Insider Perks

THE INSIDER PERKS OUTDOOR HOSPITALITY PRICING INDEX

BASELINE ISSUE — APRIL 2026

THE FIRST COMPREHENSIVE MONTHLY PRICING BENCHMARK FOR AMERICA'S CAMPGROUNDS, RV PARKS, AND GLAMPING RESORTS.

ABOUT THIS INDEX

The Outdoor Hospitality Pricing Index (OHPI) is a monthly measure of what it costs to stay at America's private campgrounds, RV parks, glamping resorts, independent outdoor hosts, and public campgrounds. It is produced by Insider Perks using proprietary pricing data collected from more than 16,000 properties across multiple booking platforms, reservation systems, federal recreation databases, glamping marketplaces, and peer-to-peer outdoor hosting platforms.

This baseline issue establishes the OHPI at 100.0 using April 2026 data. All future issues will measure price movement relative to this baseline — a reading of 103.0 would mean prices have risen 3% from April 2026 levels.

No equivalent benchmark exists in outdoor hospitality. Hotels have STR. Real estate has Case-Shiller. Campgrounds now have the OHPI.

THE DASHBOARD

OHPI Composite:

100.0

Weighted Average:

$100.88/night

COMPOSITE BREAKDOWN

RV	LODGING	TENT
100.0 / $73.47	100.0 / $193.14	100.0 / $52.72

MARKET SEGMENTS

PUBLIC	GLAMPING	INDEPENDENT
100.0 / $34.47	100.0 / $304.37	100.0 / $84.17

METRIC	VALUE
Demand Pressure Index	40.0% estimated minimum occupancy
Premium Spread (P75–P25)	$64.00 (87.7% of median)
Weekend Multiplier	1.030 (3.0% premium)
Private-to-Public Ratio	2.93x
Tent-to-Glamping Ratio	0.173

DATA COVERAGE

More than 2 million deduplicated pricing observations from private campgrounds and RV parks, federal campgrounds, standalone glamping properties, and independent outdoor hosting properties across the United States. Each observation represents the most recent price for a unique property, site type, and date combination — ensuring every data point is counted once.

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WHAT CAMPING COSTS IN AMERICA

The average private campsite in the United States costs $100.88 per night. That single number obscures enormous variation by accommodation type, geography, and market segment.

An RV site — the backbone of the industry — averages $73.47. At the aggregate level, the gap between a standard back-in site at $68.95 and a pull-through at $74.48 is 8.0%. But this national average masks significant within-park pricing stratification that reveals how the industry actually differentiates.

WITHIN-PARK RV PRICING:

Among parks offering multiple RV site types, the average price range within a single park is $50.06 — the most expensive site at a given park costs $50 more per night than the cheapest. The median within-park range is $28.62. More than 1,300 parks maintain a spread of $40 or more between their lowest and highest RV rate.

The differentiation is driven by site attributes, not hookup type:

SITE ATTRIBUTE	AVG RATE	PREMIUM OVER STANDARD
Waterfront	$83.29	+20.8%
Premium / Deluxe designated	$81.81	+18.6%
Pull-through	$74.48	+8.0%
50-amp service	$70.13	+1.7%
Standard (back-in, 30-amp)	$68.95	—

The story is not that campgrounds fail to differentiate — many do, and aggressively. The story is what drives the premium. A waterfront back-in is worth more than a pull-through in row 12. Location and designation move price far more than hookup configuration. Parks that have identified and named their premium inventory (waterfront, lakeside, creekside, premium, deluxe) are capturing 19-21% premiums. Parks relying on pull-through vs back-in as their only pricing lever are capturing 8%.

Lodging at campgrounds — cabins, cottages, yurts, treehouses, and other on-site accommodations — averages $193.14 per night. This includes glamping-style units at traditional campgrounds, which are a fundamentally different product from standalone glamping properties despite sharing accommodation types. A yurt at a family campground with a pool and a playground is not the same experience as a yurt on a private ranch. The pricing reflects that: glamping accommodations at campgrounds average $158.80, while comparable standalone glamping properties average $304.37.

