

# 2023 ANNUAL REPORT



**RV**  
**INDUSTRY**  
ASSOCIATION



# *Table of Contents*

Message from the President .....	01
Membership Makeup .....	03
Financial Report .....	04
Board of Directors & Committee Chairs .....	05
2023: A Year for Industry Unity and Charting the Future .....	09
Go RVing: Bringing RVing to Consumers .....	13
RV Technical Institute: Elevating Today's RV Techs and Building the Pipeline for the Future .....	17
Our Impact: Sustainability and Workplace Safety .....	21
Membership Benefits .....	25
Thank You Members .....	27

# Message from the President

**As we look back on 2023, I am proud of what we have accomplished as an industry, and I can't help but feel optimistic about the direction we are heading.**

Interest in the outdoors and RVing has exploded over the last few years. The median age of new RV buyers has dropped to only 32 years old and these buyers are more diverse than ever before. RVers are enjoying the health benefits of recreating in nature. Our industry also continues to be an economic powerhouse with the latest numbers from the Bureau of Economic Analysis showing that RVing has been the No. 1 contributor to the conventional outdoor recreation economy for two years running. To top it off, there is growing consensus that the recent economic headwinds are beginning to subside.

The RV industry has stepped up to meet the needs of new buyers with innovative products to fit every lifestyle and every budget. Even when faced with challenging economic conditions, RVing provides an affordable way for families and friends to experience the great outdoors and create lasting memories and connections with loved ones. This fact was confirmed by the 2023 Vacation Cost Comparison Study conducted by CBRE Hotels Advisory that found RV vacations are up to 60% less expensive than other comparable vacations. Go RVing has made this a consistent theme, weaving the message of affordability throughout our earned media efforts and paid marketing campaign.

---

*“We want consumers to have the best experience possible when they arrive at their destination and spend time outdoors, and we’re working with our partners in the RV travel and camping industries to achieve this goal through informed, data-driven decisions.”*

---

While there is much to be optimistic about, we continue to be vigilant about delivering a first-class experience for RVers. To that end, the RV Industry Association’s Government Affairs Team has been pushing hard on our federal policy agenda – with a significant focus on critical issues like campground modernization and expansion, as well as addressing tax and trade issues impacting companies in our industry. Our relationship with the campground industry has never been stronger, and the newly formed RV Campground Coalition will continue the Association’s work to unify the entire industry around the importance of campgrounds to the current and future health of RV camping.

On the service side, the industry’s investment in the RV Technical Institute is paying dividends. Over the past two years, the Institute has recruited over 2,200 new RV techs into the field and there are currently 15,000 individuals enrolled in some type of technician training. Even more impressive, there are 5,000 newly certified technicians – the largest number of certified techs in the RV industry’s history and over 800 RV dealerships have at least one certified RV technician on staff. Filling the funnel with more highly trained technicians is an incredibly important facet of our continued efforts to improve repair event cycle

time (RECT) and enhance the customer experience.

Our Standards Department and its team of inspectors continue to be an extremely valued member benefit, maintaining our industry's self-regulation and promoting the enhancement of safety by monitoring adherence to the standards adopted by the Board of Directors for the construction of RVs and park model RVs. In 2023, we laid the foundation to expand the standards training offered to our members, further improving understanding and compliance with changing standards.

Looking forward, this year the RV Industry Association will celebrate 50 years of serving the RV industry and the companies and people that build the products that create fun and everlasting memories for millions of people every year. As always, we appreciate the support and involvement of our members in making this industry so dynamic and robust, and thank them for their ongoing contributions. Our past success has come from the entire industry uniting and working together to overcome obstacles – and our future successes will as well. From self-regulation, sustainability, and consumer marketing to industry training and advocacy, we're stronger together than apart.



**Craig A. Kirby**  
*President & CEO,*  
*RV Industry Association*



# Membership Makeup

The RV Industry Association is the national trade group representing more than 500 manufacturer and component supplier companies producing approximately 98 percent of all RVs manufactured in North America, and approximately 60 percent of RVs produced worldwide. The Association unites these diverse industry segments and forges an alliance to form a strong, single voice focused on our collective mission to promote and protect the RV industry. Working with our members, we advance and expand the industry by driving growth and innovation across the \$1.1 Trillion outdoor recreation economy.

