

# Partnering with RV Clubs to Attract Road Warriors



**AIANTA**

American Indian Alaska Native  
Tourism Association

September 17, 2019

Michael Ochs, RVIA Director of Government Affairs

Shawn Loring, CEO, Escapees RV Club

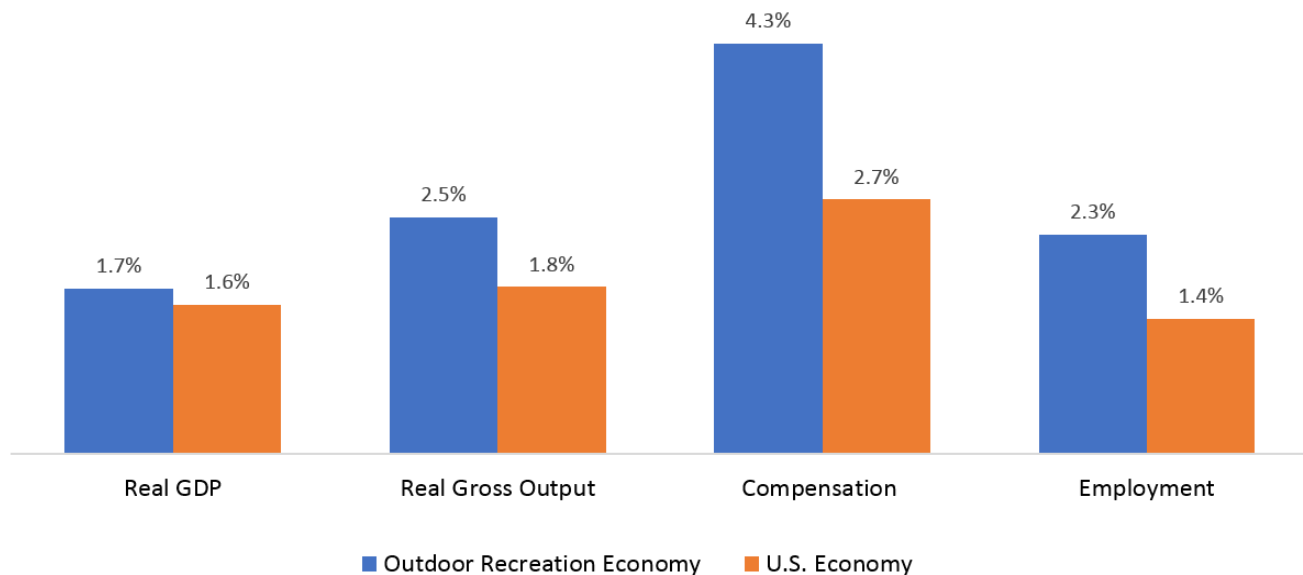


One key element of RVIA's Mission Statement is:

To create a positive  
experience for the RV  
consumer



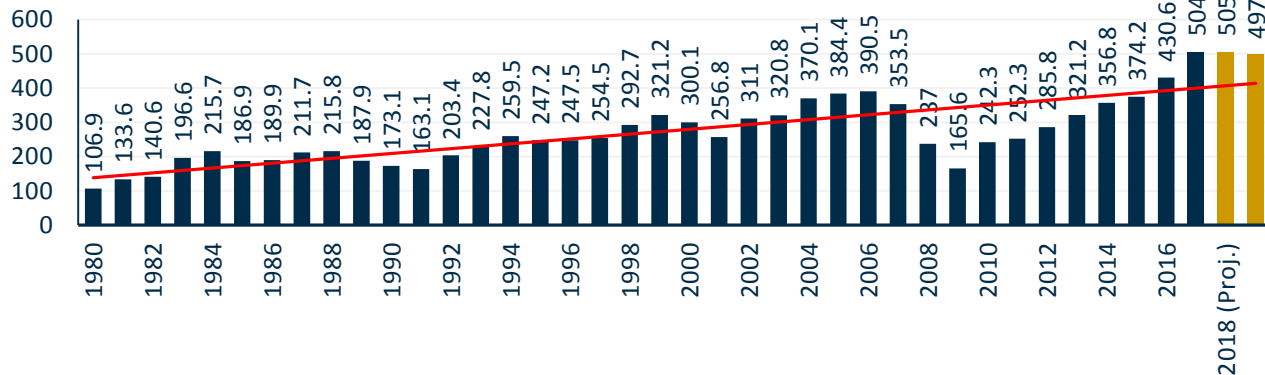
## Growth in Outdoor Recreation Compared to Growth in the U.S. Economy, 2015-2016



