THE INSIDER PERKS OUTDOOR HOSPITALITY PRICING INDEX

JUNE 2026 - ISSUE #3

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 23,000 properties across multiple booking platforms, reservation systems, federal recreation databases, glamping marketplaces, and peer-to-peer outdoor hosting platforms.

The OHPI baseline was established at 100.0 using April 2026 data. A reading of 103.1 means prices have risen 3.1% from baseline levels.

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

THE DASHBOARD

OHPI Composite:

103.1

(+3.1 FROM BASELINE)

Weighted Average:

$103.97/night

COMPOSITE BREAKDOWN

RV	LODGING	TENT
99.9 / $73.20	103.0 / $198.66	106.0 / $58.91
Change: +0.6 %	Change: +0.9 %	Change: +0.4 %

MARKET SEGMENTS

PUBLIC	GLAMPING	INDEPENDENT
100.0 / $34.12	97.9 / $297.91	93.4 / $78.59
Change: -0.1 %	Change: -2.3 %	Change: -6.0 %

METRIC	VALUE	VS. MAY
Demand Pressure Index	50.4% estimated minimum occupancy	+1.0 pts
Premium Spread (P75–P25)	$69.23 (94.8% of median)	+0.3 pts
Weekend Multiplier	1.026 (2.6% premium)	-0.3
Private-to-Public Ratio	3.05x	+0.02
Tent-to-Glamping Ratio	0.198	+0.005

DATA COVERAGE

More than 8 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.

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WHAT THE NUMBERS SAY: JUNE 2026

The OHPI Composite rose to 103.1 in June, up 0.4 points from May — a marked deceleration from May's 2.7-point surge. The market reached peak season and pricing growth flattened. The weighted average nightly rate settled at $103.97.

The story of June is the plateau. After May's sharp climb as seasonal campgrounds reopened, June shows the market holding near its peak rather than pushing higher. Tent camping, which led May's increase, rose just 0.4 points further.

Lodging continued its steady climb to 103.0. RV — the largest segment — ticked up to 99.9 but remains essentially at baseline, still the laggard despite peak-season demand.

What's notable is that demand kept building even as pricing flattened. The Demand Pressure Index crossed 50% for the first time, meaning more than half of all tracked site-nights are now booked. The market is full but operators are not pushing rates further — a sign that pricing may have found its peak-season ceiling for the year.

DEMAND PRESSURE

The Demand Pressure Index crossed 50% for the first time, rising from 49.4% in May to 50.4% in June. Across 18.3 million site-nights of estimated capacity, 9.2 million are booked and 9.1 million remain available — the first month in which booked inventory exceeds available inventory.

The booking window continued to compress. The median sold-out observation now occurs 127 days before check-in, down from 131 in May and 154 in April. Among sold-out site types, 88.1% were at zero availability at least 30 days out, and 76.3% were sold 60 or more days ahead.

This is what peak season looks like in the data: occupancy at its high, booking windows at their tightest, and the market absorbing demand without further price increases.

WITHIN-PARK RV PRICING

Among parks offering multiple RV site types, the average price range within a single park is $50.62 — essentially flat from $50.70 in May. The median within-park range is $29.12 (up from $28.80). More than 1,250 parks maintain a spread of $40 or more between their lowest and highest RV rate.

The differentiation continues to be driven by site attributes, not hookup type:

SITE ATTRIBUTE	JUNE RATE	MAY RATE	CHANGE	PREMIUM OVER STANDARD
Waterfront	$83.96	$82.95	+$1.01	+23.0%
Premium / Deluxe designated	$82.63	$82.88	-$0.25	+21.1%
Pull-through	$74.04	$73.88	+$0.16	+8.5%
50-amp service	$71.93	$71.69	+$0.24	+5.4%
Standard (back-in, 30-amp)	$68.25	$67.70	+$0.55	—

Waterfront sites reclaimed the top premium at 23.0% above standard, edging back ahead of premium-designated sites after the two converged in May. All tiers firmed slightly in June, with standard sites up $0.55 — the broad market rising together rather than the premium tiers pulling away.