## Total Members: 524



RV Manufacturer

118



Park Model RV  
Manufacturer

54



Supplier

177



Aftermarket  
Supplier

71



Finance Firm

15



Associate

82



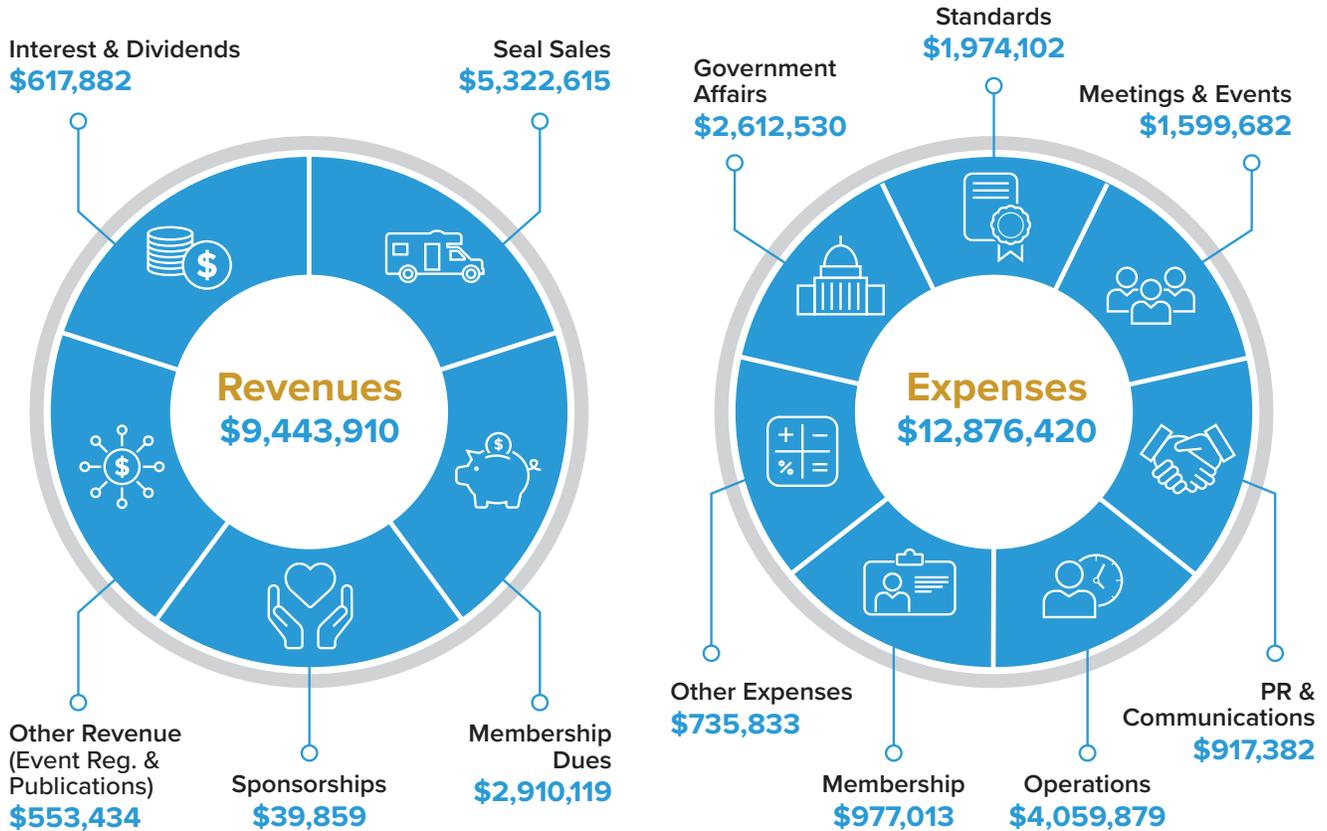
Manufacturer's  
Representative

7

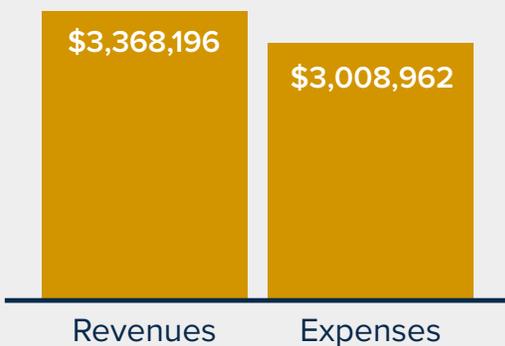


# Financial Report

## RV Industry Association



### RV Technical Institute



### Go RVing



RV Industry Association and its related parties strategically planned for a material net loss in 2023. Over the past several years, the operating reserve increased as either revenues exceeded plan or cost controlling measures were enacted during uncertain times, such as the recent pandemic. To maintain a consistent RV Industry Association seal price, excess operating reserves were designated by the Board of Directors to cover programmatic and operating expenses in 2023 as the preferred alternative.

# Board of Directors & Committees

## Executive Committee



*Chair*  
**Kevin McArt**  
Forest River Inc.,  
General Manager



*Vice Chair*  
**Mary Pouliot**  
Thetford Corp.,  
Executive Vice President, Americas



*Treasurer*  
**Ryan Elias**  
Leisure Travel Vans/Triple E RV,  
President and General Manager



*Secretary*  
**Brett Randall**  
Aliner,  
President & CEO



*Past Chair*  
**Jeff Rutherford**  
Airxcel, Inc.,  
Chairman



*Staff Liaison*  
**Craig Kirby**  
RV Industry Association,  
President & CEO



## Board Members



**Ashley Bontrager Lehman**  
Ember Recreational Vehicles, Inc.,  
President & CEO



**Coley Brady**  
Alliance RV,  
Co-Founder & President



**Eric Cannon**  
Carefree of Colorado,  
President



**Matt Carboneau**  
Wesco Distribution, Inc.,  
District Manager



**Bryan Hughes**  
Winnebago Industries,  
CFO, SVP- Finance, IT, and  
Business Development



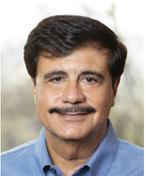
**Heather Jenks**  
Genesis Products Inc.,  
Vice President RV Sales



**April Klein-Carroll**  
Lippert Components, Inc.,  
VP, Customer Support Services



**Trevor Kropf**  
Kropf Manufacturing, Inc.,  
General Manager



**Mike Lanciotti**  
REV Group, Inc.,  
President, Recreation Group



**Bob Martin**  
THOR Industries, Inc.,  
President & CEO



**Jeff Rodino**  
Patrick Industries, Inc.,  
President, RV



*Past Chair*  
**Bob Parish**  
Wells Fargo CDF,  
Vice President



**Jeffery Sather**  
Freightliner Custom Chassis  
Corporation,  
President & CEO



*Past Chair*  
**Garry Enyart**  
Core Support Consulting,  
CEO

## Committee Chairs

### *Audit Committee*

**Ryan Elias**

Leisure Travel Vans/Triple E RV,  
President and General Manager

### *Awards Committee*

**Ryan Elias**

Leisure Travel Vans/Triple E RV,  
President and General Manager

### *Canadian Coalition*

**Shane Devenish**

Canadian Recreational Vehicle  
Association,  
President

### *Emerging Leaders Coalition*

**Ryan Elias**

Leisure Travel Vans/Triple E RV,  
President and General Manager

### *Financial Services Committee*

**Chris Renn**

Huntington Bank,  
Senior Vice President

### *Governance Committee*

**Bob Parish**

Wells Fargo CDF,  
Vice President

### *Lawyers Committee*

**David Thomas**

Keystone RV, Vice President  
& General Counsel

### *Market Information Committee*

**Kip Ellis**

Patrick Industries, Inc.,  
President, Powersports  
& Housing

### *Membership Committee*

**Anthony Wollschlager**

Airxcel,  
President & CEO

### *Park Model RV Committee*

**John Soard**

Woodland Park, Inc.,  
General Manager

### *Public & Legislative Affairs*

**Brett Randall**

Aliner,  
President & CEO

### *Public Relations Committee*

**Chad Reece**

Winnebago Industries, Inc.,  
Vice President, Government &  
Industry Relations

### *RV Aftermarket Committee*

**John Tinghitella**

RV Designer,  
President

### *RVPAC Steering Committee*

**Coley Brady**

Alliance Recreational Vehicles,  
Co-Founder & President

### *Standards Steering Committee*

**Dave Mihalick**

THOR Industries Inc.,  
Vice President, Vehicle  
Safety & Regulatory  
Compliance

