



Campground Amenity Trends for 2025

PLUS: 16 Big Ideas!



2025 Campground Amenity Trends

Regularly evaluating and upgrading your campground amenities is a crucial step in keeping guests happy and coming back. To help guide your process, we at Campspot routinely collect data insights on campers’ latest sentiments around desired amenities.

This guide presents practical ideas and recommendations to elevate your campground’s overall appeal and exceed camper expectations in 2025.

At a sweeping glance, the data shows campers want to press rewind to the good old days, with 72% saying a desire for simpler times will significantly impact their 2025 travel plans.* This nostalgia is driving them to prioritize certain features and experiences on their upcoming stays.

**Campspot survey data, 2024*

Amenities and Features That Evoke Nostalgia

83%

Interested in natural surroundings and scenic view

72%

Interested in campfire pits

66%

Interested in traditional, simple campground amenities (e.g., picnic tables, charcoal grills)

Activities Campers Most Want to Re-Experience While Camping

61%

Road trips

51%

Campfire cooking

48%

Telling stories/sitting around the campfire

Outdoor Skills Campers Most Want to Pass On to Children and Grandchildren During Camping Trips

61%

Building a fire

60%

Cooking over a campfire

47%

Setting up a tent/shelter

46%

Fishing

40%

Identifying plants and wildlife

Amenities Campers Are Most Interested in for 2025 Camping

68% Sanitation: bathroom, dump station, garbage, laundry, showers
↑ 5% from 2024

64% Water Recreation: beach, boat rentals/launch, kayaking, fishing, paddle boat

48% Swimming: hot tub/sauna, pool, water park

43% Food: restaurant, alcohol available, ice cream

41% Pets: dog park, pet-friendly lodging

41% Convenience: general store, golf cart rental

33% Technology: Wi-Fi, cable TV
↓ 4% from 2024

28% Events: clubhouse, live music, outdoor theater, pavilion, special events

21% Children’s Activities: arts & crafts, outdoor theater, pavilion, special events

19% Games: arcade, horseshoes, mini golf

14% Sports: basketball, bike rentals, gaga ball, hiking, volleyball

Top Benefits Campers Seek From Camping Trips in 2025

68%

STRESS RELIEF

64%

QUALITY FAMILY TIME

58%

RECONNECTING WITH NATURE

45%

PHYSICAL EXERCISE

30%

DIGITAL DETOX

A Detox Is All About Balance

61%

prefer a balance of
modern conveniences
and traditional
rustic charm

3X

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

1 in 3

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

Help Your Guests Travel Back in Time

On the heels of a tumultuous 2024, people are longing for the ease of slower, simpler times. This trend to plan a [\(re\)creation vacation](#) in 2025—a much-needed escape that recreates the adventure and connectedness of times past—is sweeping across campers, and they're looking for specific amenities to help them re-experience the joys of childhood camping.

One of the main features that came up repeatedly in our survey findings was the campfire. From cooking on the fire to telling stories around it, campers clearly prioritize this iconic symbol of connection and slowing down. Building and cooking over the fire are even the top two outdoor skills people want to pass on most to future generations. These are important signals to upgrade your campfire experience.

Consider other updates or upgrades you can implement to tap into the emotions of connectedness and old-school camping joys. Get creative—from leaning into retro vibes in your marketing materials or on-site events, to highlighting nostalgic activities in your adverts, to offering items like campfire conversation starter cards or a day-trip itinerary that speaks to campers' wanderlust. These special touches make all the difference.

As you enhance your amenities, keep in mind that campers are most seeking stress relief (68%), quality family time (64%), and reconnecting with nature (58%) on their trips in 2025. Build and showcase a selection of features that help them meet these goals, with a wide selection of modern conveniences that they can also opt out of, should they want a more rustic experience.



16 Campground Amenity Ideas for 2025

Consider these trends across the industry and the feedback from your own visitors to both drive more revenue and enhance your overall guest experience.

Here are 16 amenity ideas to get you started.



Create Cozy Campfire Experiences

1. Premium Fire Pit Areas

The campfire pit is a top nostalgia-evoking amenity for campers (72%), so enhance your fire pit zones with comfortable seating, enhancing the communal aspect of camping and providing a cozy atmosphere for evening gatherings.

Invest in high-quality fire pits with stylish designs that provide a focal point for socializing and relaxation. Furnish the area with comfortable seating, such as Adirondack chairs or benches, to create a more comfortable and communal experience, and implement thoughtful landscaping and lighting for a picturesque and inviting ambiance.