Campground lodging positions directly against mid-range hotels and below most vacation rentals, yet with amenities (outdoor space, fire pits, community facilities) that neither competitor typically offers.

Tent camping remains the most affordable private option at $52.72 per night. That represents 27% of campground lodging costs and 17% of glamping costs — the outdoor hospitality value floor. Public campgrounds on federal lands average $34.47 with a median of $25. Private camping now costs 2.93 times more than a comparable public site. This ratio will be tracked monthly as a measure of market displacement — the extent to which private campgrounds can sustain premium pricing over government-subsidized alternatives.

THE INDEPENDENT HOSTING MARKET

A rapidly growing segment of outdoor hospitality operates outside traditional campgrounds entirely. Private landowners — ranchers, farmers, vineyard operators, and rural property owners — now offer campsites, RV hookups, and rustic accommodations directly to travelers through peer-to-peer booking platforms.

The OHPI tracks thousands of independent outdoor hosting properties across the United States, encompassing RV-capable sites, tent sites, and structures including cabins, yurts, and other accommodations.

Independent hosts average $84.17 per night, with a median of $56. This positions them between public campgrounds ($34) and traditional private parks ($101) — offering private land access and unique settings at a price point that undercuts established operators. RV sites at independent hosts average $59.95, tent sites $70.85, and structures $175.83.

The independent hosting segment represents a competitive pressure on traditional campgrounds that the industry has not yet quantified. It is no longer a niche — it is a parallel market operating with lower overhead, fewer regulatory constraints, and direct pricing to consumers.

THE GLAMPING MARKET

The OHPI tracks thousands of standalone glamping properties in the United States across 22 distinct accommodation types, from wooden cabins to treehouses to geodesic domes.

The average glamping stay is $304.37 per night, with a median of $226.67. The gap between mean and median reveals significant upward skew from luxury properties. Glamping is a stratified market.

AVERAGE NIGHTLY RATE BY GLAMPING TYPE

ACCOMMODATION	AVG PRICE
Boats & Floating Homes	$320.48
Cottages	$295.07
Tree Houses	$289.72
Nature Lodges	$285.98
Wooden Cabins	$281.77

ACCOMMODATION	AVG PRICE
Domes	$263.41
Tipis	$189.58
On Wheels (Airstreams)	$176.98
Tents (Safari/Bell/Glamping)	$175.45
Tiny Houses	$169.26

Wooden cabins account for the largest share of glamping inventory tracked. But the highest per-night rates belong to experiential categories: boats, treehouses, and nature lodges all exceed $285/night. These are the accommodations competing directly with boutique hotels, not with traditional campgrounds.

DEMAND PRESSURE

The Demand Pressure Index estimates minimum occupancy across the dataset using a conservative inventory baseline methodology. For each park and site type, total capacity is estimated as the maximum number of available sites ever observed. Current bookings are derived by subtracting current availability from that baseline. Because the baseline can only understate true capacity, the DPI represents a floor — actual PMS-reported occupancy would be higher.

In April 2026, the DPI reads 40.0% — at minimum, two in five site-nights are booked. Across 10.43 million site-nights of estimated capacity, 4.17 million are booked and 6.26 million remain available. April is shoulder season for most of the country. This figure establishes the baseline from which summer demand will be measured.

Inventory that does sell out does so far in advance. Among sold-out site types, 92.7% were observed at zero availability at least 30 days before check-in, and 79.4% were at zero availability 60 or more days out. The median sold-out observation occurs 154 days — roughly five months — before check-in. This suggests that the most desirable inventory at the most popular parks is effectively a planning-ahead market, not a last-minute one.

BOOKING WINDOW

Among sold-out inventory:

92.7% gone 30+ days before check-in

79.4% gone 60+ days before check-in

154 DAYS MEDIAN LEAD TIME

PREMIUM SPREAD

The gap between the 25th percentile ($53.00) and 75th percentile ($117.00) of all pricing is $64.00 — a spread equal to 87.7% of the national median of $73.00. The premium tier of the market is priced nearly double the budget tier.

