



2021 RV Trends to Watch:  
**Business Impact and How To Prepare**

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Strategy





Looking Back  
**At 2020**

# What Our Consumer Has Experienced

## March 2020

Pandemic forced us all to quickly learn a new normal



## Fall 2020

Manufacturing Shutdown leaving us with shortages throughout industries



## Spring 2020

States begin to reopen, but many economists predict the economic crisis could take years to recover



## Today

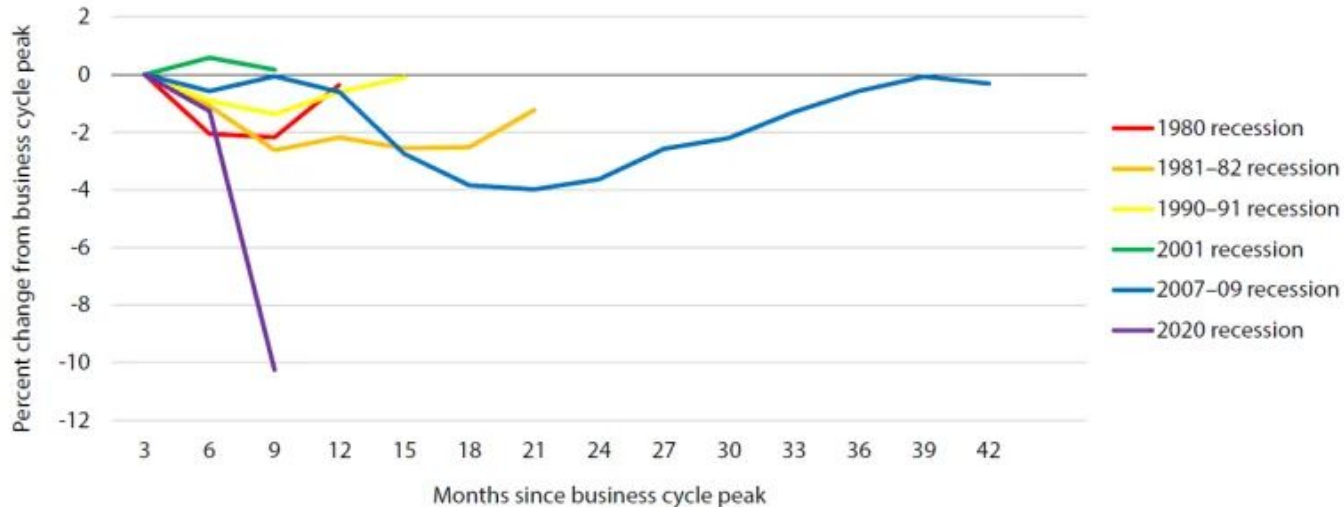
Continued uncertainty as we navigate through this new normal



# Unlike Anything We Have Ever Seen

FIGURE C.

## Percent Change in GDP Relative to Business Cycle Peak, by Business Cycle



Source: U.S. Bureau of Economic Analysis (BEA) 1980-2020; NBER n.d.; authors' calculations.

Note: The figure shows the quarterly percent change in real Gross Domestic Product (GDP) from the peak of a business cycle until GDP returns to the level of the previous business cycle peak. GDP is in billions of chained 2012 dollars.

# Experiencing a Decade in Days



Never experienced this level of disruption, in a time with internet speeds this advanced



