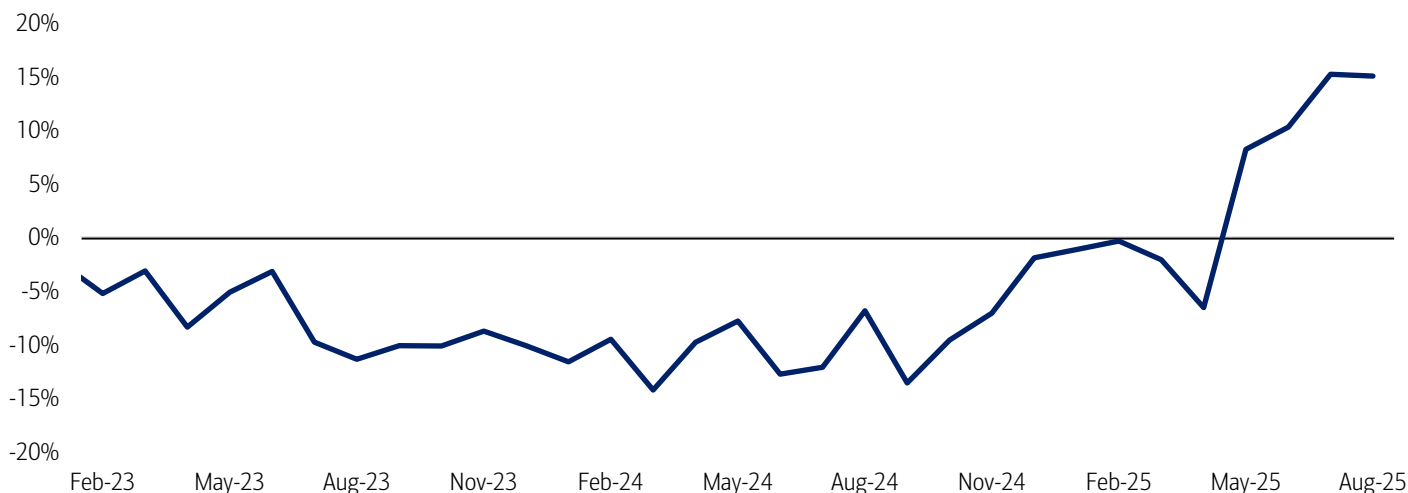


Institute Daily Insights

Camping gains ground

19 September 2025

Spending at campgrounds was positive year-over-year (YoY) in August, increasing 15.1%
Monthly YoY change in Bank of America card spending at campgrounds from February 2023 to August 2025



Source: Bank of America internal data, BofA Global Research

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Camping isn't just a budget-friendly escape — it's booming. In August, spending at campgrounds rose 15.1% year-over-year, marking the strongest growth since early 2022. Consumers may be trading airfare for fire pits, drawn by affordability and a wellness-focused vibe. Gen X is leading the charge, showing the biggest increase in campsite spending so far this year, while younger generations are less enthusiastic to pitch a tent.

For more, read [More fun under the sun.](#)

Methodology

Disclaimer and Methodology regarding BAC card data: Selected Bank of America ("BAC") transaction data are used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data may provide directional and/or predictive value. The data used are not comprehensive; they are based on aggregated and anonymized selections of BAC data and may reflect a degree of selection bias and limitations on the data available.

Methodology explained: Readers should be aware that although the BAC datasets utilized in our analysis represent a significant number of data points, they nevertheless present a degree of selection bias, including but not limited to income levels and geographies. In addition, the data is limited to debit and credit cards and does not include other payment methods such as cash or checks.

Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

Please note we calculate % change (both y/y & 4 yr.) by matching the corresponding day of the week.

The monthly subsector data are adjusted to control for seasonality and other factors.

Additional information about the methodology used to aggregate the data is available upon request.

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Disclosures

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