



## 2009 Travel: What's Hot and What's Not The Year of the RV Savecation

With the new national focus on economizing, green living and getting back to basics, 2009 promises to be a year of change in many areas of our lives, including travel. Here's a look at **What's Hot and What's Not for 2009**, according to the Recreation Vehicle Industry Association.

|  <b>NOT</b>   |  <b>HOT</b>   |
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| <p><b>Staycations:</b> Americans read a lot about staying home in 2008, but it didn't happen. We like our playtime, and a run-up of fuel costs didn't change that.</p>           | <p><b>Savecations:</b> Americans are looking for ways to cut costs this year without giving up their family getaways. RVIA's latest Campfire Canvass survey of RV owners found that 85% will travel at least as much this winter as they did last year, if not more.</p>   |
| <p><b>Overspending:</b> It's no surprise that the economy is making consumers look for more bang for their vacation buck.</p>  | <p><b>Value:</b> Saving is the new spending. A recent study showed that RVing is 27-61 percent less expensive than other forms of travel. Some 30 million Americans already enjoy the value that RV vacations offer. More than 80% of RVers say they save when they travel by RV.</p>  |
| <p><b>Air Travel:</b> High fares, long lines, baggage fees, only three ounces of shampoo and no more free pillows &amp; blankets.</p>  | <p><b>Road Trips:</b> Bring what you want; it's your vacation. Take it all with you – including the kitchen sink, a large bottle of shampoo, a case of water and your favorite pillow &amp; blanket for napping.</p>   |
| <p><b>Cruising:</b> All the stomach-flu outbreaks, cramped cabins and tight schedules. It's easier to feel more like the hapless Gilligan than the charming Captain Stubing.</p> | <p><b>Cruising the country's highways and byways:</b> Sitting in the plush captain's chair and charting your own course – now that's freedom.</p>  |
| <p><b>Eating Out on Vacation:</b> Expensive. Eating out while on vacation does two things: 1) subtracts from your bottom line and 2) adds to your waistline.</p>                 | <p><b>Eating In on Savecation:</b> RVs come equipped with gourmet kitchens. Emeril, Rachael Ray, Mario Batali and other famous chefs have prepared meals in RVs. It's healthier for your body and wallet when you take a stocked fridge, stove and microwave with you.</p>   |
| <p><b>The Old Fly/Hotel/Car Rental Vacation:</b> It's costly, and hard on the environment.</p>   | <p><b>Smaller and Smaller:</b> A 2008 study by PKF Consulting proved family RV trips leave a smaller carbon footprint than the old fly/hotel/car rental trip. RV makers are producing lighter, more energy-efficient units. Almost 20 percent of owners now use solar panels on their rigs to further reduce their energy consumption.</p> |

WHAT WILL YOU DISCOVER?

Go RVing.