We are now at 20 megabits per second

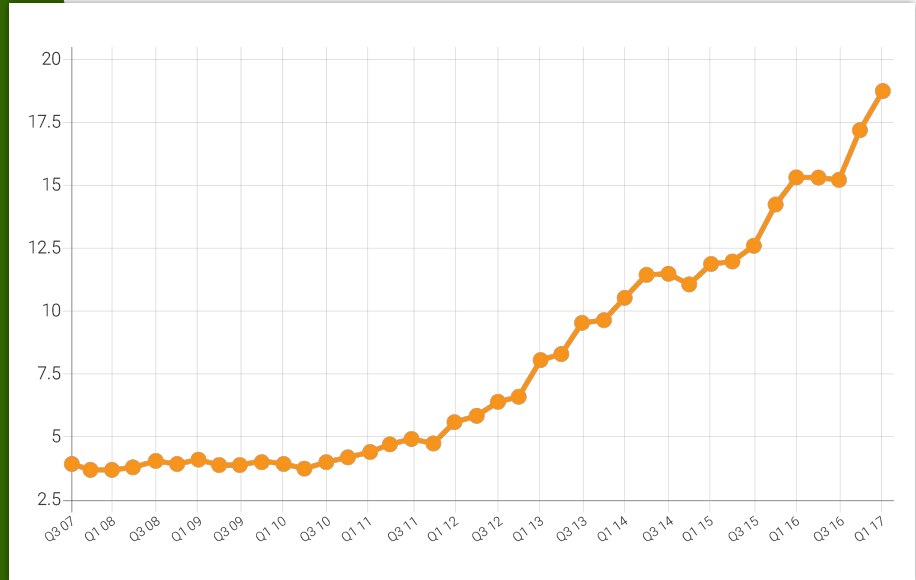


During 2008 recession bandwidth was at 3 megabits per second



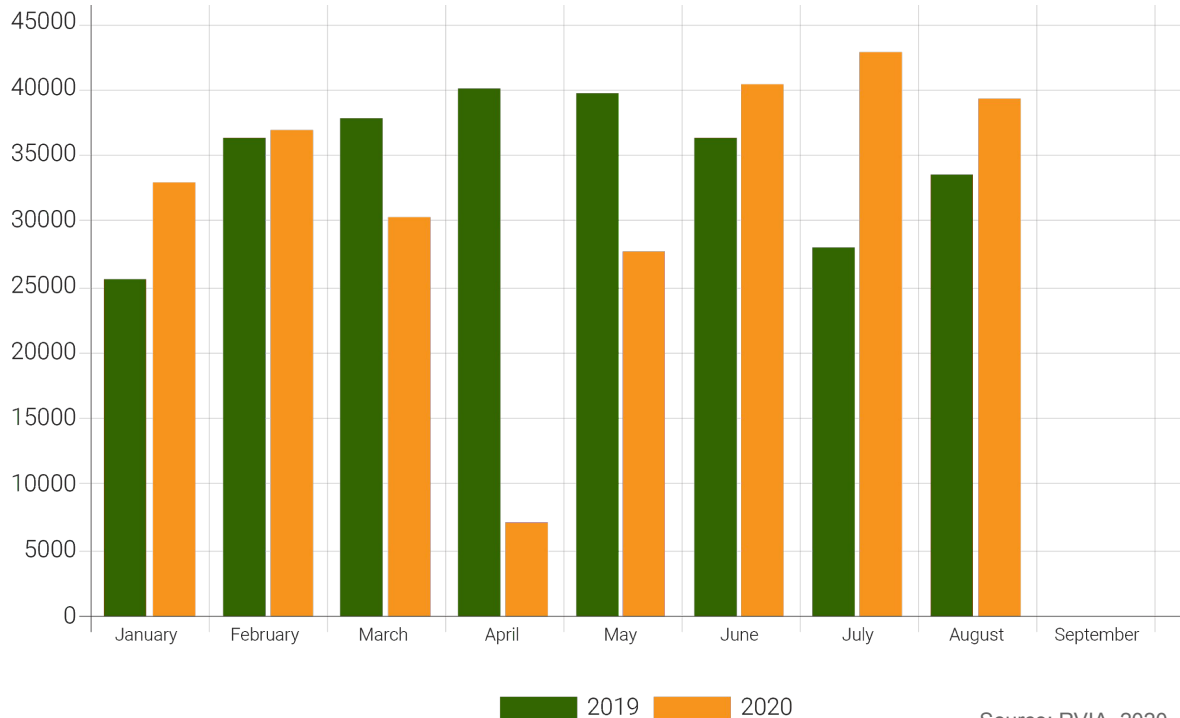
Online Delivery alone advanced 10 years in a matter of 8 weeks

## Increase in internet connection speed in USA



# RV Industry Remains Positive

Total Shipments Monthly vs. Last Year



Source: RVIA, 2020

## What Got Us Here?



Initial Shortage in Manufacturing



Cabin Fever



Low Gas Prices

# The Business Landscape is Undoubtedly Changed

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Homebody  
Economy



Air Travel not  
expected to return  
to normal levels



We are optimistic  
about 2021 but the  
time to plan  
is now



The longer we are in  
this new normal, the  
longer it will become  
our normal



# What Does this Mean For You in 2020?

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1

Increase in RV interest due to travel restrictions

2

Consumers are spending an increased amount of time online

3

Consumers are expecting a more personalized shopping experience

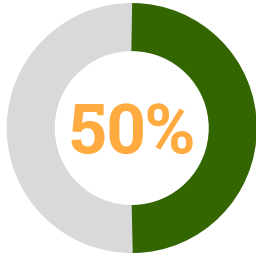


A scenic landscape featuring a paved road winding through a valley. In the foreground, two white motorhomes are driving towards the viewer. The background is dominated by a range of rugged, snow-capped mountains under a clear blue sky with a few wispy clouds. The overall scene conveys a sense of adventure and travel.

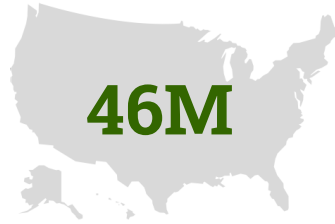
## RV Trends:

Increase in RV  
Interest Due To  
Travel Restrictions

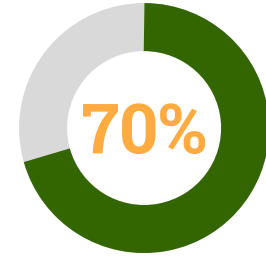
# Consumers Craving **Adventure**



**50% of travelers** view camping as the safest form of travel during this time <sup>1</sup>



**46 million Americans** are planning to take an RV trip in the next 12 months <sup>2</sup>



**70% of RV renters** said they would prefer an RV vacation to air travel <sup>3</sup>



Source: 1. [Kahn Media, 2020](#), 2. [RVIA, 2020](#), 3. [RV Trader Hotjar, 2020](#)

# Summer of the RV

*It's the Summer of the RV Rental. Don't Be Intimidated.*

GET ON IN!



WASHINGTON, D.C. (AP) — The RV industry is bracing for a summer of record sales as consumers flock to the open road. The industry is expected to see a 15% increase in sales this year, according to the RV Industry Association. The industry is also expected to see a 10% increase in new RV sales this year. The industry is also expected to see a 5% increase in new RV sales this year.



WASHINGTON, D.C. (AP) — The RV industry is bracing for a summer of record sales as consumers flock to the open road. The industry is expected to see a 15% increase in sales this year, according to the RV Industry Association. The industry is also expected to see a 10% increase in new RV sales this year. The industry is also expected to see a 5% increase in new RV sales this year.

