

MICROSOFT ADVERTISING INSIGHTS

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

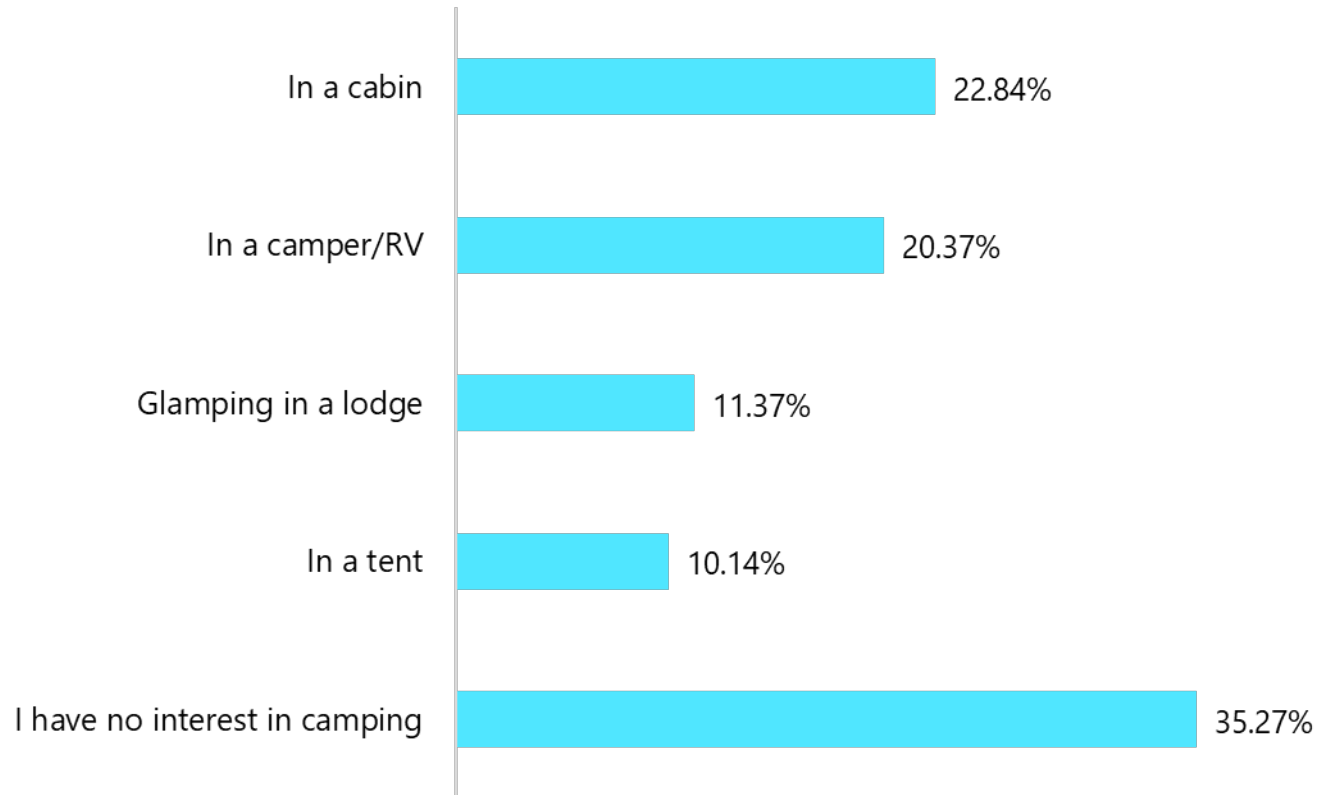


More luxurious outdoor travel options such as cabins, yurts, glamping, and chalets are expected to trend in 2022

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?¹



18% of American travelers plan to go camping or glamping in 2022²



21% of 2020 campers classified themselves as new to camping, compared to **4%** in 2019³