Source: Bureau of Economic Analysis

# RV Shipments Trend, 1980-2017

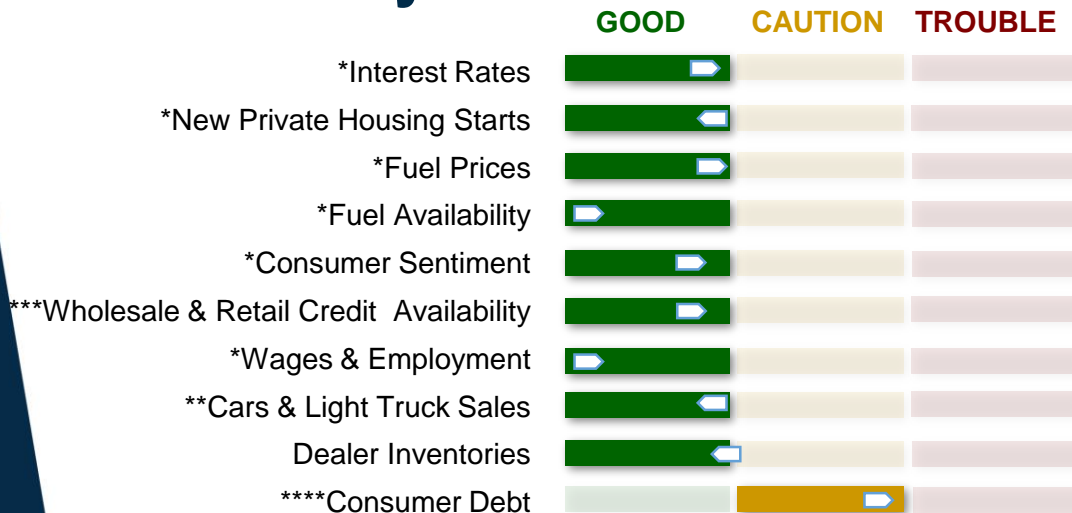
## RVIA Shipments Data



# The RV Business Holding Strong

- 2018: Second best year of comparable performance since 1980
- Average annual compounded growth rate of 10%+ since 2010
- RV inventory reducing due to strong reported sales
- Production capacity is improving
- RV mobility is growing as a consumer lifestyle choice

# RV Industry Economic Indicators - 2019



*Sources:*

\* U.S. Department of Commerce

\*\* U.S. Department of the

Treasury

\*\*\* Dunn & Bradstreet

\*\*\*\* Center for Microeconomic Data

# RV Types and Terms

## Towable RVs

*Designed to be towed by family car, van or pickup truck. Can be unhitched and left at the campsite while you explore in your auto.*

### TRAVEL TRAILERS

#### Conventional Travel Trailer

Wide range of floor plans and sizes  
Affordable homelike amenities  
Sleep up to 10



#### Fifth-Wheel Travel Trailers

Spacious two-level floor plans  
Towed with a pickup truck  
Sleep up to six



#### Travel Trailers with Expandable Ends

Ends pull out for roomy sleeping  
Lightweight Towing  
Sleep up to eight



### FOLDING CAMPING TRAILERS

Fold for lightweight towing  
Fresh-air experience with RV comfort  
Sleep up to eight



Towable RVs – ↑18.2%

Travel Trailers - ↑20%

Fifth-Wheel Trailers – ↑16.9%

Folding Camping Trailers – ↓9%

Truck Campers – ↑ 6%  
(2017 shipment data)

### SPORT UTILITY RVs

*Available motorized and towable (as travel trailers or fifth-wheels).*

Built-in garage for hauling  
cycles, ATVs, and other sports  
equipment  
Sleep up to eight



### TRUCK CAMPERS

Mount on pickup bed or chassis  
Go wherever your truck can go  
Sleep up to six



### PARK MODEL RVs

Movable resort unit designed  
exclusively for part-time recreational use



# RV Types and Terms

*Living quarters are accessible from the driver's area in one convenient unit.*

## **MOTORHOMES**

### **Type A Motorhomes**

Generally roomiest of all  
RVs Luxurious amenities  
Sleep up to six



### **Type B Motorhomes**

Commonly called van  
campers Drive like the  
family van  
Sleep up to four



### **Type C Motorhomes**

Similar amenities to Type As  
Optional sleeping space over the  
cab Sleep up to eight