## Rookie RV Drivers Jam America's Roads— Watch Out

First-time owners, dodging Covid restrictions, hit the highway but struggle to maneuver the large rigs. That can't be good.



Photo courtesy of the RV Industry Association. Used with permission.

## Get Ready for the Summer of the RV



WASHINGTON, D.C. (AP) — The RV industry is bracing for a summer of record sales as consumers flock to the open road. The industry is expected to see a 15% increase in sales this year, according to the RV Industry Association. The industry is also expected to see a 10% increase in new RV sales this year. The industry is also expected to see a 5% increase in new RV sales this year.



# What Does This Mean For You?

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Influx of new  
RVers  
(New Buyers,  
New Renters)



Opportunity to  
expand market  
share



Higher interest in  
rentals to test out  
the RV lifestyle



# Influx of New RVers

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✔ **70m** visits

RV Trader has had nearly **70m visits** in 2020 YTD thru Q3

✔ **30m** first-timers

42% of those visitors - **30 million** - of them are first time visitors!

# Content Is Your Friend

✔ Create content for Your New Buyer

- ✔ How To Drive
- ✔ Where To Go
- ✔ How To Maintain
- ✔ What Can You Do

✔ Attract those new to the industry

✔ Steal the market share before your competition



Consumer expectations have changed over the years, and they're expecting more from brands. They don't just want a discount - they want information, personalization, and relevant content that speaks to their needs.

**But what is content marketing, exactly?** Content marketing is a type of marketing that focuses on creating and sharing valuable content to attract and engage a target audience. It's a long-term strategy that focuses on building relationships with your audience rather than just selling products or services.

- **Builds Brand Awareness** - Now more than ever before, customers are researching online before making purchases - both large and small. They crave information and by creating relevant content, you're not only meeting their needs, but elevating your brand to a higher level in the process, and who doesn't want that? When creating content, you have the power to tell your brand's story and showcase what makes your business unique.



Wanderlust, adventure, spontaneity all fuel the dreams of potential RV buyers. They want to get out on the road - and less time tied to a desk or computer. They have more freedom when they aren't weighed down by mortgage payments, bills, and other responsibilities.

They dream big - and you want to encourage that. These buyers want to see their unit - but they may not have a particular manufacturer in mind - or even if they have owned before, but are looking to help decipher what's going to fit into their lifestyle?

So when they come to RV Trader to search for that perfect unit, you're providing them helping to paint the picture - the answer is no.

While descriptions can be tedious to write - they're also essential. These buyers have no idea what they're looking for - so providing a detailed description of their next unit - so providing a detailed description of their next unit - so providing a detailed description of their next unit.



In today's society, there's a real urge among a lot of people to cut loose from the rat race and just live life out in the beauty of nature. RV or Van life gives you the freedom to go wherever you like and see the countryside in ways most people never get a chance to. I've spent a lot of time out on the open road and learned a thing or two in my time. Here are five things I think anyone considering life on the road should understand before taking the plunge.

**1. Plan Ahead, But Stay Flexible**  
Life on the road isn't the same as living in a fixed location. You have to actively plan where you're going and how long you're going to be there. At the beginning of each season, I would always sit down and spend a little while listing off places I wanted to go to. Then I'd pull up a map and start to plan out routes, stops, and sights along the way. To be honest, though, I don't think I ever fully stuck to a plan.

There's an old saying in military circles: "No plan survives first contact with the enemy". It's a pretty apt description of life on the road. Having a plan is great, but always leave a little wiggle room to change things up.

**2. Learn How to Create Privacy**  
When you're living in an RV with another person, privacy and alone time aren't going to happen on their own. Even if it's someone you deeply care for, you need to be able to have some time by yourself to recharge. Sit down and communicate your feelings to them. Work out a way to enjoy time apart, even when you're only a few feet away.



# Consider a Rental Business

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✔ **1,600%**

Bookings on peer-to-peer RV rental sites have **nearly tripled since last year**, and they've increased **by more than 1,600%** since early April

✔ **\$40,000** per month

Increased demand at the high end of the market with top-of-the-line motorhomes renting for **upwards of \$40,000 per month**





## What to **Consider**



How will you **acquire**  
your fleet?



How will you **manage**  
your bookings?



How much do you **stand**  
to make?



For a deeper dive into all things rentals please join us for our upcoming webinar:

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*Taking Advantage of the New Normal:*  
***Marketing Tactics to Optimize Your Rental Income***

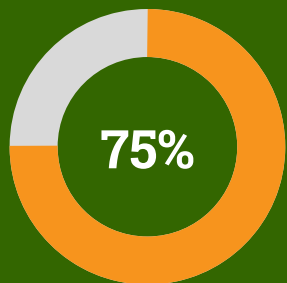
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Friday, November 20, 2020 at 1PM EST  
Presented by: Paige Bouma

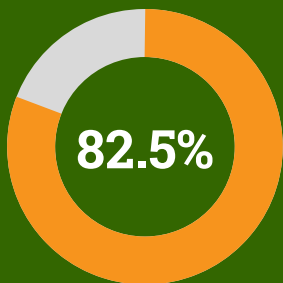


RV Trends:  
Spending An Increased  
Amount of Time Online

# Actively Engage Online



**75% of your potential customers** are conducting internet research before generating a single lead <sup>1</sup>



Traffic to RV Trader was **up +82.5% YoY in August<sup>2</sup>**



Leads generated through RV Trader are **up 194.9% YoY in August 2020<sup>2</sup>**

