



# 2025 Camping Trends Outlook

for Campground Owners



# The Year of the (Re)Creation Vacation

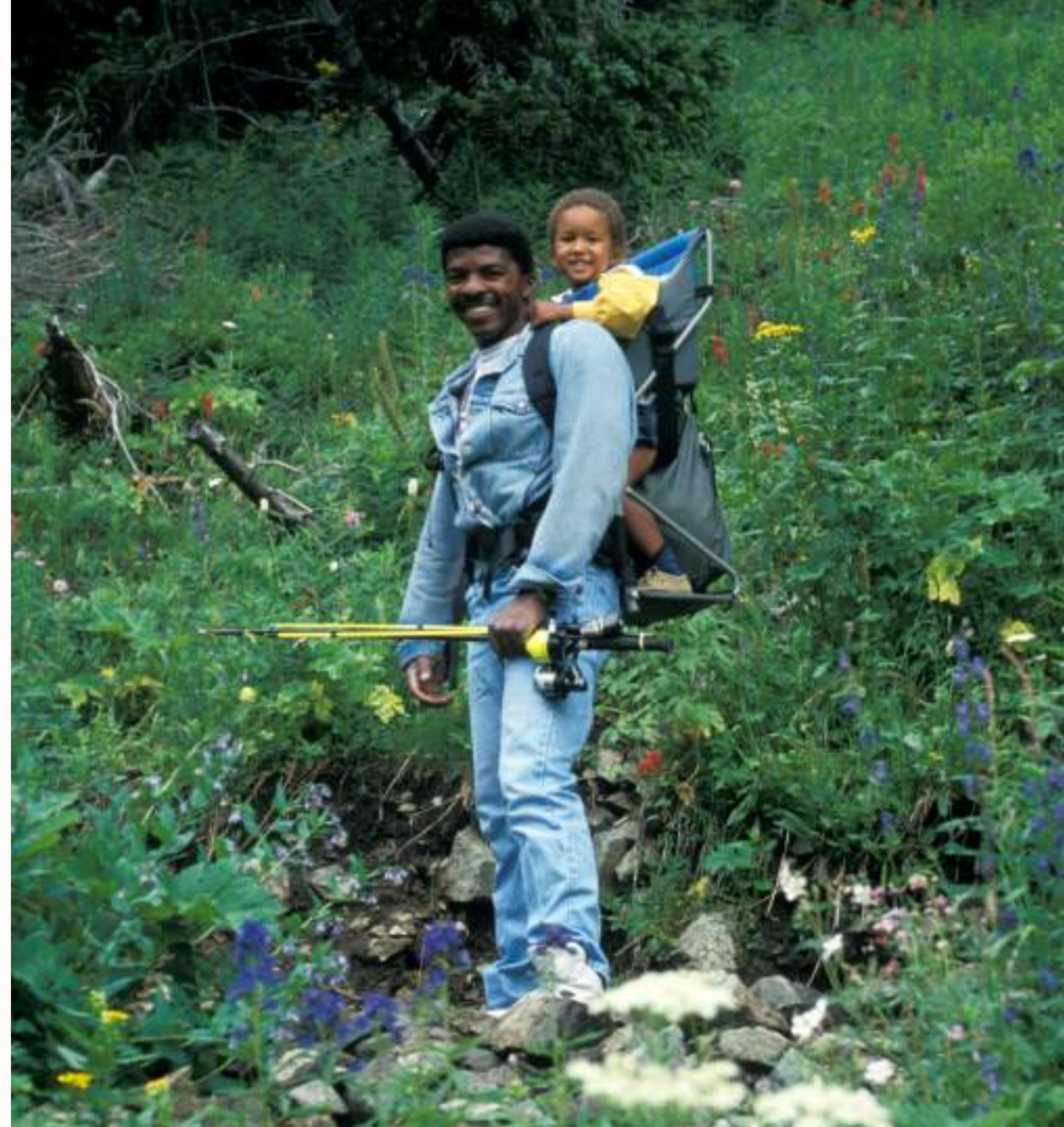
Amidst the chaos of modern life—election anxiety, political news, and financial pressures—people are craving a return to simpler times, finds new Campspot data.

In a recent survey of Campspot Marketplace customers, we found that 88% of campers wish they could escape to a more carefree era, and 72% say a desire for simpler times will significantly impact their 2025 travel-planning.

