

The Dyrt on Camping



2022



the dyrt

2022 Camping Report

2021 was a year of grit and determination. As the world navigated through trying times, popularity in camping continued to grow and people turned to the outdoors to find solace and reprieve. **Over 66 million people went camping in the U.S. last year and over 8.3 million tried camping for the first time. Amid this growth in camping, a camper visited The Dyrt every second.** With overbooked campgrounds, new expectations from campers, and continually emerging technologies, the camping industry is shifting.

What We've Packed Into This Year

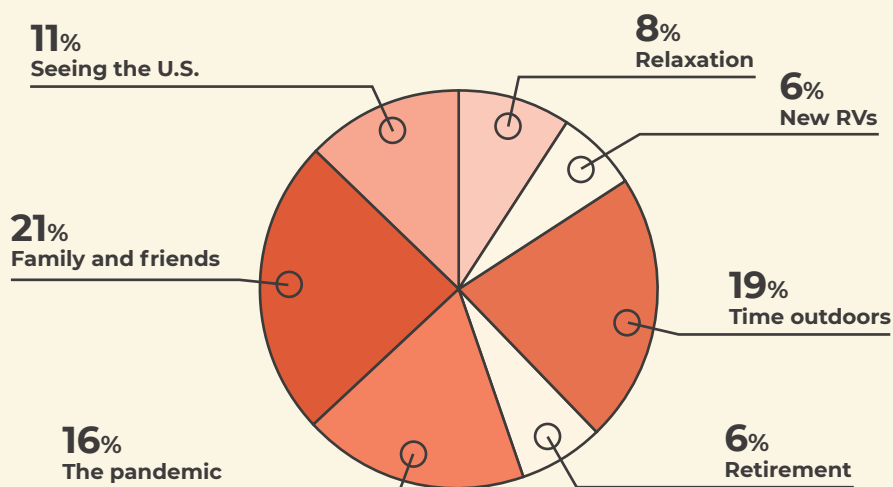
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The growing camping community

First-time campers on the rise

The camping community is nothing if not resilient. While the pandemic uprooted so many aspects of everyday life, it also served as an inspiration for new campers to pack up their gear and greet the great outdoors. The No. 1 inspiration for first-time campers: spending time with family and friends.

What's inspiring 8.3 million first-time campers



1 in 5

Americans went camping in 2021

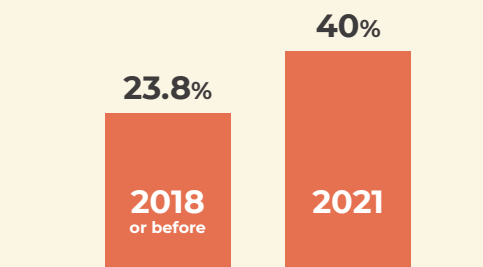


I always wanted to do real camping. We ended up on a private ranch in Zion and I've never seen the stars as clearly as I did there. After a long day of hiking, enjoying the sunset and the stars at night with the crackling fire... it amplifies the experience of enjoying Mother Nature with the ones you love.

Jose Delgado, West Covina, CA, First-time camper in 2021

First-time campers are increasingly more diverse

40% of first-time campers in 2021 self-identified as BIPOC (Black, Indigenous, and People of Color.) That's two-thirds more than in 2018.



The rise in RV camping

Comforts of home in the woods

Campers were drawn out West for top outdoor destinations, and opted for comfort and predictability as they tried new forms of camping.

