

RV Ownership Demographics at a Glance 2023 - 2024

<u>Owners:</u>	12 million owners in the US	(camperFAQs.com)
	Ownership has increased by 62% in the last 20 years	(camperFAQs.com)
	Majority own their own home	(RVIA.org)
	10% ownership in American Households 55+	(RVIA.org)
	65% of RV owners is under 55 years old	(RVIdiots.com)
	22% of RV Owners are now between 18 – 34 years old	(Go RVing)
	9.6 million Avg US households intend to buy an RV w/l 5years	(RVIA.org)
<u>Household:</u>	50%+ are married	(AmericanOutdoors.net)
	50% travel with pets	(AmericanOutdoors.net)
	59% pf travel owners are female	(Go RVing)
<u>Income:</u>	The current RV industry has a \$140 billion US economic impact	(camperFAQs.com)
	Avg \$68,000.00	(RVIA.com)
	20% Employed	(Journal of Tourism)
	61% Retired	(Journal of Tourism)
<u>Travel Preferences:</u>	61% of Americans report they are planning an RV trip	(camperFAQs.com)
	Travel Trailers are the most popular type	(camperFAQs.com)
	Avg usage is 20 days per year	(Go RVing)

Notes: Scholarworks @GVSU published that solitude, nature and the overall appearance of the f RV Park Facility are important to the single day traveler. The RVer segment enjoys the flexibility of RVing and take into consideration the range of options and the destinations and/or along their travel routes. Blogs and reviews show commonality in attributes, amenities, outdoor activities, surrounding areas and activities, polices and staff. The majority of RV travelers will choose their destination, prior to choosing a park with significant changes amongst Millennials and Gen Zer's since the report has published.

Among 84% of respondents reporting planning an RV purchase in the next 5 years, 84% are 18 – 34 years old.

GoRVing.com

Go Rving.com has identified 7 owner type clusters; Happy Campers, Casual Campers, Adventure Seekers, Avid RVer's, Escapists, Full Timers, Family Campers

Recreational Vehicle Association reports that the cost efficiency of RV travel continues to keep RVers on the road, regardless of economic circumstance. The vast majority (97%) reported that RVing is much more affordable than other modes of travel, accommodations and dining.