

2026 Camping Trends Outlook

for Campground Owners

THE YEAR OF THE
**TOGETHER
TRIP**



2026: THE YEAR OF THE TOGETHER-TRIP



In 2026, travel isn't defined by escape. It's defined by **reconnection**.

Driven by a growing societal desire for community, today's travelers are seeking destinations that make meaningful human connection not only possible but central to their

stay. Thus, the **Together-Trip**—the pursuit of travel to share experiences, build relationships, and rediscover community on the road—has emerged as the defining travel trend of 2026.

According to recent Campspot survey data, this shift reveals an important opportunity for campground owners and operators. Campgrounds are at the heart of the Together-Trip movement by serving as modern gathering spaces and offering guests an authentic sense of belonging that traditional accommodations often can't replicate. Whether through communal amenities, group-friendly sites, or hosted activities, operators can meet this growing demand for togetherness while deepening guest loyalty and engagement.

Explore this guide to see how you can shape your property to satisfy travelers' evolving expectations.

THE (DIS)CONNECTION CRISIS

Travelers' search for connection is a direct result of the current disconnection crisis many are experiencing.

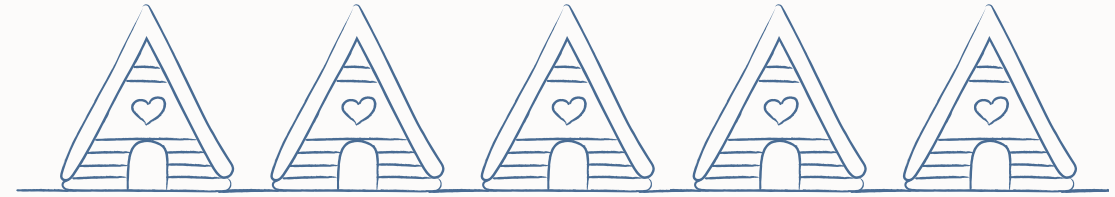
Across every generation, travelers are reporting higher levels of stress, isolation, and digital fatigue.

82% of travelers agree that a desire for connection will significantly impact their 2026 travel plans. Travelers are actively seeking spaces that help them unplug from screens and plug into people.

For campground owners, this means that **connection is no longer a bonus—it's a business driver.**

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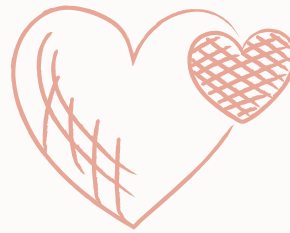


Amidst this behavioral tipping point that will directly shape guests' expectations and spending decisions in 2026, here are the key takeaways to guide your marketing:

- **Connection drives bookings:** 82% of travelers say their desire for connection will directly shape 2026 travel plans.
- **Community is a differentiator:** Guests value shared experiences and intentional park design for social interaction as much as traditional amenities.
- **Younger travelers lead the shift:** Gen Z and Millennials—the fastest-growing segments in outdoor travel—rank connection as their top travel motivator.
- **Loneliness creates opportunity:** Campgrounds that nurture belonging will build stronger guest loyalty and long-term demand.

TREND #1

PRIORITIZING PEOPLE OVER PLACES



More travelers are planning around people, not places. They are prioritizing memory-making, quality time, and spontaneous social moments over bucket lists.

64% of travelers' primary goal for 2026 is to **CREATE NEW MEMORIES** with loved ones.

Other Goals:

#2: Spending quality time with family

#3: Resting and recovering



1 IN 3 CAMPERS

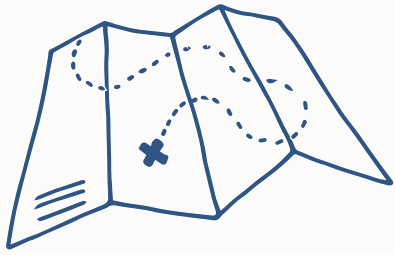
(40%) value **SPONTANEOUS INTERACTIONS** with strangers while camping

TIP #1

MEET EMOTIONAL NEEDS, NOT JUST LOGISTICS

More travelers are centering their plans on people rather than bucket-list destinations by shifting their focus to shared experiences, meaningful connections, and spontaneous moments together.

