Recreational Vehicle Parks and Campgrounds Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Hotels, Accommodation & Resorts (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-recreational-vehicle-parks-and-campgrounds
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 25.33 billion
Projected Forecast (2031)	USD 25.33 billion
Growth Rate (CAGR)	5.39 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Recreational Vehicle Parks and Campgrounds industry](images/chart_2.png)

![Recreational Vehicle Parks and Campgrounds Market Size](images/chart_3.png)

![Recreational Vehicle Parks and Campgrounds Market Share by Accommodation Type, 2025](images/chart_4.png)

![Recreational Vehicle Parks and Campgrounds Market Share by Payment Method, 2025](images/chart_5.png)

![Recreational Vehicle Parks and Campgrounds Market Growth Rate by Region](images/chart_6.png)

![Recreational Vehicle Parks and Campgrounds Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 25.33 Billion |
Market Size (2031) | USD 34.71 Billion |
Growth Rate (2025 - 2031) | 5.39 % |
Fastest Growing Market | Asia-Pacific |

Largest Market | North America |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Recreational Vehicle Parks and Campgrounds Market Analysis by Mordor IntelligenceThe Recreational Vehicle Parks And Campgrounds Market size is expected to grow from USD 23.91 billion in 2025 to USD 25.33 billion in 2026 and is forecast to reach USD 34.71 billion by 2031 at 5.39% CAGR over 2026-2031.

The growth is being driven by shifting consumer preferences, particularly among younger travelers and first-time RV renters, who are demanding enhanced connectivity, electric vehicle (EV) readiness, and flexible accommodation options. These evolving expectations are prompting operators to invest in site upgrades, modern amenities, and digital infrastructure across key regions. The rise of platform-driven RV rentals is further expanding market access, directing additional occupancy toward private parks and increasing overall utilization. Investments in upgraded utilities and fiber-backed broadband are increasingly considered essential infrastructure rather than optional amenities, reflecting the market’s response to changing customer priorities. Additionally, disaster recovery programs are supporting longer stays in affected areas, helping to stabilize occupancy levels and revenue throughout the year, particularly for operators capable of accommodating multi-month residents.

Key Report Takeaways* By accommodation type, RV sites accounted for 41.23% of the recreational vehicle parks and campgrounds market share in 2025, and glamping units are projected to expand at a 7.15% CAGR through 2031.
* By visitor type, couples represented 26.63% of the recreational vehicle parks and campgrounds market share in 2025, while families are projected to grow at a 7.88% CAGR through 2031.
* By payment method, Membership Programs held 38.25% of the recreational vehicle parks and campgrounds market share in 2025, while online booking is forecast to expand at a 6.52% CAGR through 2031.
* By ownership, private parks held 63.31% of the recreational vehicle parks and campgrounds market share in 2025 and are forecast to expand at a 7.01% CAGR through 2031.
* By geography, North America retained 54.46% of the recreational vehicle parks and campgrounds market share in 2025, and Asia-Pacific is projected to grow at an 8.35% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Recreational Vehicle Parks and Campgrounds Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
RV ownership boom among Gen Z & Millennials	+1.2%	Global, with early gains in North America, Western Europe, and urban Asia-Pacific	Medium term (2-4 years)
Peer-to-peer RV rentals are enlarging the visitor base	+0.9%	Global, led by North America and Oceania, with spillover in Western Europe and Asia-Pacific	Medium term (2-4 years)
50-amp full-hookup infrastructure upgrades	+0.7%	North America core, Western Europe, and select Asia-Pacific markets	Short term (≤ 2 years)
Insurance-funded long-term stays post-disaster	+0.5%	Regional, concentrated in disaster-prone zones	Short term (≤ 2 years)
Corporate "outdoor-hospitality" retreats	+0.4%	North America and Western Europe, with pilot activity in the Asia-Pacific	Long term (≥ 4 years)

Increasing demand for high-speed broadband and EV charging | +0.6% | Global, with early adoption in North America, Western Europe, and urban Asia-Pacific | Medium term (2-4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The recreational vehicle parks and campgrounds market remains highly fragmented, with leading operators holding a small share of the total footprint. This fragmentation leaves ample opportunity for consolidation and professionalization through platform-based management. Many independent operators run smaller sites and lack modern property systems, creating scope for technology upgrades and brand affiliations that enhance guest experience. Franchisors capitalize on brand recognition and operational standards while deferring capital expenditures to site owners, enabling scalable growth without significant balance-sheet strain. These structural characteristics support roll-up strategies as investors target under-managed assets to improve operational efficiency and revenue performance.

