

# Camping & RV trends

February 2022



# Key takeaways



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

Close the gap between research and booking with Remarketing



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

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

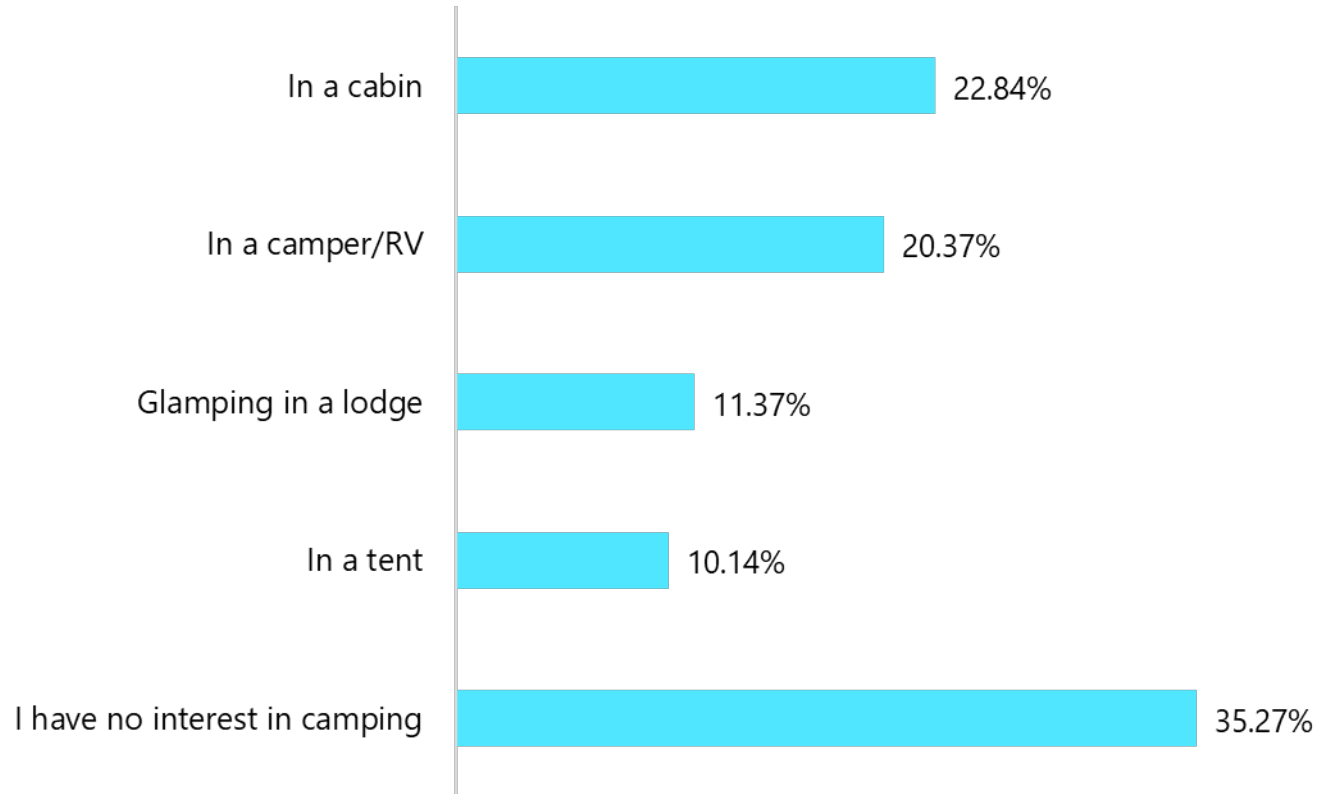


More luxurious outdoor travel options such as cabins, yurts, glamping, and chalets are expected to trend in 2022

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?<sup>1</sup>



**18%** of American travelers plan to go camping or glamping in 2022<sup>2</sup>



**21%** of 2020 campers classified themselves as new to camping, compared to **4%** in 2019<sup>3</sup>



**70%** of 2021 campers are looking to camp again in 2022<sup>4</sup>

**Pro tip:** 22% of campers plan on booking their trips three to five months in advance.<sup>3</sup> 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

