



THE INSIDER PERKS OUTDOOR HOSPITALITY PRICING INDEX

OCTOBER 2026 - ISSUE # 7

**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 102.9 means prices have risen 2.9% from baseline levels.

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



THE DASHBOARD



METRIC	VALUE	VS. SEPTEMBER
Demand Pressure Index	50.1% estimated occupancy	—
Premium Spread (P75–P25)	\$69.70 (97.3% of median)	+1.8 pts
Weekend Multiplier	1.013 (1.3% premium)	-0.4
Private-to-Public Ratio	3.03x	+0.03
Tent-to-Glamping Ratio	0.190	-0.007

OHPI-Public is held at its September value this month. Federal campground pricing is now collected as published nightly season rates by site type; the public series resumes month-over-month comparison once two full months are collected on that basis.

DATA COVERAGE

More than 9 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: OCTOBER 2026



The OHPI Composite rose to 102.9 in October, up 0.9 points from September and its first increase since June. The weighted average nightly rate reached \$103.09.

October’s sample also expanded, and that shapes this month’s readings: the composite rose while every category average fell, because the mix shifted toward higher-priced site types. Measured only on properties tracked in both months, the composite rose 0.26%; the published 0.85% includes that change in mix.

The same expansion pulled the category averages down. RV fell 0.6 points to 97.9, tent fell 2.4 points to 102.1, and lodging fell 3.9 points to 98.9 as lodging at more than 450 newly tracked properties, priced below the existing average,

entered the sample. On the same properties in both months, RV was down 0.11%, tent down 0.56%, and lodging up 0.55%.

Standalone glamping rose 1.3 points to 95.2, its median up to \$215 from \$209, and independent hosting slipped 1.2 points to 91.5 while its median held at \$55 for a sixth straight month. Federal campgrounds are held at September’s value while their collection moves to published nightly season rates.

At the state level, prices firmed: 17 states rose by 2% or more, and only Connecticut fell by as much.

DEMAND PRESSURE

The Demand Pressure Index measures the share of site-nights already booked across every check-in date observed in the month. In October that calendar runs a full year ahead — from October 2026 through October 2027, with holiday dates through Christmas 2027. Across 24.3 million site-nights of estimated capacity, 12.2 million are booked and 12.1 million remain available — a Demand Pressure Index of 50.1%.

Among sold-out site types, the median sell-out

was observed 158 days before check-in. 86.9% were at zero availability at least 30 days out, and 75.9% at least 60 days out.

Both measures depend on how far ahead the observed calendar runs. October’s observed check-in dates sit twice as far ahead on average as September’s (180 days against 90), so these figures describe the market as observed this month and are not compared with prior months.





WITHIN-PARK RV PRICING

Among parks offering multiple RV site types, the average price range within a single park eased to \$47.20, from \$47.76 in September. The median within-park range is \$28.50. A total of 1,193 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	OCTOBER RATE	SEPTEMBER RATE	CHANGE	PREMIUM OVER STANDARD
Premium / Deluxe designated	\$81.92	\$82.99	-\$1.07	+24.9%
Waterfront	\$80.61	\$80.61	+\$0.00	+22.9%
50-amp service	\$72.36	\$71.76	+\$0.60	+10.4%
Pull-through	\$71.48	\$71.41	+\$0.07	+9.0%
Standard (back-in, 30-amp)	\$65.57	\$66.52	-\$0.95	—

Standard sites eased \$0.95 while 50-amp service firmed \$0.60, so every attribute’s premium over standard widened. Premium-designated sites

eased \$1.07 but still lead at 24.9% over standard; waterfront held exactly at \$80.61.

THE INDEPENDENT HOSTING MARKET

The OHPI tracks thousands of independent outdoor hosting properties across the United States. 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 for the sixth consecutive month — the most stable figure in the index. The average eased to \$77.07, taking the index to 91.5. RV sites at independent hosts average \$56.58, tent sites \$59.09, and structures \$171.48.

Tent sites at independent hosts continue to price above tent sites at traditional campgrounds (\$55.08); the gap narrowed to \$4.01 as independent tent rates fell.

THE GLAMPING MARKET

The OHPI tracks thousands of standalone glamping properties across more than a dozen accommodation types, with pricing captured from actual booking platforms. 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 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 rose to \$215, up from \$209 in September. The average rose to \$290.07, taking the index to 95.2. Glamping accommodations at traditional campgrounds average \$161.76, up from \$159.45.

After September’s reset, glamping firmed, and the move was broad: seven of the eight qualifying accommodation types rose.

