



GO RVING

2022 ANNUAL REPORT



THE ROAD AHEAD

Throughout 2022, Go RVing continued to focus on our two primary objectives - to recruit and retain RV buyers.

How did we do this? By continuing to be a marketing and consumer awareness thought-leader, introducing millions of Americans to the freedom of RV travel and building a desire and passion of the adventures that await.

More specifically, we meet prospective new consumers in the places where they most often turn for ideas, inspiration, education, and recommendations from friends and those they trust. In today's world, this is most often digitally. In this environment, we can connect and get to know consumers through the data we collect, and provide them with content that will inspire their RV journey. For the past three years, a cornerstone of Go RVing has been to actively build a repository of data about current owners, new owners, prospective owners, and emerging segments of the population who might become RVers in the future. A combination of data we've collected together with amazing insights we've gathered through several of our own proprietary studies, we know so much more about our those who are more likely to become RV buyers is we can give them an inspirational or educated nudge in the right direction.

Aside from the hundreds of how-to videos we produced for the record numbers of first-time buyers entering the marketplace over the past several years, we just released a crucial new resource for the industry - the Path to Purchase study. Conducted in July 2021 until February of 2022 by Go RVing through IPSOS, the research followed two sets of consumers. One – first time buyers, and two – returning customers.

The study was conducted to understand and illustrate the path consumers take in their quest to purchase. The results of this research will help determine the impactful moments that matter most and the pain points and moments of delight encountered throughout the purchase journey. Ultimately, the results offer recommendations of focus and improvements for the entire RV industry.

The research identified 5 stages of the consumer journey to RV ownership: Spark, Research, Consider, Dealer, Buy. This data is now available in-depth for our members, so the findings can be applied to how your brand connects with prospective buyers.

And how does all this data affect what we do? We learned that participants who have positive and fond memories from their outdoor experiences in childhood are more inclined to have a strong consideration to buy an RV as an adult. For the Go RVing team, we understand the importance of those early touchpoints of positive time spent in the outdoors. It's why our high-value, targeted marketing audiences focus on families with children in the home. You'll see kids in our ads, our social posts and as part of our custom programs with trusted advertising partners.

This time outdoors and camping at an early age isn't just great for RV sales, it's an investment in our future. Many researchers agree that kids who play outside are happier, better at paying attention and less anxious than kids who spend more time indoors.

This doesn't, however, ring true for minority audiences. African American and Hispanic audiences lack the nostalgic emotional connection – as they often didn't experience camping trips or greater exposure to outdoor lifestyle activities.



We all know the faces of America are much more colorful than in any time in our history. More consumers identify with a variety of ethnicities and cultures and we as marketers and as an industry that relies on those very consumers for our success, we all must understand what the most important message points for each of these groups of consumers who will be our key to future growth and success.

Having data is great – but knowing how to interpret and harness it is the key to success. All the data Go RVing gathers is yours for the taking – we publish a monthly Marketing Minute newsletter to share the latest trends and our latest projects, we regularly publish stories through RV Industry Association’s News & Insights, we work with the industry trades to share out new stories and information, we hold in-person panels and seminars to educate you and your teams, we have an industry only portal on GoRVing.com you can access at anytime – and you can always call on us.



Karen A. Redfern
CMO/Senior Vice President, Go RVing



MISSION STATEMENT

Grow and Expand the RV Market by Attracting New Customers to RVing



Increase customer awareness of how RVs can enhance an active outdoor lifestyle



Drive customers to RV dealerships



Be the industry leader in market data and customer insights



Increase traffic to Go RVing's customer platforms



Building Go RVing into a strong complementary brand marketing partner



Responsibly and ethically manage and oversee all Go RVing assets

Special Thanks to our 2022 Go RVing Board Members

Craig Kirby

President & CEO
The RV Industry Association (RVIA)

Phil Ingrassia

President
Recreation Vehicle Dealers Association (RVDA)

