

Good Sam Club

Chapter
Media Kit



Good Sam Club

Dear Chapter President:

Local newspapers, radio and television stations and other media outlets are often interested in the wonderful projects and activities undertaken by Good Sam chapters. Media attention is a great way for your members to receive appreciative recognition and also can be used to attract new members to your chapter. This kit should help you with your PR efforts. Everything you need regarding messaging and content is here to assist you attract new members and gain recognition for the good deeds that your chapter performs throughout the year.

In the kit you will find:

1. Four fill-in-the-blank news releases to cover various activities, allowing you to personalize each story to fit your circumstances;
2. A “Report of Good Sam Club Chapter Activities” to cover miscellaneous events;
3. A template that indicates where to fill in the headline, contact name, etc. on the releases;
4. A telephone script to follow when contacting your local editor;
5. A sample letter for your editor you may send with the story;
6. A background release on Good Sam/TL (“Friendly Giant of America's Highways”), which you can send the first time you submit a story;
7. Statistics on RVing (“A Few Facts About RVs and RVing”), which you can also send in the first time you submit a story;
8. A copy of the Good Sam Club Pledge, which can also be sent in along with your first submission;
9. Tips for you about generating publicity and using photographs;
10. A few typical newspaper stories about Good Sam Club members from around the country.
11. Facts about Good Sam Club
12. Talking points ie: religion, gas, economy

This kit allows you to fill in the blanks on releases covering the following topics:

1. Upcoming monthly meetings;
2. Recently held meetings;
3. The election of new officers;
4. Membership drives

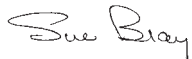
In just a few minutes, you can report to your local newspaper what your chapter is doing. Once you have filled in the information (your chapter name, dates, phone numbers and other information), you can simply mail it in to the editor of your local newspaper.

You might want to call him/her first to introduce yourself and talk about the story you are to send. We have enclosed a sample telephone script you can follow if you wish to. There is also a letter to the editor, which you may copy and use each time you mail in a story.

Please feel free to alter, edit and otherwise adapt these releases to fit your needs. And, if you feel really creative, write your own from scratch!

Our aim is to make it simple and easy for you to generate publicity for your chapter. If you have any questions or additions for this kit, please call Rebecca Zuniga at 1-800-765-1912 ext. 455 at International Headquarters.

Good Luck!



Sue Bray
Executive Director
Good Sam Club

Contact:

FOR IMMEDIATE RELEASE

GOOD SAM MEMBERS TO MEET

The members of the _____ Chapter of the Good Sam Club will meet next (day) _____, (date) _____ at _____ to plan future activities.

The meeting will be hosted by _____.

Good Sam is the largest RV owners' club in the world, with nearly 1 million RVing family members. Those interested in learning more about the club and its activities are welcome to attend the up-coming meeting, said _____ chapter president _____.

Among the activities the Good Sam Club members are expected to consider this year are:

1. _____
2. _____
3. _____
4. _____

Good Sam Club members pledge to leave campsites in better condition than they find them, permit faster vehicles to pass on grades, keep their RVs in safe condition, assist other RVers when possible and *always* wear a smile.

The Good Sam Club, the largest RV owners' club in the world, with nearly 1 million member families, offers a wide variety of services, including RV emergency road service, reduced rates at RV parks nationwide, discounts on RV-related equipment, special group travel and cruise rates, a special Good Sam credit card and travel-oriented services, such as mail-forwarding and computerized RV trip routing. Good Sam Club also has discount RV financing and low cost vehicle insurance. In addition to enjoying these benefits, most local chapters participate in local civic duties as volunteers in their community.

With their good conduct code for the road and their community service, Good Sam Club members strive to live up to their name.

Members of the Good Sam _____ Chapter are active RVers living in the (*town*) _____ area.

For more information, please contact Chapter President

_____ at
(_____) _____ - _____.

###

Contact:

FOR IMMEDIATE RELEASE

LOCAL GOOD SAM CLUB CHAPTER ELECTS NEW OFFICERS

The _____ Chapter of the Good Sam Club recently met to elect officers for the upcoming year.

Elected chapter president was _____,
succeeding current president _____.

The chapter's new vice president will be _____
with _____ named secretary and
_____ voted treasurer.

_____ local residents, all RV enthusiasts, are members of the _____ Sams. Good Sam Club members pledge to leave campsites in better condition than they find them, permit faster vehicles to pass on grades, keep their RVs in safe condition, assist other RVers when possible and *always* wear a smile.