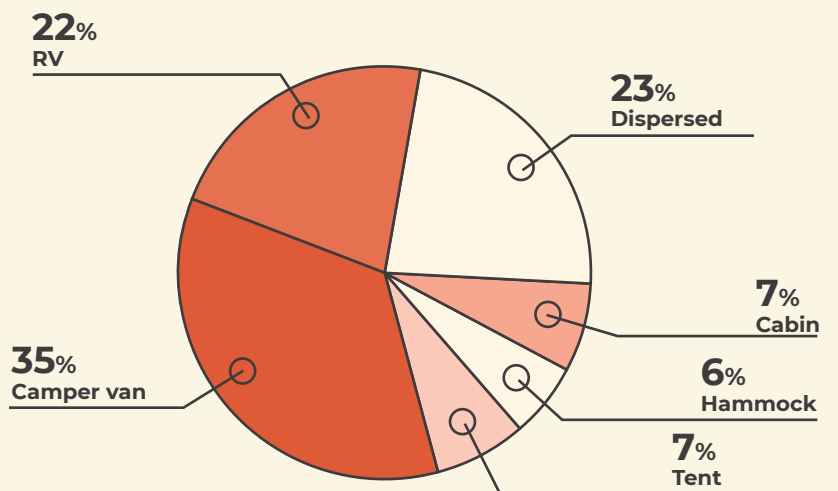


57%

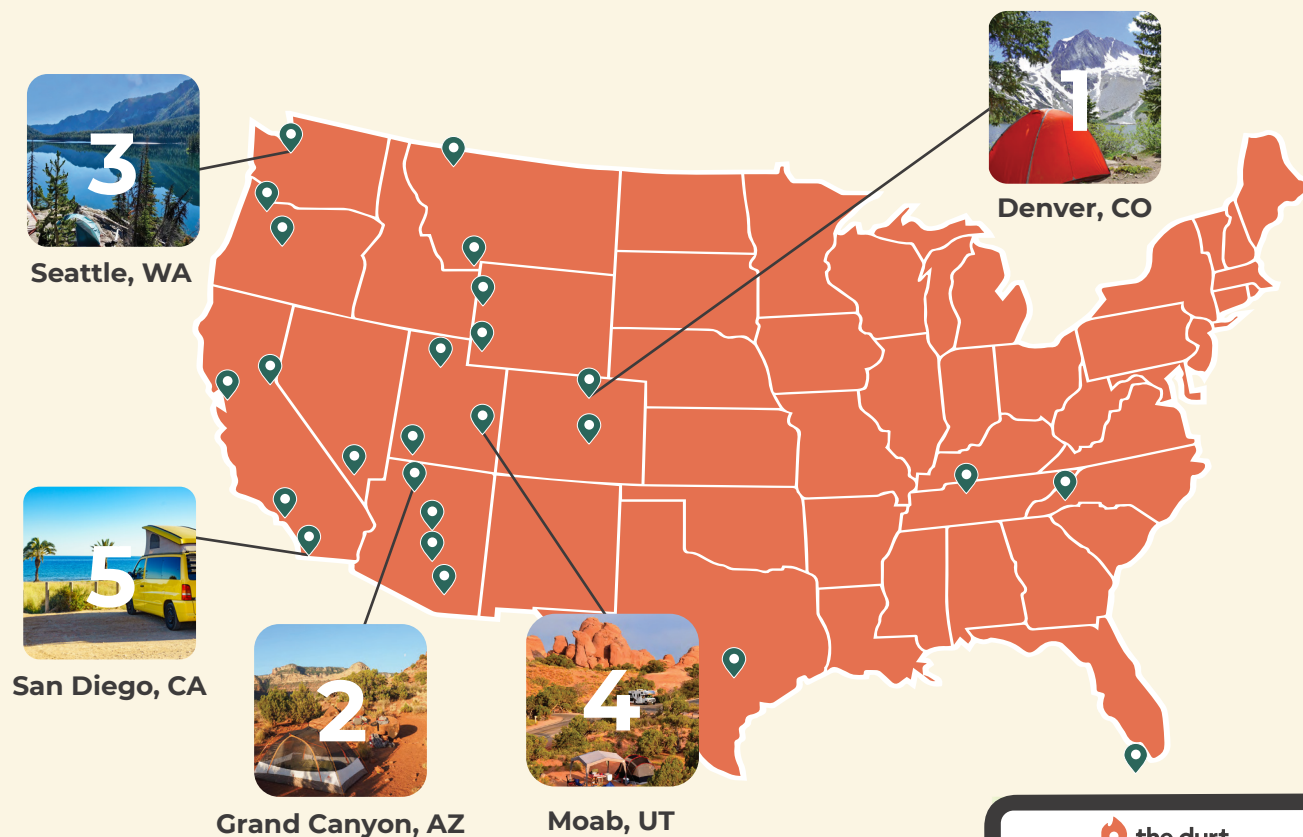
of the campers who tried new forms of camping in 2021 opted for the comfort and longevity of RVs and vans



