

Recreational And Vacation Camp - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 130 pages | Mordor Intelligence

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Report description:

The Recreational And Vacation Camp Market size is estimated at USD 50.93 billion in 2025, and is expected to reach USD 64.99 billion by 2030, at a CAGR of greater than 5% during the forecast period (2025-2030).

Recreational and vacation camps vary from traditional summer camps for kids to adult retreats and family-friendly resorts. Summer camps focus on outdoor activities, skills, and social interaction among children. Family vacation camps combine recreational activities, lodging, and a shared experience for families. Specialty camps target specific interests such as sports, art, or adventure. Most campgrounds are in natural settings, offering activities like hiking, swimming, or campfires. Vacation camps vary based on age groups and preferences. Some camps are seasonal, while others are year-round.

Regardless of what type of camp customers choose, they all contribute to the wide variety of leisure options available on a global level. The tourism industry is growing globally, and so are vacation camps. People want different and unique vacations. They want to spend quality time with family members, and vacation camps that cater to their needs are convenient and attractive. People are more attuned to health and wellness.

The recreational and vacation camp industry is expected with a total user base of 398.90 million in a few years, with a user penetration rate of 3.7% in the current year and projected to be 5% by the same year. The camping industry is expected to generate an ARPU (average revenue per user) of USD 167.00 by the forecasted year, 60% of the total revenue in the camping industry will be generated by online sales.

Recreational And Vacation Camp Market Trends

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Travel & Tourism Industry Working as Catalyst to the Market

Experiential travel is a trend in which tourists actively participate in recreational activities while also connecting with the culture and nature of the destination. There are many different types of experiences offered by experiential travel companies, from adventure trips like hiking, camping, and rafting to culturally enriching activities. There is something for everyone, regardless of their preferences and interests. Many of the tours offer educational elements, allowing travelers to gain valuable knowledge about local culture, history, and ecosystems.

North America is Dominating the Market

In comparison to global, the majority of revenue is expected to come from the United States. The camping market includes a projected user base of 282.10 million users by the forecasted year, with a user penetration rate of 4.1%. The average revenue per user is expected to be USD 94.97. The total revenue for the camping market will be generated online by 61% in the forecasted year.

Recreational And Vacation Camp Industry Overview

The recreational and vacation camp market is moderately consolidated. The market is expected to grow in the forecast period due to low penetration in the industry, and other factors will drive the market. Major players include the American Camp Association, Campnouncounselors, CampGroup, Galileo, Cheley Colorado Camps, etc.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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