70% of 2021 campers are looking to camp again in 2022⁴

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

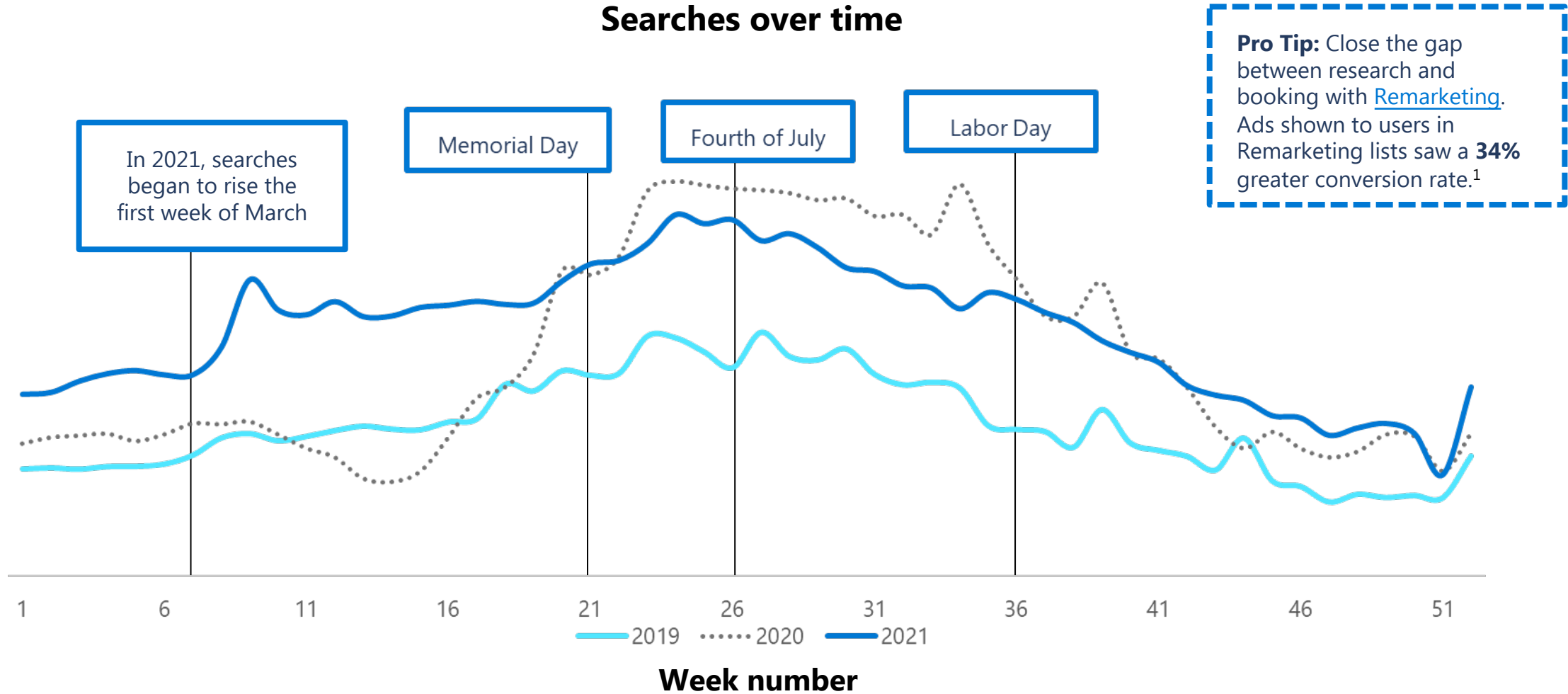
2. [Travel in 2022: A Look Ahead \[tripadvisor.com\]](#)

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.