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According to newly-elected president _____,

“We're always looking for folks who like to RV, and I invite anyone interested to come to one of our meetings. Good Sam Club is a great organization, and I think most people would enjoy the volunteer activities we do in the community as well as the fun we have traveling together.”

For more information, please contact Chapter President

_____ at (_____) _____ - _____.

###

Contact:

FOR IMMEDIATE RELEASE

GOOD SAM CLUB MEMBERS MEET

The members of the _____ Chapter of the Good Sam Club met recently at _____ for their monthly get-together hosted by _____.

The RV owners' group had a productive meeting with (*number*) _____ Good Sam Club members present, according to chapter president _____.

Several guests interested in joining the Good Sam Club also attended the meeting.

Among the activities the Good Sam Club chapter are considering this year are:

1. _____
2. _____
3. _____
4. _____

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Members of the Good Sam _____ Chapter are active RVers living in the (*town*) _____ area.

For more information, please contact Chapter President

_____ at (_____) _____ - _____.

###

Contact:

FOR IMMEDIATE RELEASE

GOOD SAM CLUB SEEKS NEW MEMBERS

The members of the _____ Chapter of the Good Sam Club are looking for fellow RVers interested in joining them camping, traveling, participating in volunteer work and having a good time.

The _____ Chapter of the Good Sam Club is composed of active RVers living in the (*town*) _____ area.

The Good Sam _____ Chapter is one of more than 1,700 chapters of the Good Sam Club. Good Sam Club members pledge to leave campsites in better condition than they find them, permit faster vehicles to pass on grades, keep their RVs in safe condition, assist other RVers when possible and *always* wear a smile.

The Good Sam Club, the largest RV owners' club in the world, with nearly 1 million member families, offers a wide variety of services, including RV emergency road service, reduced rates at RV parks nationwide, discounts on RV-related equipment, special group travel and cruise rates, a special Good Sam credit card and travel-oriented services, such as mail-forwarding and computerized trip routing. Good Sam also has discount RV financing and low cost vehicle insurance. In addition to enjoying these benefits, most local chapters participate in local civic duties as volunteers in their community.

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Members of the Good Sam _____ Chapter are active RVers living in the (town) _____ area.

For more information, please contact Chapter President

_____ at (_____) _____ - _____.

###

REPORT OF GOOD SAM CLUB CHAPTER ACTIVITIES

NAME OF CHAPTER: _____

CHAPTER PRESIDENT: _____

TELEPHONE NUMBER: _____

ADDRESS: _____

EVENT: _____

PARTICIPANTS:

COMMENTS:

(SAMPLE TEMPLATE FOR ALL NEWS RELEASES FROM YOUR CHAPTER TO THE MEDIA. ITALICS INDICATE WHERE YOU FILL IN YOUR INFORMATION.)

SAMPLE ONLY. DO NOT SEND!

Contact:

FOR IMMEDIATE RELEASE

(Chapter President's Name)

(Chapter President's telephone number with area code)

HEADLINE

(For example: HOMEWARD BOUND GOOD SAM CLUB CHAPTER TAKE TO THE HILLS)

STORY FOLLOWS

(For example: The Homeward Bound Good Sam Club Chapter, a group of 30 local RVing enthusiasts, recently completed a three-day trip to the Ozarks where they spent their time fishing, camping and enjoying the great outdoors.

According to the Homeward Bound Club chapter Chapter President, Joe Smith, “It was a great chance to see some beautiful scenery and catch some delicious fish.” Smith said the group formed a caravan here in Anytown, then proceeded at a leisurely pace for the eight-hour trip.

Participating in the adventure were Jim and Edna Jones, Larry and Susan Shaw, Mort and Ethel Robinson and Luke and Jerri Johnson. Etc.)

(Relate whatever else happened.)

SAMPLE ONLY. DO NOT SEND!

The Homeward Bound Good Sam Club chapter is one of the more than 1,700 chapters of the Good Sam Club. As RVers, Good Sam Club members pledge to leave campsites in better condition than they find them, permit faster vehicles to pass on grades, keep their RVs in safe condition, assist other RVers when possible and *always* wear a smile.

The Good Sam Club, the largest RV owners' club in the world, with nearly 1 million member families, offers a wide variety of services, including RV emergency road service, reduced rates at RV parks nationwide, discounts on RV-related equipment, special group travel and cruise rates, a special Good Sam credit card and travel-oriented services, such as mail-forwarding and computerized trip routing. Good Sam also has discount RV financing and low cost vehicle insurance. In addition to enjoying these benefits, most local chapters participate in local civic duties as volunteers in their community.