### *Supplier Committee*

**Mary Pouliot**

Thetford Corp.,  
Executive Vice President,  
Americas

### *Sustainability Committee*

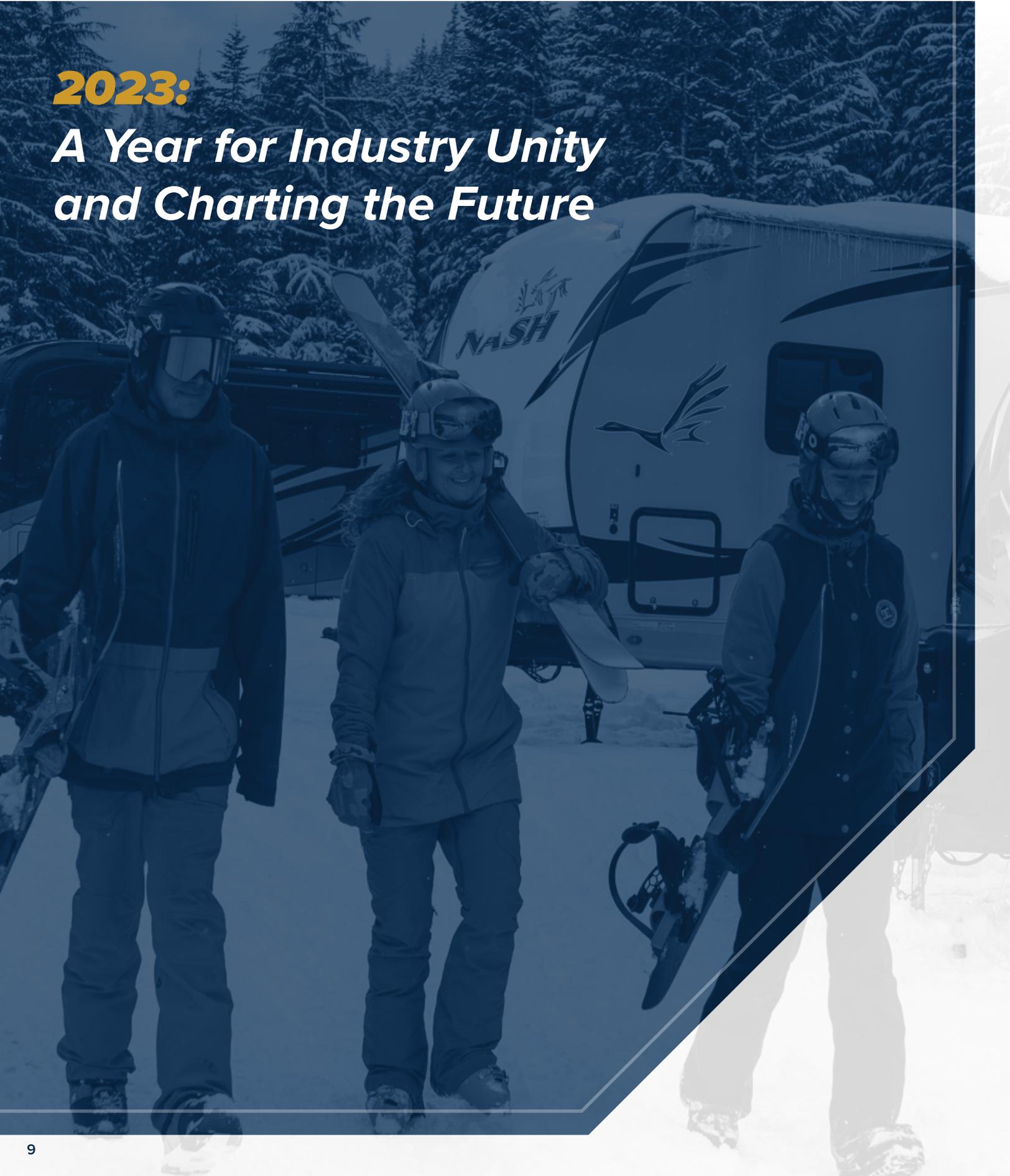
**Sandy Rynalski**

THOR Industries, Inc.,  
Vice President, ESG



**2023:**

*A Year for Industry Unity  
and Charting the Future*



**A hallmark of the RV industry over the past five years has been increased collaboration and unity to grow our industry,** reach new customers, and create great experiences for the millions of RVers across North America. In 2023, that was taken to a new level as the industry continued to come together to cultivate the next generation of RV leaders, deliver unparalleled research and consumer insights, advocate for our industries policy priorities, and strengthen relationships across the three pillars of our industry: manufacturers and suppliers, dealers, and campground.

“This mindset of unity was evident from the beginning of the year during the second annual Leadership Conference,” said RV Industry Association President & CEO Craig Kirby. “Over 180 current and future industry leaders attended the two-day event’s impactful networking sessions, leadership development seminars, and innovative speaker presentations. By all accounts, the event was a huge success, creating new relationships and lasting connections that will help to propel our industry forward.”

And that was just the beginning. RV Industry Association staff and members then convened once again for RVs Move America Week in Washington, D.C. Throughout the week, volunteers from across the RV industry collectively worked to build a strategic roadmap to help define future growth of the \$140 billion RV industry. During Advocacy Day, 120 Association members and partners participated in 111 meetings with federal policymakers on Capitol Hill, sharing the industry’s significant economic impact and advocating for solutions to industry issues. Awareness of our industry and our issues is growing as a direct result of these advocacy efforts at RVs Move America Week.

“As the world continues to move towards alternative fuel types, the RV industry must keep pace. States across the country are tapping into federal funding for increased EV charging infrastructure, and our Government Affairs team has been hard at work ensuring the RV industry’s needs are being taken into consideration,” said Kirby. “These advocacy efforts have resulted in 15 states incentivizing pull-through charging for RVs.”

*“By all accounts, the event was a huge success, creating new relationships and lasting connections that will help to propel our industry forward.”*

RV Industry Association President & CEO, Craig Kirby, on the RV Industry Association’s 2023 Leadership Conference





Another way the RV Industry Association is constantly working to future-proof the RV industry is through the creation of an Alternative Fuels and Advanced Vehicles Committee to expand efforts beyond electrification.

Despite the dip in RV shipment and retail sales, RV usage among consumers remains very high, creating opportunities for the industry’s aftermarket segment. The annual RV Aftermarket Conference is an invaluable way for this critical segment of the industry to seize opportunities and grow their businesses with one-on-one meetings to pitch new products, networking events, and presentations from thought-leaders on the state of the RV industry. The Association continues to look for ways to highlight the aftermarket segment as it plays such a critical role in creating an excellent RV experience for consumers.

In 2023, inspectors from the RV Industry Association’s Standards Department completed over 2,500 unannounced plant inspections, spot checking representative RV units for compliance with over 500 safety-related standards requirements, talking to line employees, and conducting hands-on discussions about these standards. In addition to inspections, the Standards team also provided educational resources and hands-on training to manufacturer members to support their commitment to comply with the industry-adopted codes and standards.

It remains as crucial as ever to continue emphasizing industry unity. Some of our industry’s best achievements have come through working together. From advocacy and self-regulation to industry training, consumer marketing, and now our Emerging Leaders and Leadership Conference, the foundation of RV industry is strong and the future is bright.

**2,500+**

PLANT INSPECTIONS  
COMPLETED IN 2023

**500+**

SAFETY-RELATED  
STANDARDS REQUIREMENTS



# ***Go RVing:*** ***Bringing RVing to Consumers***



**Reflecting on 2023, it had its share of ups and downs but throughout,** Go RVing continued to seek out audiences most open to our positive messages through our Go on a Real Vacation campaign that focuses on our two primary objectives; to recruit and retain RV buyers. Nearly three decades since the program first began, Go RVing continues to be a marketing and consumer awareness thought-leader, introducing millions of Americans to the freedom and

control of RV travel and building a desire for the adventures that await.

For the past three years, a cornerstone of Go RVing has been to actively build a repository of data about preferences and habits of new owners, prospective owners, and emerging segments of the population who might become RVers in the future. The more we know about those who are likely to become RV buyers, the more targeted and impactful our marketing messages can be.