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	OCTOBER AVG	SEPTEMBER AVG	CHANGE	OCTOBER MEDIAN
Dome	\$311.21	\$311.97	-\$0.76	\$300.00
Treehouse	\$283.71	\$278.89	+\$4.82	\$239.00
A-Frame	\$267.82	\$262.28	+\$5.54	\$229.00
Safari Tent	\$242.86	\$231.08	+\$11.78	\$165.00
Bell Tent	\$232.81	\$217.41	+\$15.40	\$149.00
Caravan	\$226.12	\$205.57	+\$20.55	\$163.00
Yurt	\$196.96	\$193.40	+\$3.56	\$175.00
Tiny House	\$191.23	\$188.54	+\$2.69	\$176.00

Caravans rose the most at \$20.55, followed by bell tents at \$15.40 and safari tents at \$11.78. Domes,

the only type to ease, remain the premium category at \$311.21 average (\$300 median).



PREMIUM SPREAD

The spread between P25 and P75 widened to \$69.70, or 97.3% of the national median, from \$67.95 (95.5%). Every percentile rose, but the upper end rose most: P75 gained \$2.25 against \$0.50 at P25.

PERCENTILE	OCTOBER	SEPTEMBER	CHANGE
P25	\$52.00	\$51.50	+\$0.50
Median	\$71.66	\$71.15	+\$0.51
P75	\$121.70	\$119.45	+\$2.25
P90	\$208.30	\$207.24	+\$1.06

WEEKEND VS. WEEKDAY

The weekend premium narrowed to 1.3%, with weekend rates averaging \$103.72 versus weekday rates of \$102.35 — down from 1.7% in September.

HOLIDAY PREMIUMS

With the observed calendar now a full year long, the summer 2027 holidays appear for the first time — and they carry the premiums.

HOLIDAY	OCTOBER RATE	OCTOBER PREMIUM	SEPTEMBER RATE	SEPTEMBER PREMIUM
Independence Day Weekend	\$126.09	+15.7%	—	—
Labor Day Weekend	\$121.08	+11.1%	—	—
Memorial Day Weekend	\$119.59	+9.7%	—	—
Halloween Weekend	\$110.43	+1.3%	—	—
Easter Weekend	\$108.32	-0.6%	—	—
Spring Break Mid	\$107.64	-1.2%	—	—
Spring Break Early	\$106.77	-2.0%	—	—
New Year’s Day	\$104.20	-4.4%	—	—
Christmas	\$103.30	-5.2%	\$97.70	-5.5%
Spring Break Late	\$102.85	-5.6%	\$103.00	-0.4%
Thanksgiving Weekend	\$100.65	-7.6%	\$96.38	-6.8%
Presidents’ Day Weekend	\$100.40	-7.9%	—	—
MLK Day Weekend	\$99.64	-8.6%	—	—
Veterans Day	\$98.93	-9.2%	\$94.54	-8.5%

Premiums are measured against the average ordinary weekend rate on the October calendar (\$108.98). Independence Day, Labor Day and Memorial Day weekends lead at 15.7%, 11.1%

and 9.7%. Halloween is the only other holiday priced above an ordinary weekend (+1.3%); every remaining holiday is discounted, deepest at Veterans Day (-9.2%).





STATE RANKINGS

MOST EXPENSIVE

RANK	STATE	SEPTEMBER AVG	OCTOBER AVG	CHANGE	RV AVG	LODGING AVG	TENT AVG
1	Maryland	\$174.99	\$175.69	+0.4%	\$128.56	\$255.59	\$84.04
2	New Hampshire	\$154.96	\$162.34	+4.8%	\$93.33	\$285.04	\$76.62
3	New Jersey	\$143.22	\$149.72	+4.5%	\$112.12	\$238.62	\$75.19
4	Pennsylvania	\$133.85	\$135.75	+1.4%	\$88.04	\$216.81	\$58.20
5	California	\$133.53	\$134.95	+1.1%	\$92.77	\$252.80	\$112.57
6	Florida	\$125.27	\$126.80	+1.2%	\$90.18	\$217.35	\$61.83
7	Ohio	\$120.21	\$124.61	+3.7%	\$83.80	\$229.25	\$56.44
8	Massachusetts	\$118.23	\$120.87	+2.2%	\$91.91	\$233.83	\$58.28
9	New York	\$114.00	\$117.51	+3.1%	\$78.28	\$206.67	\$62.17
10	Louisiana	\$114.76	\$114.45	-0.3%	\$67.51	\$200.92	\$33.57

Maryland held the top spot for a seventh consecutive month. New Hampshire rose 4.8% and New Jersey 4.5%. New York entered the top

10 at ninth on a 3.1% gain, Louisiana moved to tenth, and Connecticut fell out of the top 10 on a 4.4% decline.

LEAST EXPENSIVE:

RANK	STATE	SEPTEMBER AVG	OCTOBER AVG	CHANGE	RV AVG	LODGING AVG	TENT AVG
47	North Dakota	\$41.03	\$40.87	-0.4%	\$40.82	\$69.71	\$23.77
46	Kansas	\$62.89	\$63.81	+1.5%	\$44.47	\$155.62	\$29.67
45	Nevada	\$60.69	\$64.01	+5.5%	\$63.15	\$147.78	\$47.03
44	New Mexico	\$77.47	\$77.50	flat	\$66.93	\$136.24	\$39.33
43	Wyoming	\$77.60	\$78.43	+1.1%	\$63.75	\$150.25	\$36.61

The five least expensive states are the same five as in September. Nevada rose 5.5% — the largest increase in the country — and moved above Kansas. North Dakota remains the least expensive at \$40.87.

