

# MONTHLY TRENDS REPORT

JUNE 2022

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.



GO ON A REAL VACATION



## IT PAYS TO BE LOYAL



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

OUTDOOR ENTHUSIASTS UNDER 40 ARE  
**+20%**  
MORE LIKELY TO STAY LOYAL TO BRANDS THEY LIKE THAN GEN-ZERS AND MILLENNIALS.

GW (2022)

LOYALTY PROGRAMS HAVE SEEN A  
**+63%**  
INCREASE IN MEMBERSHIP SINCE 2020

Mintel, Travel Loyalty Program Report April 2022

OUTDOOR ENTHUSIASTS ARE  
**122%**  
MORE LIKELY TO JOIN LOYALTY PROGRAMS TO BE A PART OF THE COMMUNITY COMPARED TO GEN POP

YouGov (2022)

**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.

## PEOPLE WANT TO TRAVEL LIKE A LOCAL



Travelers are looking for authentic and immersive experiences this summer.

**34%**  
OF U.S. TRAVELERS SAY IT'S MORE IMPORTANT NOW THAN BEFORE THE PANDEMIC TO CHOOSE A DESTINATION IN WHICH THEY CAN IMMERSE THEMSELVES.

TripAdvisor The Look Ahead Report (2022)

**73%**  
OF TRAVELERS WILL PRIORITIZE NEW EXPERIENCES IN 2022

YouGov (2022)

**60%**  
OF AMERICANS INTERESTED IN TAKING A HERITAGE TRIP WILL DO IT DOMESTICALLY

New Atlas - Nissan and Nasa Team Up for 15 Minutes EV Charging Battery

**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.

## BEFORE YOU GO



NISSAN AND NASA TEAMED UP TO MAKE AN ELECTRIC VEHICLE BATTERY THAT WILL FULLY CHARGE IN  
**15MIN**

New Atlas - Nissan and Nasa Team Up for 15 Minutes EV Charging Battery

**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.

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Got questions, comments, or topics for our trends team to research? Shoot us an email at [gorving@rvia.org](mailto:gorving@rvia.org)