Jeff Rutherford

President and CEO
Airxcel

Mike Pearo

CFO
Hilltop Camper and RV

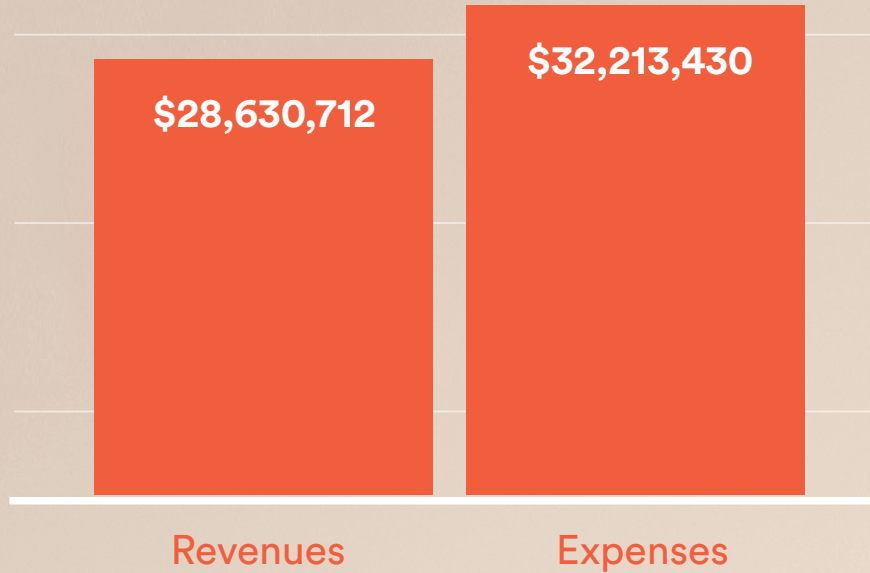
Dan Pearson

President & CEO
Pleasureland RV

Bob Wheeler

President
Airstream

FINANCIALS





GO RVING

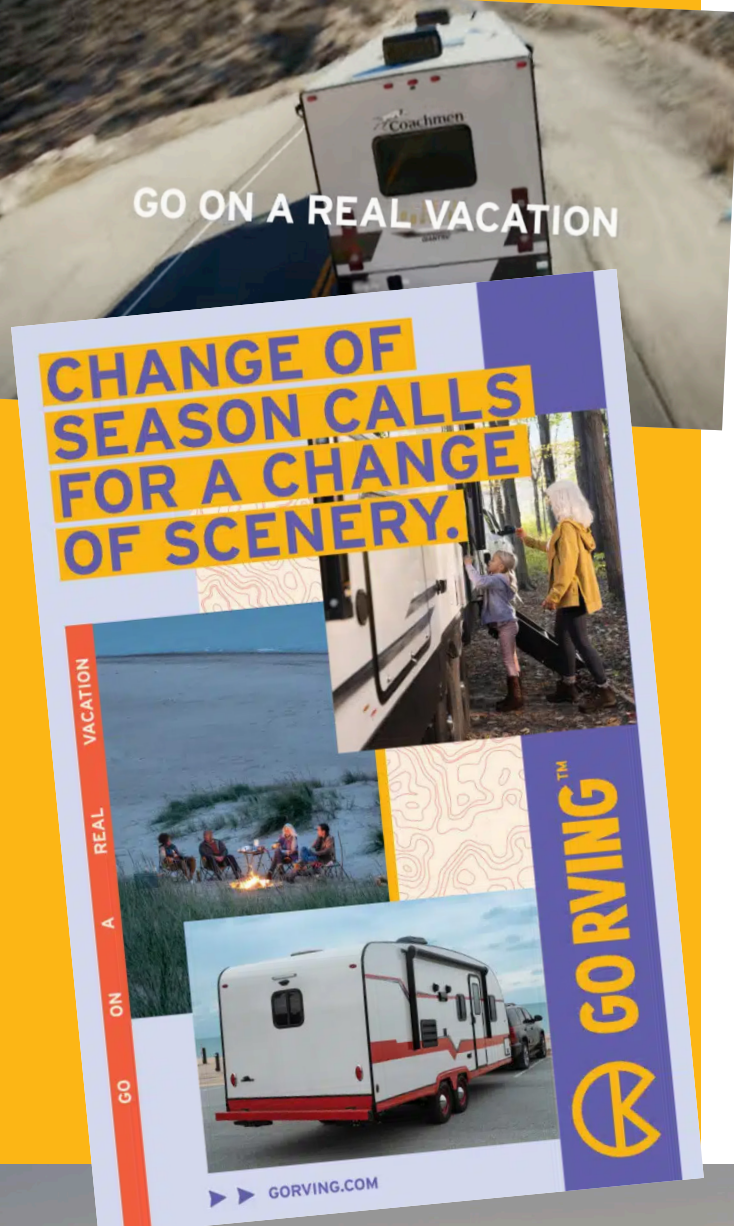
NEW YEAR. NEW LOOK.

More than 25 years ago, the first Go RVing ads started appearing in print and on billboards, introducing consumers to the concept of a lifestyle. It was a unifier of messaging from our industry and more importantly, a call to action for consumers and prospective buyers.