We're coining this movement the (Re)Creation Vacation—where folks seek to blend "recreation" with their desire to "re-create" those powerful feelings of connectedness, adventure, and simplicity of times past.

Campers are feeling nostalgic, simply put—and they're heading outdoors for stress relief and a return to what truly matters.

In this report, we'll dig further into these camping trends and how you can apply these insights to your business strategy in 2025.



# The Landscape



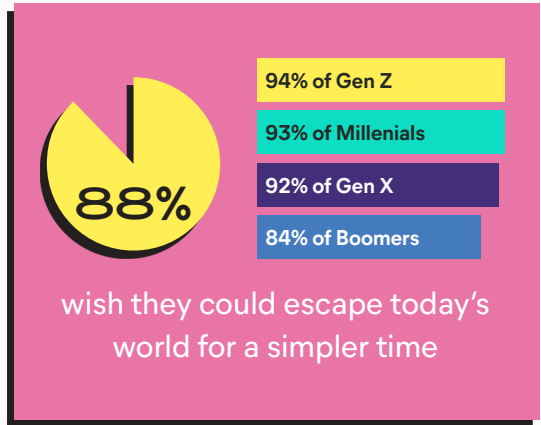
94% see camping as a form of stress relief from today's pressures



93% plan to spend the same or more on camping in 2025



80% believe camping helps them reconnect with what matters most in life



## TREND #1

# Nostalgia Is a National Mood

85% of campers miss the thrill of discovering nature like they did as kids.



## How to Apply These Insights

- ✓ Use imagery and language in your marketing materials that speak to classic camping amenities and experiences evoking nostalgia (e.g. picnic tables, charcoal grills, etc.).
- ✓ Level up the campfire experience, an iconic symbol of connection and slowing down.

### IDEAS:

- ✓ Upgrade your fire pits and the surrounding area
- ✓ Offer complimentary s'mores kits or cooking equipment
- ✓ Provide lanterns for ambience

The feelings campers most want to recreate:

**#1: ADVENTURE**

**#2: SIMPLICITY**

**#3: CONNECTEDNESS WITH FAMILY**

Nostalgic elements most appreciated at a campground:



Natural surroundings & scenic views



Campfire pits

What campers most wish to re-experience while camping:

**#1**



Road trips

**#2**



Campfire cooking

**#3**



Telling stories around campfire

## TREND #2

# Detox, But Make It Vintage

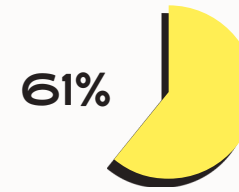
83% are drawn to the idea of a rustic retreat in 2025 for the chance to disconnect and unwind.

### How to Apply These Insights

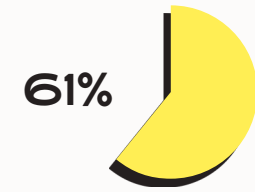
- ✓ Provide a mix of features that help campers digitally detox while...staying connected.

#### IDEAS:

- ✓ Offer a charmingly rustic setting with high-speed Wi-Fi available in common areas.
- ✓ Encourage a device-free experience by providing printed resources to enjoy (e.g. maps, itineraries, recommendations for nearby attractions).
- ✓ Provide hands-on, classic camping experiences—including games, amenities, activities, and events—to engage guests deeply in their stay.
- ✓ Offer old-school supplies like binoculars and disposable cameras to rival camera phones and apps.



prefer campgrounds with a blend of both modern conveniences and traditional, rustic charm



value a tech-free camping experience



Gen Z are 3X more likely than Boomers to seek a digital detox while camping



(32%) miss the lack of screen time from their childhood



## TREND #3

# The Draw of Days Past

7 in 10 say they'd trade today's technology for a week of living like the 1980s.

### How to Apply These Insights

- ✓ Lean into retro vibes through your design and marketing (great campground inspo for nostalgic, "old school" branding vibes: [Camp Fimfo](#)).
- ✓ Stock your camp store with items evoking a nostalgic, campy feel (e.g. T-shirts, socks, snacks, fanny packs, etc.).
- ✓ Host '80s-themed movie nights, pool parties, or other events.