The RV split shows premium sites at $74.18 and standard at $71.71 — a spread of $2.47 (3.4%), down from May's $2.97 (4.2%). The premium-over-standard gap narrowed as the broad market firmed.

THE INDEPENDENT HOSTING MARKET

The OHPI tracks thousands of independent outdoor hosting properties across the United States. Beginning this issue, we report both the average and median nightly rate for independent hosts, because this segment sees higher month-to-month property turnover than professionally managed campgrounds — properties go on and off market frequently, which moves the average more than it reflects actual price change. The median is the more stable measure of what a typical independent stay costs.

The median independent rate held at $55, flat from May ($55) and essentially unchanged from April ($56) — independent pricing is stable. The average ($78.59) reads as a 0.6-point index decline, but that reflects the evolving composition of the dataset, not a genuine price drop. RV sites at independent hosts average $57.52, tent sites $62.77, and structures $176.36.

THE GLAMPING MARKET

The OHPI tracks thousands of standalone glamping properties across 20 distinct accommodation types, with pricing captured from actual booking platforms. Beginning this issue, we report both the average and median nightly rate for glamping, because the standalone glamping market sees significant month-to-month property turnover — high-value properties like castles and luxury lodges move in and out of the dataset, swinging the average more than underlying prices change. The median tracks the typical glamping stay.

The median glamping rate was $220, down modestly from $225 in May and $226.67 at the April baseline. The average ($297.91) reads as a 2.3-point index decline, but the median shows the typical glamping stay is essentially stable. Glamping accommodations at traditional campgrounds average $157.66.

AVERAGE AND MEDIAN NIGHTLY RATE BY GLAMPING TYPE:

Includes only accommodation types with 50 or more tracked properties, ensuring each figure reflects a meaningful sample rather than a handful of listings.

ACCOMMODATION	JUNE AVG	MAY AVG	CHANGE	JUNE MEDIAN
Dome	$326.77	$317.92	+$8.85	$299.00
Treehouse	$311.93	$298.54	+$13.39	$250.00
A-Frame	$269.09	$265.72	+$3.37	$192.50
Safari Tent	$220.28	$257.95	-$37.67	$165.00
Bell Tent	$215.10	$210.47	+$4.63	$150.00
Caravan	$211.43	$200.66	+$10.77	$165.00
Yurt	$210.78	$229.63	-$18.85	$175.00
Tiny House	$199.05	$205.23	-$6.18	$171.50
Airstream	$192.33	$192.28	+$0.05	$175.00

Domes remain the premium glamping category at $326.77 average ($299 median), followed by treehouses. The median column tells the clearer story: across every category, the typical (median) rate runs well below the average, confirming that a tail of luxury listings pulls the averages up. The most stable categories month-to-month are the high-volume ones — domes, treehouses, A-frames, and tiny houses all moved modestly. Safari tents and yurts show larger average swings that reflect shifts in which properties were available rather than genuine repricing.

PREMIUM SPREAD

The spread between P25 and P75 held at $69.23 — 94.8% of the national median, essentially flat from May's 94.5%. After May's sharp widening, stratification stabilized in June. The market reached its peak-season distribution and held it.

PERCENTILE	JUNE	MAY	CHANGE
P25	$52.75	$52.50	+$0.25
Median	$73.00	$73.00	flat
P75	$121.98	$121.50	+$0.48
P90	$210.16	$210.00	+$0.16

WEEKEND VS. WEEKDAY

The weekend premium eased to 2.6%, with weekend rates averaging $105.48 versus weekday rates of $102.79 — down from May's 2.9%. As occupancy climbs across all days of the week in peak season, the weekend-weekday gap naturally compresses.