Source: 1. Hotjar, 2020 2.1 Source: Adobe & GA UVs September



# Who is the RV Consumer?



## 01 BUYER

Married boomers nearing retirement

Two-person household

Only **44%** still work

Have finished raising their families so they have extra disposable income



## 02 RENTER

Married millennials

In the throes of raising kids & developing careers

**74%** are employed

More than half of renters have 3 or more people in their household

# Who is the RV Consumer?

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## Your Millennial Buyer

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Average 69 minutes per day on Facebook

Average 48 minutes per day texting

40 minutes per day surfing the internet

Average 25 minutes per day on Twitter

Average of 3 hours per day on their phone



## Your Boomer Buyer

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Average 60 minutes per day on Facebook

Average 44 minutes per day texting

23 minutes per day surfing the internet

Average 43 minutes per day on email

Average of 2.8 hours per day on their phone

# What Does This Mean For You?

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Need to meet your  
customers in a Virtual  
Showroom



79% of RVers said  
their research  
starts online

# Drive Engagement Digitally

The screenshot shows the Chesapeake RV Solutions website. At the top, the logo reads "CHESAPEAKE RV SOLUTIONS" with the tagline "Your happy camper headquarters". Contact information includes the phone number 757-432-0222 and the address 3360 S Bottlefield Blvd. Chesapeake, VA 23322. A "MAP & DIRECTIONS" button is also present. The navigation menu includes links for HOME, INVENTORY, SERVICE, PARTS, TRADE-INS, DEALER INFO, FINANCE, and CONTACT US. The main heading is "RVs For Sale near Virginia Beach, VA". Below this is a paragraph of text and a small image of an RV. A row of filter buttons includes Travel Trailers, Fifth Wheels, Toy Haulers, Motorhomes, and Used RVs. A large green banner promotes "BUY NEW AT USED PRICES!!" with a "CALL TODAY! 866-432-0222" call to action. Below the banner is a search and filter interface with dropdown menus for Search, Year, Make, and Model. The product listing for a "2021 CHEROKEE WOLF PACK GOLD 24Gold14" is shown, including its retail price of \$38,606.00, the dealer's price of \$25,983.00, and a savings of \$12,623.00. Technical specifications for the unit are listed at the bottom.

**CHESAPEAKE RV SOLUTIONS**  
*Your happy camper headquarters*

757-432-0222  
3360 S Bottlefield Blvd. Chesapeake, VA 23322  
MAP & DIRECTIONS

HOME | INVENTORY | SERVICE | PARTS | TRADE-INS | DEALER INFO | FINANCE | CONTACT US

## RVs For Sale near Virginia Beach, VA

Stop by Chesapeake RV Solutions today and check out our campers for sale! We have a great selection for you to choose from so you can start the dream vacation you've been waiting for. Our RV dealership is conveniently located in Chesapeake near Suffolk.

Travel Trailers | Fifth Wheels | Toy Haulers | Motorhomes | Used RVs

**BUY NEW AT USED PRICES!!**  
CALL TODAY! 866-432-0222

RV WARRANTY FOR LIFE  
Buy at Chesapeake RV Solutions

Search [ ] Year [ ] Page: 1 of 4(47 units) [ ] More [ ] Reset [ ]

(All Vehicle Types) [ ] (All Years) [ ] (All Makes) [ ] (All Models) [ ]

**2021 CHEROKEE WOLF PACK GOLD 24Gold14**  
Additional Features: Gold Package - 102" Wide Body Construction, Ramp Door Patio Deck Railing System, Rear Screen/Tent Wall, Juice Pack

Retail Price	\$38,606.00
<b>Our Price</b>	<b>\$25,983.00</b>
Savings	\$12,623.00

Condition: New  
Length: 31'  
Weight: 5720lbs.

Stock: WP16287  
Color: Natural Interior Decor  
Sleeps: 6

CHESAPEAKE



# Engage With Them Online

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## Utilize

- ✔ Texting
- ✔ Email
- ✔ Live Chat

## New Offerings

- ✔ Make an Offer
- ✔ Request a Video Chat



Not only are your customers spending time online, **but they are communicating with you online**