Motorhomes currently represent  
13% of the RVs shipped in 2017

Type A - ↑2.3%

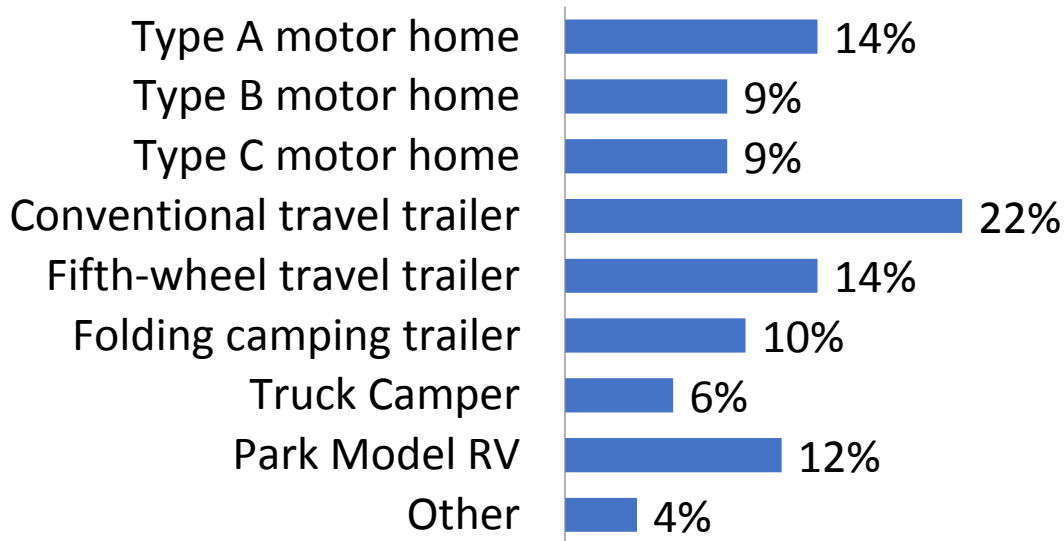
Type B - ↑32%

Type C - ↑22%

(2017 shipment data)



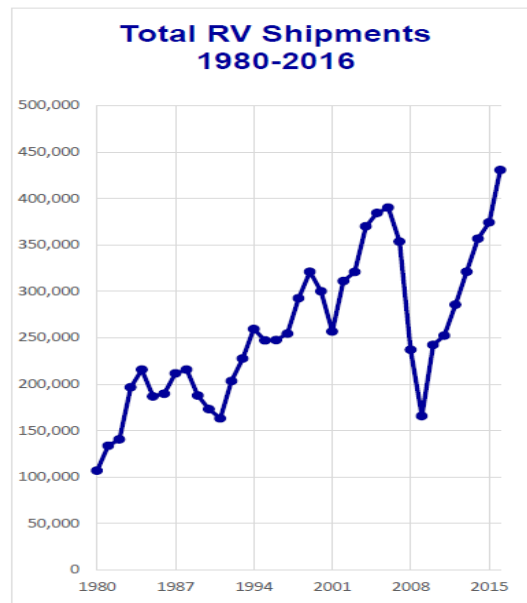
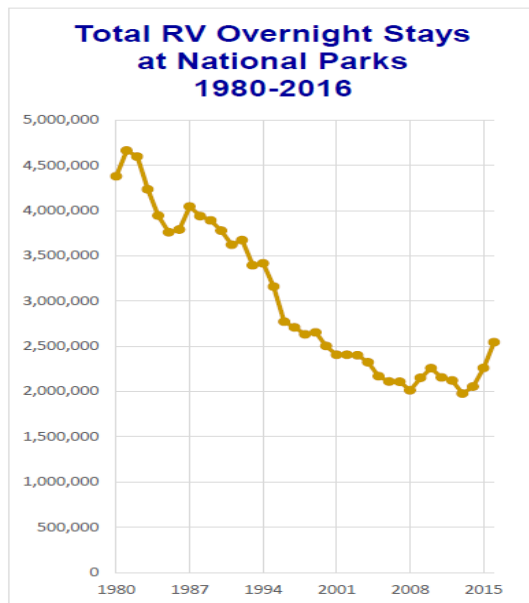
# RV Ownership





