



# Yogi Bear's Jellystone Park Camp-Resorts 2021 Summer Vacation Survey Summary of Findings

## Project Details:

Field dates: 4/5/2021 - 4/13/2021

Base size: 817 mothers + 817 children, ages 6-12

Margin of error:  $\pm$  3.4 percentage points at the 95% confidence level

*Note, some of the below findings refer to "prior campers," defined as respondents who say they camped/glamped at least once a year prior to the COVID-19 pandemic.*

## Summary of Findings:

**Half of respondents say they plan to go on at least one camping/glamping trip a year once the pandemic is over, and 20% say they plan to go on 3 or more camping/glamping trips a year once the pandemic is over.**

This was consistent across most demographics (child age/gender/ethnicity/household income/region), though African Americans are less likely to be planning a camping/glamping trip.

Respondents living in the West are the most likely to be planning a camping/glamping trip at least once a year post-pandemic.

**Considering the current state of the COVID-19 pandemic, respondents feel more comfortable taking a camping/glamping trip with their family than they do with other vacation options.** Seven-in-ten respondents said they are very/somewhat comfortable with taking a camping/glamping trip with their family, and four-in-ten said they are very comfortable.

*Considering the current state of the COVID-19 pandemic, how comfortable are you with doing each of the following with your family? Summary of Very/Somewhat Comfortable*

- Taking a camping/glamping vacation: 70%
- Vacationing in an RV: 63%
- Staying at a hotel: 62%
- Visiting a theme park: 46%
- Flying on an airplane: 37%
- Going on a cruise: 21%



The most appealing family vacation options to respondents are: 1) providing an opportunity for my child/children to learn new life skills, 2) the ability to control who is around my child/children or the ability to control my family's environment, and 3) saving money on eating out.

Assuming safe options were available, 73% of respondents say they are very interested in taking a family vacation this summer.

About half of respondents say they are very interested in taking a camping/glamping trip with their family this summer, and three-quarters of prior campers say they are very interested in taking a camping/glamping trip with their family this summer.

Respondents in the West are most interested in taking a camping/glamping trip this summer.

*Assuming safe options were available, how interested are you in taking a camping/glamping trip with your family this summer? – Summary of Very Interested*

- Northeast: 45%
- Midwest: 49%
- South: 41%
- West: 57%

**Nine-in-ten respondents feel that camping/glamping is an activity that leads to greater family communication and bonding (compared to other activities), and nearly all (98%) prior campers feel this way.**

Respondents say that spending time together as a family and communicating face-to-face has the biggest impact on their family's communication and bonding, followed by spending time together cooking over a campfire and spending time away from online activities such as social media.

About half of respondents say that their family's communication and bonding benefits from all the below elements of a camping/glamping trip:

- Spending time together as a family and communicating face-to-face
- Spending time together cooking over a campfire
- Spending time away from online activities such as social media
- Spending time enjoying organized activities together
- Spending time together in a swimming pool



**95% of participants who have camped before find that their family members are less likely to be engaged in social media or other online activities when camping/glamping rather than at home.**

Reasons why...

Three-quarters credited the variety of camping/glamping activities, including swimming, water slides and mini golf to organized games, activities and cooking, with leaving less time available for online activities.

Two-thirds say that camping stimulates quality conversations between family members that overshadow the need to communicate with other people online. This, in turn, leads to better communication and feelings of connectedness between family members.

Two-thirds say that the remote location of some campgrounds make online communication difficult, especially if cellphone and Wi-Fi signals are weak or nonexistent.

85% of participants who have camped before find camping/glamping helps their family relax more than other types of vacations.

Respondents credited the quality time spent with family, presence of nature and the ability to unplug from distractions as the main reasons why camping/glamping helps their family relax.

