

# MONTHLY TRENDS REPORT

AUGUST 2022

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.



GO ON A REAL VACATION



## TRAVELERS ARE PRIORITIZING MENTAL HEALTH



**1/3**

OF TRAVELERS WANT AN "ULTIMATE RELAXATION TRIP" WHILE ANOTHER

**1/3**

WANT A "WELLNESS HOLIDAY."

**75%**

OF CAMPERS BELIEVE THE OUTDOORS IS GOOD FOR THEIR MENTAL HEALTH.

MORE RV OWNERS ENJOY "ME TIME"

SUCH AS CRAFTS, COMPARED TO DOMESTIC TRAVELERS.

**CULTURAL CUE:** The best example is the popular TikTok trend, where people show how they take their time to go for a walk to improve mental health, even when they might not feel up for it.

**WHY THIS MATTERS:** The pandemic has made wellness a priority, and travel for wellness is no exception. While RV travel might not fit this mold, there's an opportunity to redefine what a wellness vacation looks like for RVers.

Our audience finds mental relief in activities that allow them to use their hands to express their creativity - which is also a natural element of RV life.

## LGBTQ+ CONSUMERS FEEL LIMITED IN TRAVEL CHOICES



**61%**

OF LGBTQ+ TRAVELERS HAVE EXPERIENCED DISCRIMINATION.

**60%**

OF LGBTQ+ FEEL THEIR IDENTITY LIMITS THEIR TRAVEL CHOICES.

**20%**

HAVE FELT THE NEED TO CHANGE THEIR BEHAVIOR WHILE TRAVELING AND

**16%**

CHANGED THEIR APPEARANCE TO AVOID AWKWARD INTERACTIONS WITH ACCOMMODATION STAFF/ OWNERS.

**CULTURAL CUE:** The new critically acclaimed Hulu film, Fire Island, explores how a destination can foster connection and community in LGBTQ+ culture.

**WHY THIS MATTERS:** Travel is more complicated for the LGBTQ+ community in terms of feeling welcome and equal. Go RVing has started to represent LGBTQ+ travelers in marketing campaigns to make them feel more at home in the RVing community; but it's important to continue this effort outside just Go RVing communications (i.e. signage at dealerships and campgrounds, special events, and more).

## BEFORE YOU GO



**CULTURAL CUE:** Travelers are turning to Tik Tok, Reddit, and other online channels to express frustration with Airbnb's hidden cleaning fees and role in the housing crisis. This comes among talks about the loss of the "millennial subsidy," a term coined to describe how tech companies like Uber, Lyft, etc. are starting to charge actual prices for their services, making them feel seemingly more expensive.

**WHY THIS MATTERS:** AirBnB's lack of transparency is an excellent opportunity to show frustrated consumers of the travel tech category the kind of flexibility RVing can offer them.

As we continue to see a growing interest in RVing, it's essential to be transparent about hidden costs and time/effort required to maintain the vehicles and provide new RVers with the necessary tools to keep RVs long-term.

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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).