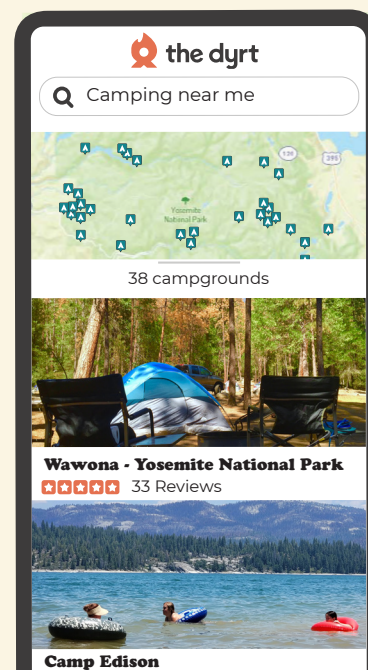
Campers who tried a new form of camping in 2021:



Top 25 searched camping destinations on The Dyr



1. Denver, CO
2. Grand Canyon, AZ
3. Seattle, WA
4. Moab, UT
5. San Diego, CA
6. Portland, OR
7. Yellowstone National Park, WY
8. Zion National Park, UT
9. Las Vegas, NV
10. Los Angeles, CA
11. West Yellowstone, MT
12. Salt Lake City, UT
13. Sedona, AZ
14. Phoenix, AZ
15. San Francisco, CA
16. Austin, TX
17. Colorado Springs, CO
18. Glacier National Park, MT
19. Key West, FL
20. South Lake Tahoe, CA
21. Bend, OR
22. Jackson, WY
23. Nashville, TN
24. Tucson, AZ
25. Asheville, NC



“My mom and dad weren't into hiking or being outside. My girlfriend loved the outdoors so we went camping together. She showed me how to pitch a tent and build a fire. It was super helpful to have someone to guide me. We broke up, but I wanted to go camping again. I have planned a bunch of trips in 2022.”

Caroline Muñoz, San Diego, CA, First-time camper in 2021

Campers' must-have features and activities

What campers want

When it came to searching for the perfect campgrounds, campers had a few specifics in mind.



Campfires allowed
(57%)



Drinking water
(44%)



Toilets
(43%)



Pets allowed
(38%)



Showers
(33%)

The pack mentality



Camping must-haves

There really is no wrong way to spend a camping trip, but these were some of The Dyrt users' favorite activities.

Hiking (87%)

Relaxing (86%)

Cooking (60%)

Swimming (48%)

Drinking (43%)

Fishing (43%)

53%

of campers booked at least a few weeks in advance

Planning makes perfect. Last year, the majority of our campers booked their campsites in advance.



Over **50%** of RVers and trailer campers booked at least a few months ahead.



Over **70%** of car and tent campers booked less than a month ahead.

Cheers!



When it comes to campground libations, most preferred to crack open a **local craft beer**.



