

**LATEST OFFERINGS FROM RV TRADER**

Check out our latest [video series](#), Tales from the Frontlines, where we share tips from dealers who have been successful during COVID-19

**Tip #1:** [Practicing Social Distancing](#)

**Tip #2:** [Expand Your Digital Communication Channels](#)

**Tip #3:** [Provide Delivery Options](#)

Have a tip to share or would you like to request a topic to be covered? Send us a note to [marketing@traderinteractive.com](mailto:marketing@traderinteractive.com).

For additional tips and resources, visit [www.rvtradermediakit.com](http://www.rvtradermediakit.com)

**TRAFFIC**

RV Trader had its largest traffic day EVER this past Sunday, an increase over the prior record of about 25%. RV had a 15% increase week over week and as unique visitors continue to flock to RV Trader we are now 55% up year over year.

RV Trader Unique Visitors - Up YOY

**▲ 55%**

Source: Adobe & GA UVs May 1-4, 2020 vs. May 3-6, 2019

Leads are also seeing significant growth week over week:

Leads up **▲ 19.7%**

 **Calls** +17.5%
  **Emails** +21.2%
  **Texts** +26.9%
  **Chat** +10.8%

Source: MariaDB, Redshift; includes Emails, Calls, Chats, Texts - May 4-10, 2020 vs. May 11-17, 2020

**HIGHEST REGIONAL DEMAND/TOP INVENTORY SEARCHES**

The highest search impression gains for new units by region, class, and brand week over week RV Trader were:

**MIDWEST**
**Class A:**

- ▶ Winnebago **↑ 29.0%**
- ▶ Entegra Coach **↑ 28%**
- ▶ Fleetwood **↑ 25.5%**

**Class B:**

- ▶ Summit Adventure Vans **↑ 31.9%**
- ▶ Thor Motor Coach **↑ 18.0%**
- ▶ Nexus **↑ 14.8%**

**Class C:**

- ▶ Tiffin Motorhomes **↑ 81.7%**
- ▶ Winnebago **↑ 22.2%**
- ▶ Forest River **↑ 14.7%**

**Fifth Wheel:**

- ▶ Heartland **↑ 17.1%**
- ▶ Coachmen **↑ 9.7%**
- ▶ Keystone **↑ 9.4%**

**Pop-up Campers:**

- ▶ Sylvan Sport **↑ 29.3%**
- ▶ Coachmen **↑ 28.6%**
- ▶ Palomino **↑ 25.0%**

**Toy Hauler:**

- ▶ Coachmen **↑ 22.4%**
- ▶ Cruiser RV **↑ 16.3%**
- ▶ Keystone **↑ 10.1%**

**Travel Trailer:**

- ▶ Gulf Stream **↑ 20.8%**
- ▶ Keystone **↑ 19.3%**
- ▶ Airstream **↑ 18.6%**

**NORTHEAST**
**Class A:**

- ▶ Holiday Rambler **↑ 97.4%**
- ▶ Forest River **↑ 24.3%**
- ▶ Winnebago **↑ 23.0%**

**Class B:**

- ▶ Forest River **↑ 79.1%**
- ▶ Hymer **↑ 76.5%**
- ▶ Roadtrek **↑ 30.5%**

**Class C:**

- ▶ Dynamax Corp **↑ 97.2%**
- ▶ Gulf Stream **↑ 76.2%**
- ▶ Tiffin Motorhomes **↑ 27.1%**

**Fifth Wheel:**

- ▶ Keystone **↑ 23.4%**
- ▶ Forest River **↑ 13.3%**
- ▶ Highland Ridge **↑ 10.4%**

**Pop-up Campers:**

- ▶ JAYCO **↑ 36.0%**
- ▶ Forest River **↑ 21.8%**
- ▶ Palomino **↑ 18.6%**

**Toy Hauler:**

- ▶ Cruiser RV **↑ 15.0%**
- ▶ Forest River **↑ 4.0%**
- ▶ Winnebago **↑ 3.6%**

**Travel Trailer:**

- ▶ Keystone **↑ 28.2%**
- ▶ Grand Design **↑ 19.1%**
- ▶ K-Z **↑ 17.4%**

**SOUTH**
**Class A:**

- ▶ Foretravel **↑ 33.2%**
- ▶ Forest River **↑ 24.8%**
- ▶ Thor Motor Coach **↑ 24.8%**

**Class B:**

- ▶ Roadtrek **↑ 33.8%**
- ▶ Airstream **↑ 31.6%**
- ▶ Thor Motor Coach **↑ 29.7%**

**Class C:**

- ▶ Dynamax Corp **↑ 22.9%**
- ▶ Forest River **↑ 22.5%**
- ▶ Winnebago **↑ 22.3%**

**Fifth Wheel:**

- ▶ Crossroads **↑ 33.6%**
- ▶ Grand Design **↑ 20.3%**
- ▶ Keystone **↑ 16.7%**

**Pop-up Campers:**

- ▶ JAYCO **↑ 133.2%**
- ▶ OPUS **↑ 52.1%**
- ▶ Forest River **↑ 24.8%**

**Toy Hauler:**

- ▶ Heartland **↑ 18.3%**
- ▶ Thor Motor Coach **↑ 11.9%**
- ▶ DRV **↑ 11.7%**

**Travel Trailer:**

- ▶ Winnebago **↑ 22.3%**
- ▶ JAYCO **↑ 21.4%**
- ▶ Airstream **↑ 19.7%**

**WEST**
**Class A:**

- ▶ Forest River **↑ 21.2%**
- ▶ Coachmen **↑ 20.1%**
- ▶ Thor Motor Coach **↑ 18.9%**

**Class B:**

- ▶ Midwest Automotive **↑ 40.6%**
- ▶ Roadtrek **↑ 32.1%**
- ▶ Winnebago **↑ 30.6%**

**Class C:**

- ▶ Tiffin Motorhomes **↑ 40.6%**
- ▶ Thor Motor Coach **↑ 30.3%**
- ▶ Forest River **↑ 29.3%**

**Fifth Wheel:**

- ▶ Heartland **↑ 31.7%**
- ▶ JAYCO **↑ 23.0%**
- ▶ Winnebago **↑ 20.3%**

**Pop-up Campers:**

- ▶ OPUS **↑ 37.9%**
- ▶ Palomino **↑ 30.8%**
- ▶ Keystone **↑ 30.7%**

**Toy Hauler:**

- ▶ Dutchmen **↑ 50.3%**
- ▶ Keystone **↑ 29.3%**
- ▶ Eclipse **↑ 18.0%**

**Travel Trailer:**

- ▶ Keystone **↑ 30.8%**
- ▶ Winnebago **↑ 30.2%**
- ▶ Northwood MFG **↑ 29.1%**

Source: MariaDB; May 4-10, 2020 vs. May 11-17 2020 New Units Only

Don't miss out on the incredible traffic on our marketplace right now. During COVID-19, you should be looking for digital channels that are providing you with the greatest bang for your buck, and consumers are on our sites. Consider upgrading your package now, or consult your account representative or [marketing@rvtrader.com](mailto:marketing@rvtrader.com) about the best ways for you to move your inventory during this time.


**NEWS HIGHLIGHTS**

**RV Vacations: The Safest Way to Travel This Summer,** Wall Street Journal,

[Learn More](#)

**RVDA Working to Amend PPP Forgiveness Program,** RV Business,

[Learn More](#)

**Industry Leaders Predict Surge in RV Parts, Service and Sales,** RV News,

[Learn More](#)

**Thor Industries Releases 'RV Consumer Survey Report',** RV Business,

[Learn More](#)