With their good conduct code for the road and their community service, Good Sam Club members strive to live up to their name.

Members of the Good Sam _____ Chapter are active RVers living in the (*town*) _____ area.

SAMPLE ONLY. DO NOT SEND!

TELEPHONE SCRIPT FOR CHAPTER PRESIDENTS

*Please remember that local newspapers **desperately** want interesting local news stories, so your local newspaper editor will be **happy** that you called. He needs local news because without it his newspaper will not survive.*

Before you call, you might want to have the following materials on hand:

1. *A blank envelope;*
2. *Your filled-in release on the event you are calling the newspaper about;*
3. *A pen.*

SCRIPT:

HELLO, MY NAME IS _____. I'M PRESIDENT OF THE _____ SAMS, THE LOCAL CHAPTER OF THE GOOD SAM CLUB. AS YOU MAY KNOW, THE GOOD SAM CLUB IS THE LARGEST RV OWNERS' CLUB IN THE WORLD AND HAS NEARLY 1 MILLION MEMBER FAMILIES.

OUR LOCAL CHAPTER HAS _____ MEMBERS, MOST OF WHOM ARE ACTIVE RVERS WHO LIVE RIGHT HERE IN _____. WE HAVE AN EVENT COMING UP THAT I THOUGHT YOU MIGHT BE INTERESTED IN. CAN I TELL YOU ABOUT IT AND THEN SEND YOU A RELEASE ON IT?

*(TELL HIM ABOUT YOUR EVENT JUST AS YOU WOULD TELL A NEIGHBOR OR FRIEND.
KEEP IT SIMPLE. USE THE SAMPLE RELEASE TO HELP PROMPT YOU.)*

*(ANSWER ANY QUESTIONS THE EDITOR MIGHT HAVE THEN ASK FOR HIS MAILING
ADDRESS. FILL IN THE ENVELOPE AS HE GIVES THE ADDRESS TO YOU. PLEASE BE
SURE TO PUT HIS NAME ON THE ENVELOPE THEN MAIL YOUR RELEASE TO HIM.)*

**THIS WILL RESULT IN THE FIRST OF MANY STORIES ABOUT YOU AND YOUR
CHAPTER IN YOUR LOCAL NEWSPAPER!**

###

Dear Editor,

As you may remember, we spoke via phone on (*name day*) _____. I represent _____ Sams, a local chapter of the Good Sam Club, which is the largest RV owners' organization in the United States.

I have enclosed the material we discussed, which I feel you will find is of interest to your readers.

Please feel free to call me at (_____) _____ - _____ if you have any questions.

Thank you for your interest.

Sincerely,

A FEW FACTS ABOUT RVs AND RVING¹

1. The typical cost of a new recreational vehicle (RV) ranges from \$4,375 for folding camper trailers, to an average of \$12,200 for “roomy travel trailers” to an average of \$64,000 for a “luxurious motorhome”.
2. A motor home is an RV with its own engine and other accoutrements where the driving compartment is freely accessible from the living area. A mobile home, on the other hand, is a modular house that has been transported in part or in totum to a permanent location on a foundation. A mobile home has no wheels.
3. A trailer is any towed vehicle with living quarters.
4. A fifth wheel is a large camping trailer that extends over the bed of a heavy duty pick-up truck, where it is secured to the bed of the truck.
5. There are more than 8.5 million RVs registered in the United States. Approximately one in every twelve vehicle-owning families in the US possess some sort of RV.
6. RVing is growing in popularity. A study by Dr. Richard Curtin of the University of Michigan's Survey Research Center indicated that there are at least 2,000,000 **more** RVers on the road today than there were ten years ago.
7. RVers spend an average \$61 per day per person for goods and services while visiting an area away from home.
8. According to the National Park Service, from 1989-1991, there were about 3.8 million RV overnight stays in developed national park campgrounds-about the same as the number of backcountry overnights.
9. The Good Sam Club is the largest RV owners' club in the world, with nearly 1 million member families. It offers a wide variety of services, including RV emergency road service, reduced rates at RV parks nationwide, discounts on RV-related equipment, special group travel and cruise rates, a special Good Sam credit card and travel-oriented services, such as mail-forwarding and computerized trip routing. Good Sam Club also has discount RV financing and low cost vehicle insurance.

¹From the Recreational Vehicle Industry Association (RVIA), Reaton, Va.