The Go RVing name was and still is our mission. Our target market has changed over the years, so in 2022 we redefined Go RVing's visual branding to create a timeless relevancy while embracing the energy and vibrancy that Go RVing represents. By creating an identity that can stand among other iconic, culturally desirable outdoor giants, RVing becomes associated with lifestyle brands that consumers want to identify with and be connected to – yet, emphasizing that the RV adventure is unique for each person.

In strategically developing the rebrand, we asked ourselves, what is the one lifestyle element every RV trip has in common? The open road. The logo embraces the open road and connects it to our name and mission. The icon represents heading toward the horizon and adventure. The logo is clean, sleek, and modern.

The rebrand decked out all new deliverables for Go RVing's 2022 campaigns and moving forward, appears on the website, all social channels, and anywhere else Go RVing is present.



GO RVING™

REAL VACATION STATS

The Go on a Real Vacation consumer marketing campaign, which was started a few years ago, continues to prove successful as it drives results and brings more exposure to RVing for millions of consumers.

ADS HAVE CONTINUED TO REACH CONSUMERS ACROSS ALL MEDIUMS:



BROADCAST



CABLE AND STREAMING TV



ONLINE VIDEO



STREAMING AUDIO



NETWORK AUDIO



DIGITAL DISPLAY ADS



PAID SOCIAL MEDIA



WITH OVER 1.9 BILLION TOTAL IMPRESSIONS BY YEAR'S END

5.8 MIL
TOTAL LINK
CLICKS

17K
LEADS
GENERATED
BY SOCIAL

~7K
QR CODE SESSIONS
GENERATED FROM
PRINT ADS

CAMPAIGN INSIGHTS:



DEALER SEARCHES
96K



RENTAL SEARCHES
95K



CAMPGROUND
SEARCHES
100K



UNIQUE USERS
4.1M



WEBSITE SESSIONS
5M



PAGEVIEWS
7.3M

MUSIC TO OUR EARS

Go RVing won big at the National Radio Mercury Awards on June 9, 2022 bringing home the top prize in two categories as well as the event's highest honor, Best in Show. The top prize for a radio campaign went to the Go RVing for the "Don't Let your Vacation Ruin Your Vacation" campaign. Top prize for sound design was awarded to Go RVing for the unique spot created in conjunction with The Addams Family 2 film. The Mercury Awards' top honor of the night for Best in Show recognized Go RVing's "Air Travel" spot which beat out top tier competitors including McDonalds, Hulu, Geico, Ad Council, Progressive Insurance, and Heinz.



"These wins are only possible with a team stacked with passionate, creatively-driven, 'yes we can' kind of team members," said Go RVing CMO Karen Redfern. "We are exceptionally lucky to have creative partners, FCB Chicago, who work seamlessly with our in-house team and support great ideas from start to finish."

Winners at the 2022 Radio Mercury Awards were announced at the 31st annual awards presentation held virtually and in-person at Sony Hall in New York. The Radio Mercury Awards recognizes and awards radio commercials and campaigns that successfully harness the creative tools of radio and audio to tell a story. The annual competition draws entries from advertising agencies, radio stations, production houses, and educational institutions across the country.

"It's been an honor to be at this year's Radio Mercury Awards and to award the incredible lineup of winners," said Campbell Ewald Executive Creative Director Ale Ortiz and Radio Mercury Awards chief judge. "The final round jury and I were very impressed by the winners' ability to not only entertain listeners but tell stories through radio and audio."



Check out the winning spots titles below:



BEST IN SHOW

Category: Creative Radio Commercial by an Agency, Production Company or Advertiser
Spot Title: Air Travel



WINNER

Category: Creative Radio Campaign by an Agency, Production Company or Advertiser
Spot Title: Don't Let Your Vacation Ruin Your Vacation



WINNER

Category: Creative Use of Sound Design by an Agency, Production Company, Advertiser, Radio Station or Group
Spot Title: The Addams Family Goes RVing

NATIONAL GO RVING DAY



Go RVing promoted the premiere of National Go RVing Day, celebrated the second Saturday of June. National Go RVing Day calls on the RV industry and consumers alike to celebrate the joys of RVing by heading out to their favorite outdoor destination for a weekend of RVing. Taking place during National Camping Month and Great Outdoors Month, National Go RVing Day is an opportunity for the RV industry to share the many benefits of RVing and living an active outdoor lifestyle.

