says The Dyrt CEO Kevin Long. “People bought the gear, braved the elements and fell in love with enjoying the great outdoors at a quieter, cozier time of year.”

— The Dyrt CEO Kevin Long



And **fall camping**? That’s basically summer now.

84.9% camped in the fall in 2023 while 89% camped in the summer.



“I’m fairly new to winter camping, but I love the cooler temperatures and there’s less people so you’re able to enjoy amazing landscapes without the crowds.”

— The Dyrt camper Dan H. of Arizona

Campers worked from their campsites more than ever in 2023

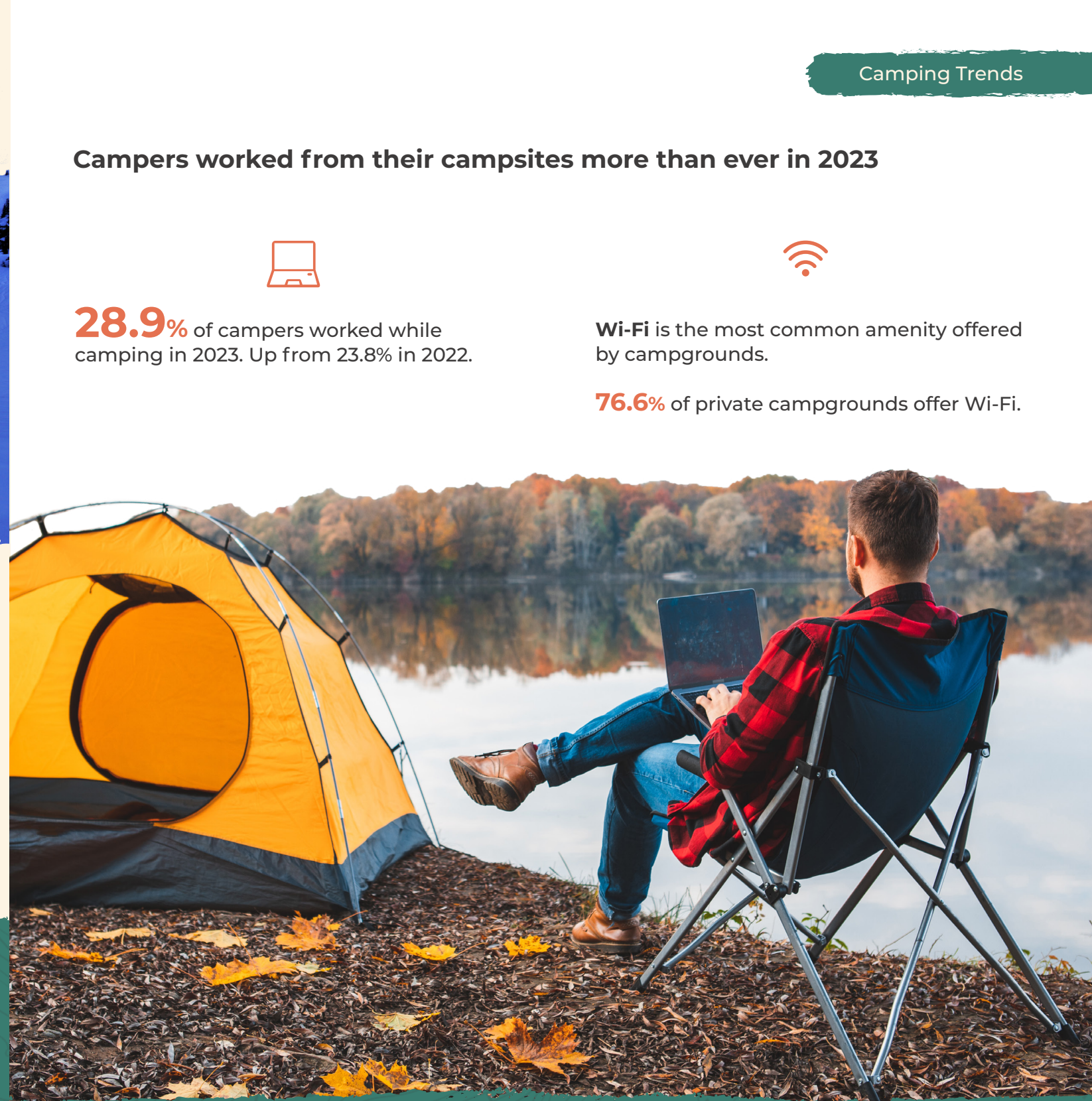


28.9% of campers worked while camping in 2023. Up from 23.8% in 2022.



