

MONTHLY TRENDS REPORT

JULY 2022

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.



GO ON A REAL VACATION



CONSUMERS WANT TRANSPARENCY ABOUT SUPPLY CHAIN ISSUES



MOST CONSUMERS HAVE EXPERIENCED SUPPLY CHAIN ISSUES, BUT ONLY

20%

SAY BRANDS ACKNOWLEDGED THEM

32%

OF CONSUMERS HAVE STOPPED BUYING FROM A BRAND BECAUSE OF THEIR SUPPLY SHORTAGES

ALMOST

50%

OF SMALL/MEDIUM BUSINESSES HAD A VENDOR DROP BECAUSE OF CONCERNS ABOUT THEIR SIZE

WHY THIS MATTERS: The RVing industry is experiencing supply chain issues just like everyone else. If we're transparent about them in a timely manner we can inspire customer loyalty and a sense of trust towards our brand.

WORKERS/TRAVELERS PREFER A FLEXIBLE WORK SCHEDULE



41%

OF THOSE THAT STARTED A NEW JOB HAVE FLEXIBLE SCHEDULES AND

14%

CAN WORK REMOTELY

AIRBNB'S PERMANENTLY REMOTE SCHEDULE INCREASED

>800K

VISITS TO ITS CAREER PAGE

>50%

OF TRAVELERS FACTOR IN REMOTE WORK IN VACATION PLANNING, WITH

1 IN 5

PLANNING TO WORK WHILE ON VACATION

WHY THIS MATTERS: More flexible schedules have led to more people buying RVs for longer vacations they combine with work. As more workers push for flexible and remote schedules, they'll start looking into RVs and campgrounds with amenities such as Wi-Fi.

BEFORE YOU GO



OUTRIDER USA DESIGNED THE LIGHTEST 4X4 TO HELP PEOPLE WITH DISABILITIES EXPERIENCE THE OUTDOORS

WHY THIS MATTERS: For the outdoors to become more inclusive, the RV industry must make it more accessible. By improving accessibility features in new RVs, creating guides/itineraries written for people with disabilities in mind, and building more accessible trails, ramps, and campgrounds, the world of RVing can be opened up to more people than ever before.

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Got questions, comments, or topics for our trends team to research? Shoot us an email at gorving@rvia.org