*“Most prospective new consumers turn to the digital world for ideas, inspiration, education, and recommendations from friends and those they trust the most. We focus much of our messaging in that digital environment where we can connect with and get to know consumers through data.”*

Go RVing Chief Marketing Officer, Karen Redfern

*“In 2023, we released the much-anticipated Path to Purchase study. From demographics to sources of research to reasons for travel, the profile of prospective and current RV owners is continually evolving,”* stated Redfern. *“While the COVID-19 pandemic left the industry clamoring to meet increased consumer demand, questions arise as to how the RV industry can retain heightened levels of consumer enthusiasm and purchase consideration.”*





In 2023, Go RVing partnered with Ipsos, the global leader in market research, to develop a comprehensive look at the buying process customers go through for their first-time and repeat RV purchases. Recognizing the key differences between Towable and Motorhome buyers, segmented reports for those specific buying groups were developed.

One of the biggest takeaways from the study was the positive impact of time spent in the outdoors, especially during childhood. It's why we continue to focus on families with children in the home.

We also had great coverage by television media, fueled by National Go RVing Day and our Media Summit, as well as two live segments on Fox and Friends that were seen by over 1 million people, one at the kickoff to camping season and another in December.

---

***“We invite our members to take advantage of getting to know our team and resources and how we can help one another – we’re in this together for the future of the industry.”***

Go RVing Chief Marketing Officer, Karen Redfern

---

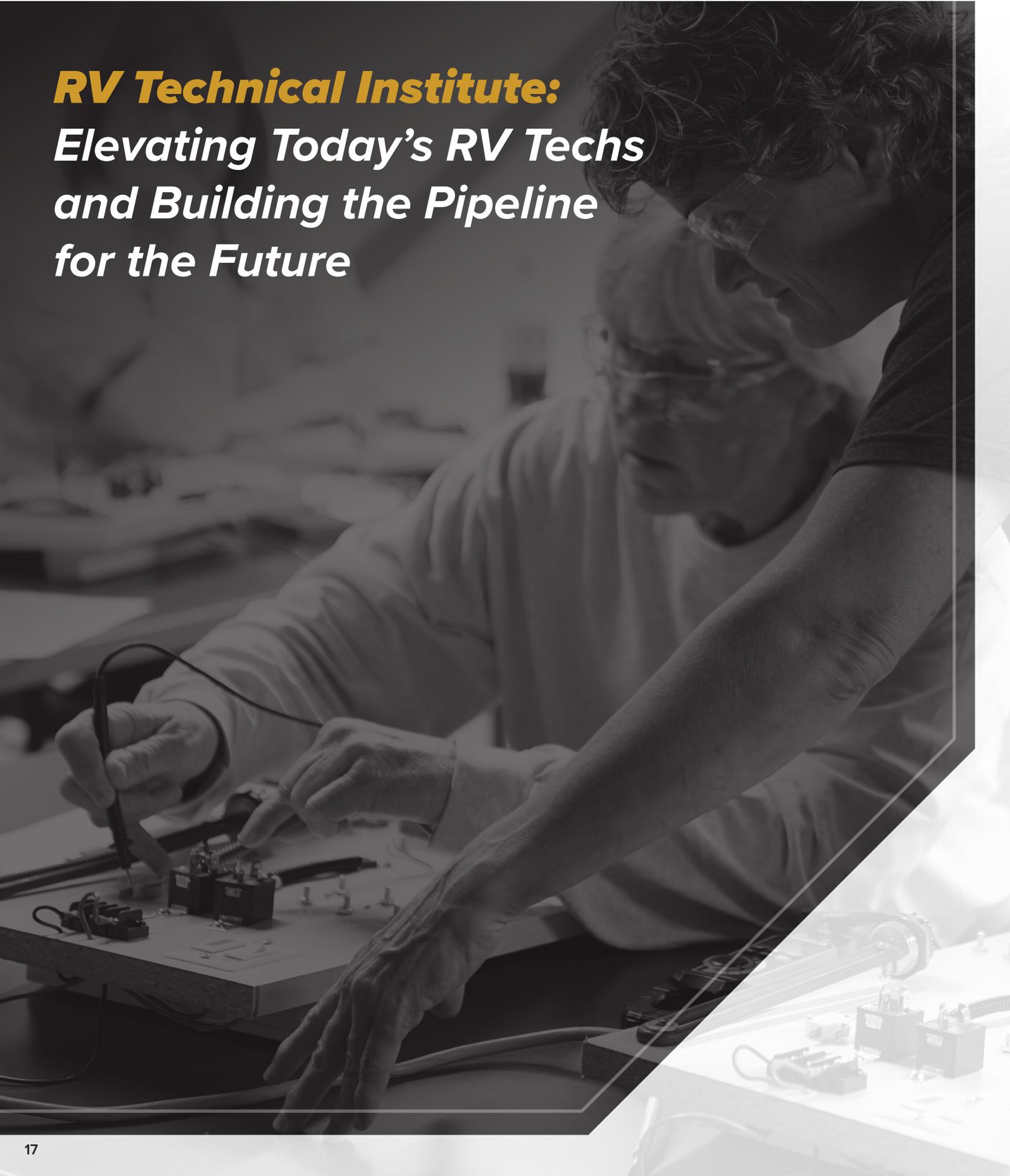
Go RVing hit the airwaves on local news stations across the country during Elkhart Open House with the message of affordability, new features, and a call to visit your local dealer. We also brought the excitement of Open House directly to Go RVing’s followers with nearly 7 hours of video featuring 47 different units streaming live on Go RVing’s social media platforms.

In 2023, our team also focused on aligning our marketing and PR campaigns more closely with the efforts of our members. Through visits with members’ marketing teams, we were able to get to know each other and the ways our efforts can continue to complement one another. We had more than two dozen fantastic meetings this first year and we’re keeping the momentum going.



COUNTRY COACH  
Inspire 330

***RV Technical Institute:  
Elevating Today's RV Techs  
and Building the Pipeline  
for the Future***



**In a word, 2023 was about the future.**

With millions of new RV buyers over the last few years and millions more planning a purchase, there's more demand and opportunity for skilled RV technicians than ever before.

In just a few short years, the RV Technical Institute's technician training program has quickly become recognized as the RV industry's gold standard. By leveraging decades of industry experience and partnering with the top RV manufacturer and supplier leaders in the field, we have developed the most up-to-date and influential RV technician training program ever built.

"The RV industry's support of the RV Technical Institute has been critical to its success and is even more critical for future success," said RV Technical Institute Executive Director Curt Hemmeler. "With more and more RVers finding the outdoors and camping for the first time, the ability to provide quality, timely service as an industry is critical to delivering an exceptional experience for RVers."