Wi-Fi is the most common amenity offered by campgrounds.

76.6% of private campgrounds offer Wi-Fi.



“I work while I’m camping because it’s the easiest way to make sure that I’m outside camping! I’ve worked while camping in winter and summer. The perfect workday is being able to watch my family have fun while I’m still paying the bills”

— The Dyrt camper Kevin O. in Oregon

RV Market Share Up 10% In 2023



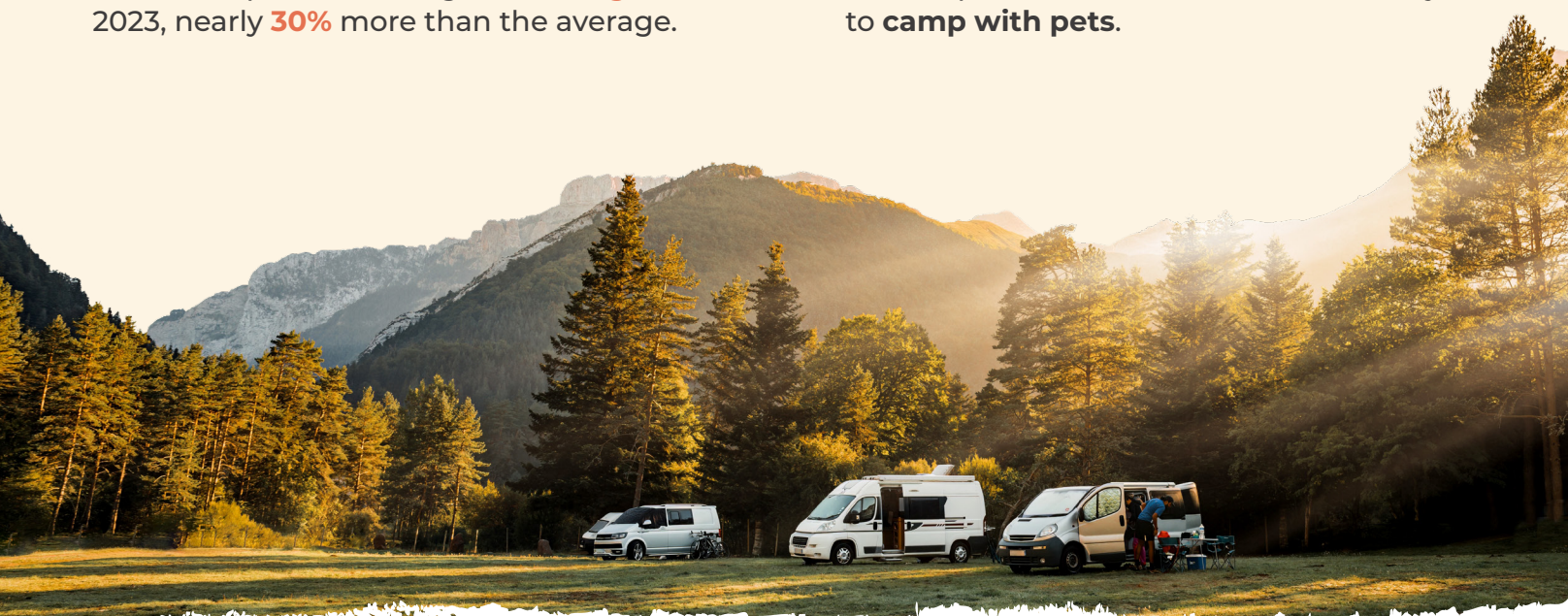
RVing remains the most popular type of camping. The portion of campers who list RV or trailer as their primary camping type climbed 10.9% in 2023.