The 90th percentile reaches $201.25 per night, approaching glamping and hotel price territory. This top decile of campground pricing is a different product category — premium resorts with resort-level amenities commanding resort-level rates.

This spread will be tracked monthly. A widening spread signals market stratification (luxury pulling away from budget). A narrowing spread signals compression (either luxury dropping or budget rising).

WEEKEND VS. WEEKDAY

The weekend premium stands at 3.0%, with weekend rates averaging $102.28 versus weekday rates of $99.33. Weekend and weekday comparisons are measured across matched date windows within the same observation period.

HOLIDAY PREMIUMS

For the first time, individual holiday pricing premiums are measured against regular weekend rates.

HOLIDAY	AVG RATE	PREMIUM
Memorial Day Weekend	$107.77	+5.4%
Labor Day Weekend	$106.70	+4.3%
Spring Break (Late March)	$102.14	-0.1%
Thanksgiving Weekend	$96.41	-5.7%
Christmas	$96.70	-5.5%
Veterans Day	$88.01	-14.0%

The highest holiday premium in outdoor hospitality — Memorial Day — is 5.4%. Hotels routinely charge 30-50% premiums on major holidays. This gap represents one of the clearest revenue opportunities in the industry. Parks that implement meaningful holiday pricing capture margin that the majority of the market leaves on the table.

The negative premiums for Thanksgiving, Christmas, and Veterans Day reflect seasonal pricing — parks open during those months are predominantly in southern and warm-weather markets, where winter rates are lower than the national summer-weighted weekend average.

STATE RANKINGS

The most expensive and least expensive states for private camping, ranked by average nightly rate across all accommodation types.

MOST EXPENSIVE

RANK	STATE	AVG RATE	RV AVG	LODGING AVG	TENT AVG
1	Maryland	$143.63	$110.00	$216.76	$73.84
2	New Jersey	$135.01	$99.12	$230.73	$72.31
3	California	$130.52	$92.31	$240.75	$84.41
4	New Hampshire	$124.60	$84.37	$215.08	$71.32
5	Florida	$120.74	$89.07	$214.30	$44.24
6	Connecticut	$117.15	$87.65	$218.62	$65.44
7	Pennsylvania	$116.01	$81.95	$192.91	$54.87
8	Alaska	$115.33	$72.26	$207.04	$43.51
9	New York	$113.17	$79.71	$199.77	$62.18
10	Louisiana	$111.92	$68.63	$211.21	$37.47

LEAST EXPENSIVE:

RANK	STATE	AVG RATE	RV AVG	LODGING AVG	TENT AVG
47	North Dakota	$42.16	$42.41	$88.28	$18.28
46	Nevada	$62.57	$66.40	$187.42	$43.75
45	Kansas	$69.91	$51.68	$166.27	$28.14
44	Nebraska	$80.01	$58.22	$159.61	$28.42
43	Arkansas	$80.31	$54.31	$133.64	$31.52

The gap between the most expensive state (Maryland at $143.63) and the least expensive (North Dakota at $42.16) is $101.47 — a 3.4x difference for the same general product category.

California's lodging at $240.75 is the highest in the country — driven by glamping resorts and premium cabin properties. North Dakota's tent rate of $18.28 is the lowest rate of any type in any state.

MARKET DIRECTION

Although this is the baseline issue, the dataset includes March 2026 data that enables a preliminary view of month-over-month pricing direction.