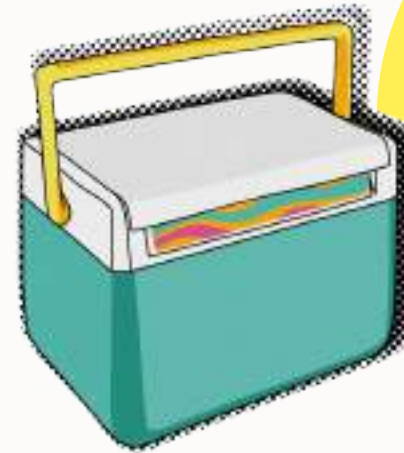
## TREND #4

# Generation (Re)Connect

80% of campers say camping trips reconnect families, freeing them from the stress of modern life.

### How to Apply These Insights

- ✓ Offer [campfire prompts and questions](#) (for rent or purchase) to encourage conversation.
- ✓ Upgrade your fire pits and/or campfire experience (campers truly appreciate and look forward to time around the campfire!).
- ✓ Ensure campground rules support meaningful experiences for connection (e.g. quiet time, site spacing, dark sky lighting).
- ✓ Provide amenities and equipment that help campers build and cook over the campfire, fish, or identify plants and wildlife.



the top skills campers want to pass on:

**#1: BUILDING A FIRE**

**#2: COOKING OVER A CAMPFIRE**

**#3: SETTING UP A SHELTER**

**#4: FISHING**

**#5: IDENTIFYING PLANTS & WILDLIFE**

HALF



(50%) of campers yearn for the connectedness of family experiences from childhood

94%



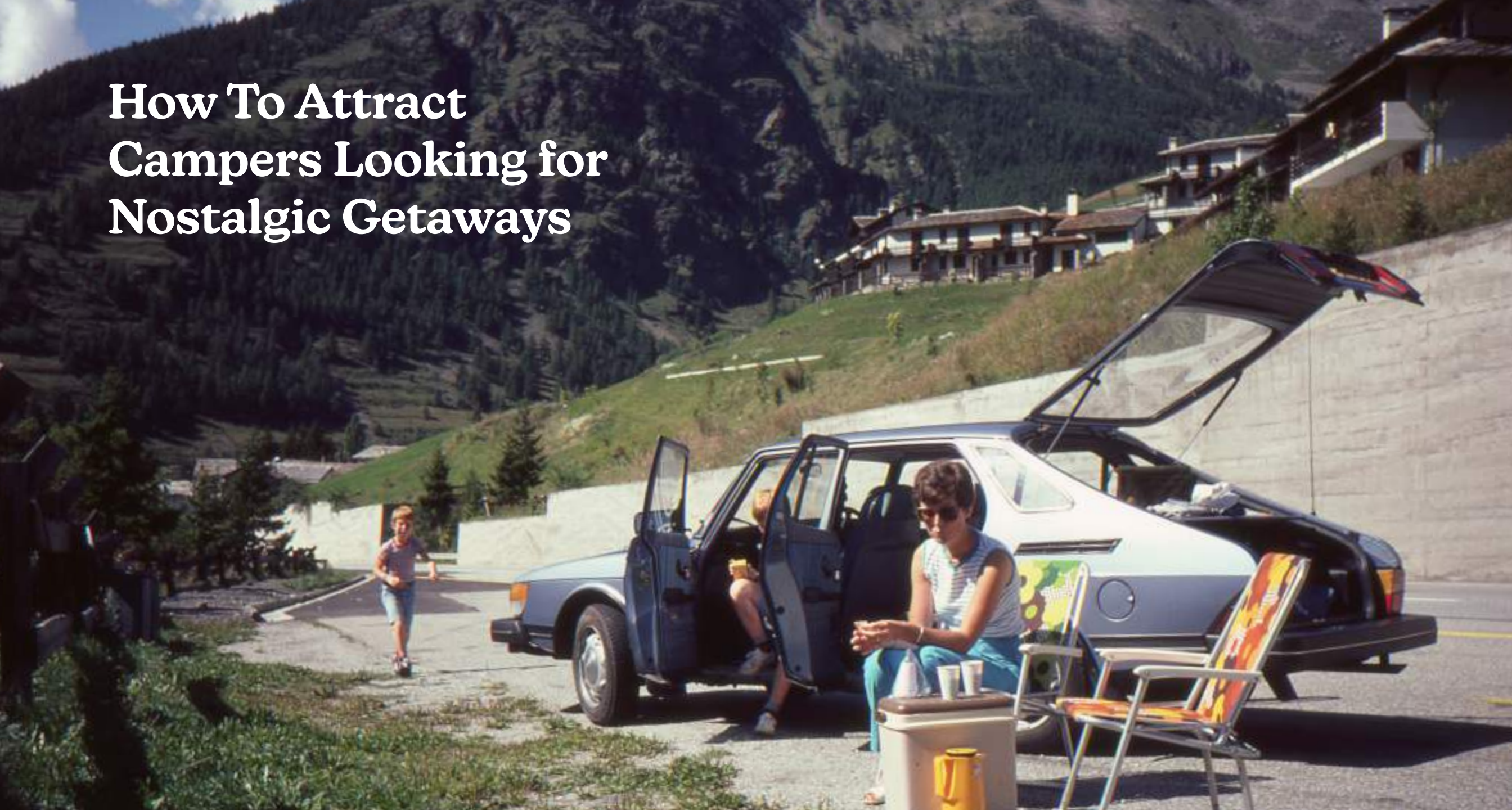
share stories of past camping trips with their family during new trips

