

2023 MACRO TRENDS REPORT

YOUR SOURCE FOR TRENDS
& INSIGHTS IMPACTING THE
RVING COMMUNITY.



GO ON A REAL VACATION



GO RVING™



For two years, Go RVing has partnered with FCB to cover industry trends under our Real Trends Report, gathering a wealth of insights about current and prospective RVers. As we close the book on 2022, we'd like to step into the future with a series of educated predictions for what we expect to see trending in 2023 and beyond.

This report explores five major themes shaping our industry, consumers, RV intenders, and stakeholders. Tapping into these five market forces allows Go RVing to focus its brand efforts and continue building awareness, consideration, and reputation in the years to come.



5 MACRO TRENDS SHAPING THE RV INDUSTRY:

- 01 Connect to Disconnect: The Analog Appeal of Social Platforms**
- 02 The New Frontier of VR: Complete Immersion**
- 03 One-Tank Trips: Rediscovering Local Gems**
- 04 Outdoorsy Cosmopolitans**
- 05 The Multicultural Imperative**

LET'S REVIEW THESE TRENDS IN MORE DETAIL



01 CONNECT TO DISCONNECT: THE ANALOG APPEAL OF SOCIAL PLATFORMS

Consumers increasingly view social platforms as catalysts for offline experiences, driven by a desire for deeper connections and community.

7%

of millennials in the US already use BeReal, demonstrating a desire for new-age social apps that focus on living in the moment rather than scrolling through feeds.

GWJ, 2022

+320%

increase in "BeReal" app downloads since it was mentioned in our May Real Trends Report.

Sensor Tower, 2022

+11%

increase since 2019 in young adults who "wish there were more community activities in my area."

YouGov, 2019 & 2022

+25%

increase in young adults who "seek experiences that will make for great content on my social media" in 2022 vs. last year.

YouGov, 2021 & 2022

CULTURE CUE 1:

Online groups for finding local friends are springing up across the country, such as "Girls Who Walk." They boast large communities that prompt people to meet offline: Chicago Girls Who Walk has over 1K Discord* members and their walks have up to 200 attendees at a time.

Secret Chicago, 2022

CULTURE CUE 2:

Locals.org, currently debuting in London and LA, is described as "an app fostering friendships to be enjoyed in real life as opposed to behind a screen." The app allows people to swipe right on events in their area ranging from concerts to gardening meet-ups to alcohol-free nights out. The app's co-founder Timon Afinsky, an avid campervan enthusiast, describes it as part of a counter trend to the metaverse and NFTs.

The Times, 2022



CULTURE CUE 3:

With over 60% of US singles preferring to meet their next partner in person rather than online, Bumble is hosting “Bumble IRL” events across the country (Bumble, 2022). Tinder is following suit with their new “Festival Mode,” which motivates users to attend live events with people they meet through the app.

Techcrunch, 2022

*Discord is an instant messaging social platform. Users can communicate with voice calls, video calls, text messaging, media and files in private chats or as part of communities called “servers”.

WHY THIS MATTERS:

Millennial and Gen Z consumers are looking for more meaningful offline experiences, but have turned to online platforms like BeReal, Locals, and Discord to make new connections and maintain their communities. As an industry, we have an opportunity to engage with existing online communities—like individual RV companies on Reddit and RV Discord groups—and nod to them in future brand activations.

02 THE NEW FRONTIER OF VR: COMPLETE IMMERSION



Virtual reality is leaning into uses beyond gaming, with a focus on real-life experiences like education and tourism.

+32%

YoY increase in Google searches for "virtual reality."

Google Trends, 2022

+40%

of VR users reported feeling more confident using skills learned through VR over traditional classroom training.

Deloitte.com

+30%

increase in consumers using augmented reality (AR) vs. 2019.

Artillery Intelligence, 2019 & 2022

TOP REASONS FOR PURCHASING A VR DEVICE IN 2022:

25%

Tours of historical locations.

29%

Space exploration.

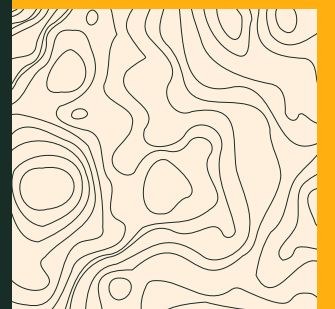
28%

Concert performances.

10%

Shopping.

Security.org, 2022



CULTURE CUE 1:

Volvo used VR to bring their showroom for the new C40 Recharge directly to consumers, while Nissan built an entire dealership in VR and lets visitors test drive the new Sakura EV on a virtual island.

The Drum, 2022 | Autoweek, 2022

CULTURE CUE 2:

The Boys & Girls Clubs of Austin is using VR technology to improve driving education for teens by simulating unexpected situations on the road.

CBS Austin, 2022

CULTURE CUE 3:

The MTV VMAs are embracing the metaverse. MTV has created a new award category in their MTV awards 2022 after top artists joined AR/VR concerts in Fornite, Metaverse, Minecraft and more. This is a trend that will spread in the coming years.

Mashable, 2022

WHY THIS MATTERS:

As AR and VR become more seamless across a wider variety of applications, there are new opportunities to leverage this technology for brand engagement. For instance, dealers and manufacturers could create virtual RV dealership experiences or even give RV intenders the chance to "test drive" vehicles during an immersive road trip experience before committing to a purchase.

