



## 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).



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