## Texting: Did You Know?



**89%**

Of consumers would like to **use messaging** to communicate with businesses



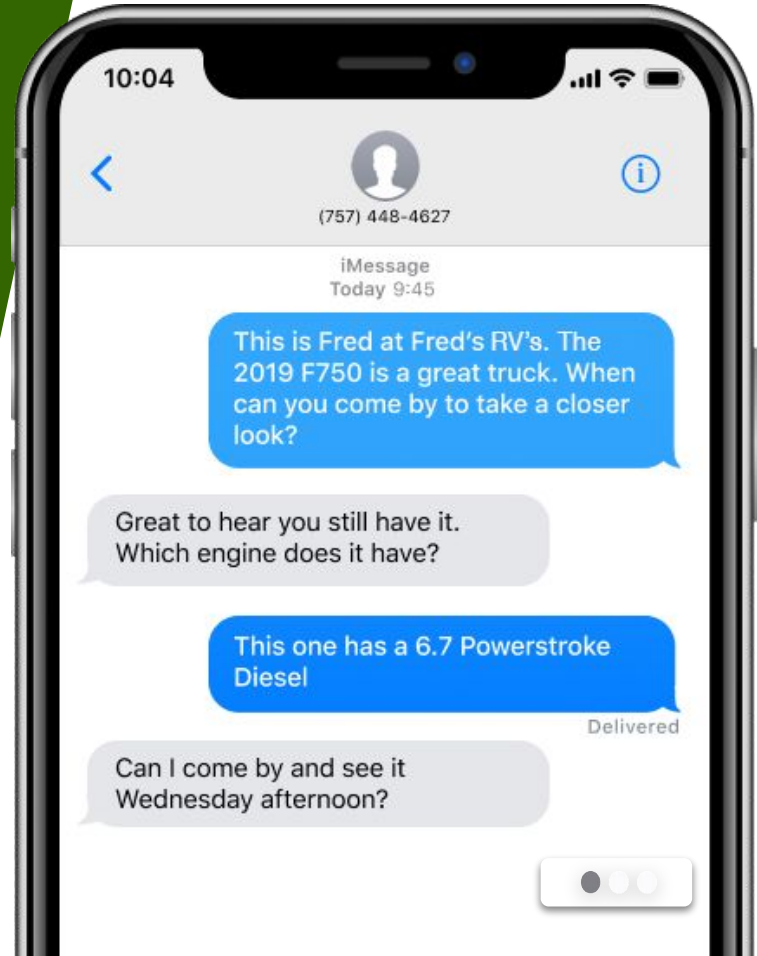
**7.2x**

Across Trader Interactive platforms, dealers are receiving **7.2x the amount of texts** received in 2019

# Texting: Best Practices

## Top Tips:

- ✓ Introduce yourself
- ✓ Keep language clear and concise
- ✓ Answer all questions
- ✓ Determine next steps



# Emails Volume is Rising



# 21%

Email open rates **increased by 21%** in March 2020, even with high jumps in send volume <sup>1</sup>

# 152%

Overall email volume on RV Trader is up 152%





# Email: Best Practices

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## Top Tips:

### ✓ Incoming Emails

Provide support and empathy

### ✓ Outbound Emails

✓ Promote updates/availability



# Live Chat In a Digital World



**40%**

Live Chat leads to a **40% increase** in conversion rates <sup>2</sup>



**2.6x**

Live Chat Messages were **2.6x higher** than April/May 2019 <sup>1</sup>



# Live Chat



# Video Chat: Did You Know?



## Go One Step Further

Downloads of video apps like Google Meet and Zoom surged **over 100%** in March 2020






# Video Chat: Best Practices

## Top Tips:

- ✔ Create rapport with the potential buyer
- ✔ Review inventory or give a walkthrough
- ✔ Experience higher conversion rates





# Make An Offer: Did You Know?



**67,942**

Make an Offer requests sent to dealers in April/May 2020

Connects you to buyers closer to sale.

# Ways to Effectively Manage Your Leads

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The majority of RV consumers said they **expected a response that same business day**, and would **move to a different dealer** if they did not hear back <sup>1</sup>

- ✔ Train Your Sales Staff
- ✔ Respond In a Timely Manner
- ✔ Update Auto Responses
- ✔ Ensure All Lines Are Being Monitored
- ✔ Use Correct Grammar

A blue and white motorhome is parked in a dense forest at night. The interior lights are on, and the surrounding trees are dark. Another motorhome is visible in the background, also with its lights on.