TIPS TO GET YOUR CHAPTER PUBLICITY

1. Provide as much information as possible about chapter events, acts of donation, good deeds, community involvement, etc. to the local media.
2. Be sure to speak to the right person at the appointed media outlets - the Editor, Managing Editor, Feature Editor (newspapers); News Assignment manager or News Director (radio and TV).
3. Provide contact information - phone, email, best time to contact - in the event further information is required.
4. Ask the editor/assignment editor for their input on types of stories they are interested in; facts and figures they would like to help support the story.
5. Call your local radio station and ask them to put your next event on their Community Calendar **two weeks before it occurs**. Ask them how often they will run your Calendar item. As a result, you will get on-air mentions. (If you want to **really** impress them, call after the event and tell them how much they helped.)
6. Your local newspaper editor is always looking for an interesting story. Do you plan to help a charity this year? Host a campground? Adopt a highway? Help out at the local homeless shelter? Let the editor know about activities like this. Call him up and tell him then fill out one of the enclosed releases (or jot down the story yourself) and send it to him.
7. Stories with photos have a better chance of getting printed. Whenever you can, have someone in your chapter take photos of your events. Some editors prefer digital shots that can be e-mailed rather than actual photos, so be sure to ask their preference when you call.
8. Candid active shots are better than “set-up” shots. Be sure to include a caption that correctly identifies whoever is in the picture, **from left to right**.
9. Tell your local editor what kind of stories you plan to send him. Are there any others he would like you to call him about? The more familiar he is with you and your chapter, the better chance there is to have your stories run.
10. If you have a good photo (amusing, filled with action, or unusual in any way) and don't want to send a story, just write a caption explaining the photo and send it in. Call your editor and let him know it's on its way.
11. Photos of local Good Sam Club members visiting other places will be of interest to your editor, particularly if they are standing in front of their RV, wearing their Good Sam Club vests or doing something else that makes clear they are RVers and members of your chapter. Once again, be sure to include a caption.

One final note: Please be **accurate** in anything you provide your local newspaper, since accuracy is the lifeblood of the news business. Your editor will be confident of your material if he knows it is accurate. Don't guess about the spelling of someone's name, the town they visited or someone's title. If there is a mistake in an article, the editor is the person who will get the angry phone calls. Check to be sure, even though you may be fairly certain it is correct.

Congratulations! You've just started your publicity campaign!

Good Sam Club- Quick Facts

The Good Sam Club got its start 40 years ago when a handful of RV owners put Good Samaritan bumper stickers on their rigs so fellow members would know they could get help on the road. From this small Club we grew. In the early days, Good Sam members spread the word at RV parks and other Club events. Soon everyone wanted to know how to get a Good Sam “smiling face” decal.

Today, our primary goal remains the same as from those days: to make RVing safer and more enjoyable, and to save members through Club-endorsed benefits and services. We are now 1 million RVing families strong and still growing! We still have fun, we stop to help one another and we still meet our responsibilities to the environment, the highways and the park system.

Check out these benefits:

Money Saving Discounts:

- 10% discount at over 1,700 RV Parks & Campgrounds in the U.S. and Canada
- 10% discount on RV parts & accessories at hundreds of RV service centers
- Discounts on the Trailer Life RV Parks, Campgrounds & Services Directory, and RV-related books and magazines
- Discounts on long distance telephone & wireless service
- Discounts on gas and diesel fuel at Petro Stopping Center

Services:

- FREE subscription to *Highways*, the monthly magazine for Good Sam members
- Opportunity to join Good Sam RV Emergency Road Service from Affinity Road & Travel Club, Inc.
- FREE online RV trip routing service
- FREE spouse membership
- FREE credit card loss protection
- Members-only rates on RV and auto insurance- Avg. member saves \$335.00 annually
- Good Sam Continued Service Plan, which can save you thousands on RV repairs
- Preferred rates on RV financing and refinancing
- Good Sam VISA credit card that can earn you points towards discounts on RV-related products and services
- Mail forwarding
- RV recall notification service

Website:

- FREE access to campground information
- FREE access to the Standby Sams, the Club's volunteer network, to help you while on the road
- Access to RV Products and Accessories
- FREE access to RV Trip Routing service
- Good Sam Club Events Calendar
- Good Sam Club News, RV News, National Headlines
- Chapter News
- Electronic Postcards, Weather Updates, Members Forum, and More!

Protecting RVers Rights While Providing RV Fun:

- The Good Sam Club is a force in Washington D.C., protecting the rights of RVers and sponsoring legislation
- RV parking rights advisory council assists members with local RV parking issues
- Help available to members throughout the nation from more than 2,000 Standby Sam volunteers
- Exciting RV Caraventures across North America
- Samboree and rallies throughout the year
- More than 1,700 local chapters — fun with fellow RVers like you!