HOLIDAY PREMIUMS

HOLIDAY	JUNE RATE	JUNE PREMIUM	MAY RATE	MAY PREMIUM
Independence Day Weekend	$113.71	+7.8%	$113.66	+8.1%
Labor Day Weekend	$110.19	+4.5%	$110.34	+4.9%
Spring Break (Late)	$106.14	+0.6%	$106.23	+1.0%
Christmas	$97.35	-7.7%	$97.23	-7.5%
Thanksgiving Weekend	$96.21	-8.8%	$95.87	-8.8%
Veterans Day	$94.43	-10.5%	$94.13	-10.5%

Independence Day weekend commands the highest premium of any holiday tracked — 7.8% above a normal weekend, at $113.71 per night. This is consistent with July 4th being the single highest-demand camping weekend of the year, when families anchor multi-night stays around the holiday. The premium eased slightly from May's 8.1% as the holiday drew near and the weekend baseline rose. The fall and winter holidays remain at steep discounts, consistent with prior months.

Independence Day weekend tracking was added this issue and applied retroactively to the May observation, since the underlying arrival-date pricing (Thursday July 2 and Friday July 3) was captured in both months.

STATE RANKINGS

MOST EXPENSIVE

RANK	STATE	MAY AVG	JUNE AVG	CHANGE	RV AVG	LODGING AVG	TENT AVG
1	Maryland	$179.33	$175.07	+2.4%	$130.41	$282.29	$95.94
2	New Hampshire	$149.53	$133.06	+12.4%	$90.88	$266.56	$78.65
3	New Jersey	$144.65	$142.17	+1.7%	$110.60	$240.91	$76.89
4	California	$135.72	$136.44	-0.5%	$92.20	$249.68	$115.69
5	Pennsylvania	$133.29	$132.18	+0.8%	$85.11	$220.43	$55.26
6	Florida	$122.73	$121.35	+1.1%	$89.94	$220.42	$48.21
7	Ohio	$120.17	$116.86	+2.8%	$82.35	$233.20	$55.79
8	Connecticut	$116.67	$116.71	flat	$86.53	$210.71	$69.69
9	Louisiana	$114.60	$115.57	-0.8%	$69.68	$209.54	$31.46
10	Virginia	$114.50	$115.04	-0.5%	$85.07	$203.15	$54.22

New Hampshire surged to #2, jumping 12.4% as New England enters peak summer season — the largest move in the top 10. The rest of the top 10 held remarkably stable, most within 1-3% of May.

LEAST EXPENSIVE:

RANK	STATE	MAY AVG	JUNE AVG	CHANGE	RV AVG	LODGING AVG	TENT AVG
47	North Dakota	$40.82	$39.73	+2.7%	$40.65	$82.65	$17.27
46	Nevada	$62.86	$62.89	flat	$66.95	$200.25	$48.37
45	Kansas	$63.95	$59.00	+8.4%	$46.87	$148.52	$27.51
44	Arizona	$80.28	$81.34	-1.3%	$65.75	$200.57	$36.16
43	Nebraska	$80.97	$79.45	+1.9%	$57.56	$172.10	$27.45

The gap between the most and least expensive state was $138.51 — Maryland at $179.33 versus North Dakota at $40.82, a 4.4x difference.

MARKET DIRECTION

HEATING MARKETS (PRICES RISING MONTH-OVER-MONTH):

STATE	MAY AVG	JUNE AVG	CHANGE
New Hampshire	$133.02	$149.53	+12.4%
Kansas	$59.00	$63.95	+8.4%
Kentucky	$83.93	$86.36	+2.9%
Ohio	$116.91	$120.17	+2.8%
North Dakota	$39.74	$40.82	+2.7%

COOLING MARKETS (PRICES FALLING MONTH-OVER-MONTH):

STATE	MAY AVG	JUNE AVG	CHANGE
Wyoming	$88.16	$82.58	-6.3%
Alaska	$91.59	$88.92	-2.9%

Only two states cooled in June, and modestly — a sign of how broadly the market firmed. New England led the heating as its short, high-demand summer season opened. The near-absence of cooling markets reflects peak season reaching nearly every region simultaneously.