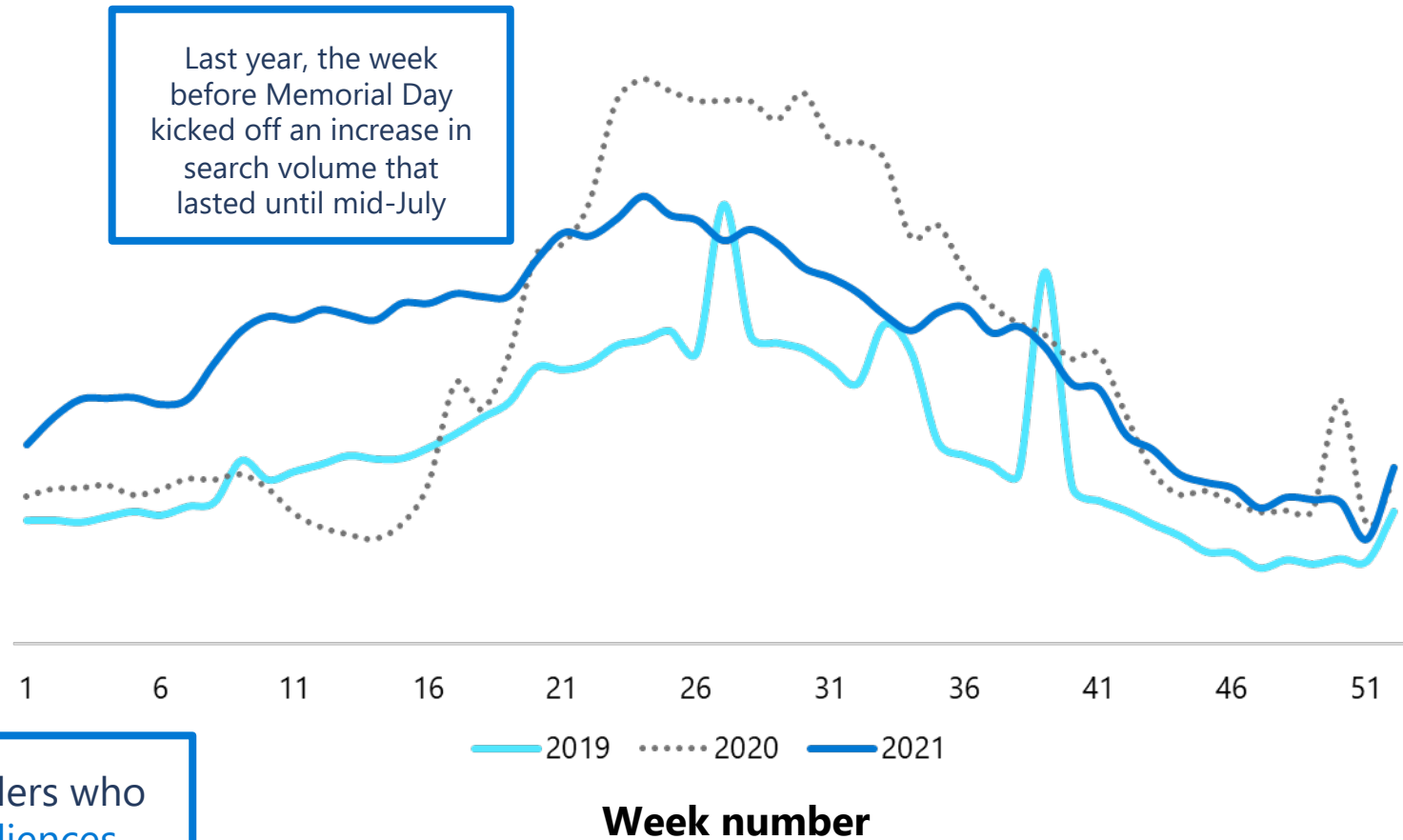
2021 delivered a 51% increase in searches for Campsites compared to 2019

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 2021¹

Nearly half of first-time campers said they had a glamping type of experience for the first time in 2020²