To keep RVers happy and on the road, the Institute launched a significant technician recruitment effort in 2022. By partnering with

*"The RV industry's support of the RV Technical Institute has been critical to its success and is even more critical for future success"*

RV Technical Institute Executive Director, Curt Hemmeler

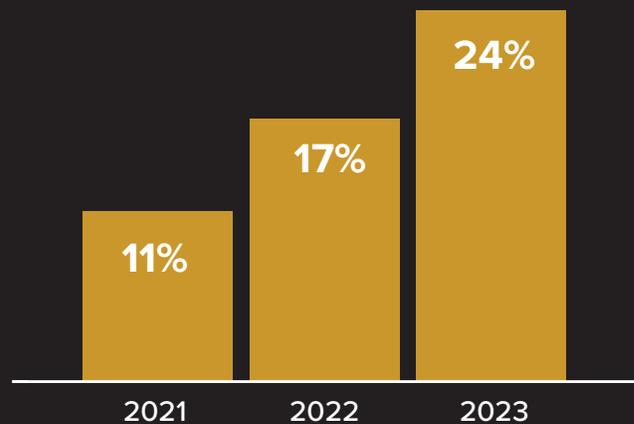
the American School Counselors Association to attend events across the country, the team can educate high school counselors about the RV industry and the current demand for technicians. In 2023, these efforts continued while also beginning to implement the training program at high schools in three states—Texas, Indiana, and Pennsylvania. RV Technical Institute staff trained teachers to become certified RV technician instructors, which allows those teachers to train their own students. As a result, interested high school students are now able to graduate as a certified Level 1 RV technician.





“In 2023, we really emphasized advertising and marketing efforts to attract career changers and job seekers to the RV industry,” explains Hemmeler. “These efforts delivered great results with over 20 million impressions and over 10,000 leads, generating increased awareness about the RV industry, our gold standard training program, and employment opportunities that come with training. As a result, over 1,000 individuals were recruited and started taking classes to become technicians.”

A significant area of opportunity on the recruitment front is attracting more women into the RV technician field. According to a recent RV Industry Association survey of leisure travelers, women who reported owning an RV increased from 11% in 2021 to 17% in 2022 and 24% in 2023. While a significant disparity between the numbers of male and female RV service technicians exists, over 30% of people interested in taking the RVTI training courses are women.



That’s why this year the Institute assembled a recruitment campaign specifically targeting women who are interested in becoming RV techs. Beyond digital ads and content, campaign marketing efforts included a landing page that speaks directly to prospective women technicians. Additionally, after a successful pilot class in 2022, the RV Women’s Alliance and the Institute took their All-Female Technical Class nationwide in 2023. Six classes were offered across the United States, including classes in Texas, Oregon, Pennsylvania, Florida, and Indiana.

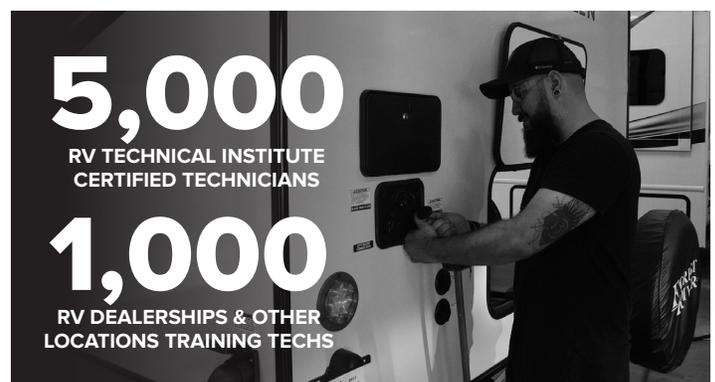
“Our multipronged approach to recruitment has been very successful, allowing the Institute to reach people from outside the RV industry who can be trained to fill RV technician jobs now, and people who will fill the pipeline with the RV technicians of the future,” continued Hemmeler.

For those technicians who are already in the industry seeking continuing education, the Institute launched the highly anticipated Level 3 training in 2023. Partnering with industry suppliers, Level 3 training in Electrical, Chassis, Electronics, Appliances, and Slideouts helps current techs increase their skills and expertise on specific RV systems and components, focused on advanced diagnostics, troubleshooting, and

repair. New Level 3 classes are constantly being added to the approved training program and technicians can find them at RVTI.org.

As of today, there are already over 5,000 RV Technical Institute Certified technicians and nearly 1,000 RV dealerships and other locations training techs on the Institute’s training program.

“We wouldn’t be where we are today without the RV Industry Association, the RV Dealers Association, and Go RVing,” remarked Hemmeler. “The dedication from the entire industry to support our team’s mission means the RV Technical Institute is well-positioned to help deliver outstanding customer service and a better RVing experience for millions of RVers in the future.”



## ***Our Impact:*** ***Sustainability and Workplace Safety***

The RV industry is committed to promoting exploration, adventure, and responsible recreation, while advocating for innovation and conservation in our business practices. As an association, we encourage and promote sustainability, diversity, safety, and the many community activities of our member companies. The RV industry and our partners in the outdoor segment are working together to create accessible, inclusive, and lasting positive experiences for millions of Americans looking to enjoy the benefits of an active outdoor lifestyle.

## SUSTAINABILITY TAKES CENTER STAGE



**In further recognition of the importance of sustainability to our industry,** the RV Industry Association Board of Directors unanimously approved the creation of a Sustainability Committee. The committee serves as the convening body for sustainability experts in the RV industry to share ideas and best practices as well as an educational resource for companies looking to increase their sustainability practices.

The newly formed committee kicked off the year with “*A Conversation About Sustainability*” at the spring Leadership Conference that highlighted the journey RV companies have taken and the big and small ways to implement sustainable practices.

Throughout 2023, the new committee hosted multiple educational events to share information and resources for people and companies looking to learn more about sustainability and what kind of programs and initiatives can be implemented. The group also provided a deep dive into how to effectively market sustainability efforts while avoiding the perception of “green washing.”

The group will once again take center stage at the 2024 Leadership Conference with a presentation on “*Starting Your Sustainability Journey—A Roadmap.*”

## WORKPLACE SAFETY, AN INDUSTRY PRIORITY



While workplace safety and the wellbeing of the RV industry workforce has always been a priority for the RV industry, in 2023 the Workplace Safety Taskforce convened to renew our efforts to share best practices and insights to help all companies improve. The group of workplace safety professionals from companies across the industry met monthly to discuss the biggest pain points, strategies, and solutions to mitigate issues and improve overall safety.

In November, the group hosted a half-day seminar that included presentations from companies setting the bar on workplace safety, speakers with keen insights on why workplace safety is important, and a panel focused on specific actions companies can take to improve workplace safety for your teams. Feedback on the seminar was overwhelmingly positive and plans are already in motion to host two more workplace safety seminars in 2024.



# Membership Benefits

Membership in the RV Industry Association provides companies with access to research, resources, and reports unavailable anywhere else. But even more importantly, membership means having the expertise of a talented group of standards, government affairs, research, and marketing professionals who serve as an extension of member company’s own staff.

## THERE ARE THREE MAIN PILLARS THAT MAKE UP THE ASSOCIATION



The core programs of the Association consisting of self-regulation and industry standards, government relations, and market data and research.



Our consumer-facing advertising arm charged with attracting new consumers to RVing and conducting consumer research.



Our educational arm charged with the training, certification, and recruitment of RV technicians.



### UNITE AS A SINGLE VOICE

The RV Industry Association is the voice for the industry at the federal and state level, advocating on a wide range of issues to create a favorable business environment, protect against onerous legislation and regulations, and make it easier for consumers to buy, drive, and own an RV. Our state and federal government affairs teams work with officials across the country. We forge strong alliances with industry partners across the outdoor industry to amplify our voices and present a united message to lawmakers.