More than 90% of consumers  
purchase RVs for camping

# Campground Modernization & Expansion



**The Need: Campground Modernization and Expansion**

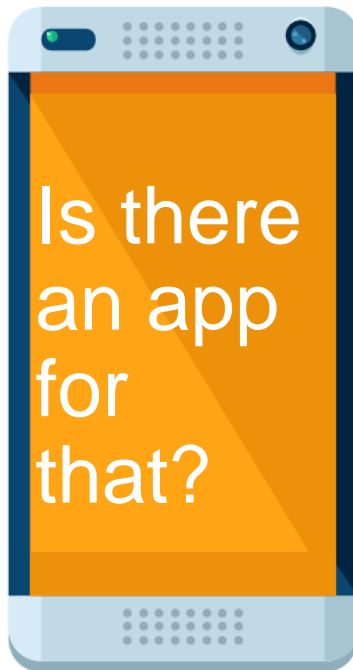
A blue-tinted photograph of a modern travel trailer and a motorhome parked in a wooded campground near a body of water. The travel trailer is on the left, and the motorhome is on the right. They are surrounded by large trees and a body of water in the foreground.

**What do Modern RVers  
want in a  
Campground?**

# Help Facilitate the Adventure

- **Amenities!**
- **Strong Wi-Fi – Millennials/Gen-X/Baby Boomers/Mobile Professionals**
- **50 AMP Service**
- **Site-specific Electric, Water, and Sewer hook-ups**
- **Improved Dump Stations**

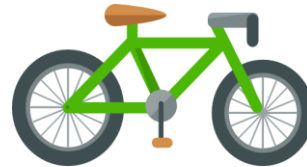




January 24, 2018

# Help Facilitate the Adventure

- Improved bathing facilities with hot showers, sinks, and flush toilets
- Camp stores to purchase essentials and restock necessary supplies before their next journey
- Recreational opportunities such as zip lines, guided rock climbing tours, ATV courses, watersports and boat, fishing gear or bike rentals
- RV storage areas near campsites for those who return often



# Help Facilitate the Adventure

- **More RV accessible sites**
- **Pull-through RV campsites**
- **Group camping sites**
- **Destination camping sites**





A blue-tinted photograph of a campsite. On the left is a small, light-colored travel trailer. On the right is a larger, modern motorhome. They are parked on a grassy area next to a body of water, surrounded by large, mature trees with dense foliage. The text "RVs are Growing!" is overlaid in the center in a white, bold, sans-serif font.

**RVs are Growing!**























# Park Model RVs



# Park Model RVs



# Park Model RVs



## Park Model RVs



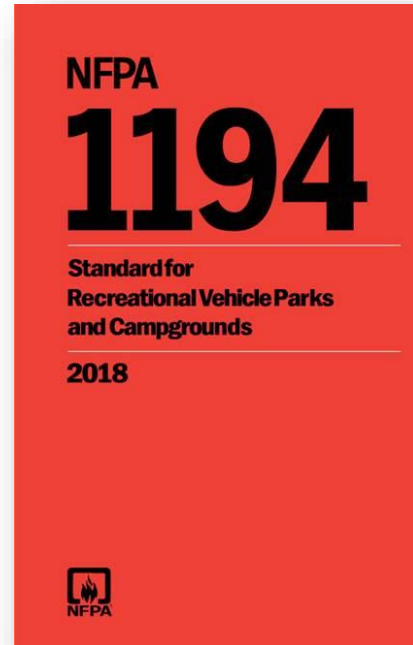


A blue-tinted photograph of a campsite with a travel trailer and a motorhome parked among large trees near a body of water. The text "RVIA Resources" is overlaid in white.