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

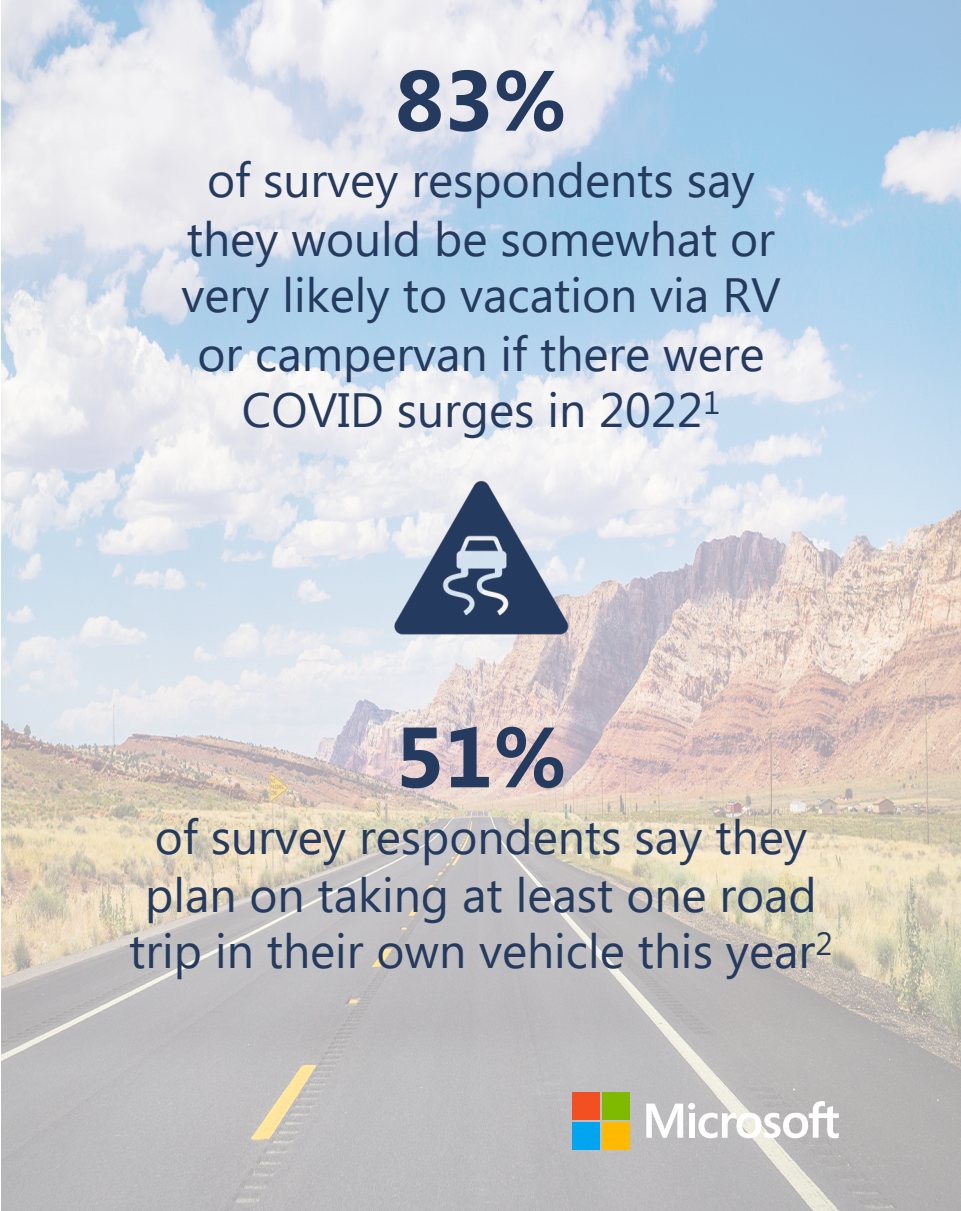
Top queries by search volume [May 2021]



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 2022¹



51%

of survey respondents say they plan on taking at least one road trip in their own vehicle this year²