### STAY INFORMED WITH MARKET DATA AND TRENDS

The RV Industry Association is the leader in driving new research into industry trends and consumer behaviors which allow members to tailor your products to the demands of the market. We drive research on future consumer markets and provide shipment data tracking and trends that allow you and your manufacturing partners to produce RVs, parts, internal systems, and accessories to meet your business demands. RV Industry Association members have access to this research and data to assist in making informed, data-driven business decisions in an evolving RV market.



### MAKE CONNECTIONS TO DRIVE BUSINESS

The RV Industry Association connects you with and gives you visibility among the manufacturers who produce 98% of North America’s RVs. There are nearly thirty RV Industry Association committees made up of industry volunteers who, together with the Board of Directors, set the strategic direction of the Association. In addition, the RV Industry Association provides members with several virtual and in-person events and trainings every year. Participation in Association committees, events, and advocacy provide opportunities to contribute to the advancement of the RV industry, learn the latest on issues impacting RV businesses, showcase innovative products, forge new relationships, and provide actionable insights to grow your business.



**INFLUENCE THE STANDARDS THAT DEFINE THE INDUSTRY**

The Standards team maintains and contributes to the creation of over 500 safety-related industry standards regulating traditional and park model RVs. Our inspectors travel across the country to all member facilities for unannounced inspections every 6-8 weeks to audit the manufacturer’s compliance with the industry’s universally adopted standards, including NFPA 1192 standards, ANSI standards, and others. The inspectors also educate manufacturers on certain existing, future, and updated regulations that affect that the RV industry to ensure that members have the most up-to-date information. The Association regularly hosts technical training webinars, seminars, and events; works with the National Highway Traffic Safety Administration (NHTSA) and provides opportunities for members to interact and receive updated information from the administration; and publishes a standards handbook every three years with compliance information.



**PROMOTE AND GROW THE INDUSTRY**

In 1994, a forward-thinking group of RV industry thought leaders conceived the idea of creating an all-industry marketing campaign that united the three branches of the industry (RV manufacturers, dealers, and campgrounds) necessary for a positive consumer experience. Today, in addition to our highly impactful public relations efforts that drive a cohesive and positive industry message across the media landscape, the Go RVing program introduces millions of Americans to the freedom of RV travel, building a desire and passion of the adventures that await. The award-winning Go RVing program continues to be a marketing and consumer awareness thought leader, focusing recent efforts on recruiting, diversifying, and retaining RVers through a broad media mix and partnerships that target high value audiences primed to be your future customer. In addition to its consumer-focused marketing efforts, Go RVing provides manufacturers, dealers, campground operators, state associations, show promoters, and their agencies with access to sales leads, an image and video library, industry best practices, consumer research, and other marketing tools.



**RECRUIT AND TRAIN RV TECHNICIANS**

In June 2018, the RV Industry Association launched a comprehensive strategic plan with a multi-million-dollar investment, creating the RV Technical Institute, to solve the RV industry’s shortage of trained technicians and to implement metrics to track the RV customer experience. The 501(c)3 non-profit organization provides the gold-standard of training for RV maintenance and repair, working directly with manufacturers, suppliers, and leading RV experts to deliver the only RV technician training program built by the industry. As of today, there are over 5,000 RV Technical Institute Certified technicians and nearly 1,000 RV dealerships and other locations training techs on the Institute’s curriculum.