In preparation for the first-ever National Go RVing Day, Go RVing provided a toolkit for industry partners to use to promote to their audiences and consumers. This toolkit included social media graphics, sample social media copy, sample newsletter article copy, a press release template, and a short video. Everything in the toolkit was designed to be used as is or customized for specific audiences.

The toolkit provided content that was used both on National Go RVing Day and in preparation for the event, with graphics containing countdowns and frames to show excitement in the lead up and encouraged consumers to get prepared for National Go RVing Day by heading to their local dealer, making a reservation at a campground, or purchasing some aftermarket upgrades.

After a successful campaign and celebration of this annual day of travel, Go RVing will continue to build out the program each year.



EXPERIENTIAL EVENTS

Experiential events are a core part of Go RVing's strategy to expose diverse audiences to RVing and an active outdoor lifestyle in an unexpected setting. The exhibits occur at music and food festivals, outdoor competitions, state fairs, and sporting events and provide consumers with real-world opportunities to directly engage with RVs, leading them to share their experiences and becoming more likely to make a purchase themselves. A large number of the attendees at these events are exploring an RV for the first time, learning about the diversity in model types and discovering that the accessibility of RV travel is a lot more affordable than they imagined.

In 2022, Go RVing hosted 17 experiential events and gave a total of 126,817 RV tours to curious consumers! Additionally, 6,130 leads were collected at these events for dealers.

We have 12 experiential events currently scheduled for 2023 and are looking forward to connecting with consumers across the country!

Dux Unlimited | TX • 4/8-4/10

Beale Street Music Festival
TN • 4/29-5/1

Cinco De Mayo Omaha | NE • 5/6-5/8

Hangout Music Festival AEG
AL • 5/20-5/22

Taste of Cincinnati | OH • 5/27-5/29

Go Pro Games | CO • 6/9-6/12

San Diego County Fair | CA • 6/16-6/19

Country Fest | WI • 6/22-6/25

American Century Championship
NV • 7/8-7/10

Cheyenne Frontier Days | WY • 7/23-7/26

CO Dragon Boat Festival | CO • 7/23-7/24

Festival of Sail | MN • 8/4-8/28

Mexican Fiesta | WI • 8/26-8/28

African Festival of the Arts | IL • 9/2-9/5

Bourbon and Beyond | KY • 9/15-9/18

Neptune Festival | VA • 9/30-10/2

Wings Over Houston Air Show
TX • 10/29-10/30

SXSW

On March 14-20, 2022, Outdoorsy and Go RVing, presented their session "Why Revenge Travel Is Here To Slay" at the South by Southwest event in Austin, Texas.

The session reflected on how the stay-at-home orders issued in 2020 put travel plans on hold indefinitely. These canceled plans planted seeds of pent-up demand that became known as "revenge travel" as the world reopened in 2021. With a year of "revenge travel" in our rearview, the travel industry is thriving like never before — and nowhere has the wave of wanderlust been more felt than in the RV rental space.

In their presentation, Outdoorsy's CEO's Jeff Cavins and Go RVing's VP of Brand Marketing Karen Redfern, laid everything on the table: the challenges the outdoor travel sector is up against to maintaining its top spot on the podium, and the grit it will take to innovate an industry that's evolving daily.

FIRST-TIMER RV TOOLKIT

More than two 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 of RV travel and building a desire and passion of the adventures that await.

One way the Go RVing team has accomplished this is through developing the First-Timer's RV Tool Kit. Launched in 2020 and expanded last year, these first-timer resources are available for new RV owners who are looking for resources on how to properly use their new RVs.

The toolkit's resources cover basic information on towing, driving a motorhome, what to look for when buying an RV, and other advice. It also includes in-depth information on water and sewer hook-up, electrical systems, propane, regular RV maintenance, essential tools and gear, and much more.



Expert Advice

Beginner's Guide to Hitching, Driving, and Towing an RV

Towing an RV for the first time or driving a motorhome can be intimidating but these simple tips break down ways to get started and demystify the process.



How-To

Beginner's Guide to RV Electrical Systems and Propane

Learn how to set up your electrical system and check your propane tanks.



How-To

How to Set Up A Travel Trailer at the Campground

Here are some helpful tips for setting up your RV at the campground.

LOOKING AHEAD

Starting in 2023, we're going to invite members' marketing teams to get to know us and the marketing program through in-person and virtual team meet-ups – opportunities to deep-dive into our latest endeavors, share ideas and get to know each other. You'll see more on that coming soon.

Thank you to each member for your continued support and we invite you 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