THE YEAR AHEAD

The forward pricing curve as observed in June 2026:

MONTH	JUNE OBSERVATION	MAY OBSERVATION	CHANGE
June 2026	$104.18	$104.86	-$0.68
July	$109.75	$110.09	-$0.34
August	$107.29	$107.47	-$0.18
September	$104.93	$105.05	-$0.12
October	$101.56	$101.73	-$0.17
November	$97.00	$96.85	+$0.15
December	$97.28	$97.04	+$0.24
January 2027	$105.47	$105.35	+$0.12
February	$106.35	$105.82	+$0.53
March	$108.11	$107.07	+$1.04

The forward curve tells a different story than last month. In May, every future month had shifted upward — the market was repricing the entire year higher. In June, the pattern inverted at the seasonal boundary: the summer and early-fall months (June through October) softened slightly as those dates drew near and the market settled at its peak-season ceiling, while the winter and early-spring months (November through March) continued to strengthen.

July remains the national peak at $109.75, but it eased $0.34 from where it was priced in May — the first time a peak-summer month has declined between observations. This is the signal that summer pricing has topped out: as July gets closer, operators are holding rather than raising. Meanwhile March 2027 rose another $1.04, extending the winter-market strength first seen in May. The snowbird and warm-weather winter destinations continue to price their season higher.

AFFORDABILITY

MARKET SEGMENTS BY PRICE

SEGMENT	JUNE RATE	MAY RATE	CHANGE	VS. TENT
Public campgrounds	$34.12	$34.17	-$0.05	0.58x
Tent camping (private)	$58.91	$58.72	+$0.19	1.00x
RV sites	$73.20	$72.79	+$0.41	1.24x
Independent hosts (median)	$55.00	$55.00	flat	0.93x
Campground lodging	$198.66	$196.88	+$1.78	3.37x
Standalone glamping (median)	$220.00	$225.00	-$5.00	3.73x

Pricing across segments was remarkably stable in June. Tent, RV, and lodging all rose modestly. Using median values for the high-turnover segments, independent hosting held flat and glamping eased slightly — both consistent with a market at its seasonal peak rather than one still climbing.

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.

DEDUPLICATION

Each property, site type, and check-in date combination is deduplicated to the most recent price observation within each observation period.

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. The baseline (April 2026) is set to 100.0.

AVERAGE AND MEDIAN REPORTING:

For most segments, the index reflects the category-weighted average. For standalone glamping and independent hosting — segments with higher month-to-month property turnover — both the average and median nightly rate are reported. The median is more resistant to changes in dataset composition and better reflects the typical stay, while the average captures the full market including high-value properties that move in and out of coverage.

SUB-INDICES:

OHPI-RV, OHPI-Lodging, and OHPI-Tent track pricing within each accommodation category at traditional campgrounds. OHPI-Public tracks federal campgrounds. OHPI-Glamping tracks standalone glamping. OHPI-Independent tracks peer-to-peer hosting.

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.

OUTLIER EXCLUSION:

Prices above $1,000/night are excluded from composite calculations. Glamping above $2,000/night and vacation-rental categories are excluded from the glamping index.

OCCUPANCY ESTIMATION:

The Demand Pressure Index uses a conservative baseline methodology — total capacity is estimated as the highest availability count ever observed per site type (capped at 600). This produces a floor estimate; actual occupancy would be higher.

LIMITATIONS:

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

Full Methodology: Available at insiderperks.com/ohpi/methodology.

ABOUT INSIDER PERKS

Insider Perks is an outdoor hospitality intelligence company focused exclusively on campgrounds, RV resorts, and glamping destinations since 2009. The company combines AI guest service, market intelligence, automation, AI-ready websites, and growth marketing into one connected system. Insider Perks serves more than 500 properties across North America and operates Modern Campground, the industry's largest news publication, and produces MC Fireside Chats, outdoor hospitality's longest-running podcast.

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