**REPORTS AVAILABLE TO MEMBERS INCLUDE:**



Go RVing RV Owner Demographic Profile



Monthly RV and Park Model RV Shipment Reports



Monthly RV Seals Sales Reports



RVs Move America Economic Impact Study



Quarterly Travel Intentions Survey



RV Aftermarket Parts & Accessories Study



New RV Buyers Study



Survey of Lenders’ Experiences



RV Technician Market Assessment Survey



Annual RV Market Industry Profile



Campground Industry Market Analysis



Annual Report for RV Industry Association



Quarterly RoadSigns RV Shipment Forecasts



Path to Purchase Customer Journey Map



Vacation Cost Comparison Study

# Thank You Members

- 27North, Inc.
- 413 Cabins, LLC dba Stone Canyon
- 643 Enterprise LLC dba Great Lakes Tiny Homes
- ABC Marketing, Inc.
- Acorn Vans
- Acuva Technologies Inc.
- Axiom LLC
- ADCO Products by Covercraft LLC.
- ADF Sprinters
- Advanced RV, LLC
- Adventurer Manufacturing Inc.
- AIM Wholesale
- AIMS Power
- AirSkirts LLC
- Airxcel, Inc.
- Aliner
- Alliance RV
- Alliant Credit Union
- Alpine Vans LLC
- Aluminum Trailer Company
- American Guardian Warranty Services, Inc.
- American Surplus & Manufacturing Ice Castle Fish Houses
- American Technology Components, Inc.
- Amerimax Building Products - HQ
- Anderson Brass Company
- Antero Adventure Motors
- AP Products
- APX Graphics
- API, Inc.
- ARCO
- Aries Engineering, Inc. dba Gold Heat
- Arrow Distributing, Inc.
- Arterra Distribution
- ASA Electronics, LLC
- Atlas Trailer Coach Products Ltd
- Awnings By Zip Dee, Inc.
- Axalta Coating Systems
- B&B Micro Manufacturing Inc.
- B&B Micro Manufacturing Inc.
- B&W Custom Trailer Hitches
- Backyard Structures
- Ballast Holdings, Inc. dba TOURIG
- Balmar
- Bank of America
- Bank OZK
- Barker Manufacturing Co.
- Barnes & Thornburg LLP
- Bauer Energy Solutions LLC
- Bennett Truck Transport, LLC
- Bespoke Coach dba Bespoke Camper Van
- Bio-Kleen Products, Inc.
- Blackseries Campers, Inc.
- Blue Ox
- BMO
- BMO Capital Markets
- BMPRO
- Bolt Custom Coaches
- Bontrager Outdoors dba Skinny Guy Campers
- Boxabl
- Braxton Creek RV, LLC
- Brinkley RV, LLC
- Briter Products, Inc.
- Brown & Brown of Kentucky
- BRS Offroad North America
- Buena Vista MHP LLC
- Cabins Plus
- Cabot Coach Builders
- Caframo Limited
- Camco Manufacturing, LLC
- Campfire Homes, LLC
- Campground Consulting Group LLC
- Camping World Inc.
- CampPad LLC
- Canadian Power Conversion, Inc.
- Canadian Recreational Vehicle Association
- Carefree of Colorado
- Cavagna North America, Inc.
- Cavalier Homes, Inc.
- Cavco Park Models & Cabin RV's
- Cavco Park Models & Cabin RV's
- Ceder Creek Builder LLC
- Century Chemical Corporation
- Champion Park Models & Cabins
- Charlotte Pipe and Foundry Company
- Chinook Motor Coach Corp.
- City Bonfires
- Clarios
- Classic Accessories, Inc.
- Clean Seal, Inc.
- Coach Glass
- Coach House
- Coach-Net RV Motorclub, Inc.
- Cody Talbert Distribution
- Cofair Products
- Convergence Technologies, Ltd.
- Copperfit
- Core Support Consulting
- Cornerstone Design Build, Inc.dba Cornerstone Tiny Homes
- Crane Composites, Inc.
- Creative Modular Cabins LLC dba Real Living Cabins
- Creative Products Group
- Crowe LLP
- Cruise America, Inc.
- CUB Elecparts Inc
- Cummins, Inc.
- Dave & Matt Vans
- Dave Carter & Associates Corporate Office
- DB Research
- DB Technologies, Inc
- DDR Company, LLC
- Dealer Resources Group
- Dec-O-Art Inc.
- Demco
- Derema Group
- Dexter Axle Company
- Diamond Shield
- Discover Energy Systems
- Diversified Power Solutions, LLC
- DLL Financial Services, Inc.
- DNA Enterprises Inc. dba Canterbury
- Dometic Corporation
- Dougherty RV Consulting LLC
- Dragonfly Energy
- DRN Media Inc. dba RV News Magazine
- Duo Form Plastics
- Dura Faucet
- EasyCare RV
- Eberspaecher Climate Control Systems Canada Inc.
- ECL Fuel Systems
- Eclipse Recreational Vehicles, Inc.
- Eco-Sources USA, Inc.
- Economic Technologies Inc.
- Elevation Park Model Company
- Elkhart Supply Corporation
- Elwell Corporation
- Embassy Specialty Vehicles LLC
- Ember Recreational Vehicles, Inc.
- Empire Faucets
- Encore RV
- Equity Lifestyle Properties
- Escape RV
- Escape RV
- Escapees RV Club
- Expion360 Inc.
- Exponent
- EZ RV Solutions
- Fabric Services
- Faegre Drinker Biddle & Reath LLP
- Fairview USA Inc.
- Family Motor Coach Association
- Farmhouse Investments LLC dba
- Perch & Nest
- Fasnapp Corporation
- Featherlite, LLC
- Fiamma Inc.
- Fiberr USA, LLC
- Field Van
- Firefly Integrations
- Fiat World Global Solutions
- FLATS OVER Safety Band
- Flex-Tech
- Flojet - Xylem, Inc.
- Foland Sales, Inc
- Foremost Insurance Co.
- Forest River Inc.
- Forest River, Inc., Park Model Division
- Foretravel Motorcoach
- Forsberg & Umlauf, PS
- Foster & Associates
- Fotile America
- Freightliner Custom Chassis Corporation
- Copperfit
- Fribley Technical Services, Inc.
- Future Sales
- G & G Media Group LLC dba RV Business
- Garmin International, Inc.
- Garnet Instruments Ltd
- GE Appliances, a Haier Company
- GEICO
- General Coach a Division of Citair, Inc
- Genesis Products Inc.
- Genesis Supreme RV, Inc.
- George P. Johnson Company
- Glacier Ice House
- Glennwood Tiny Homes, LLC
- Global Composites, Inc.
- Go Power!
- Goodwater Tiny Homes, LLC
- Goshen Chamber of Commerce
- Great Outdoor Cottages, LLC
- Grech RV
- Grit Overland
- Gulf Stream Coach, Inc.
- GWN Marketing Inc.
- Hanwha Azdel, Inc.
- Happier Camper, Inc.
- Harris Battery Company
- Harvest Hosts
- Hatchlift Products, LLC
- Hearst Business Media
- Heirloom, Inc. dba Tiny Heirloom
- Heirloom, Inc. dba Tiny Heirloom
- HELLA Automotive Sales, Inc.
- Hendrickson Truck Commercial Vehicle Systems
- Heng's Industries USA LLC
- Henkel Corp.
- Hilltop Structures
- HL Enterprise, Inc.
- Homesstead Structures, LLC
- Hopkins Manufacturing Corporation
- Horizon Global
- Huebner Marketing
- Hughes Autoformers
- Huntington Bank
- HWH Corporation
- IAMPO
- Icon Technologies Ltd.
- Indigo River Tiny Homes LLC
- Industrial Finishes & Systems
- Innovative Emergency Management
- Inspire Communities
- InTech RV
- Integrated Dealer Systems
- Intellitc Products, L.L.C.
- International Code Council - Evaluation Seives
- International Housing Concepts, Inc
- International Housing Concepts, Inc
- International RV Manufacturing LLC
- International Thermal Research Ltd., ITR
- Interstate Batteries
- Intertek Testing Services NA Ltd.
- ITC Inc.
- Jaeger-Unitek Sealing Solutions, Inc.
- JD Power
- Jefferies LLC
- Johnston Contracting Services
- JR Products
- Kaddy Cruiser RV
- Kaiser Tiny Homes
- Kampgrounds of America
- Kelcom Inc.
- Keller Marine & RV
- Kenda Americana Tire and Wheel
- Kenyon International, Inc.
- KeyBanc Capital Markets
- Foster & Associates
- Keystone Automotive Operations, Inc.
- KJE Tiny Homes
- Kropf Manufacturing Co., Inc.
- L&W Engineering, Inc.
- Lancaster Log Cabins
- Land Ark RV LLC
- Land N Sea Distributing
- Laurelhurst Distributors
- LaVanture Products Company, Inc.
- Leisure Travel Vans/Triple E RV
- Liberty Cabins
- Light Vision Corporation
- Lightspeed
- Lindsey Research Services
- Linkswell Inc.
- Lion Energy
- Lippert
- Liquid Spring LLC
- Lite Industries Inc, dba Overland Explorer
- Lithium Pros
- Long and Tullier, Inc.
- Lordco Auto Parts
- LTI Flexible Products dba Boyd Corporation
- LuxVan LLC
- M&T Bank
- Maddin Hauser
- Magma Products
- Magnadyne Corporation
- Marshall Excelsior
- Master Distributor Corp. ROC Plumbing
- Matt's RV Products LLC dba Liquefied RV Toilet Treatment
- MBA Insurance, Inc.
- McClarin Composites
- McGriff Insurance Services
- McKinsey & Company
- MDC Campers and Caravans Inc.
- Medallion Bank
- Melius Corporation dba Space Craft Mfg., Inc.
- Mercantile Financial Group
- Mercedes-Benz USA
- Merrick Bank Recreation Lending
- MetalX, LLC
- Meyer Distributing
- MIG Marine Corporation dba Cortes Campers
- Millers Cabins and Decks
- Minimaliste Inc.
- Minimaliste Inc.
- Mission Overland Trailer Corporation
- Modern Buggy RV
- Modern Tiny Living, LLC
- MORyde International, Inc.
- Motility Software Solutions
- Mountain Barn Builders LLC dba Petit Cottages
- MTI Industries, Inc.
- My Financing USA
- Myers Industries
- N.P.S Company, LLC
- Nashua Builders
- National Quality Products LLC
- NAVICO Group
- NB4 Brand LLC, dba The Kingstar Company
- Nelson Industries, Inc.
- Nexus RVs, LLC
- Nomad RVs
- Noovo
- Norco Industries, Inc.
- North Star Logistics, LLC dba Team Lodge
- Northern Lite MFG Ltd
- Northern Tool + Equipment
- Northern Wholesale Supply, Inc.
- Northpoint Commercial Finance
- NSA RV Products Inc.
- Odyssey Battery
- Oetiker, Inc.
- Off Grid Trailers Limited Partnership
- Off Highway Van
- Old Orchard Wholesale
- Oliver Travel Trailers, Inc
- Omniasweden
- OMNOVA Solutions
- Ostitech Communications, Inc.
- Out & Upfitters LLC
- Outdoorsy
- Outlaw Conversions
- Outside Van
- Ovat Solutions
- Own The Open Road
- OzX Corp PTY
- Pace International
- Panoramic RV
- Patrick Industries, Inc.
- Pentair
- Phoenix Park Homes
- Phoenix USA RV
- Lithium Pros
- Pine Lake RV Resort
- Pinnacle Appliances
- Platinum Cottages, LLC
- Pleasant Valley Homes, Inc. dba Fork Creek
- Pleasant Valley Teardrop Trailers
- Pleasure-Way Industries Ltd.
- Pollak
- Pop Sells, LLC
- PowerMax Converters
- PPG Commercial Coatings
- Precision Circuits Inc.
- Premier Construction & Remodeling LLC
- Premier Products Inc.
- Pressure Systems International
- Prest-O-Fit, Inc.
- Prevost Car (US)
- Prime Source Wholesale Distributors, LLC
- Prime Time Specialty Vehicles Inc.
- Progress Mfg. Inc.
- Progressive Dynamics, Inc.
- Progressive Insurance Company
- ProPack Packaging, Inc.
- PULLRITE Towing Systems/ Pulliam Enterprises, Inc.
- QAI Laboratories Ltd
- RAMCO Engineering, Inc.
- Ranger Distribution Company
- Recreation By Design, LLC
- REDARC Electronics
- Remote Vans LLC
- Renogy
- Repco of Central Florida Inc
- REV Group, Inc.
- Richloom Fabrics Group
- RiverPark, Inc.
- Riverside RV, Inc.
- Roadpass Digital
- Roadtrek, Inc.
- Robert W. Baird & Co., Inc.
- Rocky Mountain Structures LLC
- Rogue Van Company
- Rollick Inc.
- Rossmoester Vans LLC
- RoyPow Technology Co., Ltd
- RSM US LLP
- Rugged Marketing and Distribution, LLC
- Rustic Mountain Holdings LLC dba Rustic Mountain Overland
- Rustic Trail RV
- RV Designer
- RV LIFE
- RV Mobile Power, LLC
- RV Partfinder
- RV Pro Magazine
- RV Safe
- RV Safety & Education Foundation
- RV Trader
- RV/MH Hall of Fame
- RVezy
- RVIBrake
- RVLI
- RVShare
- RV.com Classifieds
- RVUniverse
- RVUSA.Com
- S.M. Osgood Company
- S&P Global
- Salem Distributors
- Samlex America
- Sanz Kenway
- Schattdecor Inc.
- Seafo Marine and RV North America LLC
- Sequoia and Salt LLC
- SG Echo LLC
- Shamrock Tiny Homes
- Shaw Industries Group, Inc.
- Shepherd Sales
- ShowHauler Trucks
- ShowSpan, Inc.
- Skyhawk Corporation
- SmartPlug Systems LLC
- Solscient Energy LLC
- Southwire Company, LLC
- Specialty Recreation, Inc.
- Spettmann USA
- Sportsmobile North, Inc.
- Spradling International
- Spyder Controls Corp
- Stabilit America, Inc.
- Star Brite, Inc.
- State Farm Mutual Auto Insurance
- Statistical Surveys, Inc.
- Stantonrock Simply Living Ltd.
- Stealth Enterprises, LLC, dba Stealth Trailer
- Stellantis
- Storyteller Overland, LLC
- Stream It, Inc
- Stromberg Carlson Products, Inc.
- Structure Sales LLC
- Sun Communities, Inc.
- SuperSprings International
- Swagman
- Sweet-Haus, LLC
- SylvanSport
- Syntec Industries, Inc.
- T.R. Arnold & Associates, Inc.
- Taft Stettinius & Hollister LLP
- Taskmaster Components
- TAXA, Inc.
- Tea Cup Tiny Homes, Ltd.
- TECNOFORM USA, Inc.
- Teknor Apex Company
- Tenant Property Protection dba RV Park 'n' Protect
- Terran Industries dba Terran Axle
- Testing Engineers International, Inc.
- The Shyft Group, Inc.
- Theftford Corporation
- Thibert Inc.