21.8% of campers tried RV and/or trailer camping **for the first time** in 2023.

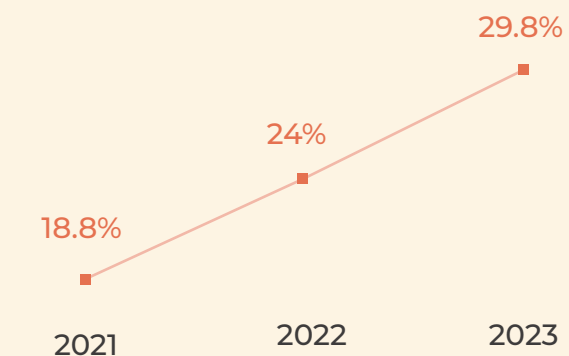
RV campers are **30%** more likely to be **retirees**

RVers camped, on average, **54 nights** in 2023, nearly **30%** more than the average.

RV campers were **20.8%** more likely to **camp with pets**.



Camping Alone Increased Again In 2023.



“Camping alone gives me the time to meditate and reflect on my life and what I am doing. There is nothing like sitting next to a fire in the woods to help look inwards and see if you need to adjust paths.”

— The Dyrt camper Miccal M. in Vermont



One third of adults camped with kids in 2023.



These campers were **20%** more likely to list **RV** as their primary camping type.



More People Are Discovering Glamping



26% of property owners said they offer **glamping** options, a **10%** increase from 2022.

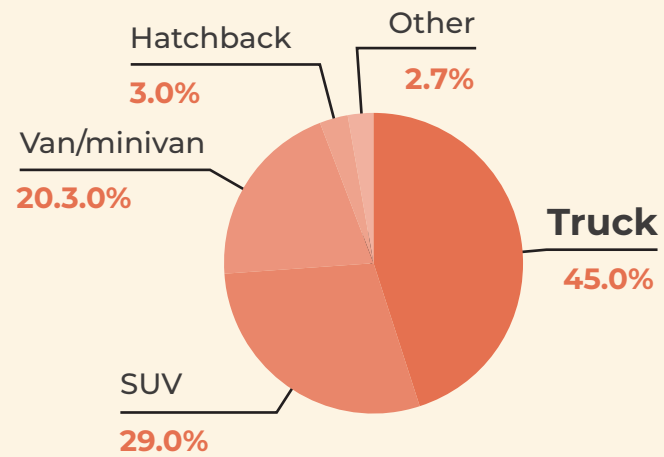
9% of campers went **glamping** in 2023. **42%** of those glampers did so for the **first time**.



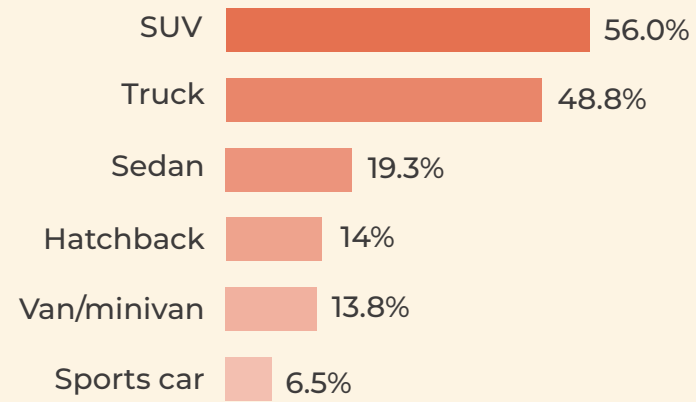
Glamp @ The Experience, Springdale, Virginia

Campers Prefer Trucks, But Own SUVs.

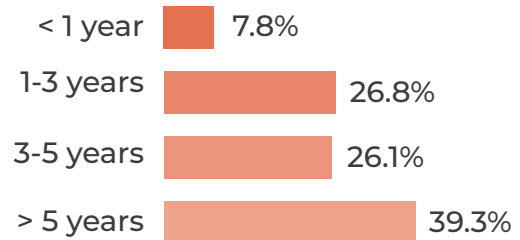
What do you think is the most ideal vehicle for camping?



