Camping & RV trends

February 2022
Key takeaways

Searches for Camping, Caravans, and RVs are up 46% year-over-year

Surveys indicate road trips are a pandemic-proof travel option in 2022. RV related queries are up 17% compared to 2019

More luxurious outdoor travel options such as cabins, yurts, glamping, and chalets are expected to trend in 2022

Close the gap between research and booking with Remarketing

Leverage the Microsoft Audience Network and audience targeting to reach more RV renters

Connect with travelers looking for a property like yours with Property Promotion Ads
For those interested in camping, cabins and RVs are preferred

**What is your most ideal camping situation?**

- In a cabin: 22.84%
- In a camper/RV: 20.37%
- Glamping in a lodge: 11.37%
- In a tent: 10.14%
- I have no interest in camping: 35.27%

18% of American travelers plan to go camping or glamping in 2022

21% of 2020 campers classified themselves as new to camping, compared to 4% in 2019

70% of 2021 campers are looking to camp again in 2022

**Pro tip:** 22% of campers plan on booking their trips three to five months in advance. Plan campaign timing accordingly to reach both advanced planners and last-minute campers throughout spring and summer.

Source: 1. CivicScience. Based on 2,040 responses from 2/22/2021-2/22/2022
2. Travel in 2022: A Look Ahead - tripadvisor.com
4. 70% of last year’s campers say they will try it again in 2022 - RV Travel
Camping, Caravan, and RV searches are up 63% compared to pre-pandemic

In 2021, searches peaked in late June. Searches began to decline after the Fourth of July.

Searches over time

In 2021, searches began to rise the first week of March.

Pro Tip: Close the gap between research and booking with Remarketing. Ads shown to users in Remarketing lists saw a 34% greater conversion rate.¹

Source: Microsoft internal data, Jan '19 - Feb '22

¹. Microsoft internal data, performance on U.S. traffic using bid-only targeting, October 2017.
2021 delivered a **51%** increase in searches for Campsites compared to 2019.

**Top queries May 2021**
- small camping trailers
- truck camping
- campground review
- camping near me
- campground reservations
- camping grand canyon
- off road camping trailers
- death valley camping
  - *brand 1*
  - free camping
  - *brand 2*
- ohio state parks camping

**Pro Tip:** Use our curated lists to engage with travelers who are likely to convert with In-market and Similar audiences.

Source: Microsoft internal data, Jan ’19- Dec ’21
Prepare for an increased demand for more luxurious outdoor experiences

Top queries  May 2021
- gatlinburg cabins
- pigeon forge cabins
- chalet campers
- yurts sale
- glamping hub
- glamping near me
- broken bow cabins
- pet friendly cabins
- *brand 1*
- glamping utah
- smoky mountain cabin rentals
- hocking hills cabins
- blue ridge log cabins
- glamping texas
- cabin rentals

Searches for cabins, yurts, glamping, and chalets are up **26%** year-over-year, and **+44%** compared to 2019

Chalets experienced a nearly **85%** increase in demand year-over-year in 2021

Nearly half of first-time campers said they had a glamping type of experience for the first time in 2020

Pro Tip: Reach travelers researching activities for their glamping trips with Tours and Activities Ads.

Source: Microsoft internal data, May ’19-May ’21

1. The 2022 Vrbo Trend Report | Vrbo
2. Kampgrounds of America Inc. – 2021 North American Camping Report uberflip.com
Surveys indicate road trips will be a top choice for travelers in 2022.

83% of survey respondents say they would be somewhat or very likely to vacation via RV or campervan if there were COVID surges in 2022.²

51% of survey respondents say they plan on taking at least one road trip in their own vehicle this year.²

Pro Tip: Uncover new business opportunities and efficiently reach untapped corners of the market with Broad match.

Top queries by search volume  May 2021
- road trip planner
- road trip
- popular road trip routes
- plan road trip
- road trip directions
- *brand 1*
- road trip planner free
- road trip games
- free road trip planner
- *brand 2*
- planning road trip
- road trip songs
- road trip planner stops
- road trip snacks

Top destinations by search volume  May 2021
- utah national parks road trip
- california road trip
- colorado road trip
- new england road trip
- east coast road trip

Source: Microsoft internal data, May ’21
1. Outdoorsy’s 2022 RV Travel Trends Report | Outdoorsy.com
2. Survey: What Grabs Your Attention During Road Trips? | erieinsurance.com
Americans see **Nature & Parks** as emerging travel options

Regional Parks & Gardens are seeing **27%** YoY search growth, and **50%** YoY click growth

U.S. national park queries showing the greatest positive momentum and statistically significant search growth:

- **Arches National Park**
- **Big Bend National Park**
- **Grand Teton National Park**
- **Yosemite National Park**
- **US Dark Sky Parks**

**Pro Tip:** Deliver the right message to the right audience at the right time with **Dynamic Search Ads** and **Responsive Search Ads.**

Source: Microsoft Internal Data, Feb ’21-Feb ’22

*Current period is Jun. 7, 2021 to Jun. 13, 2021 and is compared to prior period of May 31, 2021 to Jun. 6, 2021 USA Data*
**RV related queries are up 17% compared to 2019**

**Top queries by search volume May 2021**

- *brand 1*
- rv rentals
- rv sale
- rv dealers near me
- small camping trailers
- truck camping
- *brand 2*
- rv rental
- *brand 3*
- *brand 4*
- sprinter van
- *brand 5*
- rv sales
- *brand 6* motorhomes
- rv parks near me

- **19%** of the top 100 ‘rv’ queries include ‘sale’
- **15%** of the top 100 ‘rv’ queries include ‘rent’ or ‘rental’

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**Source:** Microsoft internal data, Jan ‘19- Dec ‘21
Solutions to remember

- Close the gap between research and booking with Remarketing and Tours and Activities Ads
- Use our curated lists to engage with travelers who are likely to convert with In-market and Similar audiences.
- Uncover new business opportunities and efficiently reach untapped corners of the market with Broad match
- Leverage the Microsoft Audience Network and audience targeting to reach more RV renters
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