The gap between the most and least expensive state is \$134.82 — Maryland at \$175.69 versus North Dakota at \$40.87, a 4.3x difference, compared with \$133.96 in September.



MARKET DIRECTION

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

STATE	SEPTEMBER AVG	OCTOBER AVG	CHANGE
Nevada	\$60.69	\$64.01	+5.5%
Arizona	\$77.72	\$81.56	+4.9%
New Hampshire	\$154.96	\$162.34	+4.8%
New Jersey	\$143.22	\$149.72	+4.5%
Nebraska	\$78.34	\$81.84	+4.5%
Ohio	\$120.21	\$124.61	+3.7%
Oregon	\$80.26	\$83.04	+3.5%
New York	\$114.00	\$117.51	+3.1%
Colorado	\$109.58	\$112.65	+2.8%
Indiana	\$103.21	\$105.83	+2.5%
Maine	\$104.36	\$106.99	+2.5%
South Carolina	\$111.59	\$114.31	+2.4%
Georgia	\$88.30	\$90.36	+2.3%
Tennessee	\$93.87	\$96.02	+2.3%
Massachusetts	\$118.23	\$120.87	+2.2%
Utah	\$91.86	\$93.86	+2.2%
Kentucky	\$84.27	\$85.98	+2.0%

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

STATE	SEPTEMBER AVG	OCTOBER AVG	CHANGE
Connecticut	\$114.73	\$109.64	-4.4%

17 states rose by 2% or more in October, against two in September; Connecticut was the only state to fall by as much. Changes are measured property by property, so they reflect pricing at

the same properties rather than the month’s coverage expansion. Nevada and Arizona led the gains, followed by New Hampshire and New Jersey.

THE YEAR AHEAD

The forward pricing curve as observed in October 2026:

MONTH	OCTOBER OBSERVATION	SEPTEMBER OBSERVATION	SHIFT
October 2026	\$97.28	\$100.99	-3.71
November	\$98.31	\$96.94	+1.37
December	\$99.32	\$97.45	+1.87
January 2027	\$103.24	\$103.09	+0.15
February	\$103.16	\$103.51	-0.35
March	\$107.79	\$105.83	+1.96
April	\$108.38	—	new
May	\$111.92	—	new
June	\$117.95	—	new
July	\$121.50	—	new
August	\$117.40	—	new
September	\$111.85	—	new

The October calendar is the first to reach a full year ahead, so April through September 2027 appear for the first time and are shown without a comparison. They trace the summer peak: rates rise from \$108.38 in April to \$121.50 in July before easing to \$111.85 in September.

October’s own remaining dates eased as they arrived. November and December firmed, and March 2027 rose \$1.96 — reversing three months of winter markdowns. January and February were essentially unchanged.



AFFORDABILITY

SEGMENT	OCTOBER RATE	SEPTEMBER RATE	CHANGE	VS. TENT
Public campgrounds	\$34.03	\$34.03	held	0.62x
Tent camping (private)	\$55.08	\$56.36	-\$1.28	1.00x
RV sites	\$70.91	\$71.32	-\$0.41	1.29x
Independent hosts (median)	\$55.00	\$55.00	flat	1.00x
Campground lodging	\$189.48	\$196.92	-\$7.44	3.44x
Standalone glamping (median)	\$214.57	\$209.00	+\$5.57	3.90x

With tent rates lower, every ratio built on tent rose except lodging, whose published average fell further. The independent hosting median,

unchanged at \$55, now sits level with a private campground tent site.

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.

MONTH-OVER-MONTH MEASUREMENT:

Each month's change is measured on check-in dates observed in both the current and the prior month, and applied to the prior month's published figures. This keeps month-over-month movement a reflection of pricing rather than of how far ahead the booking calendar happens to be observed. State-level changes are measured property by property, so that one property's shift in observed inventory cannot move its state's figure. Published figures from prior issues are not revised.

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 5.7% 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 estimates the share of site-nights already booked across the observed calendar. Total capacity for each site type is estimated as the highest availability count observed for it (capped at 600), and a site type its booking system reports as sold out counts as fully booked. It is an estimate of booked share rather than a precise occupancy rate.

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. The company combines AI guest service, market intelligence, automation, AI-ready websites, and growth marketing into one connected system. Founded in 2009 by Brian Searl, the company serves 500+ properties across the United States and Canada and publishes the Outdoor Hospitality Pricing Index (OHPI), the industry's first standardized pricing benchmark. Learn more at <https://insiderperks.com>.

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

CONTACT



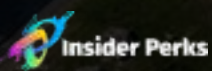
Brian Searl

Founder & CEO,
Insider Perks
brian@insiderperks.com

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