Which type(s) of vehicle do you own?



A Majority Of Campers (60%) Are Planning To Purchase A New Vehicle In The Next Five Years.



Campers are **3x** more likely than the average driver to own an **electric vehicle** and twice as likely to own a **hybrid**.



Toyota Tacoma Trailhunter i-FORCE MAX 2.4-liter turbocharged hybrid powertrain

Rooftop tent and **overlanding** are the types of camping campers say they most want to try for the first time in 2024.



What Activities Would You Like To Do In The All-New Toyota Tacoma?

"Find clear skies to watch the stars"

"Drive from Alaska to Patagonia"

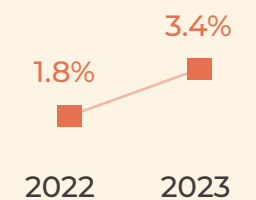
"Truck camping in dispersed wilderness"

"Tow our airstream across the USA"

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Overlanding Growth

Overlanding as primary camping type **doubled** in 2023



4.8% of campers went overlanding in 2023.

Campers making more than \$250,000 are **twice** as likely to list **overlanding** or truck camping as their primary camping type.

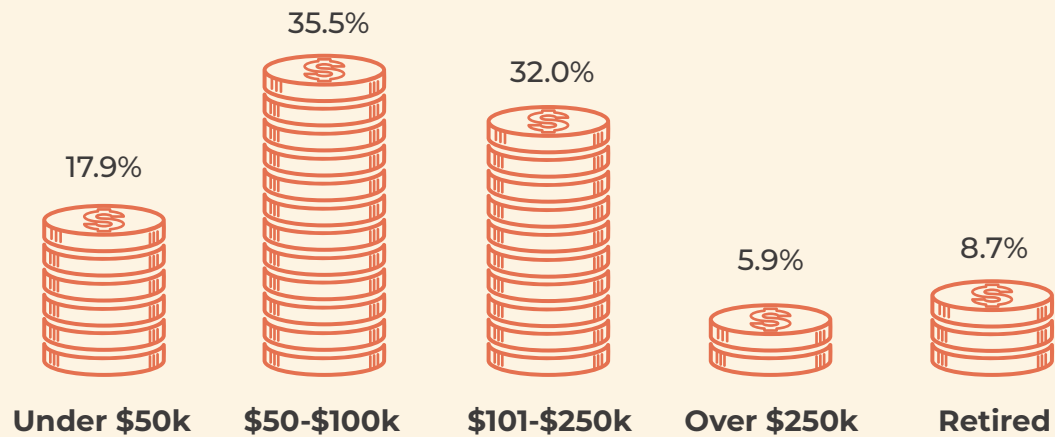
Top age group for **overlanding**: 45-55
Top age group for **truck camping**: under 25

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Camper Backgrounds



Household income of campers



LGBTQIA+ campers were more than **75%** more likely to identify **tent camping** as their primary type of camping.

LGBTQIA+ are also more likely to favor **backpacking** and **rooftop tent camping**.

LGBTQIA+ campers are especially active in outdoor recreation activities when camping.



17.9% more likely to **ski**



9.7% more likely to **kayak or canoe**



7.9% more likely to **hike**



Campers Are Increasingly Diverse

9.4% of BIPOC respondents camped for the **first time** in 2023, nearly **double** the rate of respondents overall.



BIPOC campers are **50%** more likely to choose **overlanding** as their primary camping type.



They are also more likely to favor **backpacking, tent camping** and **rooftop tent camping**.



BIPOC campers were **18%** more likely to camp in the winter.

12.8% of campers who identified as **Latino** camped for the **first time** in 2023.

Camper Backgrounds



Veterans more likely to be campers and campground owners.



14.8% of campers are **veterans** or **active military**. That is **twice** the total percentage of veterans (6.4%) and active duty military (<1%) in the entire U.S. population.