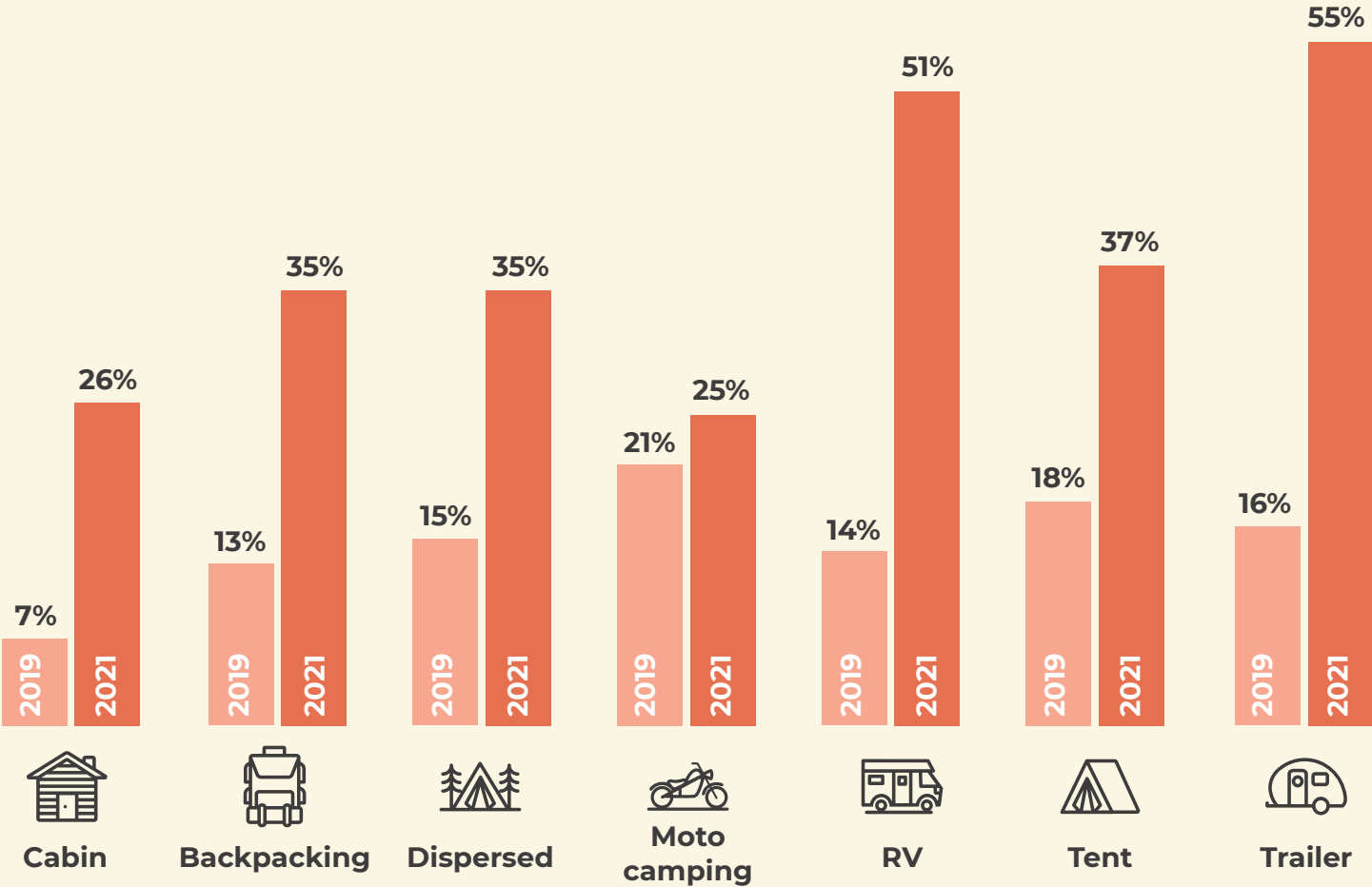
3x harder to book a campground
in 2021 than pre-pandemic