- » Beyond just advertising sites, sell togetherness. Use marketing that speaks to the heart by highlighting connection moments. Think family dinners under the stars, shared laughter by the fire, or strangers swapping stories at sunrise.
- » Create spaces to spark close connections. Promote communal zones like fire pits, outdoor kitchens, and event spaces as features that enable memory-making, not just convenience.
- » Design experiences for relationships. In addition to intentional spaces on your property, design experiences around those spaces—whether at an extra cost or included. These might include campfire socials or nature workshops that are designed to bring people closer together.



TREND #2

TELLING STRESS TO TAKE A HIKE

Being outside in nature naturally fosters real-time interactions without everyday distractions and pressures.



83% feel like a better version of themselves while camping



75% feel calmer and more grounded while camping



67% feel less stress and pressure while camping than at home

TIP #2

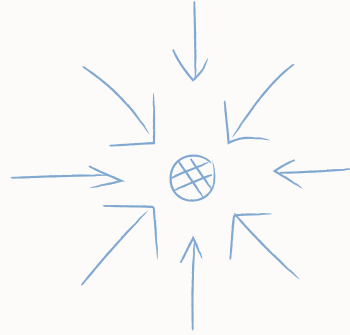
SELL THE GREATNESS OF THE STRESS-FREE GREAT OUTDOORS

Sure camping isn't all glamour and glitz, but it provides a much needed change of scenery for today's overstimulated traveler. People feel calmer, less stressed, and more present with loved ones in nature, allowing for a much-needed mental reset.

- » **Sell the transformation, not the trip.** Highlight the natural therapy of your physical location. From secret gardens and fishing ponds, to gazebos and hiking trails, showcase how different your property or surrounding area is from your campers' daily grind.
- » **Appeal across generations.** The stressors of an RVing retiree are not the same as a Gen Z camper or visiting family of four. Tailor your "feel better here" messaging to each cohort—solo wellness escapes for younger travelers, mindful family time for parents, and peaceful getaways for older guests.

TREND #3

USING CAMPGROUNDS AS CONNECTION HUBS



Many outdoor hospitality professionals have been creating connection-focused experiences for decades. What's changing in 2026 is the recognition: campgrounds are increasingly being seen as leaders in fostering meaningful human connection.

80%

are interested in meeting other campers at their campground

63%

find other campers to be more polite and friendly compared to everyday interactions

92%

have proactively offered aid while camping

66%

feel more connected to their loved ones while camping than in day-to-day life

TIP #3

DO YOUR THING AS A TIME-TESTED GATHERING PLACE

Your property's unique brand of camping is its strength. At a time when the world feels ever more divided, campgrounds stand out as rare places where people still come together with generosity and shared purpose. Lead with that spirit of community in mind, and your brand will shine.

- » **Promote your campground as a place to belong.** In your marketing, use messaging that invites guests to “come for the outdoors, stay for the connections.” Feature imagery and stories that show campers sharing meals, helping neighbors, or enjoying group activities.
- » **Showcase the camping spirit of generosity and community.** Emphasize how your campground fosters kindness and shared purpose. Spotlight small acts of community—guests lending gear, joining group fires, or offering local advice—to position your property as a naturally welcoming environment.

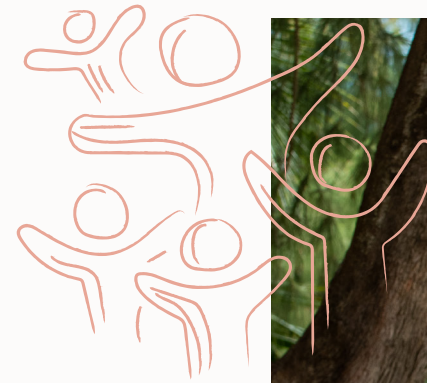
HOW TO ATTRACT AND MARKET TO 3 TYPES OF TOGETHER-TRIP TAKERS

1 MULTI-GENERATIONAL TRAVELERS: THE FAMILY FUSION TRIP

Multi-generational travel is set to surge in 2026, with **85% of families** planning cross-generational vacations. Millennials, many now parents themselves, are driving this trend—**73%** say they're planning a multi-gen getaway. Campgrounds are uniquely equipped to host these gatherings featuring the young and young at heart.