## RV Trends:

Consumers Expecting a  
More Personalized  
Shopping Experience



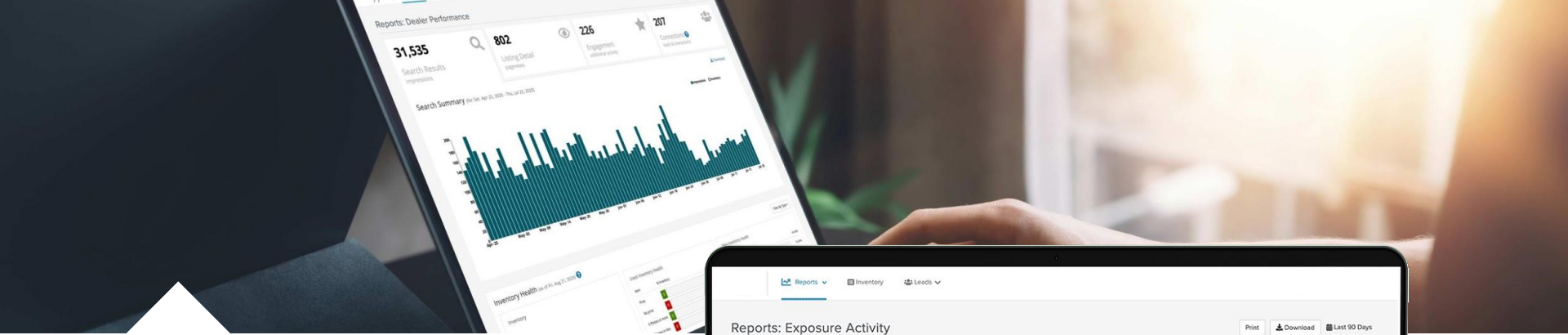
# Personalized Shopping Experience

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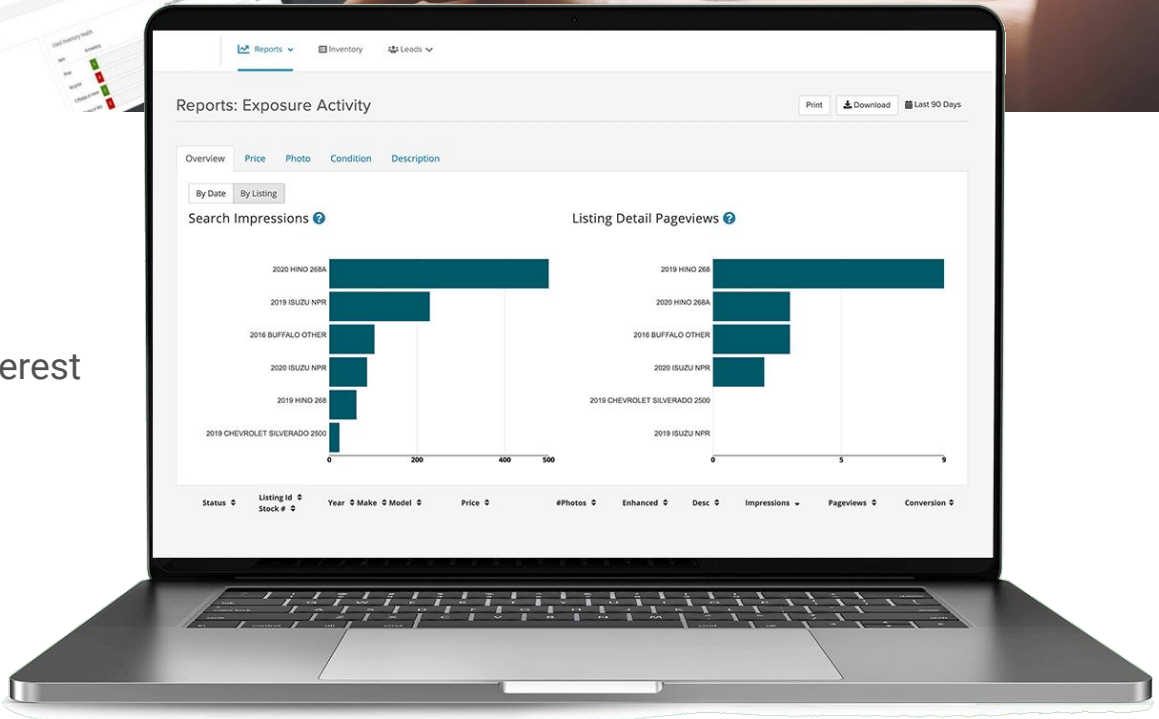
**75%**

of online shoppers like brands to personalize their offerings and messages <sup>1</sup>



# Lead Attribution

- ✓ Understand shopping behavior, interest and budgets
- ✓ Have stronger conversations
- ✓ Leads are more valuable now
- ✓ Convert them faster





# Leads to a More Informed Sales Strategy

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- ✔ Focus your attention on those at the bottom of the funnel
- ✔ Set up marketing channels to convert those at the top of the funnel
- ✔ Give your Sales Staff talk tracks for every step of the funnel





# Set Up Funnels

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**Are they top of the funnel?**

Set Up a welcome series that brings them into the world of RVing

**Are they only searching for one brand?**

Send them emails only with those units

**Are they a budget conscious consumer?**

Send them price drop emails



# Key Takeaways

- ✔ **Consumer is undoubtedly changed**, and will remain this way even after COVID-19
- ✔ RV Trader traffic in August was **up 82.5% YoY**
- ✔ **Leads generated up by 194.9%** for the month of August, 2020.
- ✔ Prepare by **driving engagement digitally, expanding your communication channels**, and create a personalized shopping experience.
- ✔ **5% of online shoppers** like brands to personalize their offerings and messages

If you want to view last years presentation **Rise of the RV Renter - Tapping Into The Newest RV Revenue Stream** or a copy of our RV Buyer Trends Whitepaper please visit:  
**RVTraderMediaKit.com/RVDA 2020**

You can also check out more on all things digital presence on **rvtradermediakit.com**

## CONTACT ME



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**Questions?**

# Archive



# Content Comes in Many Forms

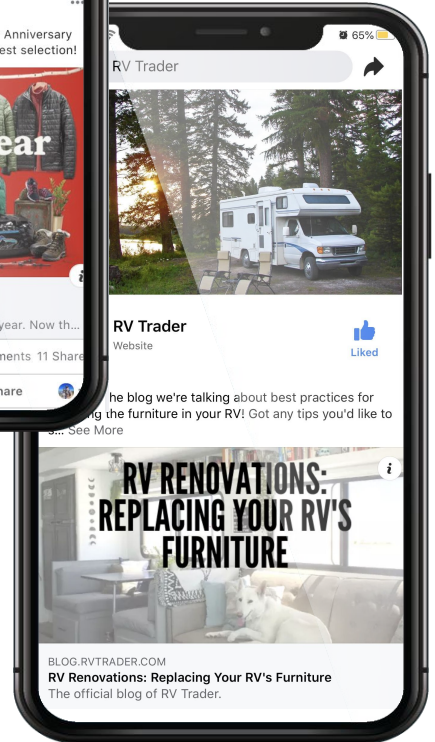
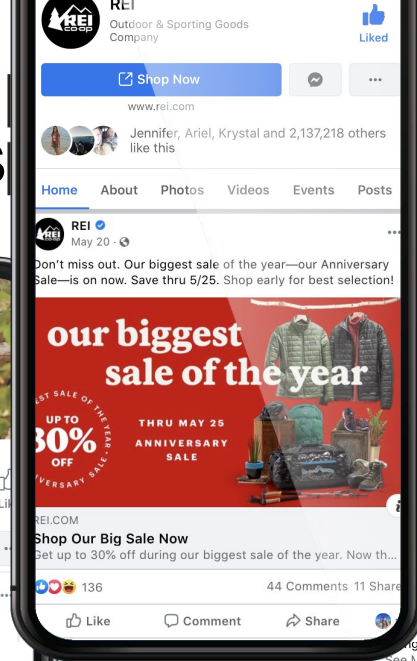
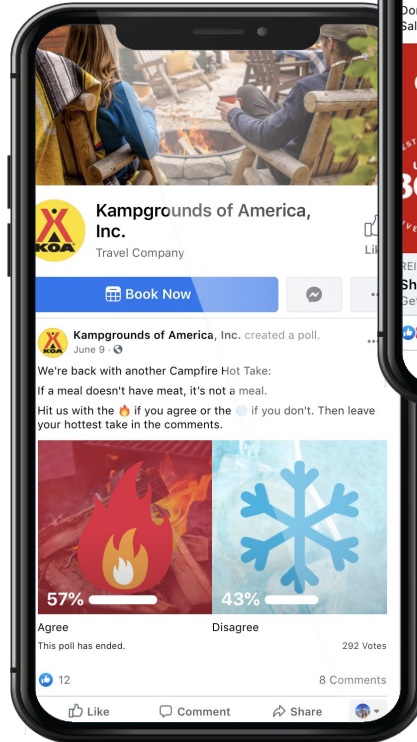
Listicles