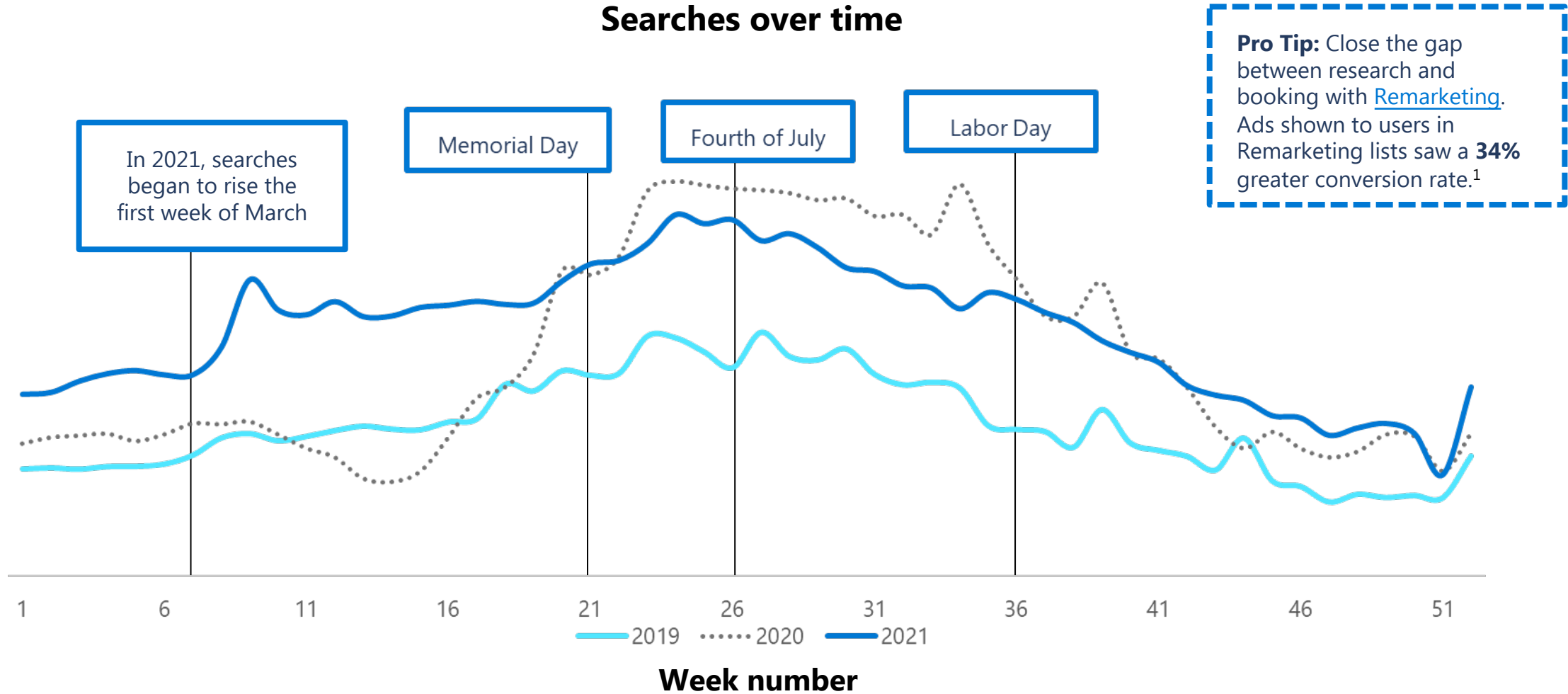
2. [Travel in 2022: A Look Ahead \[tripadvisor.com\]](#)

3. [Kampgrounds of America Inc. - 2021 North American Camping Report \[uberflip.com\]](#)

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



Source: Microsoft internal data, Jan '19- Feb '22  
1. Microsoft internal data, performance on U.S. traffic using bid-only targeting, October 2017.