HEATING MARKETS (PRICES RISING INTO SPRING)

STATE	MARCH AVG	APRIL AVG	CHANGE
Florida	$109.57	$120.74	+10.2%
Kansas	$63.67	$69.91	+9.8%
Indiana	$89.55	$95.88	+7.1%
Arizona	$76.42	$81.73	+6.9%
Minnesota	$80.54	$85.91	+6.7%

COOLING MARKETS (PRICES FALLING FROM WINTER PEAKS)

STATE	MARCH AVG	APRIL AVG	CHANGE
North Carolina	$129.97	$97.31	-25.1%
Pennsylvania	$145.35	$116.01	-20.2%
New Hampshire	$147.88	$124.60	-15.7%
New Jersey	$159.36	$135.01	-15.3%
Utah	$110.47	$95.38	-13.7%

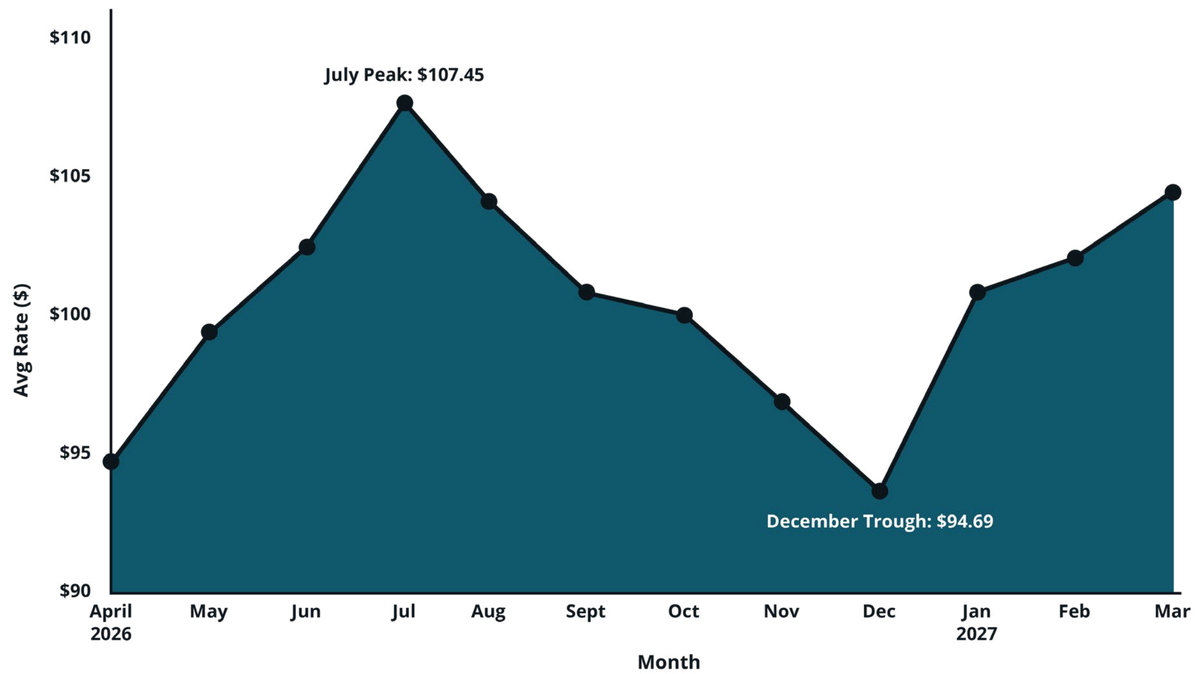
The pattern is clear: northeastern and mid-Atlantic states are dropping from winter/spring break peaks into shoulder season. Southern and midwestern states are heating up as camping season opens. This is the seasonal rhythm that the OHPI will track every month.

THE YEAR AHEAD

Because the OHPI captures forward-looking pricing across all date windows, every monthly observation contains the full seasonal curve — what it costs to camp not just this month, but every month of the coming year. This is the shape of campground pricing in America as observed in April 2026:

FORWARD PRICING CURVE

SEASONAL AVG RATE TREND:
2026 - 2027



July is the national peak at $107.45. December is the trough at $94.69. The total seasonal swing is 13.5%.

Hotels see seasonal premiums of 30-50%. Campgrounds see 13.5%. This compression suggests the industry is not pricing seasonally anywhere close to what demand justifies — and represents one of the largest untapped revenue opportunities in outdoor hospitality.

The January-March uptick reflects warm-weather and snowbird markets — the parks still bookable in winter are predominantly in the south, where rates run higher than the national off-season average.