03 ONE-TANK TRIPS: REDISCOVERING LOCAL GEMS



Consumers are expressing renewed interest in leisure activities close to home.

+58%

increase in Google searches for "hidden gems near me" in 2022 vs. 2019.

Google Trends, 2022

25%

of Americans are planning a staycation for their next holiday, with multicultural consumers over-indexing on this trend.

MRI, 2022

50%

of US millennials intend to continue taking "staycations" post pandemic.

Yougov, 2022

CULTURE CUE 1:

Trip Advisor created a new "Hidden Gems" category specifically for restaurants rated highly by customers and Trip Advisor users rather than professional critics.

Forbes, 2022

CULTURE CUE 2:

The movement to become "a tourist in your own city" continues to grow with an influx of community-centric content published from local bloggers and influencers such as "60 of the Best Outdoor Activities to Do in NYC."

Traveling Teacher Girl, 2022

WHY THIS MATTERS:

More and more Americans are discovering leisure opportunities in "one-tank" trips—destinations reachable on one tank of gas or less. These kinds of staycations have shifted from a mid-pandemic necessity to a fresh, affordable way to get away. This is an opportunity for Go RVing to reemphasize RVing as the ideal way to GO on short trips and "rediscover your backyard" to find rich culture and activities in the city, county, or state next door.

04 OUTDOORSY COSMOPOLITANS



Urban young adults are seeking to bring the outdoors closer to cities.

+45%

increase in searches for
“outdoor activities near
me” in 2022 vs. 2019.

Google Trends, 2019 & 2022

+52% and
+39%

increase respectively in walking
and biking among urban young
adults since 2019.

MRI Simmons, 2019 & 2022

30%

of urban travelers have no
private or nearby public
access to an outdoor space.

YouGov, 2022

CULTURE CUE 1:

New York’s Little Island and Chicago’s Wild Mile are two examples of cities embracing urban millennials’ desire for updated and elevated outdoor experiences within city limits.

Fast Company, 2022

CULTURE CUE 2:

The global push for “15-minute cities”—urban design that facilitates walking and biking over driving—is gaining mass attention across the US, from metros like Boston to the Utah desert.

Fast Company, 2022

CULTURE CUE 3:

“Open street” programs promoting pedestrian-friendly streets without vehicles were initially used to boost outdoor dining during the pandemic but are now becoming permanent fixtures in many cities.

KSL, 2022

WHY THIS MATTERS:

City-dwellers are spending more time outside of cars and buildings thanks to initiatives like multimodal streets and urban parks that make cities more pedestrian friendly. This push to reconnect urban communities with nature provides a massive opportunity to future-proof the RV industry by appealing to young urban demographics. Go RVing can invite these consumers to continue exploring the outdoors in a way that works with their lifestyle, such as RV rentals. Tapping into the exposure barrier to the outdoors early in life leads to RV purchases later on.

05 THE MULTICULTURAL IMPERATIVE



Multicultural marketing is no longer an option but a necessity—and must go beyond representation to invite conversation.

44%

of young adults aged 18-34 identify as Hispanic, Black, or Asian.

Stylus, 2022

36%

of consumers have boycotted a brand because of issues with diversity and representation.

Matterkind, 2022

+22%

increase in consumer desire for brands to be more inclusive in 2022 vs. 2020.

GWJ, 2022

44%

of consumers would not engage with a brand they feel is not taking diversity initiatives seriously.

Matterkind, 2022

50%

of US respondents stated that factors related to DE&I have become more important to them over the past three years.

Amazon Ads & Environics Research, 2022

CULTURE CUE 1:

A campaign from Citi Group aimed to transform the public perception of Paralympian athletes by highlighting their potential rather than their disability. The campaign went beyond mere awareness to garner brand love and top-of-mind consideration.

Citigroup.com, 2022

CULTURE CUE 2:

Using the insight that 62% of women feel misrepresented in video games, Dove teamed up with Epic Games to create a series of avatars that reflect the true spectrum of female players.

The Drum, 2022

CULTURE CUE 3:

Publisher Penguin Random House is shifting to an “always-on” strategy for engaging diverse audiences rather than activating only around heritage months. Their initiatives have included collaborations with Black “bookstagrammers,” a Latin-focused “I Am La Cultura” microsite launch, and hiring two young POC micro influencers to run their TikTok channel.

Stylus, 2022

WHY THIS MATTERS:

To be an advocate for diversity, equity, and inclusion (DEI), consumers demand that brands demonstrate a true intention to create more welcoming environments for all stakeholders rather than the virtue signaling of the past. This means bringing in more diverse people to co-create evergreen brand initiatives while using data to stay transparent and accountable. For the RV industry to excel in this multicultural pursuit, diversity initiatives must surpass mere media representation to demonstrate inclusion at the core of our customer base and business operations.



5 KEY THINGS TO REMEMBER:

- 01 Younger generations are deeply interested in analog experiences curated by online communities, presenting a valuable opportunity to make RVing a top-of-mind offline activity.**
- 02 The adoption of AR/VR in the RV space should occur sooner rather than later if the industry wants to innovate and increase relevance among younger consumers.**
- 03 America is rediscovering the benefits of staying local as consumers seek short trips and outdoor experiences close to home.**
- 04 A new perspective on urban planning is redefining outdoor accessibility and Go RVing members can future-proof the industry by appealing to the younger, urban demographics that inhabit these spaces.**
- 05 Multicultural marketing is the only way forward as data shows more and more consumers will avoid brands that do not candidly support DEI.**





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