# RVIA Resources

# NFPA 1194

- This Standard provides the minimum construction requirements for safety and health for occupants using facilities supplied by recreational vehicle parks and campgrounds offering temporary living sites for use by recreational vehicles, recreational park trailers, and other camping units.
- [www.rvia.org](http://www.rvia.org) -> Store



# NFPA 1194

1194-4		RECREATIONAL VEHICLE PARKS AND CAMPGROUNDS	
Contents			
<b>Chapter 1 Administration</b>	1194-5	<b>Chapter 6 Fire Safety</b>	1194-9
1.1 Scope	1194-5	6.1 Fire Detection and Alarm Services	1194-9
1.2 Purpose	1194-5	6.2 Fire Safety Rules and Regulations for Recreational Vehicle Parks and Campgrounds — Posting of Emergency Information	1194-9
1.3 Application	1194-5	6.3 Propane Containers	1194-9
1.4 Retroactivity	1194-5		
1.5 Equivalency	1194-5		
1.6 Units	1194-5		
<b>Chapter 2 Referenced Publications</b>	1194-5	<b>Chapter 7 Environmental Health and Sanitation</b>	1194-9
2.1 General	1194-5	7.1 General	1194-9
2.2 NFPA Publications	1194-5	7.2 Potable Water Supply and Distribution	1194-9
2.3 Other Publications	1194-6	7.3 Potable Water Connections at Individual Sites	1194-10
2.4 References for Extracts in Mandatory Sections	1194-6	7.4 Drinking Fountains	1194-10
		7.5 Sanitary Conveniences	1194-10
		7.6 Number, Location, and Arrangement of Toilets, Urinals, and Lavatories	1194-11
<b>Chapter 3 Definitions</b>	1194-6	7.7 Showers	1194-11
3.1 General	1194-6	7.8 Sewerage Facilities	1194-11
3.2 NFPA Official Definitions	1194-6	7.9 Sanitary Disposal Stations	1194-12
3.3 General Definitions	1194-6	7.10 Potable Water Supply Stations	1194-13
		7.11 Refuse Disposal	1194-13
<b>Chapter 4 General Requirements</b>	1194-7	<b>Annex A Explanatory Material</b>	1194-13
4.1 Differing Standards	1194-7	<b>Annex B Typical Recreational Vehicle Park or Campground Site Plans</b>	1194-14
4.2 U.S. Federal Regulations	1194-7	<b>Annex C Glossary</b>	1194-22
4.3 Electrical Requirements	1194-7	<b>Annex D Operations Guidelines</b>	1194-23
4.4 Wildland/Urban Interface Areas	1194-7	<b>Annex E Informational References</b>	1194-23
4.5 Park Model RV	1194-7	<b>Index</b>	1194-25
<b>Chapter 5 General Design Criteria for Recreational Vehicle Parks and Campgrounds</b>	1194-8		
5.1 Park Design and Construction	1194-8		
5.2 Recreational Vehicle Site	1194-8		
5.3 Recreational Park Trailer Site	1194-9		
5.4 Camping Unit Site	1194-9		



# NFPA 1194

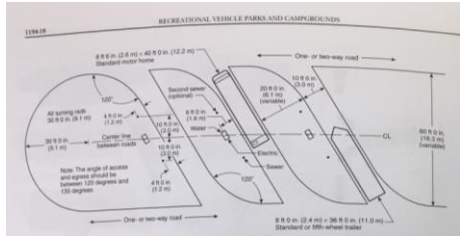


FIGURE B.1(b) Optimal Arrangement for a Recreational Vehicle Park or Campground Reverse Pull-Through Site Showing Water, Sewer, and Electrical Utility Connection Points.

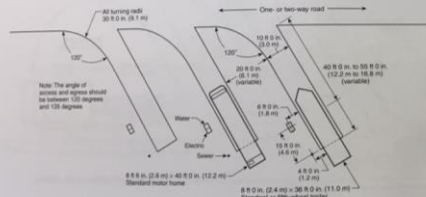
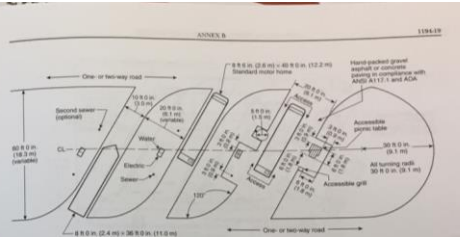
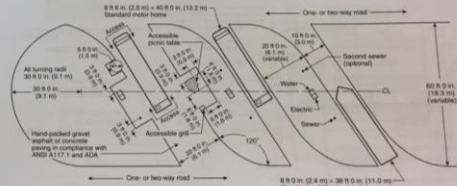


FIGURE B.1(c) Optimal Arrangement in a Recreational Vehicle Park or Campground Reverse Pull-Through Site for a Recreational Vehicle or Park Trailer Showing Water, Sewer, and Electrical Utility Connection Points.



