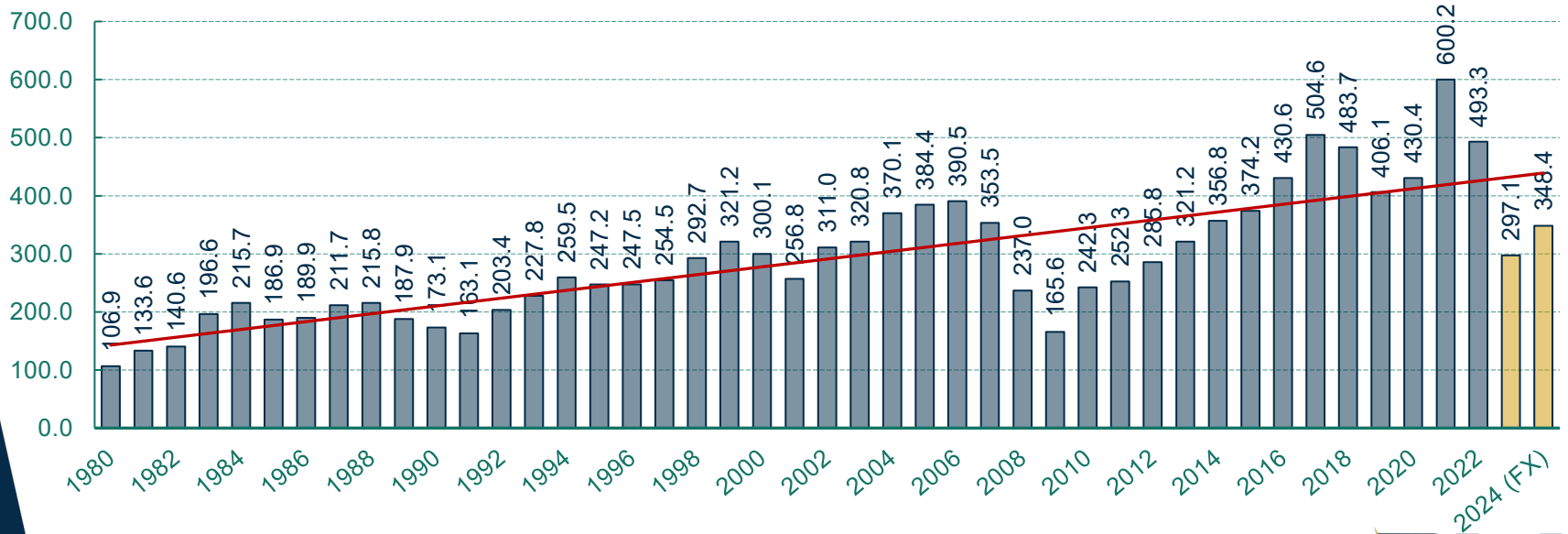


# RV Shipments Trend, 1980-2024



**Over 40 Years of Overall Sustained Growth**



Go RVing.

*Recreation Vehicle*  
(RV) **Owner**  
**Demographic**  
**Profile**



PREPARED BY:



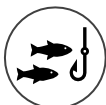
# RV Usage

- 85% of RV Owners report participation in at least one hobby while RVing, most often *outdoor sports* (45%), *fishing* (44%), and/or *water recreational activities* (32%).

## Hobbies While RVing



45%  
Outdoor Sports (hiking,  
mountain biking)



44%  
Fishing



32%  
Water Recreational  
Activities



23%  
Boating



20%  
Birdwatching



15%  
Hunting



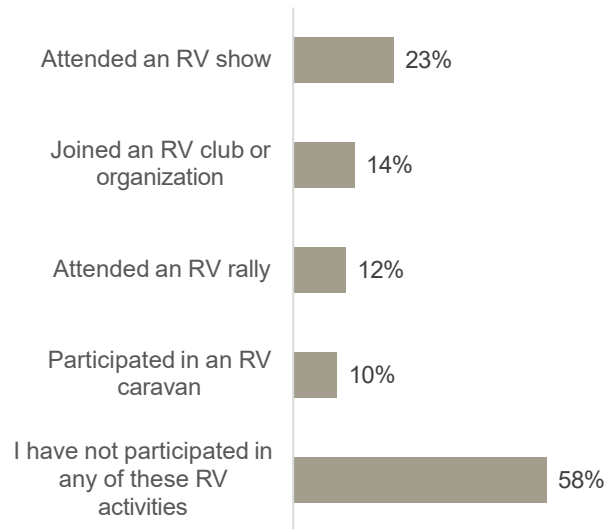
13%  
Mountain/Rock  
Climbing



12%  
Motorsports (ATV,  
motorcycles, dirt  
bikes)

n=3166

## Participation in RV-related Activities (% in the past year)



n=3166

# RV Usage

- 62% of Current Owners bring at least one camping accessory with them, varying across RV Owners Clusters (79% Family Campers vs. 44% Casual Campers); Owners most often bring a *bicycle* (27%), *secondary vehicle* (14%), and/or *kayak* on their trip (12%).
- 93% bring at least one technological device with them on vacation, most often a *smartphone* (68%) or *laptop* (51%).