*“Because my family is out in nature far from the city and we do beautiful activities like barbecues, sitting around the fire and talking to each other.” – age 38, mother of 10-year-old girl*

*“Because we can unplug and focus on each other without outside distractions” – age 37, mother of 10-year-old boy*

*“Because we unplug. Camping/glamping is the destination so there is no running around from point to point. No busy theme parks or tours.” – age 39, mother of 10-year-old boy*

*“Being away from electronics and video games allows our family to just be together and talk. Being in nature allows you to explore new activities and work together.” – age 45, mother of 11-year-old boy*

*“Everybody gets a chance to do what each prefers to do - no thinking of work, school etc. It promotes and strengthens close relationships.” – age 44, mother of 11-year-old boy*

Among participants who have camped before, nine-in-ten agree that their family has made some of its best memories while camping/glamping.



**Nearly all (98%) respondents who have camped before would recommend it to friends and/or family who have not tried it before.** Moms of children ages 6 to 8 are more likely to recommend camping/glamping than moms of 9 to 12 year olds.

Of the 98% who would recommend camping, many would describe it to others as relaxing and an opportunity to bond, and they would explain the benefits of “glamping” specifically.

“It is so relaxing and so much fun. You get to spend so much time outdoors and around nature. The kids can put down their technology and just be kids. There are activities to make sure the kids have fun or you can make your own. We always go hiking, fishing, swimming, tubing, etc. at campgrounds, and it leads to the best bonding experiences as a family.” – *age 42, mother of 6-year-old boy*

“The camp increases family bonding and enhances the family’s confidence in each other, especially when we provide the children with some services and luxury.” – *age 35, mother of 9-year-old boy*

“It’s a fun experience and definitely allows for family bonding. Fun for the kiddos to enjoy the outdoors.” – *age 36, mother of 6-year-old girl*

“It’s so much more than when you were little and putting up a tent and being uncomfortable. You can have a trip like this now and still be afforded all the modern luxuries but get the benefit of being outside and around nature.” – *age 44, mother of 12-year-old girl*

**The vacation perks rated highest among kids include not having to go to school and going to new places.** The option for not having to go to school is rated higher amongst 9-12 year olds than 6-8 year olds and more likely to be selected by boys than girls. On the other hand, the option for going to new places is preferred by girls.

*How much do you like each of these parts of your summer vacation? - Summary of 5 Thumbs Up (highest rating)*

Not having to go to school: 73%

Going to new places: 73%

Hanging out with friends and family that live near me: 65%

Just playing outside: 61%

Playing video games: 53%

Spending time with my parents: 50%

Spending time with my brother(s)/sister(s) (Based to those with a sibling): 35%

In terms of different types of vacations, kids feel that staying in a hotel, going glamping, camping in a cabin and flying somewhere in a plane would be the most fun.



*How fun do you think each of these types of vacations would be? Summary Very Fun/Medium Fun*

Staying in a hotel: 91%

Going glamping (staying in a cabin with air conditioning, Wi-Fi, a TV, and fridge and microwave): 90%

Camping in a cabin: 88%

Flying somewhere on an airplane: 88%

Going somewhere with costumed characters such as superheroes or Mickey Mouse: 82%

- 6 to 8 year olds are significantly more likely to say this would be very fun/a medium amount of fun compared to 9-12 year olds.
- Girls are significantly more likely to say this would be very fun/a medium amount of fun compared to boys.

Camping in an RV: 81%

Staying with relatives in another town: 79%

Camping in a tent: 72%

- Boys ages 9 to 12 are significantly more likely to say this would be very fun/a medium amount of fun compared to girl of the same ages.

Taking a long trip in the car: 43%

**Among the various vacation activities kids were asked about, they believe going to swimming pools, water parks and amusement parks would be the most fun.**

*How fun do you think each of these vacation activities would be - Summary Very Fun/Medium Fun*

Going to swimming pools and water parks: 97%

Going to amusement parks: 96%

Visiting friends in another town or going on a trip with them: 93%

Going out to eat: 88%

Going to the movies: 87%

Visiting relatives like grandma and grandpa: 85%

Outdoor activities such as hiking and canoeing: 83%

- Girls are significantly more likely to say this would be very fun/a medium amount of fun compared to boys. Additionally, girls between ages 6 and 8 are significantly more likely to find this very fun/a medium amount of fun compared to boys of the same age.

Taking trips to important places in history: 61%

Going to museums: 59%

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