Notes:  
1. The utilities are located in the same place as they are in the standard pull-through site.  
2. The angle of access and egress should be between 120 degrees and 135 degrees.

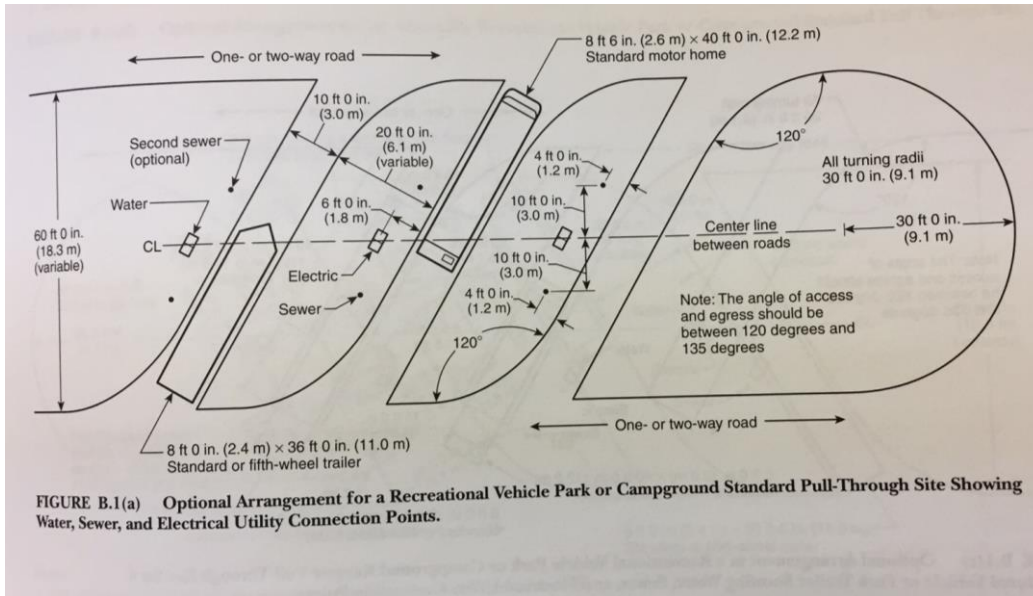
FIGURE B.1(d) Optimal Arrangement for an Accessible Recreational Vehicle Park or Campground Standard Pull-Through Site.



Notes:  
1. The utilities are located in the same place as they are in the reverse pull-through site.  
2. The angle of access and egress should be between 120 degrees and 135 degrees.

FIGURE B.1(e) Optimal Arrangement for an Accessible Recreational Vehicle Park or Campground Reverse Pull-Through Site.

# NFPA 1194



Available at [www.rvia.org](http://www.rvia.org) and click on the "Store" icon at the top of the page

# RVs MOVE AMERICA

ECONOMIC IMPACT OF THE RV INDUSTRY

United States

- First ever economic impact study of the entire RV industry was completed in 2016.



# RVs Move America

AN AMERICAN INDUSTRY AND ECONOMIC ENGINE

## UNITED STATES

### ANNUAL ECONOMIC IMPACT

# \$114 Billion



**\$68.0 Billion**  
RV Manufacturers  
& Suppliers



**\$20.1 Billion**  
RV Sales &  
Services



**\$25.6 Billion**  
RV Campgrounds  
& Travel



**596,355**  
Total Jobs



**30,363**  
RV Businesses



**\$32.2 Billion**  
Wages



**482,389**  
RVs Made in the  
USA



**98%**  
Of RVs Sold in the USA  
are Made in the USA



**\$12.2 Billion**  
Total Taxes Paid by the  
RV Industry

## 25 MILLION

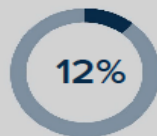
Americans who go RVing each year—camping, hiking, boating, fishing—are a critical part of the outdoor recreation economy.

OUTDOOR RECREATION IS

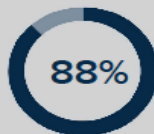
## 2.2%

OF THE US GDP

### MOTORIZED



### TOWABLE



**RV**INDUSTRY  
ASSOCIATION

June 2019  
rvsmoveamerica.org

**RV**  
INDUSTRY  
ASSOCIATION

# Additional Resources

- RV Quarterly Forecast (RV RoadSigns)
- Business Indicators
- RV Ownership Trends
- Vacation Costs
- RV Travel Forecast
- Marketing to RV Travelers
- RV Perceptions & Purchase Motivators Study
- Annual Report

A group of people are gathered around a fire pit in a wooded area at night. They are sitting on chairs and benches, some holding marshmallows on sticks. In the background, there are tents and a large RV. A dog is visible in the foreground. The entire image has a blue tint.