## What Comes With You?



27%  
Bicycle



14%  
Secondary  
Vehicle (e.g. car)



12%  
Kayak



10%  
ATV/4 Wheeler



8%  
Motorcycle



7%  
Motored Boat  
(e.g. speedboat)



7%  
Canoe



7%  
Golf Cart

n=3166

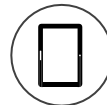
## What Technology Do You Bring?



68%  
Smartphone



51%  
Laptop Computer



41%  
iPad/Tablet



26%  
Smart TV



25%  
GPS Device  
(standalone)



21%  
Cable/Satellite  
Television



20%  
Streaming Device  
(Chromecast, Roku,  
Fire/Apple TV, etc.)



19%  
eReader  
(Kindle, Nook, etc.)

n=3166

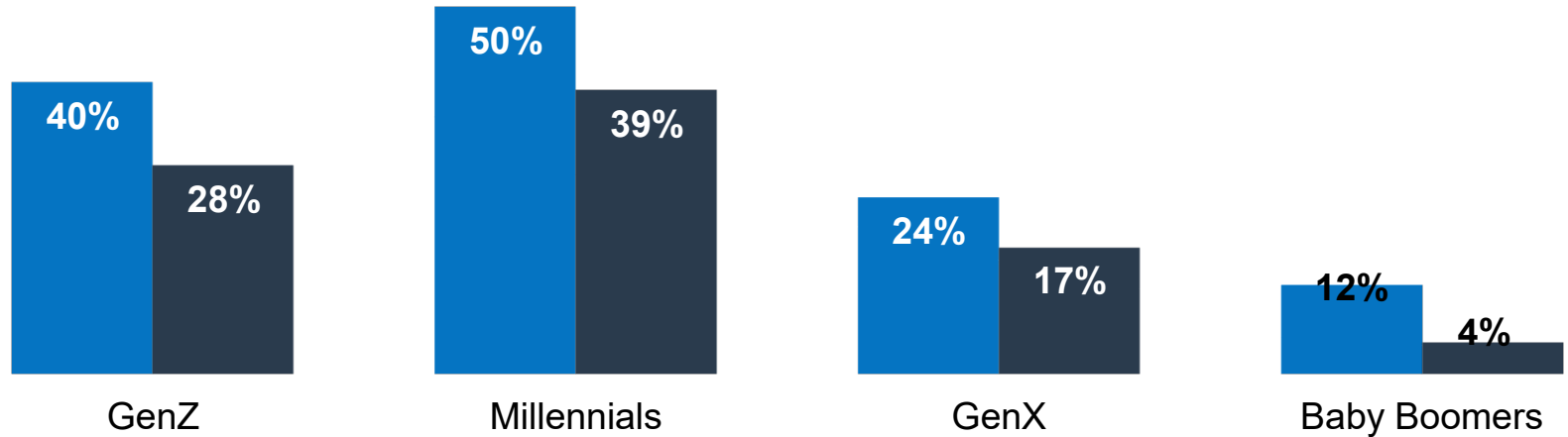
# Travel Destinations

	GenZ	Millennials	GenX	Baby Boomers	Silent/Mature
National Park	38%	45%	39%	39%	25%
Road trip	44%	46%	43%	43%	25%
Private campground/RV park	37%	35%	40%	27%	36%
State Park	32%	39%	41%	35%	21%
Family or friends house	35%	34%	22%	19%	32%
Concert or music event	29%	24%	20%	10%	14%
Sporting Event	11%	14%	12%	5%	7%
Convention or conference	14%	14%	7%	3%	21%
Auto race	12%	12%	9%	4%	25%
Overlanding or dispersed camping	10%	11%	8%	5%	18%
City	3%	4%	6%	5%	4%
Other	2%	3%	2%	1%	7%
Uncertain/ None of the above	23%	20%	27%	36%	25%



*Which of the below destinations or destination types do you intend to travel to in the next six months?*

