



The Network

The North American camping industry is valued at 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%, but 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 Pressroom

- Age: 40% Millennials (30 – 45); 22% GenX (46 – 61); 21% GenZ (18 – 29); 17% Boomers (62 – 80)
- HH Incomes: 46% under \$50k; 19% \$50-75K; 14% \$75-100K; and 21% > \$100K
- Multi-ethnic : 45% of today's campers are Black, Hispanic/Latino, and Asian/Pacific Islander



Locations/Reach

- Average campground has 92 sites
- Samples are delivered at check-in, supported by signage
- Targeting by geography (national, regional, market / DMA), demographic, or 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)

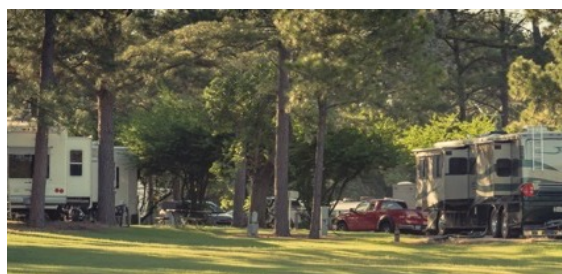
Product Sampling

- 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).



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the **samplingstore**™

www.samplingstore.com

In strategic marketing partnership
with UpClose Marketing

UpClose
MARKETING

A CoOptions Group Company
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GROUP COMPANIES



MULTI-BRAND THEMED SAMPLE PACKS



Our first multi-brand themed sampling program during **Coachella®** and **Stagecoach®** music festivals in vacation rentals, campgrounds, and boutique hotels was a huge success and repeats 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 and State Parks.



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.

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