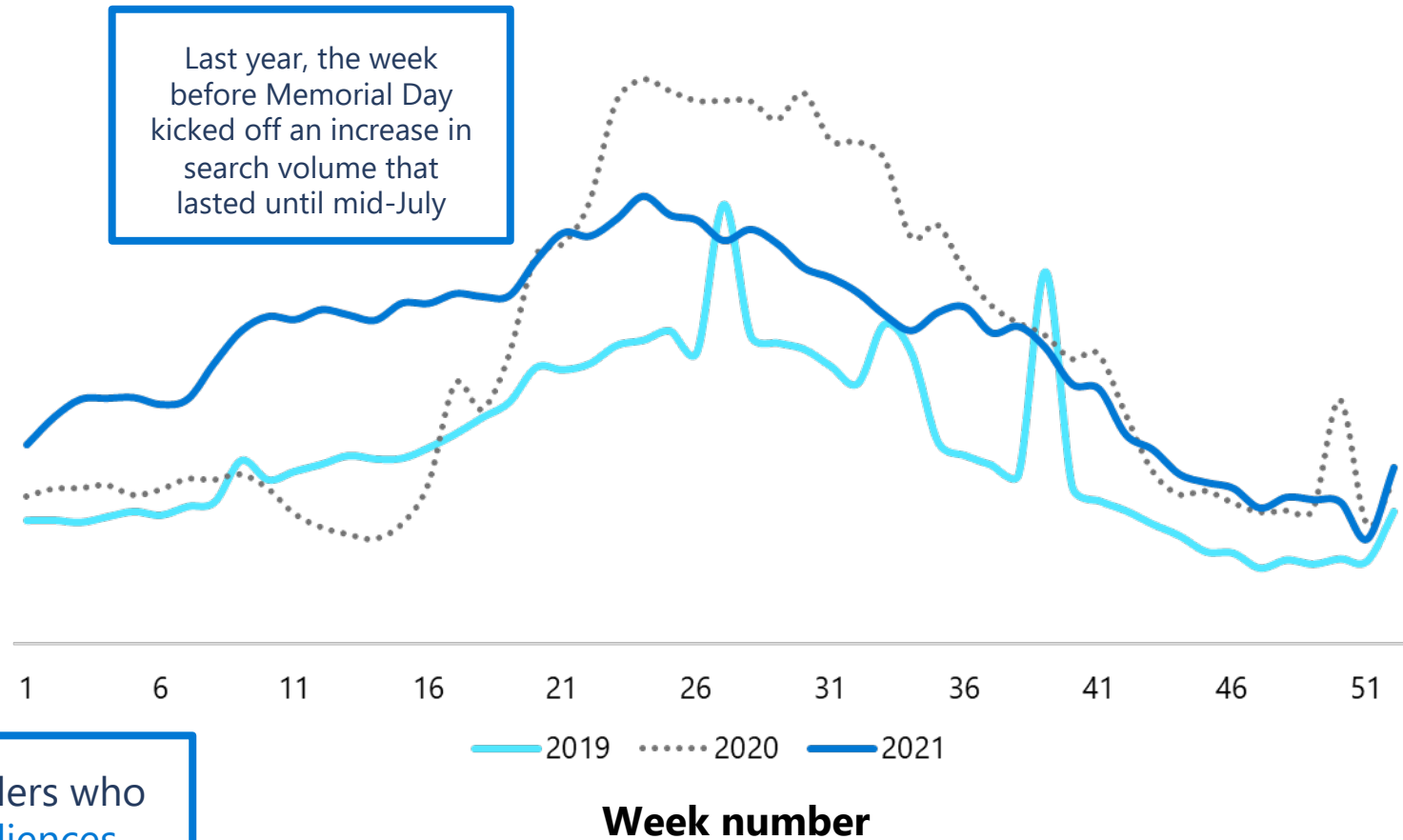
# 2021 delivered a 51% increase in searches for Campsites compared to 2019

## 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*

## Campsites & Campgrounds searches

Last year, the week before Memorial Day kicked off an increase in search volume that lasted until mid-July



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

# Prepare for an increased demand for more luxurious outdoor experiences

## Top queries [May 2021]

*gatlinburg cabins*  
*pigeon forge cabins*  
*chalet campers*  
*yrurts 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<sup>1</sup>



Nearly half of first-time campers said they had a glamping type of experience for the first time in 2020<sup>2</sup>