The campground shortage

The battle for campground bookings

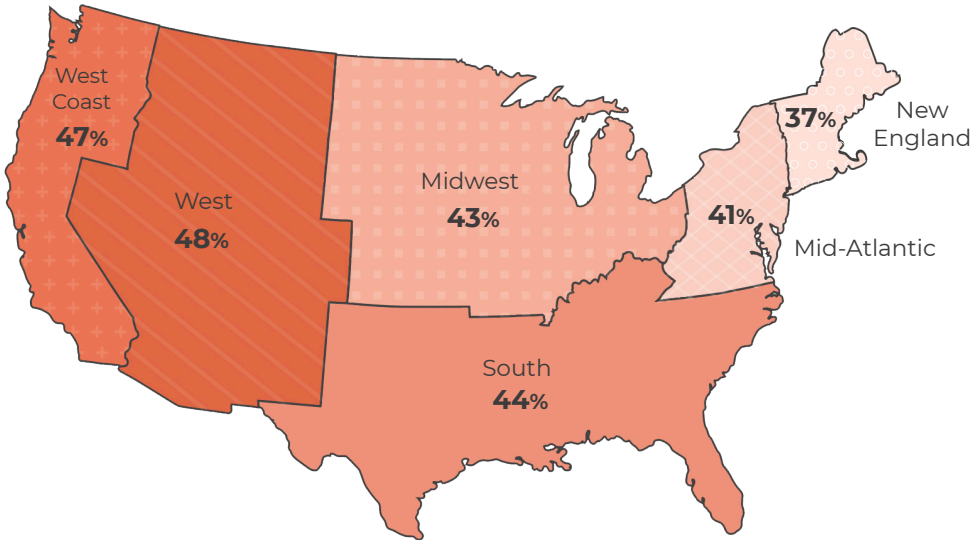
It's no secret: Camping's popularity skyrocketed in 2021. Whether you chalk it up to more people having free time or a desire to escape everyday life, this increase meant a shortage in reservable campsites. Campers told us that it was nearly three times more difficult to find bookable campgrounds in 2021 than in years prior.

Difficulty finding campsites by type



Booked-up campgrounds

Nearly half of all campers in the U.S. reported difficulty finding available campsites in 2021, with western regions being the most difficult.



No campgrounds, no problem

The rise of dispersed camping

Campers met the campground shortage head-on, expanding into dispersed camping. **In fact, members of our community went dispersed camping twice as often in 2021 as they did in 2020.** The Dyrt's four most saved campgrounds in 2021 were all dispersed campgrounds, where campers are free to camp anywhere within certain boundaries.

Campers went
dispersed camping

2x
more

The Dyrt's most-saved campgrounds of 2021 were dispersed:



Ryan F.

Blue Lakes Camping
CO



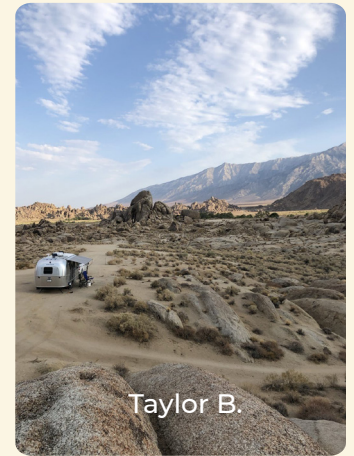
Michael B.

Edge of the World
AZ



Daniel B.

Shadow Mountain
WY



Taylor B.

Alabama Hills
CA



I've always loved dispersed camping, mostly because the campgrounds here in Colorado have become so crowded the last 10 years or so. I lived on the road for a few months this past year, so I accessed dispersed camping and alternate overnight spots along the way. The Dyrt was one of the few apps I used to help with that.

Andrea Schmutt, Denver, CO, Dispersed camper

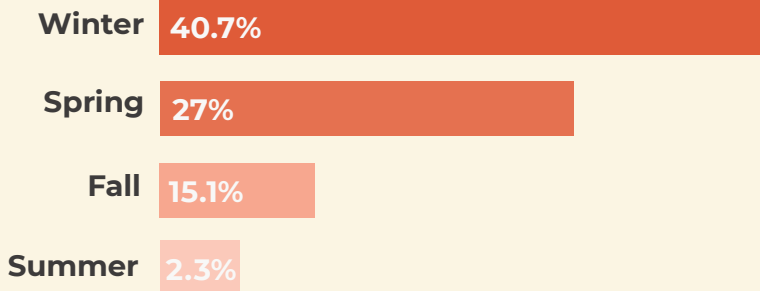
We're camping more often, all year

Camping season is extending

There is no off-season. Campers have taken more trips year over year since 2019, and there's no sign of stopping in 2022. Camping is on the rise in every season, but winter is the fastest-growing season with far more campers braving the cold this winter than they did pre-pandemic.