2. Gourmet S'mores Stations

Create a dedicated area with a variety of high-quality chocolate, artisanal marshmallows, and gourmet graham crackers that allows campers to customize their s'mores with premium ingredients.

Consider offering unique flavor options such as dark chocolate or sea salt caramel, or even specialty cookies as alternatives to traditional graham crackers. Additional toppings like nuts, fruit, or spreads can further enhance the gourmet experience. Campground owners can collaborate with local vendors or chocolatiers to source unique and regional ingredients, adding a local flair to the s'more offerings.

3. Additional Touches for the Campfire Experience

Consider features that help campers spend meaningful time around the campfire and with each other, such as firewood bundles, s'mores kits, or equipment that help them build and cook over the campfire.

For another special touch, offer campfire prompts and questions (for rent or purchase) to encourage conversation and deepen bonds between family and friends. One in two guests (48%) is excited to re-experience telling stories around the campfire, so help them create these unforgettable memories at your campground.



Offer a Blend of Modern and Rustic Charm

4. Upgraded Restroom and Shower Facilities

In a previous edition of the [Campspot Outdoor Almanac](#), we found toilets to be the number one most important bathroom amenity across all types of campers, and sanitation—campers' most desired amenity in 2025—grew by 5% year over year.

Explore options to upgrade restroom and shower facilities to offer a touch of luxury, enhancing camper comfort during their stay.

Creating luxury restroom and shower facilities at campgrounds involves a thoughtful approach to design, amenities, and sustainability. Campgrounds aiming for a more upscale experience can invest in high-quality materials and modern architecture to elevate the look and feel of these facilities. Spacious, private shower stalls with rainfall shower heads, heated floors, and upscale toiletries are a few features that can help create a more luxurious experience.

Look into energy-efficient lighting, water-saving technologies, and sustainable building materials to align with the growing demand for environmentally conscious camping experiences.

No matter how you choose to update or enhance your restroom and shower facilities, be sure to brag about it! Campgrounds on Campspot Marketplace with complete listing pages make [20% more revenue on average](#). The more high-quality photos you share of what their experience will truly look like on-site, the more confident your campers will be when booking their stay.

5. Wi-Fi and Charging Stations

Keep up with the demands of modern campers by providing reliable high-speed internet and tech-charging stations throughout the campground. Even if campers decide to digitally detox, give them the ability to choose whether they stay plugged in or disconnect.

This allows you to help all groups of campers meet their goals, especially when most (61%) seek a balance between enjoying modern conveniences and traditional rustic charm.

6. Offer Resources for Those Going Device-Free

One in three (32%) campers miss the screen-free aspect of childhood, so appeal to these campers with resources that help them take a break from their devices, such as maps, itineraries, and recommendations for nearby attractions.

Binoculars, disposable cameras, and other tools can be great options to stock in your campground store as well.

Embrace Sustainable Practices

7. Solar-Powered and DarkSky Approved Lighting

Implement environmentally-friendly lighting solutions by incorporating solar-powered fixtures that reduce your carbon footprint. Not only does this align with the growing demand for sustainable and green camping options, but it also lowers operational costs over time.

Solar-powered lighting can also enhance safety and visibility within the campground during the evening. The absence of wiring and the ability to place lights in more remote or scenic areas of the campground provide flexibility in design and contribute to a more well-lit camping setting.

Make sure to also use [DarkSky Approved](#) lighting to help all campers safely enjoy their evening activities without increasing light pollution.



8. Waste Reduction Initiatives

Introduce comprehensive recycling and composting programs, providing clearly labeled bins for different types of waste and educating campers on proper disposal practices.

Implementing a composting system for organic waste, such as food scraps and biodegradable materials, further reduces your environmental impact.

To discourage single-use items, campgrounds can offer reusable dishware and utensils or incentivize campers to bring their own. Additionally, educational signage can raise awareness among campers about the importance of waste reduction and encourage responsible camping practices.

By adopting these initiatives, campgrounds not only contribute to environmental conservation but can also appeal to a growing demographic of eco-conscious campers who prioritize sustainable and responsible outdoor experiences.

Adventure-Ready Amenities

9. Guided Activities

As campers seek to reconnect with nature, help them maximize their experience at your campground with guides and specialists available for different activities.