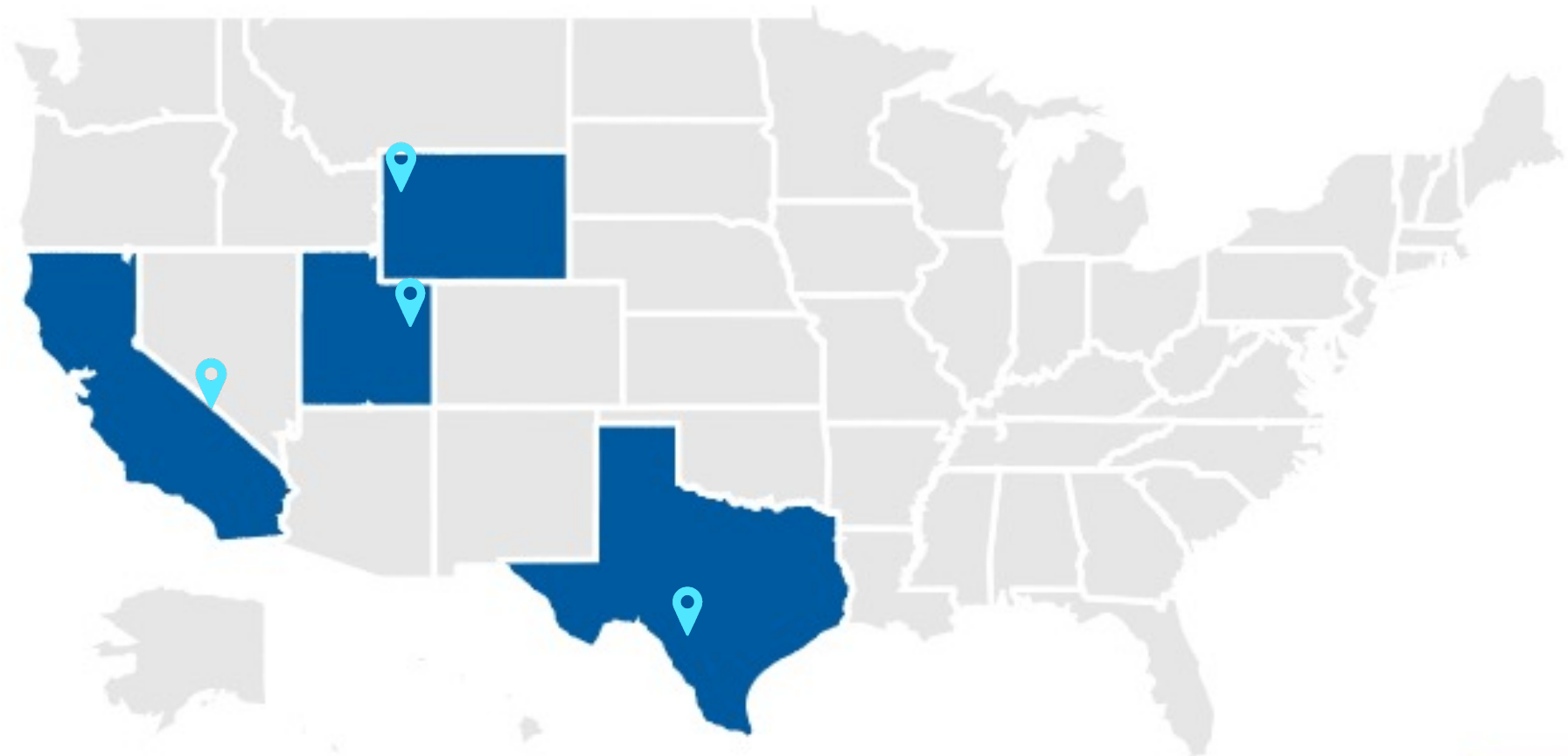
Source: Microsoft internal data, May '21
1. [Outdoorsy's 2022 RV Travel Trends Report | Outdoorsy.com](#)
2. [Survey: What Grabs Your Attention During Road Trips? |erieinsurance.com](#)

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:

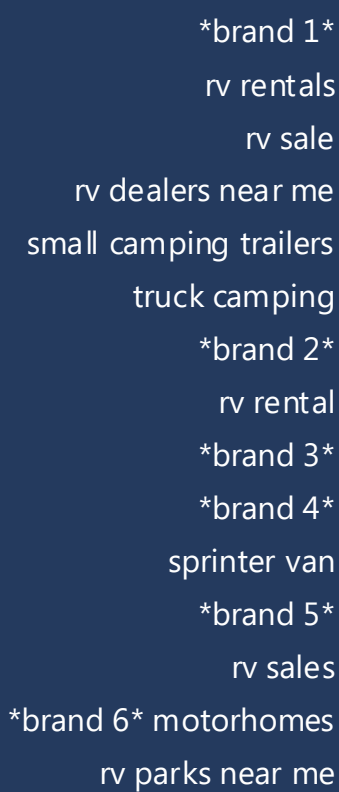
arches national park
big bend national park
grand teton national park
yosemite national park
us dark sky parks



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]

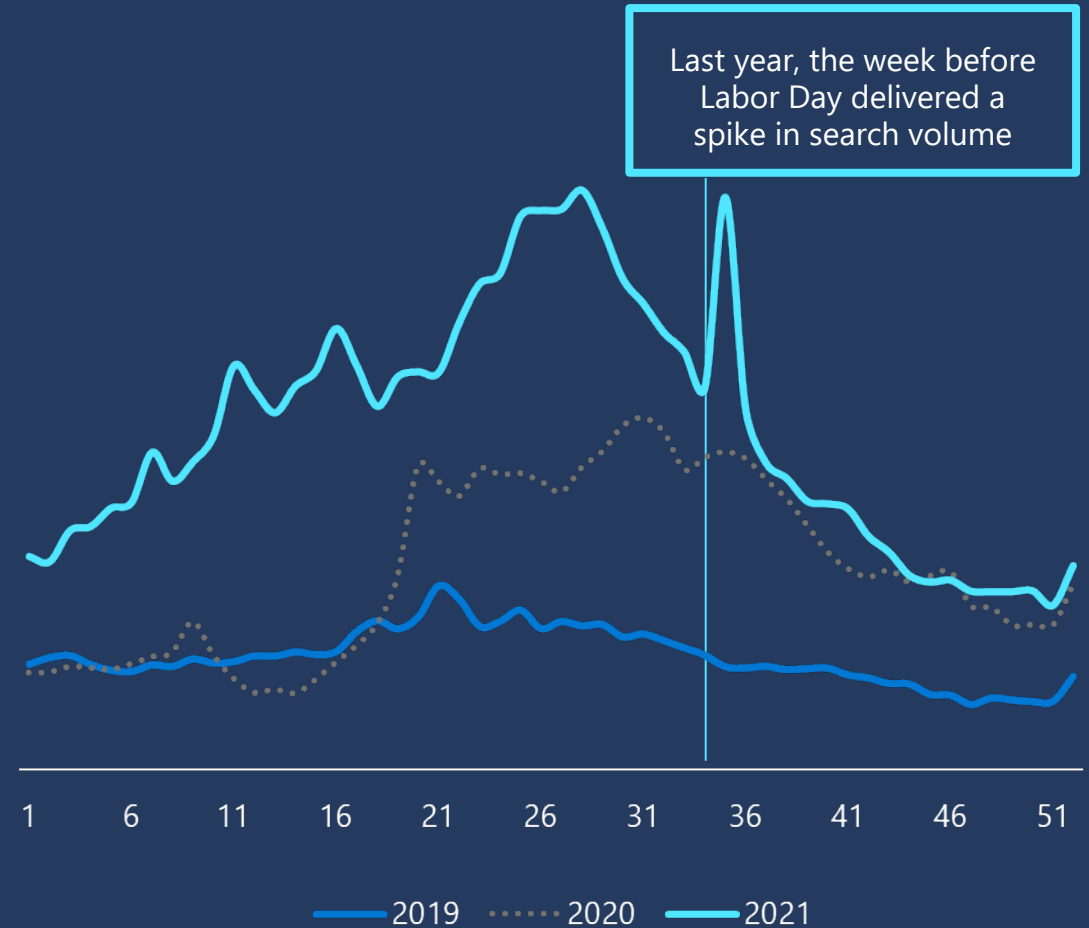


■ Searches

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



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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



Microsoft Advertising. Great relationships start here.

advertising.microsoft.com