# Worked or Schooled Remotely



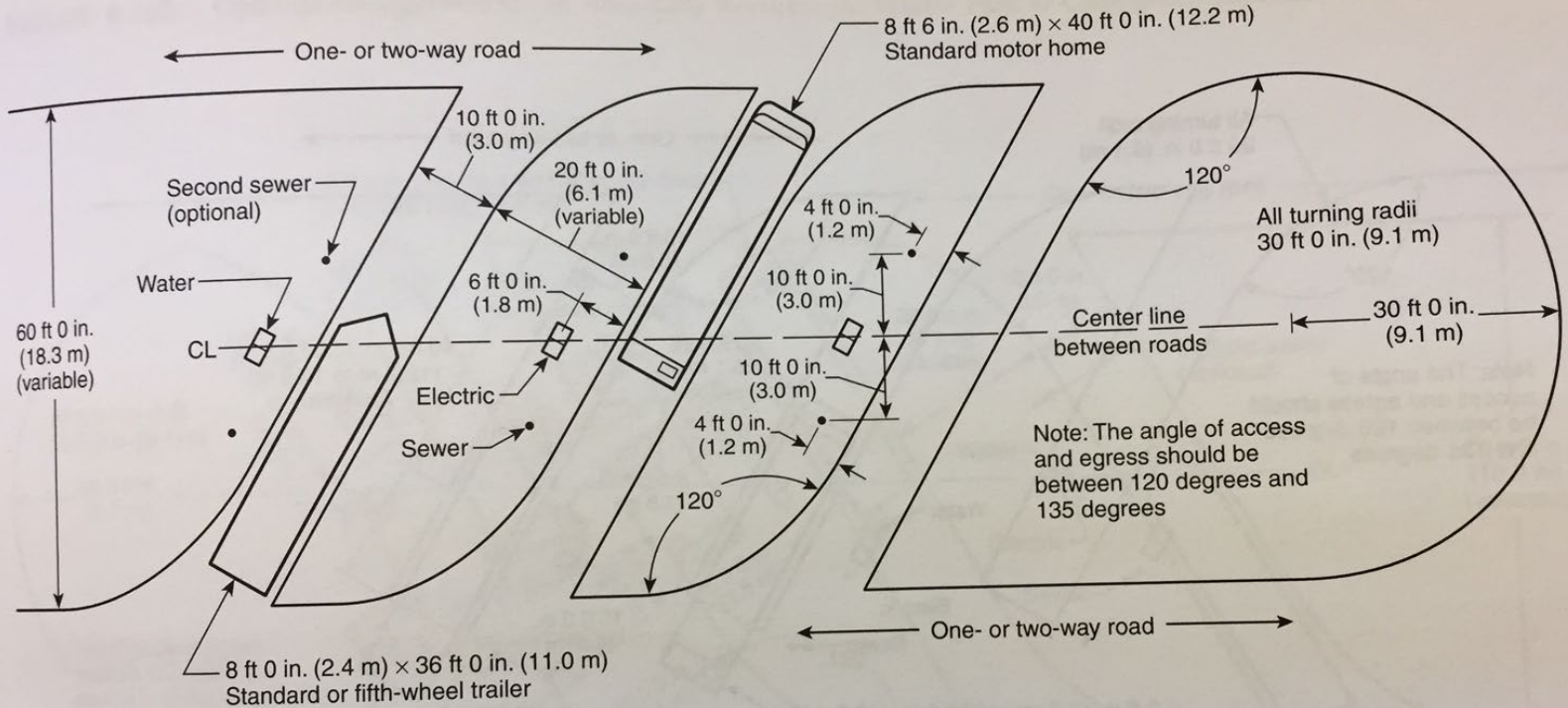
■ Worked remotely while traveling in an RV in the past 8 months?

■ Schooled children remotely while traveling in an RV in the past 8 months?

*Have you . . . ?*



# NFPA 1194 - RV Campground Standard



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



**RV** TECHNICAL  
INSTITUTE



# Help Facilitate the Adventure

- **Additional Campgrounds and RV Sites Needed**
- Strong Wi-Fi – virtual work/school
- 50 AMP Service/Level-2 EV Hookups
- Site-specific Electric, Water, and Sewer Hook-ups
- Improved Dump Stations
- Pull-through RV Campsites
- Group Camping Sites
- Improved Bathing Facilities with Hot Showers, Sinks, and Flush Toilets
- Camp stores for Essentials and Restocking Supplies
- Increased Recreational Opportunities - Zip Lines, Guided Rock Climbing, ATV Courses, Watersports
- Mobile Access to Rentals - Boats, Fishing Gear or Bikes
- RV Storage Near Campsites
- \*Onsite RV Service Areas\*



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