

MONTHLY TRENDS REPORT

OCTOBER 2022

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.



GO ON A REAL VACATION



GO RVING™

HISPANIC HERITAGE MONTH IS AN OPPORTUNITY TO INTRODUCE HISPANIC CONSUMERS INTO RVING



Hispanic travelers are

+50%

more likely to buy a new car in the next 12 months.

They are also

+32%

more likely to get an SUV as their next vehicle.

Instagram and TikTok are some of the best channels to reach Hispanic consumers. They are

+23%

more likely to use Instagram and

+22%

more likely to use TikTok.

They are also on platforms like Tumblr and Meetup – channels that capture

> 6%

of the audience, but show their desire for communities to connect with others.

CULTURE CUE:

Hispanic Heritage Month runs through October 15 and we are seeing a rise in how Hispanic consumers celebrate their identity. TikTok reports that hashtags such as #Latino, #Latina, #Familia, #Hispanic, and #FamiliaLatina grew 185% on the platform since Hispanic Heritage Month 2020.

WHY THIS MATTERS:

By 2060, 28% of the US population is predicted to be Hispanic, showing the importance of building a pipeline of future Hispanic RVers for the industry's growth. This is an excellent opportunity to connect with them, leveraging the right channels and addressing their needs and behaviors. We should show an understanding of their values, traditions, and culture to pave the way for long-term market development.

TIKTOK, THE WORLD'S GREATEST ENTERTAINER



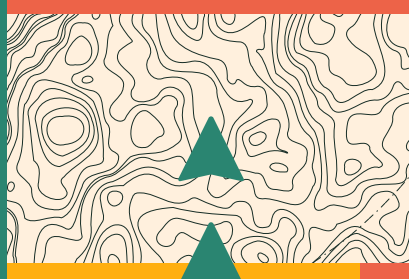
40%

of Gen Zers use TikTok as a search engine over Google. This is a generational shift in how users discover information and learn about brands.

TikTok was also the most downloaded app of 2021 with more than

30 MILLION

daily active users.



CULTURE CUE 1:

TikTok is the go-to platform to discover new music, propelling songs into the mainstream and top of charts like the Billboard 100 and Spotify Viral 50. Artists like Nicki Minaj share snippets of new songs first on TikTok. Old artists like Michael Jackson have trended thanks to challenges and viral videos.

CULTURE CUE 2:

Now you can buy tickets on it! Ticketmaster and TikTok are partnering to launch an in-app feature to let users discover events and buy tickets through the app. Creators can search for relevant Ticketmaster events and add links to their videos. The feature will be available to select creators at launch and scale to more users over time.

WHY THIS MATTERS:

TikTok is the latest relevant app for most internet and mobile users. For Go RVing, this is a great channel to connect with travelers and help them connect with campgrounds, national parks, and recreational facilities. The ability to add direct links will boost leads for Go RVing and reduce the steps of reservation/purchase for dealers and campgrounds. It'll be more important than ever to be discoverable in searches on TikTok for the industry.

BEFORE YOU GO



PINTEREST TREND SHOWING

+270

TRAVEL DESTINATIONS FOR THIS FALL.

61%

OF U.S. RESPONDENTS TO TRIPADVISOR'S 2022 FALL TRAVEL INDEX ARE PLANNING TRIPS THIS AUTUMN.

< 1/4

AMERICANS (28%) EXPECTS TO TAKE A VACATION BETWEEN LABOR DAY AND THANKSGIVING.

CULTURE CUE:

Searches for "Disney Halloween" are trending on Pinterest (+17%) and Google (+28%). Mickey's Not-So-Scary Halloween Party is back for the first time since 2019, and in the Magic Kingdom, there are special decorations and events.

WHY THIS MATTERS:

With an extended travel season into the fall, Go RVing can continue attracting people to try an RV experience. Halloween themes, decorations, amusement parks, and scenic travel are motivators for the industry to convince current and new customers to try something different or start a new tradition this fall.

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