

Additional resources from SORP hosted webinar “Understanding RV Consumer and Product Trends” – January, 2018

For follow-up questions, please feel free to contact the webinar presenter:

Christopher Bornemann

Senior Manager, Government Affairs

RV Industry Association

[1896 Preston White Drive](#)

[Reston, VA 20191](#)

O: [800-336-0154](tel:800-336-0154) x317

cbornemann@rvia.org

www.rvia.org | www.gorving.com

www.rvsmoveamerica.org

Actions that will benefit RV campgrounds, identified by RV industry research, include:

- More RV accessible campsites to accommodate growing demand from the RV industry
- Campsites with 50 amp service, as well as site-specific electric, water, and sewer hook-ups
- Strong Wi-Fi throughout the campsites to accommodate Millennials/Gen-X/Baby Boomers/Mobile Professionals
- Wider and longer campsites to accommodate today's modern RVs
- Pull-through RV campsites to make it easier for campers to maneuver their RVs and tow-vehicles
- Adopt the NFPA 1194 *Standard for RV Parks and Campgrounds*
- Level campsites with a surface other than compacted soil
- Information dissemination for group camping facilities, or a system that provides campers the ability to reserve campsites in one location so that travel clubs, extended families, and groups of friends can reserve sites and camp together
- Improved dump stations
- Improved bathing facilities with hot showers, sinks, and flush toilets
- Camp stores (on wheels or structures) to purchase essentials and restock necessary supplies before their next journey
- Food trucks at campgrounds either seasonally or on weekends that provide campers with essentials
- Recreational opportunities such as zip lines, guided rock climbing tours, ATV courses, watersports and boat, fishing gear or bike rentals
- Campsites dedicated to destination camping where campers can rent fully equipped RVs and Park Model RVs
- RV storage areas near campsites for those who return often

Adapting to the Next Generation of RV Campers

The U.S. Census Bureau reports, “Millennials, or America’s youth born between 1982 and 2000, now number 83.1 million and represent more than one quarter of the nation’s population...Overall, Millennials are more diverse than the generations that preceded them, with 44.2 percent being part of a minority race or ethnic group.”

This shift in demographics is responsible for the shift in the way Americans are beginning to recreate outdoors, especially as the U.S. population migrates to a more urban lifestyle. RV and outdoor recreation industry intelligence indicates that urban campers will have a tremendous impact on the use of public lands and camping. They have a love of the outdoors, but are more attracted to high quality amenities and prefer modern camping accommodations at their favorite destinations including federal lands.

Actions to modernize campgrounds, generate additional revenue, and maintain the public lands as a favored destination of the next generation of campers include:

- **Digitalizing outdoor recreation** – Millennials are digital natives who only know a world with access to the internet and social media. Improvements to meet those expectations can include: Wi-Fi at camp sites; development of apps for visitors to share experiences and handle all aspects of a visit, from reservations, to rentals, to maps and weather reports, all available on a smartphone.
- **Destination camping** – Urban campers prefer to have fewer possessions and live in cities, but are willing to commute to their favorite camping destinations. Providing on-site storage and rentals of RVs and Park Model RVs will better meet the needs of the shifting demographic.
- **Group or clustered campsites** to accommodate Millennial campers and extended families – according to the “2015 Report on the Millennial Traveler” 44% of Millennials without kids vacation with friends.
- **Full service campgrounds** – As part of the new sharing economy, urban residents and Millennials want to experience adventure, see nature, and feel the peace and quiet of the outdoors. But they don’t want to make a huge investment in camping equipment. Here are recommendations for meeting their needs while increasing campground revenue:
 - Implement sites that are set up prior to the campers’ arrival, and where they can order supplies, such as firewood, food, and camping equipment, which are delivered to the site, can result in new concierge and food & beverage services.
 - Provide easily accessible rentals such as RVs, kayaks, and fishing equipment that they can order from their smartphone app.
 - Park Model RVs* are designed to look like a home or cabin, but they hook up to campsite electricity, sewer and water and are portable just like any RV. PMRVs are very economical and cost anywhere from \$20,000-\$80,000 and are a great way to introduce new campers and urban residents to outdoor recreation and the camping lifestyle. They can be easily moved as the campground evolves or safely stored away from the elements for seasonal use.
 - Focus on developing experiential activities such as zip lines, rock climbing classes, watersports, and other experiential activities, which are extremely popular.
 - Offer interactive programs such as campfire gatherings, organized stargazing, and “gamified” educational activities (i.e. incorporate social media, GPS scavenger hunts, digital badges for trails conquered, etc.) and mobile donation points/opportunities right at the time when a visitor has an amazing experience – another great way to generate additional revenue.

***Benefits of Park Model RVs (PMRVs):**

- Park Model RVs are designed to look like a home or cabin, but they hook up to campsite electricity, sewer and water and are portable just like any RV.
- Park Model RVs are a great way to introduce new campers and urban residents to outdoor recreation and the camping lifestyle.
- The park model RV industry is currently growing, and many RV campgrounds now offer park model RV rentals on a daily, weekly or monthly basis. This provides Americans who don’t have an RV, a tow vehicle or even a tent with the ability to spend some quality time in a campground.
- They can be used as temporary accommodations to house park/campground employees.
- Park Model RVs provide every amenity a cabin would have, but it’s not permanent real property, it’s an RV. So it’s taxed as a vehicle – not a structure-, and as your campground evolves Park Model RVs are easy to relocate, or if you provide seasonal camping accommodations they can easily be stored in the offseason to prevent wear and tear from the winter months.
- They are among the most luxurious and spacious camping/recreational/seasonal RV products available. Despite their creative outward appearance, they are indeed a type of RV that meets the essential RV purpose of providing temporary recreational living accommodations.
- Park Model RVs provide amenities such as full-size appliances, bathrooms and bedrooms — all designed and built for a campground or seasonal setting.
- Park Model RVs are very affordable and can sleep up to 10 and typically cost anywhere from \$25,000 to \$80,000.