- |                                   |                                    |                                     |                                  |                               |
|-----------------------------------|------------------------------------|-------------------------------------|----------------------------------|-------------------------------|
| THOR Industries, Inc.             | Tredit Tire & Wheel Co.            | US Bank Recreation Finance          | Vitrifrigo America LLC           | Winegard Company              |
| Thum Insurance Agency, LLC        | Trim-Lok, Inc.                     | Utility Supply Group                | Volta Power Systems              | Winnebago Industries, Inc.    |
| TimberHut Cabin Company           | TriMark Corporation                | Utopian Villas                      | Vomela Specialty Company         | Winston Housing Group LLC dba |
| Tiny Idahomes LLC dba Rugged      | Trinseo                            | Valterra Products, LLC              | Waldoch Crafts, Inc.             | Winston Home Builders         |
| Mountain Custom RV                | Tru Form LLC                       | Van Mart, Inc. dba Vanspeed         | Walex Products Company, Inc.     | Wiper Technologies            |
| Tiny Living Limited dba Mint Tiny | Tru Form LLC                       | VanCraft, LLC                       | WD 40 Company                    | Woodland Park, Inc.           |
| House Company                     | Truist                             | VanDOit                             | Webasto Thermo and Comfort North | Xantrex LLC                   |
| Tiny Living Limited dba Mint Tiny | Truma Corporation                  | VanDyke Enterprises                 | America                          | Xmark                         |
| House Company                     | Tumbleweed Tiny House Company      | Vanworks, Inc.                      | Weigh Safe, LLC                  | Xtreme Outdoors LLC           |
| TM Industries, LLC dba TrailManor | Tumbleweed Tiny House Company      | VAS Vehicle Administrative Services | Wells Fargo CDF                  | Yamaha Motor Corporation      |
| Tom Manning & Associates          | Tuson RV Brakes, LLC               | Velvac Inc.                         | Wellspring Components            | Yeti Fish Houses              |
| Tourism Holdings Ltd              | UkanCamp, LLC                      | VIAIR Corporation                   | Wesco Distribution, Inc.         | Zion's Tiny Homes             |
| Toy Storage Nation                | Ultra-Fab Products, Inc.           | Victron Energy BV.                  | West Fraser                      |                               |
| Toyota Motor North America (VMEI) | Ultrafabrics, Inc.                 | Vintage Cottages, LLC & Daystar     | Westland Sales - WLN Inc         |                               |
| Trail Boss Conversions, Inc.      | Unified RV                         | Builders, LLC                       | Wholesale Warranties             |                               |
| Trailer Valet                     | United States Warranty Corporation | Virtue Built, LLC                   | Wilkin Homes                     |                               |
| Travel Lite, Inc.                 |                                    |                                     |                                  |                               |