**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

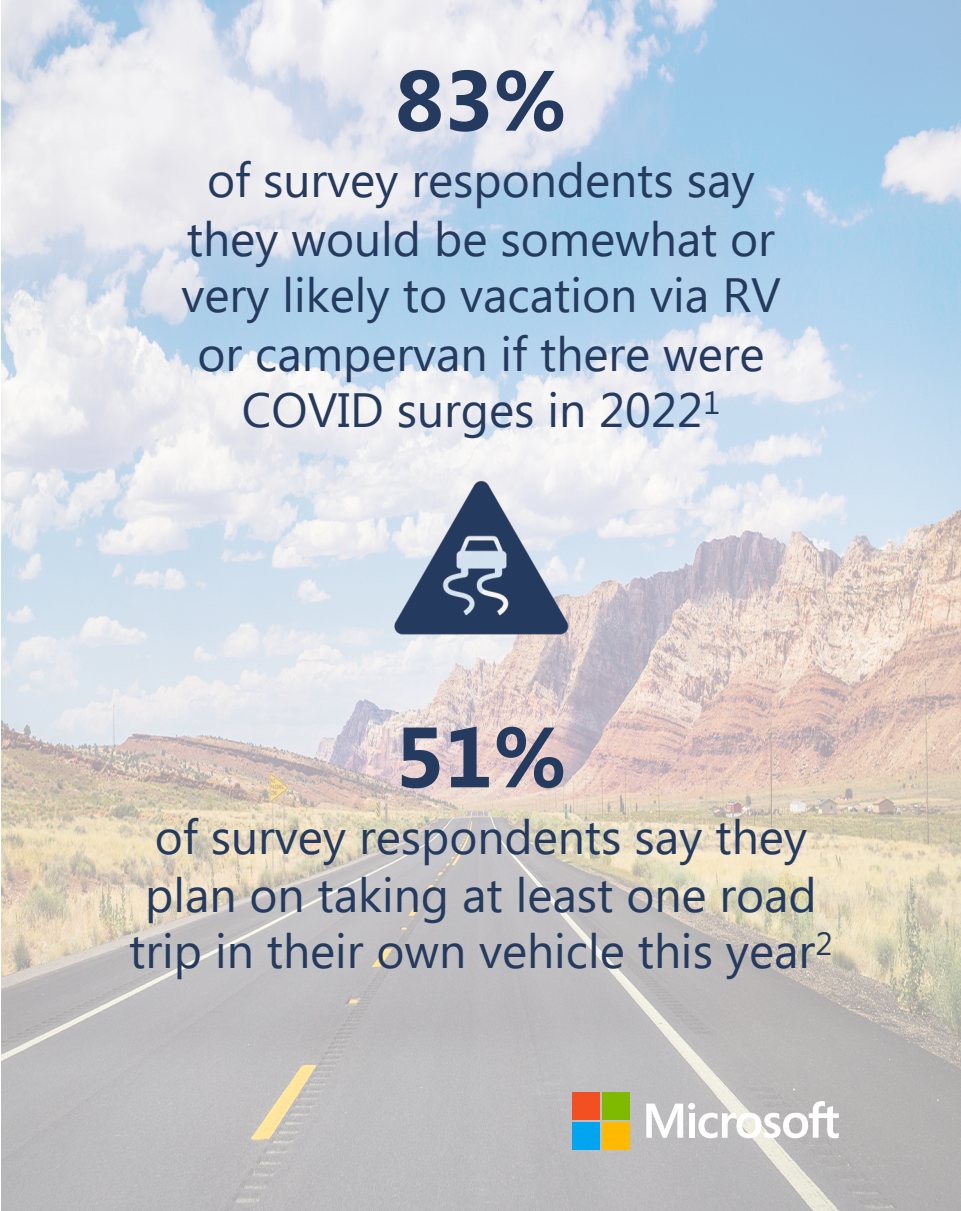
## Top queries by search volume [May 2021]



**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*

**Pro Tip:** Uncover new business opportunities and efficiently reach untapped corners of the market with [Broad match](#)

■ Searches



# 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<sup>1</sup>



# 51%

of survey respondents say they plan on taking at least one road trip in their own vehicle this year<sup>2</sup>