Polls

Contest and Giveaways

Promotions

Videos



# It is as easy as getting PAID



P

rice



A

ppearance



I

mages



D

escriptions

91% of RVers said that listings were an important part of their research

# Price

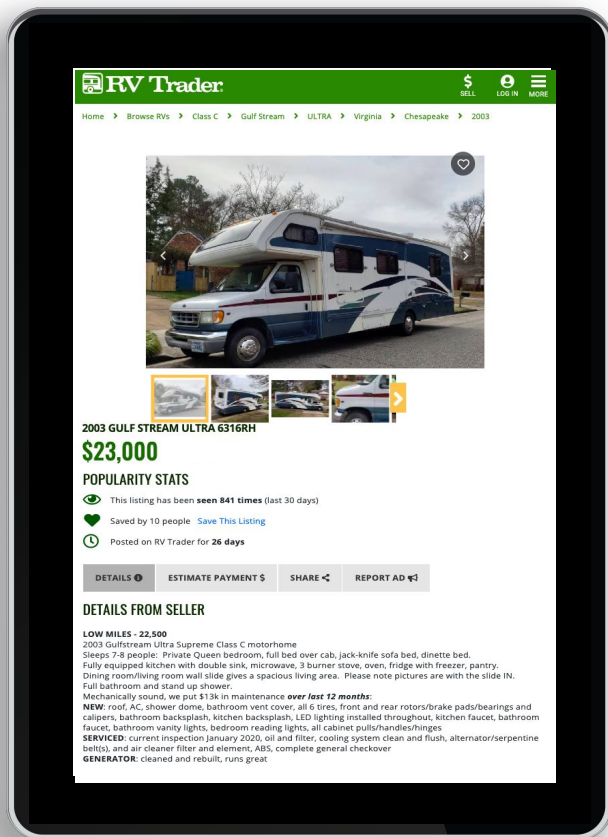
## Top Tips:

- ✓ Make sure to include all associated costs to the purchase unit
- ✓ Be transparent
- ✓ Include additional costs, as well as any fees, and options for delivery and maintenance additions

## ADDITIONAL FEES:

- ✓ Sales tax
- ✓ Transportation or delivery fee
- ✓ Warranty costs
- ✓ Added features or accessories





# Appearance

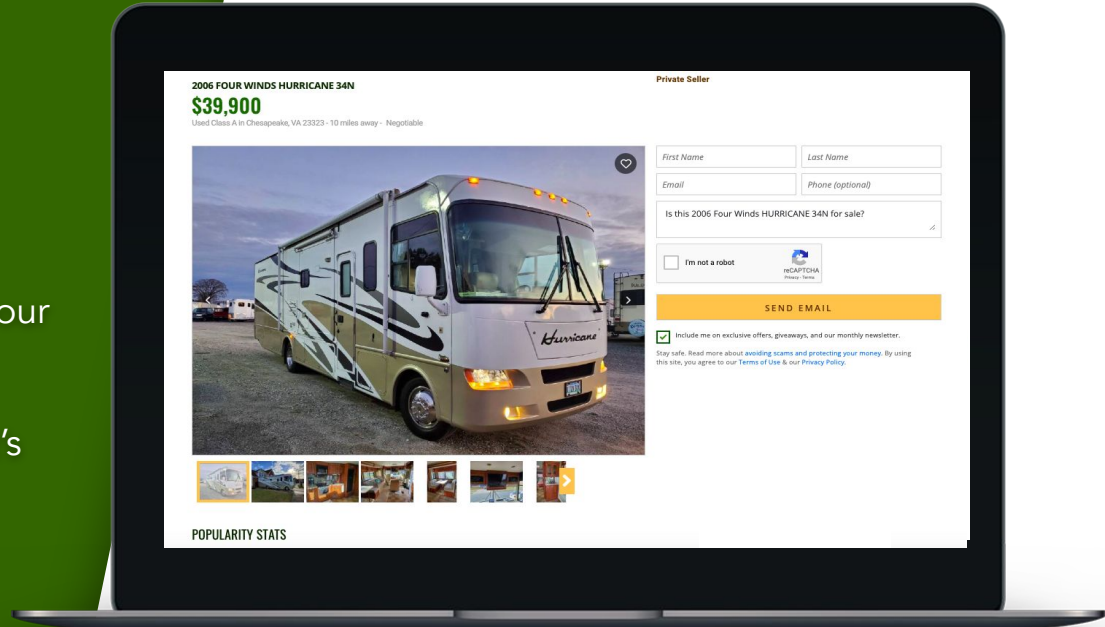
## Top Tips:

- ✓ Make sure to include keywords that people are searching
- ✓ Include all location addresses on your website
- ✓ Use as many keywords as possible

# Images

## Top Tips:

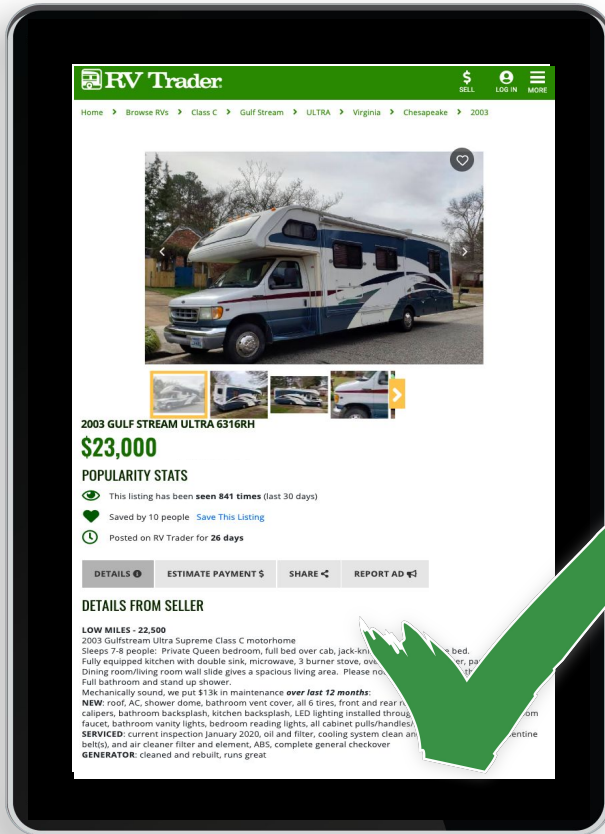
- ✓ Don't be afraid to show images of your unit on the job
- ✓ Support your descriptions with what's included
- ✓ Be Honest!
- ✓ Visuals increase retention by 42%



# Descriptions

## Top Tips:

- ✓ Mix of technical information with a vivid description
- ✓ Highlight the capabilities of this particular unit
- ✓ Mention you are the only RV for miles
- ✓ Create templates to quickly update descriptions

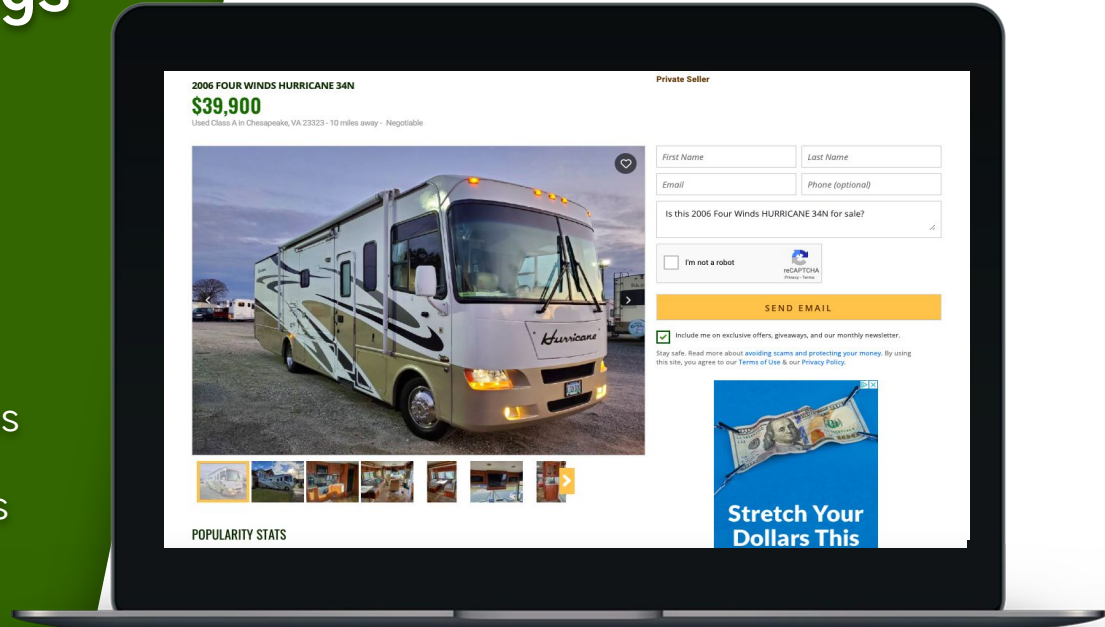


# Hone your Online Listings

## Go One Step Further

### Top Tips:

- ✓ Advertise on third party marketplaces
- ✓ Activate advertising on marketplaces
- ✓ Use listings to grow relationships



# Set Up Personalized Email Campaign

- Give Updates on units they are interested in
- Alert them on units they have favorited
- Work with them digitally to keep them in your sales funnel

# Agenda



- Looking back at the **RV Industry in 2020**
- **2021 Trends To Watch**
  - 1. Increase in RV Interest Due to Travel Restrictions**
  - 2. Spending An Increased Amount of Time Online**
  - 3. Consumers Expecting a More Personalized Shopping Experience**