Camping growth by season

Increase in camping by season from 2019 to planned trips in 2022.



We committed to camping at least once a month for the whole year. We have a young daughter and want to pass on our love of camping. If we know some place is normally crowded, we try to do it during the wintertime so it will be less crowded. Like Yosemite. Yosemite is gorgeous during the winter.

Jeremiah Fishell, Riverside, CA, Year-round camper

Weekday warriors **70%** of campers take trips that include weekdays

#WFC



With the rise in remote-work opportunities, the number of folks toting their laptops on their camping trips has nearly tripled since 2018.

In fact, **23.8%** of campers **worked from a campsite** in 2021, up 49% from pre-pandemic.



I loved camping as a kid and got back into it as an adult a few years ago when I had a really high-stress job and needed to unwind. It wasn't enough just to camp when it's warm. You truly don't get a much better solitude than camping in the snow with no one around.

Jason Balfour, Portland, OR
Year-round camper

How we're searching for camping

Camping goes digital

80%

of first-time campers
used a mobile app or
website like The Dyrft

When it comes to finding a campsite, it's not all billion-dollar search engines. First-time campers are nearly twice as likely to use camping apps and websites than search engines to find camping.

“



Without apps like The Dyrft, it simply wouldn't be possible for me to rent out my campground. I'm a small-time operator with a full-time job, and there is no way I would be able to spend the time and energy finding a way to market the campground without the apps. This arrangement allows me to make a little bit of extra income on the side, while sharing a beautiful and special location with other nature lovers!

Levi Pine, Lancaster, CA
Joshua Tree Ranch Los Angeles, Campground owner





1,000,000

people have registered accounts on The Dyrty to book and share their camping experiences

We celebrated this milestone in November!



Our community of campers continued to provide and share helpful information



4,000,000+

Our community has shared a total of over 4 million reviews & tips. Last year alone we averaged 5 new reviews and tips uploaded every minute!



The Dyrty PRO users helped everyone camp better.

The Dyrty users that subscribed to PRO contributed **6x** more user reviews and **11x** more photos than our average user. Good lookin' out!

PRO



Campgrounds grab free bookings

41% of bookable campgrounds on The Dyrt turned on Instant Book

The Dyrt had 27 million visits in 2021.
That's 11.8 million more than in 2020.

Mendicino Magic, CA

★★★★★ 3 Reviews

\$60 - \$350 / night



Campgrounds can now offer
Instant bookings on The Dyrt

for free.

Wickiup Cabins, MT

★★★★★ 6 Reviews

\$146 - \$285 / night



Yonder Escalante, UT

★★★★★ 5 Reviews

\$79 - \$109 / night



Over 44,000 campgrounds and properties are listed on The Dyrt with an increasing number of private properties capitalizing on the camping boom.

The trail ahead in 2022

Keep On Camping On



My family went to an RV show and we were inspired to buy a trailer. As a person with a mild intellectual disability, I would say to anyone with a disability, go camping — it can boost your confidence as a person and bring you fullness and happiness. I love camping, end of story.



Zixuan "Felicity" Meng
Alberta, Canada
First-time camper in 2021



This report is based on a random sample of over 3,000 respondents identified among users of The Dyrty in December 2021 as well as two separate third-party surveys of 1,000 US residents each. These third-party surveys, conducted by Southpaw Insights in December 2021 and E2E Research in February 2022, were census representative on age, gender, region and race and used to make broader observations about campers in the U.S. in general. Some respondents to The Dyrty user survey were contacted for additional information and/or interviews when they indicated their willingness to be contacted.



Media Inquires

Maggie Fisher
Brand Marketing Manager
mfisher@thedyrty.com
860.526.1555

Business Inquiries

John Hayden
President
jhayden@thedyrty.com