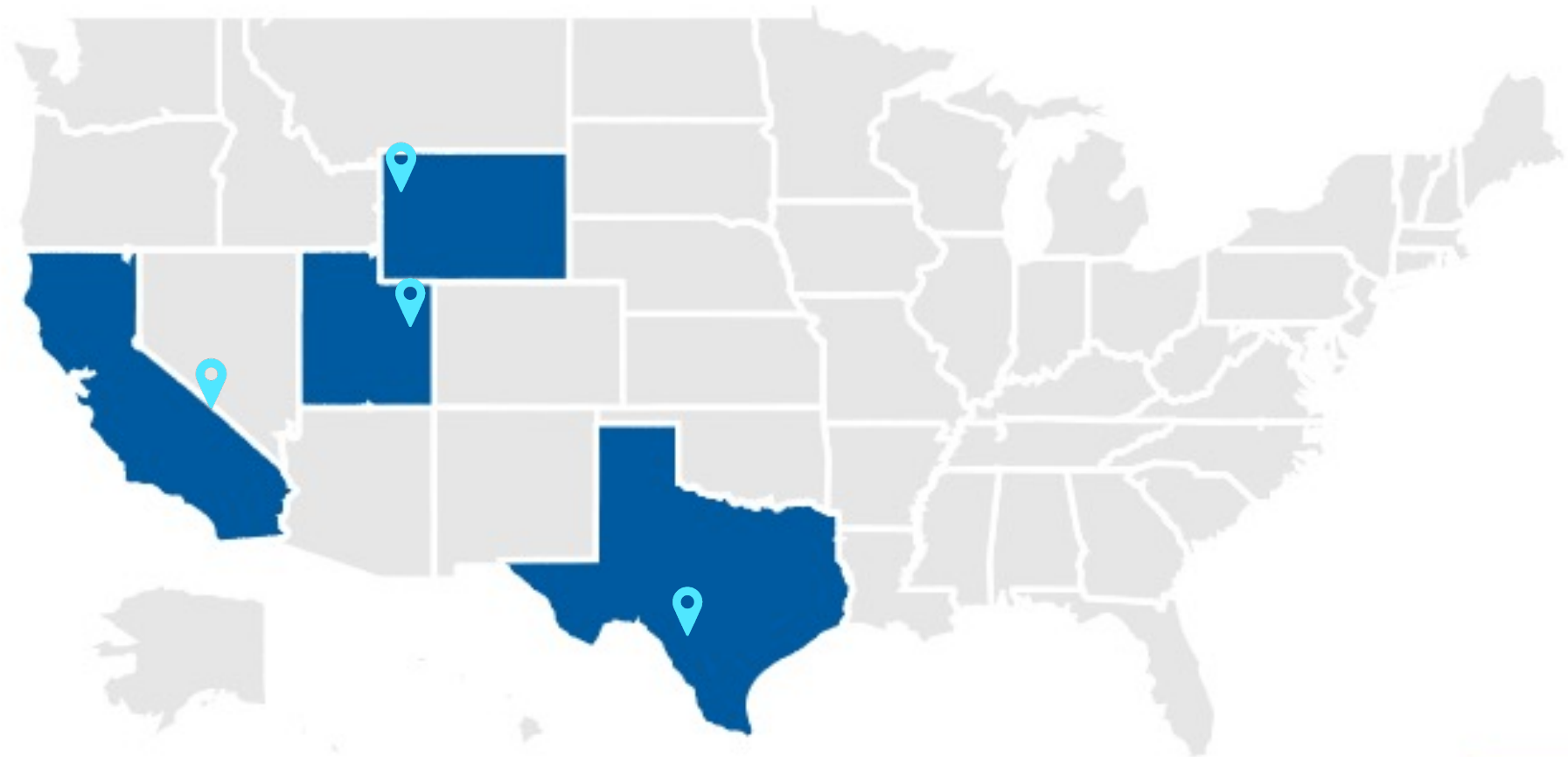
Source: Microsoft internal data, May '21  
1. [Outdoorsy's 2022 RV Travel Trends Report | Outdoorsy.com](#)  
2. [Survey: What Grabs Your Attention During Road Trips? |erieinsurance.com](#)

# 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:

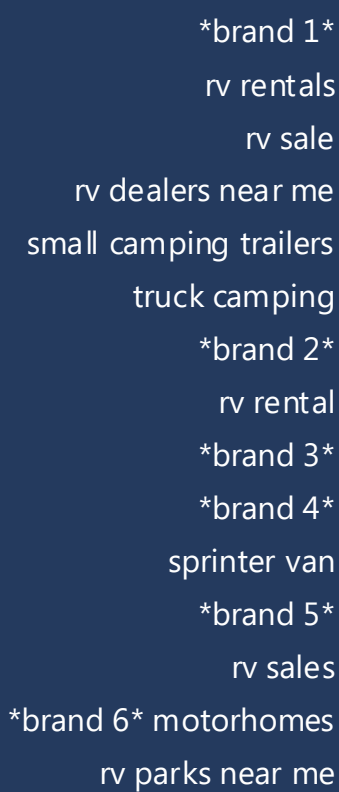
arches national park  
big bend national park  
grand teton national park  
yosemite national park  
us dark sky parks



**Pro Tip:** Deliver the right message to the right audience at the right time with [Dynamic Search Ads](#) and [Responsive Search Ads](#).