Consider offering guided hikes, fishing sessions, or bird-watching or foraging tours to help campers and their families deeply enjoy and learn more about the outdoors. You might also have instructors available for any water sports activities as well.

10. Zip Lines and Adventure Courses

Appeal to families and campers craving sparks of adventure by adding zip lines or adventure courses within the campground, providing an adrenaline-filled experience for campers of all ages.

Collaborate with adventure course specialists to design and install a safe yet thrilling set-up that integrates seamlessly with the natural landscape. This exciting addition can cater to the increasing demand for outdoor recreational activities that go beyond traditional camping experiences. Proper safety measures and staff training are crucial to ensure a secure experience for participants.

11. Pet-Friendly Playgrounds

Cater to pet owners by creating pet-friendly playgrounds with agility courses, dog-friendly trails, and spacious off-leash zones. Be sure to install pet waste stations and clearly marked disposal areas.

Additionally, offering pet-friendly cabins or campsites equipped with amenities like water bowls, pet beds, and tie-out points ensures a comfortable stay for both pets and their owners. Hosting pet-centric events or guided hikes can create a sense of community among campers as well.

Clear communication of pet policies and a welcoming attitude towards furry friends can boost your reputation as a pet-friendly destination.



Wellness and Relaxation Spaces

12. Yoga and Meditation Areas

Create serene spaces for yoga and meditation so campers can unwind and connect with nature in a peaceful setting.

Have mats available with disinfecting spray or wipes and perhaps even some calming music to set a relaxing mood. Offering scheduled yoga classes or meditation sessions led by qualified instructors can further elevate the experience, appealing to individuals seeking relaxation and holistic well-being during their camping getaway. Promoting these amenities through marketing materials and online platforms can attract a niche market of wellness-conscious campers.

13. Wellness Retreat Packages

Tap into the burgeoning wellness tourism trend by offering specialized wellness retreat packages as a distinctive amenity. These packages can include a blend of outdoor activities that promote physical and mental well-being, such as guided hikes, yoga sessions in scenic locations, and meditation classes. Incorporate healthy and locally sourced meal options to complement the theme.

Additionally, partnering with wellness experts or practitioners to provide workshops on topics like mindfulness, nutrition, or stress management can add value to the retreat experience. Research current trends in wellness travel and incorporate feedback from wellness enthusiasts to build out appealing and successful retreat packages.

14. Water and Spa-Like Sanctuaries

If your campground is lucky enough to be located on or near a natural body of water, lean in to water-based amenities galore. Create a serene lakeside or riverside area with opportunities for beach activities, boat rentals or launches, kayaking, fishing, and paddle boating.

You could even add a touch of luxury by creating a spa with relaxing amenities like hot tubs or saunas. Campers can indulge in water-based activities during the day and unwind in the spa-like atmosphere in the evenings.



Next-Level Entertainment

15. Unique Events

Beyond traditional camping activities, consider organizing events like outdoor movie nights, themed weekends, nature walks with knowledgeable guides, and stargazing sessions. In fact, given that the [1980s are the decade campers most wish to escape back to](#), you can host parties or movie nights with an '80s theme.

Another fun idea is to host a concert series featuring local artists, bringing live music to the great outdoors. You could set up a natural amphitheater or designated performance area within the campground that allows campers to enjoy the magic of music under the stars. A vibrant community event like this could also attract a broader audience to your campground.

16. Stargazing Stations

Designating a stargazing area away from artificial lights and with unobstructed views of the night sky can help campers feel more connected to nature and the cosmos. Organize stargazing sessions led by local astronomers or naturalists who can point out constellations, planets, and celestial phenomena. Take it a step further by offering telescope rentals or setting up communal telescopes, or allow campers to rent tablets that have stargazing applications pre-loaded, enabling an educational and user-friendly stargazing experience. Even simple educational materials like star maps can enrich the experience.

Get more star tips:

[How to Leverage Astrotourism as Part of Your Campground's Revenue Strategy](#)

[Read More](#)

Want more event ideas? Read this next:

[18 Last-Minute Summer Event Ideas to Drive Reservations](#)

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Here's to a year of innovation, growth, and happy campers in 2025.

Upgrading your amenities doesn't just enhance your campground; it crafts an even more memorable experience for every camper who walks through your gates.

[Subscribe to the Campspot blog](#) for the latest and greatest tips and strategies to have your best year yet.

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