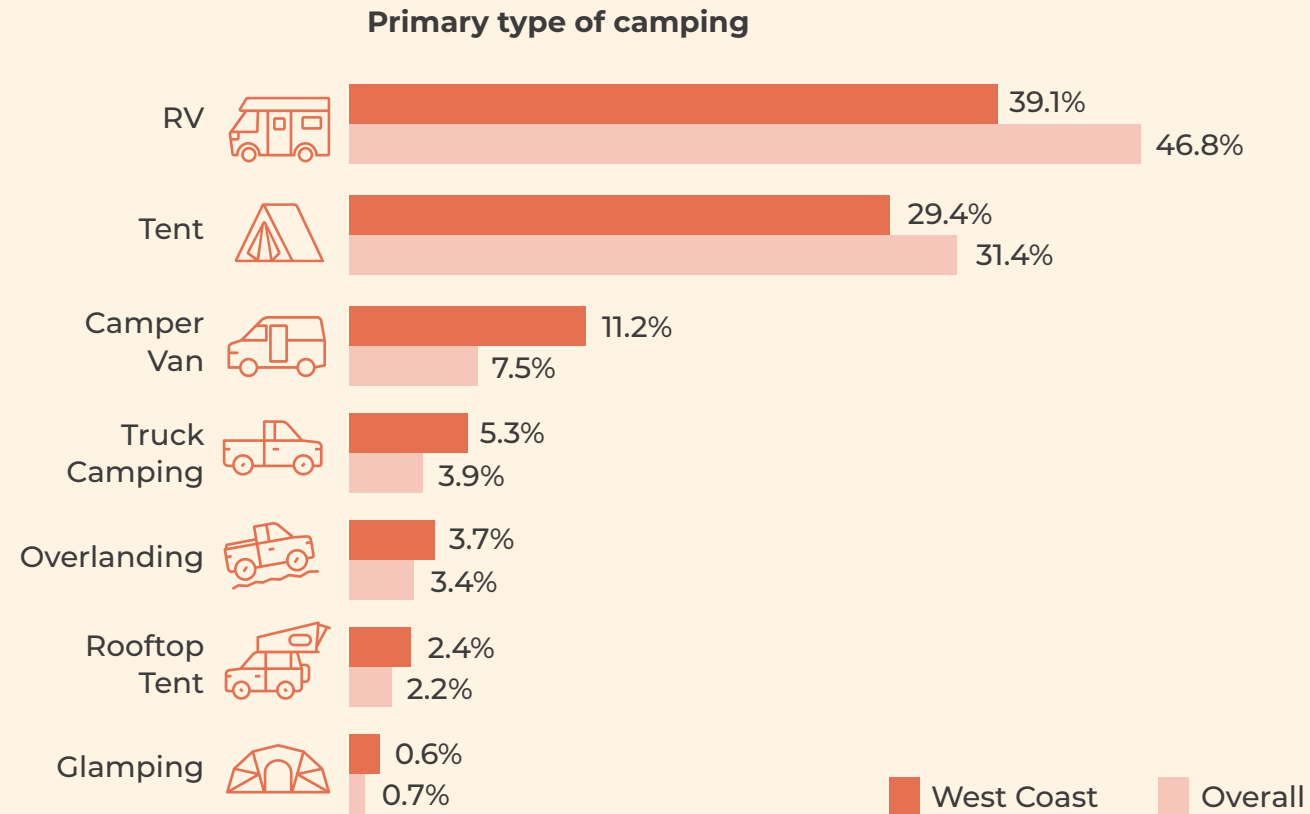
13.4% of camping property owners **have served or currently serve in the military**.



“At the end of the day, we have all this great land, if you take a bunch of veterans out and get into a little more intimate of an environment, I feel like a lot more healing can be done.”
— Landon Dooley, veteran and campground owner, Enchanted Circle Campground in New Mexico

Spotlight: West Coast Camping

This year, we've zoomed in on the West Coast to highlight trends in three iconic camping states: California, Oregon and Washington.



West Coast campers were **29%** less likely to be first-time campers in 2023 than nationwide campers.