78%



say it's important to them to pass on their childhood camping traditions to the next generation

# How To Attract Campers Looking for Nostalgic Getaways





# The Cross-Country Caravan

Road trips and driving routes are the #1 type of camping trip campers want to take in 2025.

## How to Apply These Insights

- ✓ Create your own road trip (or day trip) itinerary for your area with must-see natural sites, attractions, and restaurants. Send to guests via print or email.
- ✓ Consider your location on travelers' routes, and strategize where and how to advertise that your campground is a prime stop along the way. For instance, if travelers are headed to a site north of your campground, you might place ads to the south.



Road trips are the #1 childhood memory campers want to relive, across all generations



75% are interested in incorporating classic road trips into their 2025 travel plans

# The Old-School Family Campout

More than half (56%) are interested in multi-generational family campouts in 2025.

## How to Apply These Insights

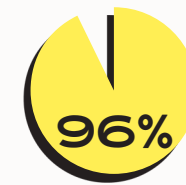
- ✓ Tap into the emotions of connectedness and passing on childhood joys in your advertising.
- ✓ Encourage guests to use Campspot's Lock Site feature during their reservation to "lock in" side-by-side sites for their family or group.
- ✓ Offer items and amenities that appeal to each generation of campers and meet their various expectations. For example, Gen Zers are 3x more likely than Boomers to seek a digital detox while camping. From high-speed Wi-Fi in common areas, to printed resources for a device-free experience, to conversation starters for the campfire, provide a selection of amenities that speak to each group's goals and preferences.



feel more connected to their family during camping trips compared to other vacations



8 in 10 feel it's important to recreate the simple joys of childhood for their own children or grandchildren



96% believe today's children are missing out on the joys they experienced in childhood



78% feel it's important to pass on their childhood camping traditions to the next generation

# The Rustic Retreat

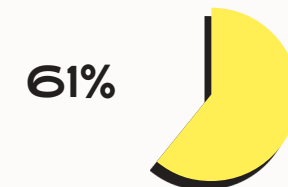
Campers are looking to disconnect and unwind at rustic retreats in 2025.

## How to Apply These Insights

- ✓ Showcase high-quality photos of your rustic setting in marketing materials.
- ✓ Clearly communicate the modern amenities still available in your rustic environment.
- ✓ If you offer glamping options, make sure your pre-arrival communications set clear expectations for guests. Campers might crave a rustic experience while still expecting certain conveniences (which might not be available).
- ✓ Include site-type photos in your booking workflow, and remind campers of the amenities that are (and aren't) available. Also clarify which are complimentary versus premium.



(83%) find the idea of a rustic retreat appealing in 2025 for the chance to disconnect and unwind



prefer camping locations that offer both rustic charm with some modern conveniences

# Dig Into More Business Insights

As these trends continue to shape campers' travel plans and expectations, staying on top of the data is more important than ever.

To keep your finger on the pulse of industry insights, [subscribe to the Data Dig](#), your go-to resource for informed campground management.

Get monthly trends delivered straight to your inbox, so you can make data-driven decisions that generate more revenue and keep your campers happy.

## *\*Methodology*

*The 2025 trend survey was conducted online by Campspot from July 16 to August 3, 2024, among 2,594 Campspot customers across North America.*