# RV related queries are up 17% compared to 2019

## Top queries by search volume [May 2021]

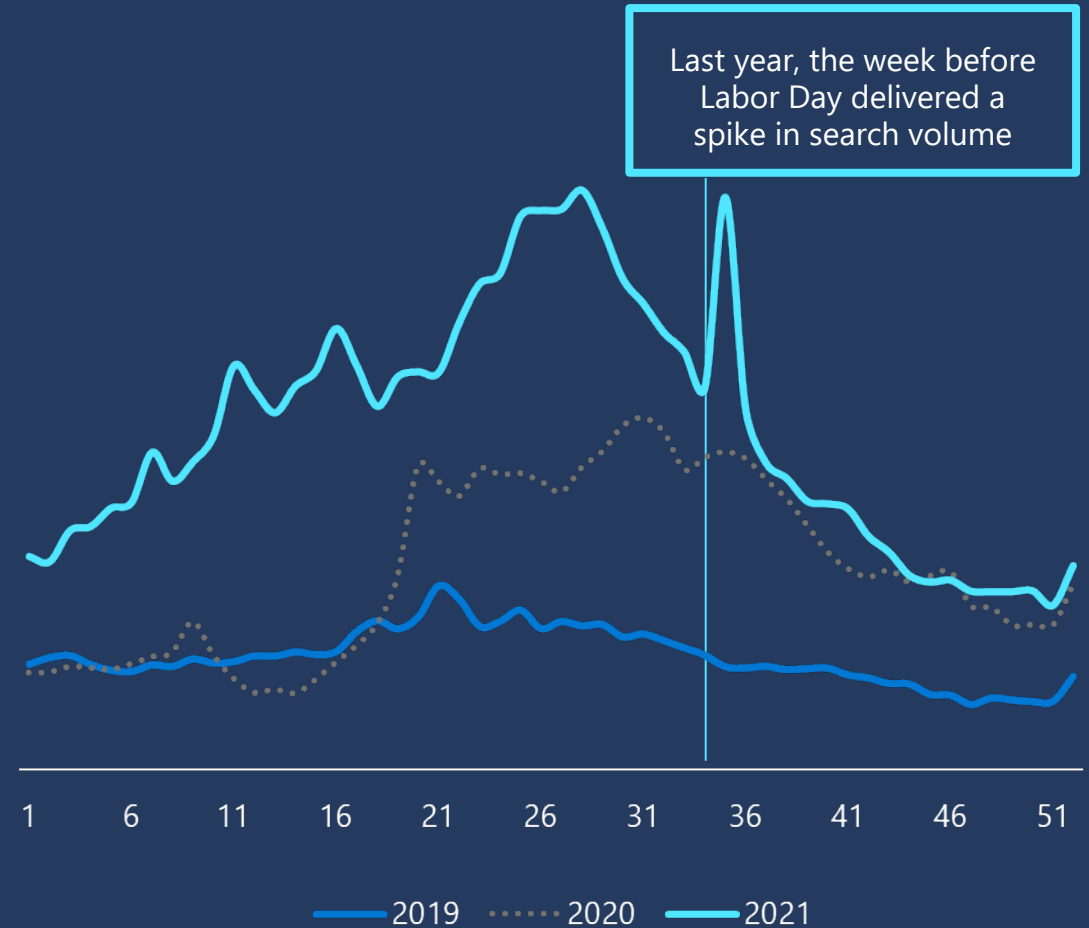


■ Searches

19%  
of the top 100  
'rv' queries  
include 'sale'

15%  
of the top 100  
'rv' queries  
include 'rent'  
or 'rental'

## Caravan & RV searches



Week number



# 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

To get actionable data, insights and best practices to help make decisions and grow your business, visit [MicrosoftAdvertising.com/Insights](https://MicrosoftAdvertising.com/Insights)



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[advertising.microsoft.com](https://advertising.microsoft.com)