West Coast campers are more likely to identify **truck camping and camper van** as their primary camping type and less likely to RV.

33.1% of West Coast campers had **plans interrupted** by **wildfires and natural disasters** in 2023, more than twice the rate of campers not on the West Coast (13.1%).

Campers in **Oregon** and **Washington** were particularly impacted, with more than **42%** reporting disruptions.



Pet Friendly



Washington campers were **8%** more likely to camp with a dog than campers nationwide, and **24%** more likely to camp with cats.

Family Matters



Washington campers were nearly **13%** more likely to camp with kids in 2023 with **35.4%** sharing the campsite with little ones.

Work/Camp Balance



Washington campers were **27%** less likely to work while camping in 2023.



“You literally have to book nine months in advance to get a site at most of the state campgrounds. There is so much demand for camping that you just don’t have the option to make a last-minute decision.”

— *The Dyrt* camper Kari T. in Washington

OREGON

CALIFORNIA

#vanlife



12.7% of Oregon campers identify **camper vans** as their primary camping type, **70%** more than the average American camper.

Go It Alone



Oregon campers were **12%** more likely to go **solo camping** in 2023 than campers nationwide, with **33.5%** of them striking out alone.

Live Free



Oregon campers were **16%** more likely than campers nationwide to go **free camping** in 2023 — nearly **three quarters** of them did so!

The Golden State



> \$250,000

California campers reported higher incomes than campers nationwide. **12.2%** reported household incomes of more than **\$250,000**, compared to **5.5%** nationwide.

Not-So-Fun Fact



California campers were nearly **30%** more likely than campers nationwide to encounter **sold-out** campgrounds. Only Wyoming has more competitive campgrounds.

Wonderland



California campers were **27%** more likely to go camping in the **winter**.



“My wife and I were living south of Portland and knew we wanted to move to central Oregon. We found some awesome dispersed camping using The Dyrty, packed up our gear and our dogs, and headed to a few spots in central Oregon to get a feel for the area. Well, that trip convinced us to move and a few months later we were living just south of Bend.”

— The Dyrty camper Aly M. in Oregon



“I’m a skier. I ski Monday through Thursday. And I never have to pay for a hotel because the back of my car works great. I have a 12-volt refrigerator and microwave, zero-degree sleeping bag, puffer jacket and trapper hat. It was minus-11 last week when I woke up. No problem!”

— The Dyrty camper Kirk in California



The Dyrt is the go-to resource for last-minute camping. free camping. camping.

12 million

campsite reviews, photos and tips



Recognition for the dyrt



Fast Company's 2023 World Changing Ideas Awards



2023 Inc. 5000



Best Travel Apps for 2023 - PC Mag



"Best App for Finding Camp Spots"

Uproxx



"Extremely useful"

The New York Times



"No. 1 Best App for Adventurers"

Outdoors



"The Dyrt is very cool"

TODAY Show



"The most all-encompassing camping app"

How Stuff Works



"This app will help you find the perfect camping spot."

Mental Floss



"A great way to get an inside look at a site before booking"

Fatherly

In the past year, The Dyrt has added features to make it easier to find camping.



PAY \$0 EXTRA FEES

OVERNIGHT PARKING

DUMP STATIONS

INSTANT BOOK

FREE CAMPING

WATER STATIONS



Maps of 19,000 overnight parking, dump station and water station locations — the largest U.S. database in existence for these crucial RV facilities



Curated collection of 5,000 vehicle-accessible free camping locations in one easy-to-use collection



The Dyrt Alerts to help campers get reservations at sold-out campgrounds



Offline access to all U.S. campgrounds

Go to thedyrt.com now



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Business Inquiries John Hayden President jhayden@thedyrt.com

This report is based on a representative sample of 1,000 U.S. residents in a survey administered by E2E Research Services Pvt. Ltd. in November 2023 and surveys of over 7,000 users of The Dyrt in November and December 2023, as well as a survey of camping hosts and campground managers across all 50 states. Some respondents to our surveys were contacted for additional information and/or interviews after indicating their willingness to be contacted.

**Truck by day.
Tent by night.**



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