



The Network

The North American camping industry is more than \$24.4 billion, fueled by explosive growth over the past five years. In 2023, more than **50 million households went camping**— a 23% increase over the last decade. Since 1994, RV camping grew 96% and tent usage grew by 56%, the biggest growth trend has been in the booming “**glamping**” segment. Glamping, which includes upscale tents, yurts, cabins, domes, and other luxury structures, has skyrocketed to \$885.3 million in 2024 and is expected to reach 1.8 billion by 2030, driven by consumer **desire for outdoor experiences with luxury amenities**. This powerful trend has attracted **swaths of younger and more diverse demographic groups**, especially Gen Z, Millennials, affluent households, varied ethnicities, and families with children. To meet brand demand for these high-growth sampling environments, CoOptions / Sampling Store, in partnership with UpClose Marketing, has expanded its Vacation Rental Sampling Network™ to include private campgrounds & luxury RV parks, glamping resorts & adventure lodges, and Airbnb & VRBO property clusters in outdoor adventure destinations.



Demographics & Lifestyle

Source: KOA 2024 Tenth Annual Survey

- Age Diversity: 30% Boomers, 22% Gen-Xers, 28% Millennials, 21% Gen-Zers)
- HH Incomes: 46% under \$50k, \$19% \$50-75K, 14% \$75-100K; 21% > \$100K
- Multi-ethnic : 45% of today's campers are Black, Hispanic/Latino, and Asian/Pacific Islander



Locations/Reach

- Average campground has 92 rentable sites
- Samples are delivered at check-in, supported by signage
- Targeting national, regional, market / DMA, or by lifestyle activities (e.g., beach, mountains, etc.)



Signage and Recap/Research

- Sample staging with photos, plus optional social media content posts
- Optional depth guest online survey and post-sampling conversion research
- Optional POS (tent cards, counter easel card w/tear pad or acrylic counter signs)

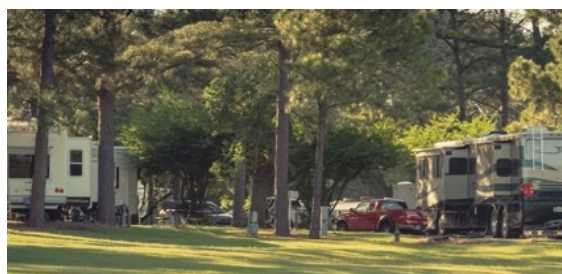
Product Sampling

- Distribution of up to 1,000,000 samples per season
- 100% opt-in for all participating locations
- Growing network of private campgrounds, luxury RV parks, glamping centers, and other adventure lodging across the U.S.
- Includes creative services for signage / collateral

Investment*

Sample Volume	Cost/Unit
50,000 – 75,000 samples	32 - 36¢ / sample
75,001 – 100,000 samples	28 - 32¢ / sample
100,001 – 250,000 samples	24 - 28¢ / sample
250,001 – 500,000 samples	22 - 24¢ / sample
500,001 – 1,000,000 samples	20¢ / sample

* Staging & shipping quoted based on sample weight and case configuration. Consumer opt-in research \$3,000 for 100 fully completed surveys (incl. \$10 Amazon eGift card rewards). Conversion research additional \$1,500 (incl. \$10 Amazon eGift card rewards).



v.2026.1.0

For more information contact Brian Sockin | (919) 303-3223 | fax: (919) 303-3225 | bsockin@cooptions.com

the **samplingstore**™

www.samplingstore.com

In strategic marketing partnership
with UpClose Marketing

UpClose
MARKETING

A CoOptions Group Company
CoOptions
GROUP COMPANIES

COACHELLA

APRIL 2026 MUSIC FESTIVALS

VACATION RENTAL, CAMPING, GLAMPING,
AND BOUTIQUE HOTEL LODGING SAMPLING



MULTI-BRAND THEMED SAMPLE PACKS

Our first annual multi-brand themed sampling program during Coachella® and Stagecoach® in vacation rentals and campgrounds was a huge success and will be expanded in 2027. Camping & Glamping Network™ will also be host to Trials & Trails™ sample kits at campgrounds, luxury RV Parks, and glamping centers surrounding America's National Parks, celebrating the National Park Service's 110th anniversary and America's 250th birthday during summer and fall 2026.



Coachella® and Coachella Valley Music and Arts Festival are registered trademark of Coachella Music Festival, LLC
Stagecoach® is a registered trademark of Future Festivals, LLC. CoOptions and this program are not affiliated with these companies.

v.2026.1.0

For more information contact Brian Sockin | (919) 303-3223 | fax: (919) 303-3225 | bsockin@cooptions.com

the **samplingstore**™

www.samplingstore.com

In strategic marketing partnership
with UpClose Marketing



A CoOptions Group Company
CoOptions
GROUP COMPANIES