

# MONTHLY TRENDS REPORT

DECEMBER 2022

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.



GO ON A REAL VACATION



## PET OWNERSHIP & TRAVEL ARE BOOMING AS A FORM OF MENTAL WELLNESS SUPPORT



**68%**

of U.S. internet users who own a pet claim it's a source of joy for them. Studies show that dogs help reduce stress and promote positive feelings.

Global Web Index, 2022 | CNN.com, 2022

**51%**

increase in Google searches for "pet-friendly hotels" from 2017 to 2022.

Google Trends, 2022

**3M+**

pets have checked into Airbnbs around the world since November 2021.

Airbnb, 2022

**82%**

of RVers have animals.

MRI Simmons, 2022 | YouGov, 2022

**30%**

of them are more likely to have a pet than the average household.

### CULTURE CUE:

Denver breaks the record for the world's largest animal therapy airport program. The 85 teams from the Canine Airport Therapy Squad (CATS) consist of a therapy dog and its owner roaming the airport providing emotional support for travelers. The rise in pet ownership is strongly linked to a shift in consumers prioritizing their mental wellbeing.

Business Insider, 2022

### WHY THIS MATTERS:

Pets represent a simpler, more accessible way to help people feel happier and less lonely than traditional mental wellness solutions. Consumers are adopting new routines to make travel with pets easier so they can enjoy the emotional support of an animal companion without worrying about leaving them alone at home. As a result, there is greater demand for pet-friendly travel options and accommodations, opening an opportunity for campgrounds to incorporate pet daycares or dog parks. The RV industry should be prepared to facilitate travel that provides both mental wellness and pet-friendly amenities.

## GENERATION ALPHA: THE RV CONSUMER OF THE FUTURE



Alphas rely more on social media (24%) than newspapers and radio (9% and 6%) for information and entertainment.

**1/2**

of Gen Alpha and Gen Z (1997-2012) spend money on games.

Mobilemarketingtrends.com, 2022

People who did not experience camping or RVing as children are

**2.7X**

more likely to abandon an RV purchase.

IPSOS Research, 2022

By **2025**

Gen Alpha (2010s-2025) will be the largest generation in history. Alphas have brand preferences from as young as three and significantly influence family spending.

Stylus, 2022

### CULTURE CUE:

Walmart has launched two immersive metaverse experiences with the gaming company Roblox. The experiences allow Walmart to virtually interact with younger consumers primarily from generations Z and Alpha. Since the average Walmart customer is 59 years old, this move is likely a long-term targeting strategy to boost relevance among younger consumers.

Business Insider, 2022

### WHY THIS MATTERS:

Considering Gen Alpha's large spending influence and the fact that missing RV familiarity from childhood lowers the likelihood of RV adoption (IPSOS, 2022), members should engage with children early on using tactics such as gamified, shareable outdoor RV experiences that would be relevant to this next generation of digital natives.

## BEFORE YOU GO



UBER SET TO DEPLOY FLEET OF SELF-DRIVING CARS

### CULTURE CUE:

Don't be surprised if you hop in a driverless Uber soon. The company will deploy Motional IONIQ 5 driverless "robotaxis" to millions of riders over the next 10 years. The partnership with Motional isn't exclusive (Lyft already runs robotaxis in Las Vegas), but Uber has a separate order lined up with Nuro Inc in CA and TX.

### WHY THIS MATTERS:

As car automation becomes widely adopted, automotive consumers and RV intenders will change their purchase priorities and habits as they did when shared rides and GPS navigation took off. However, automation is expected to spread far beyond just the automotive industry—and only brands that prioritize innovation will be able to super-serve the consumer of the future.

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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).