The recreational vehicle parks and campgrounds market has seen capital rotation toward core properties with strong cash flow potential. Leading operators focus on acquisitions, infill, and amenity expansion to drive occupancy and enhance the overall guest experience. Franchise networks continue to expand and standardize offerings, including cabins, recreational features, and family-friendly activities, which encourage longer stays and repeat visitation. These strategic moves emphasize experience density and operational effectiveness across scaled owner-operators. Market participants increasingly prioritize investments that combine property quality with operational efficiency to maximize returns.

The recreational vehicle parks and campgrounds market increasingly relies on technology and distribution platforms to manage revenue and attract guests. Acquisitions and integrations among marketplace providers expand supply and strengthen visibility among younger, digitally savvy travelers. Multi-channel listing platforms help operators maintain centralized availability and consistent rate management, reducing double-bookings and supporting off-peak occupancy. Compliance with data security and privacy standards is becoming essential as online bookings capture a growing share of transient demand. By combining site upgrades with technology adoption and brand standards, operators are able to deliver a consistent, high-quality experience at scale.

Recreational Vehicle Parks and Campgrounds Industry Leaders* Kampgrounds of America (KOA)

* Sun Communities – Sun Outdoors

* Equity Lifestyle Properties

* Northgate Resorts

* Blue Water Development

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Recreational Vehicle Parks and Campgrounds Market Report ScopeThe most typical use of recreational vehicles (RVs) while traveling is temporary lodging. But, because of advantages like easily towable units, low fuel consumption, lower maintenance and insurance expenses, and depreciation value, some people utilize them as their primary house. The Global Recreational Vehicle Parks and Campgrou nds are segmented by vehicle type (Motorhomes (Class A, Class B, Class C, rockstar motorhomes)), trailers (5th wheel trailers, travel trailers, tent trailers, retro trailers), price (standard, luxury), end use (individuals, fleet owners), and geography (North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa). In addition, the report offers market size and forecast for the global recreational vehicle parks and campgrounds market in value (USD billion) for all the above segments.

Accommodation TypeTent Sites |
RV Sites (Full & Partial Hook-up) |
Cabins |
Glamping Units |
Group Camps |

Segmentation Accordion Item

GeographyNorth America | Canada |
| United States |
| Mexico |
South America | Brazil |
| Peru |
| Chile |
| Argentina |
| Rest of South America |
Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| BENELUX (Belgium, Netherlands, Luxembourg) |
| NORDICS (Denmark, Finland, Iceland, Norway, Sweden) |
| Rest of Europe |
Asia-Pacific | India |
| China |
| Japan |
| Australia |
| South Korea |
| South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines) |
| Rest of Asia-Pacific |
Middle East and Africa | United Arab Emirates |
| Saudi Arabia |
| South Africa |
| Nigeria |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is the current size and growth outlook for the recreational vehicle parks and campgrounds market?

The recreational vehicle parks and campgrounds market size was USD 25.33 billion in 2026 and is projected to reach USD 34.71 billion by 2031 at a 5.39% CAGR during 2026-2031.

Which regions are leading demand in the recreational vehicle parks and campgrounds market?

North America held 54.46% in 2025, while Asia-Pacific is the fastest growing with an 8.35% CAGR projected through 2031.

What accommodation formats are growing fastest within the recreational vehi

cle parks and campgrounds market?

RV sites led with 41.23% revenue share in 2025, and glamping units show the fastest growth with a 7.15% CAGR through 2031.

How are platforms affecting bookings in the recreational vehicle parks and campgrounds market?

Membership Programs held a 38.25% share in 2025, and online booking is forecast to grow at a 6.52% CAGR as dynamic pricing and OTA integrations lift off-peak occupancy.

What infrastructure upgrades are most critical for operators?

50A full-hookup power, fiber-backed WiFi, and Level 2 EV chargers are core, supported by the EXPLORE Act's broadband requirement for National Park Service campgrounds and USDA ReConnect funding.