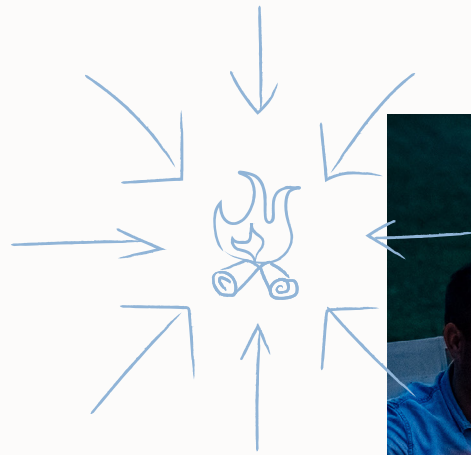
How to Attract This Audience

- » Promote the idea of “connection made easy” in your marketing materials. Use imagery and language that highlight multiple generations enjoying the same space and activities together.
- » Bundle offerings that simplify planning (e.g., multi-site reservations, meal packages, or family activity itineraries). Position your campground as a stress-free setting for family reconnection, not just recreation.
- » Market your park as a one-stop family hub. Emphasize your variety of accommodations, group-friendly spaces, and on-site experiences that appeal across age.



CONNECTION MADE EASY.

2 REUNION SEEKERS: CAMPFIRES REKINDLING RELATIONSHIPS



Reunions are evolving. In 2026, **40% of Gen X** and **41% of Millennial travelers** say they'll plan a **reunion-style trip**. At the same time, they're moving away from large, formal gatherings toward **smaller, more intentional get-togethers**. Campgrounds are ideal for **low-stress, high-connection** group getaways—offering nature, space, and the flexibility to relax without overplanning.

How to Attract This Audience

- » Highlight your common areas that are designed for connection, [such as shared fire pits](#), outdoor kitchens, or cozy pavilions.
- » Showcase a sitemap with group-specific sites or clustered sites that offer the right mix of privacy and proximity.
- » Make it easy for group to book optional add-ons like kayak rentals or ticketed events



NO PRESSURE, JUST PRESENCE.

3 SOLO ESCAPEES: TRAVELING ALONE, BUT NEVER LONELY



Solo travel is shifting from solitude to social connection. **40% of Gen Z travelers** plan to take a solo camping trip in 2026 with the intention of **meeting new people**. Campgrounds can attract this growing demographic by emphasizing **community and safety** alongside independence. Gen Z and younger Millennials want solo trips that still feel **social, secure, and spontaneous**.

How to Attract This Audience

- » Overall, position your campground as a solo-friendly destination where travelers can arrive alone but leave with new friends. Use messaging that blends empowerment and connection with safety and inclusivity.
- » Offer communal amenities such as coffee bars, co-working lounges, or group activity schedules
- » Organize low-pressure social opportunities like s'more nights, trail hikes, or workshops



SOLO, NOT SOLITARY.

NEVER ALONE WITH CAMSPOT'S SUPPORT

As loneliness becomes a defining force behind travel decisions, campgrounds have an unmatched opportunity to meet that emotional need. By designing stays that make connection natural and easy while staying true to your core offerings, operators can attract more guests, inspire repeat visits, and strengthen their brand's role as a gathering place in the modern travel landscape.

We are so grateful to have you as part of the Campspot Community of outdoor hospitality professionals. As these trends continue to shape campers' travel plans and expectations, we'll be here every step of the way to continue providing top-notch data insights, support, and community-building and networking opportunities!

Browse our list of [upcoming events](#) and [webinars](#).

Methodology

A survey was distributed by Campspot to its users in June 2025, targeting Campspot customers across North America. A total of 1,633 respondents participated in the survey. These survey results informed the creation of this report.



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- ✓ Campspot offers a suite of integrations that unlocks additional access, ease, and park management services to help your business thrive.

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