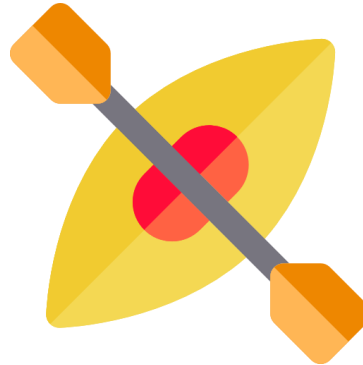
# The Go RVing Nielsen Study

# Active Family Adventurers



- **Children have a lot of influence on leisure trip decisions**
- **Most active**

- **Highest opportunity**
- **Likely to have rented a camper/trailer or cabin in past 2 years**





# Nature Lovers

- **Most likely to consider RV rental within a campground**
- **High likelihood to have gone tent camping or rented a cabin in the past two years**



- **Natural beauty/lesser known destinations, outdoor sports/recreation**
- **High usage of travel-related apps**



# Kid-Free Adult Adventurers

- **Moderate opportunity segment**
- **Learning opportunities, romantic getaways, lesser known destinations, visiting family, spending time in nature, attending sporting events**



**Visit [RVIA.org](http://RVIA.org) for the executive  
summary of the Go RVing Nielsen  
Study**

## Recap: How Can RVIA Help you Down the Road?

- NFPA 1194 Campground Standard – Best Practices
- RVs Move America Economic Impact Study – [RVsMoveAmerica.org](https://RVsMoveAmerica.org)
- Research on RV Industry, Next Generation of RVer and Future Trends
- Utilize RVIA as a partner when working on campground modernization and expansion projects



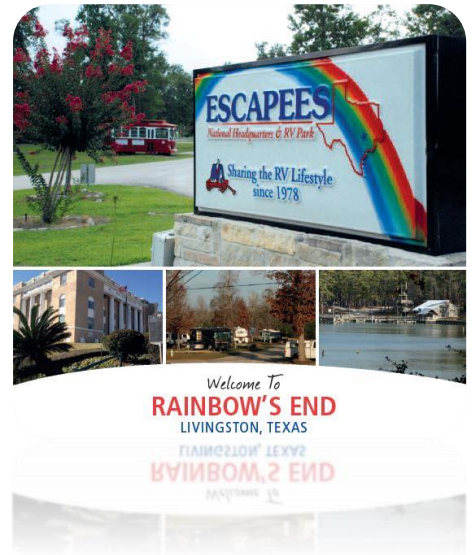
**Shawn Loring**  
**CEO, Escapees RV Club**





# Parks

- Resort Style
- All-inclusive
- Family Friendly
- 55+
- Amenities create an atmosphere





# HOPs (Head out Program)

Enjoy theme related adventures to scenic destinations with your fellow Escapees members. Sit back, relax, and let us do the planning for you!

- Outdoor Adventures
- Balloon Fiestas
- Rose Parade
- Cruises and more!





Convergences are the Heart of the  
Xscapers Community

# ESCAPEES *Hangouts*



June 17-24, 2019    Swanzey, NH

Creative and active events to fill the gap between our popular Xscapers Convergences and our Head-Out Program

# RVers Boot Camp

Whether you're a seasoned RVer or just purchasing your first rig, our RVer's Boot Camp will build your skills and enhance your knowledge.

- Operation
- Maintenance
- Safety



# SmartWeigh

**Do you know if you're overweight? You should!**



Our program provides accurate, individual wheel weights for your RV, towables, and tow vehicle. This is different than standard scales, which offer only your total weight.

# BOFs (Birds of a Feather)

Escapees BOF groups share lifestyle interests such as:

- Boondocking
- Disaster relief
- Biking and hiking
- Boomers
- Amateur radio
- Pet lovers
- Solos
- And more!







- **Consult an Expert**
- **Develop a Plan**
- **Implement and Maintain the Experience**

# Questions?

## Contact Information

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**sloring@escapees.com**



# Thank you