

MONTHLY TRENDS REPORT

SEPTEMBER 2022

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.



GO ON A REAL VACATION



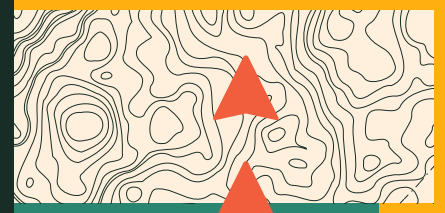
PEOPLE ARE LOOKING FOR NEW AND UNIQUE PLACES TO HANG OUT



Google searches for "CITY EXPERIENCES," "CULTURAL EXPERIENCES," "ADVENTURE RESORTS," and similar phrases are

UP 40%

this year vs. 2021, spiking during the summer travel season.



CULTURE CUE 1:

Tesla plans to build a Supercharger drive-in theater with 30-minute films—the same time it takes to fully charge their cars—turning refueling into an engaging consumer experience.

CULTURE CUE 2:

The newly developed 7-Eleven Evolution concept stores are a testing ground for upscale convenience store experiences. The latest location in Dallas (opened July 2022) features a sit-down restaurant, cigar humidor, and extended outdoor patio space to encourage lengthier visits, while other stores boast an invitation-only showcase for local entrepreneurs to feature innovative food and drink menu items.

WHY THIS MATTERS:

Consumers are redefining "third places" as they seek new types of social experiences. With many campgrounds overbooked this summer, the RV space is ready for experiential disruption as RVers struggle to find places to go with their vehicles. RV parks and campgrounds could introduce experiences that turn them into RV destinations, such as rotating food offerings, movie nights, tailgates, etc.

LEISURE TIME CONTINUES TO BE A PRIORITY



LOWERING BARRIERS TO SPORTS PARTICIPATION

Lululemon launched a new line of workout hijabs, praised for enabling Muslim women to participate more in sports—and resulting in

30K+

social interactions across Facebook and Instagram.

FOR GEN Z AND MILLENNIALS, SUMMER FESTIVALS GO BEYOND MUSIC

41% of Millennials plan to attend food & drink festivals this year.

29% of Gen Z plan to attend gaming festivals this year.

39% of Millennials plan to attend music festivals.

This is **2X** the attendance rate of other domestic travelers.

18% of Millennials plan to attend comedy festivals.

WHY THIS MATTERS:

Monitoring the evolving priorities around consumers' leisure time opens new opportunities to connect with them. The last few years have shown a shift from a "grind" mindset to rediscovering the joy of free time and hobbies. More and more, the types of hobbies and the people who engage in them are becoming diversified. More than just personal hobbies, however, leisure time also includes interpersonal experiences and in-person events. As an industry, we need to push the boundaries of what types of activities we show RVers enjoying and who takes part in them. Go RVing can expand its presence at festivals to reach more prospective RVers.

BEFORE YOU GO



CULTURE CUE:

SpaceX's Starlink launched \$5,000-per-month satellite internet for yachts and a much more affordable high-speed option for RVs at only \$135 a month for a 250mb connection. This means that high-speed internet is now available to a wide range of RV owners, enabling them to indulge in on-the-go streaming and gaming like never before.

WHY THIS MATTERS:

A large share of RV consumers have a high interest in gaming. A better internet connection means gaming could become one of the biggest leisure activities our consumers engage in on their RV travels—plus flexible work will become easier than ever for those who work remotely. This unlocks opportunities for us to appeal to a younger and more diverse audience of future RVers who were previously wary of RV travel for fear of being disconnected from the digital world.

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