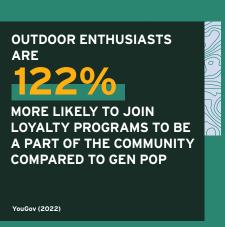




Travelers are prioritizing their needs, looking for new experiences, and looking to travel differently this year.







WHY THIS MATTERS: Building loyalty for RV travel is crucial as we face inflation and continued supply chain issues. Designing programs that appeal to RVers' sense of community will keep them from switching over to other modes of travel. Travelers and Young Outdoor Enthusiasts are drawn to loyalty programs because they feel part of the community, in addition to benefits and savings.



Travelers are looking for authentic and immersive experiences this summer.







WHY THIS MATTERS: Helping travelers stay away from the usual destinations and experiences will help attract new RVers (e.g. curated cultural trips, festivals, conventions). Our current Go RVing campaign shows a diverse range of RVers experiencing untraditional RV trips. We're working on featuring even more content that invites travelers to immerse themselves in a wide range of places and activities they can visit.



WHY THIS MATTERS: Electric vehicle technology is advancing faster than we thought, making it easier for us to integrate EVs into our everyday lives. Last summer, we predicted that the introduction of Ford's electric pickup truck would impact the RV industry sooner than expected. As consumers continue to set higher and higher expectations of electric vehicles and even electric RVs, the RV industry needs to get on board with the trend. And the new fast-charging batteries could make the transition to electric vehicles more seamless and change how trucks and RVs can move throughout the country.