This forward curve will be published in every issue. Month over month, shifts in forward pricing reveal real demand movement isolated from seasonality — analogous to how futures markets signal expectations ahead of spot prices.

AFFORDABILITY

The outdoor hospitality market spans a wide range from the cheapest to the most expensive option:

MARKET SEGMENTS BY PRICE

SEGMENT	AVG NIGHTLY RATE	VS. TENT CAMPING
Public campgrounds	$34.47	0.65x
Tent camping (private)	$52.72	1.00x
RV sites	$73.47	1.39x
Independent hosts	$84.17	1.60x
Campground lodging	$193.14	3.66x
Standalone glamping	$304.37	5.77x

A family choosing between a $34 public campsite and a $304 glamping property faces a 8.8x price difference for an outdoor overnight experience.

The affordability ratios will be tracked monthly. If tent pricing rises faster than glamping, the outdoor hospitality market is compressing.

If glamping inflates while tent holds steady, stratification is accelerating.

METHODOLOGY

DATA SOURCES

Pricing data is collected from multiple booking platforms, property management systems, federal recreation databases, glamping marketplaces, and peer-to-peer outdoor hosting platforms. Each source is scraped for real-time availability and pricing across multiple date windows per month including weekends, weekdays, and holidays. All pricing reflects published rates on consumer-facing booking platforms.

DEDUPLICATION

Each property, site type, and check-in date combination is deduplicated to the most recent price observation, ensuring every data point is counted once. Properties appearing on multiple platforms are attributed to their primary booking system and removed from aggregator sources to prevent double-counting.

COMPOSITE INDEX CALCULATION

The OHPI Composite is a category-weighted average of private campground pricing. Prices are averaged within each accommodation category (RV, lodging, tent), then weighted by each category's share of total inventory. This prevents dataset composition changes from affecting the index. The baseline (April 2026) is set to 100.0.

SUB-INDICES

OHPI-RV, OHPI-Lodging, and OHPI-Tent track pricing within each accommodation category at traditional campgrounds. OHPI-Public tracks federal campground pricing separately. OHPI-Glamping tracks standalone glamping properties. OHPI-Independent tracks peer-to-peer outdoor hosting. All sub-indices use date-specific booking platform pricing.

CATEGORY CLASSIFICATION

Accommodation types are normalized to RV, lodging, tent, and other. Approximately 4.6% of observations are classified as “other” and excluded from category-specific sub-indices but remain in overall composite calculations where applicable.

OUTLIER EXCLUSION

Prices above $1,000/night are excluded from composite index calculations. Glamping properties above $2,000/night and categories classified as vacation rentals (large houses, villas, private islands) are excluded from the glamping index.

STATE RANKINGS

Only US properties are included. States require a minimum number of properties for inclusion in state-level rankings. State-level coverage is expanding monthly as additional properties are discovered and indexed.

OCCUPANCY ESTIMATION

The Demand Pressure Index uses a conservative baseline methodology. For each park and site type, total capacity is estimated as the highest availability count ever observed (capped at 600). Current occupancy is derived by comparing current availability against this baseline. This approach produces a floor estimate — actual PMS-reported occupancy would be higher.

LIMITATIONS

The index reflects published booking platform prices and may not capture direct-booking discounts, membership rates, or unpublished seasonal adjustments. Coverage varies by region and is expanding continuously.

FULL METHODOLOGY

The complete OHPI methodology document, including detailed descriptions of all proprietary metrics, index construction, and data processing procedures, is available at insiderperks.com/ohpi/methodology.

ABOUT INSIDER PERKS

Insider Perks is an AI-first marketing, automation, and data intelligence company built exclusively for outdoor hospitality since 2009. The company serves more than 500 campgrounds, RV parks, and glamping resorts across the United States and Canada. Insider Perks also publishes Modern Campground, the industry's largest news publication, and produces MC Fireside Chats, outdoor hospitality's longest-running podcast.

The OHPI is published monthly by Insider Perks and is available at insiderperks.com.

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