Partnering with RV Clubs to Attract Road Warriors

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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

<table>
<thead>
<tr>
<th>Category</th>
<th>Outdoor Recreation Economy</th>
<th>U.S. Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real GDP</td>
<td>1.7%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Real Gross Output</td>
<td>2.5%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Compensation</td>
<td>4.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Employment</td>
<td>2.3%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Interest Rates</td>
<td>GOOD</td>
</tr>
<tr>
<td>*New Private Housing Starts</td>
<td>GOOD</td>
</tr>
<tr>
<td>*Fuel Prices</td>
<td>GOOD</td>
</tr>
<tr>
<td>*Fuel Availability</td>
<td>GOOD</td>
</tr>
<tr>
<td>*Consumer Sentiment</td>
<td>GOOD</td>
</tr>
<tr>
<td>***Wholesale &amp; Retail Credit Availability</td>
<td>GOOD</td>
</tr>
<tr>
<td>*Wages &amp; Employment</td>
<td>GOOD</td>
</tr>
<tr>
<td>**Cars &amp; Light Truck Sales</td>
<td>GOOD</td>
</tr>
<tr>
<td>Dealer Inventories</td>
<td>GOOD</td>
</tr>
<tr>
<td>****Consumer Debt</td>
<td>TROUBLE</td>
</tr>
</tbody>
</table>

### 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

**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*

Towable RVs – ↑18.2%
Travel Trailers - ↑20%
Fifth-Wheel Trailers – ↑16.9%
Folding Camping Trailers – ↓9%
Truck Campers – ↑6%

(2017 shipment data)
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

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type A motor home</td>
<td>14%</td>
</tr>
<tr>
<td>Type B motor home</td>
<td>9%</td>
</tr>
<tr>
<td>Type C motor home</td>
<td>9%</td>
</tr>
<tr>
<td>Conventional travel trailer</td>
<td>22%</td>
</tr>
<tr>
<td>Fifth-wheel travel trailer</td>
<td>14%</td>
</tr>
<tr>
<td>Folding camping trailer</td>
<td>10%</td>
</tr>
<tr>
<td>Truck Camper</td>
<td>6%</td>
</tr>
<tr>
<td>Park Model RV</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>
More than 90% of consumers purchase RVs for camping
Campground Modernization & Expansion

The Need: Campground Modernization and Expansion
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
Is there an app for that?
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
RVs are Growing!
Park Model RVs
Park Model RVs
Park Model RVs
Park Model RVs
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 -> Store]
Available at www.rvia.org and click on the “Store” icon at the top of the page
• 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

SUPPORTS

- 596,355 Total Jobs
- 30,363 RV Businesses
- 482,389 RVs Made in the USA
- 98% of RVs Sold in the USA are Made in the USA

OUTDOOR RECREATION IS 2.2% OF THE US GDP

MOTORIZED

- 12% of RVs Made in the USA

TOWABLE

- 88% of Total Sales Paid by the RV Industry
- 88% Wages

June 2019
rvsmoveamerica.org
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
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 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
- 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
ESCAPEES RV Club
A TOTAL SUPPORT NETWORK FOR ALL RVERS
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
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 RVers’ 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