Religion

1. The reason Good Sam members come together is primarily because of their enjoyment of the RV lifestyle. After that, we are many different people from different parts of the U.S. and Canada, different ages, different ethnicities, different cultural heritages, men and women, full timers and weekenders. In other words, we have many differences, and one of those is religious belief.

It is important that our events recognize the importance of being inclusive and tolerant of all religious sectors, so that no one feels left out — that for all our differences, we share a common love of RVing. For that reason, all Good Sam Club gatherings should be referred to as Good Sam Club meetings.

****Please use the below talking points to reference for media interviews including the RVing lifestyle as well as the Good Sam Club.**

RV Quick Facts

What is a recreation vehicle (RV)?

- An RV is a vehicle that combines transportation and temporary living quarters for travel, recreation and camping.
- Two main categories of RVs are motorhomes (motorized) and towables (towed behind the family car, van or pickup). Type A motorhomes are generally the largest; type B motorhomes or van campers are the smallest and type C motorhomes generally fall in between. Types of towable RVs are folding camping trailers, truck campers, conventional travel trailers and fifth-wheel travel trailers.
- The annual retail value of RV shipments is \$14 billion.
- There's an RV for every taste and budget. Prices for new RVs are typically \$4,000-\$13,000 for folding camping trailers; \$4,000-\$26,000 for truck campers; \$8,000-\$65,000 for conventional travel trailers; \$48,000-\$140,000 for type C motorhomes and \$58,000-\$400,000 for type A motorhomes.

Who is the RV traveler?

- U.S. ownership of RVs has reached record levels, reveals a 2005 University of Michigan study commissioned by Recreation Vehicle Industry Association (RVIA). Nearly one in 12 U.S. vehicle-owning households now owns an RV. That's nearly 8 million households- a 15 percent increase during 2001-2005 and a 58 percent gain during 1980-2005.
- Today's typical RV owner is 49 years old, married, with an annual household income of \$68,000- higher than the median for all households, according to the Michigan study. RV owners are likely to own their homes and spend their disposable income on traveling — an average of 4,500 miles and 26 days annually, RVIA surveys show.
- A leading force behind RV ownership's upswing is the enormous baby boomer generation, supported by strong ownership gains among both younger and older buyers. In fact, high RV ownership rates now extend across a 40-year span from age 35-75, the study found.
- More RVs are now owned by those age 35-54 than any other group, according to the University of Michigan study.
- Nearly 9 percent of U.S. households headed by 35-to-54 year olds own an RV, slightly exceeding the 8.6 percent ownership rates of those 55 and over. Those under age 35 posted the largest gains in RV ownership over the past four years.
- Approximately 8.2 million RVs are on the nation's roads, according to the Michigan study. RVIA estimates nationwide there are as many as 30 million RV enthusiasts, including RV renters.

Why do people choose and use RVs?

- **Flexibility and convenience-** RVs offer a convenient, hassle-free way to see America. RV travelers enjoy the freedom and flexibility to go where they want, when they want- without the worry and stress of inflexible schedules, advance reservations, airport lines and luggage restriction.
- **Comfort-** With fully-equipped kitchens and baths, rooms that slide out at the touch of a button, central air and heat, plasma TVs, surround-sound stereos and more, today's RVs provide travelers with all the amenities of home while on the road or at the campground.
- **Family appeal-** RVing is a uniquely enjoyable way to travel as a family. In fact, families that frequently vacation by RV say it fosters an increased sense of togetherness and helps improve family communication. RV owners say that strengthening family relationships is important for their pleasure trips.
- **Affordability-** RV vacations are more affordable than travel by personal car, commercial airline or cruise ship, according to vacation cost-comparison studies by PFK Consulting. Even factoring in RV ownership costs, and considering resulting tax benefits, a family of four can spend up to 74 percent less when traveling by RV.
- **Lure of the outdoors-** RVers can enjoy the mountains, beaches, parks, popular tourist attractions and small towns whenever they want, without giving up the comforts of home. With the new sport utility RVs, RV travelers can easily haul their ATVs, snowmobiles, motorcycles or other outdoor vehicles right on board.
- **Versatility-** In addition to travel, camping and outdoor recreation, RVs are being used year-round for a wide variety of other purposes, like shopping, tailgate parties at sporting events, pursuing special interests like horse, dog and antique shows and other hobbies.
- **Rentals available-** Renting an RV is a popular way to “try before you buy.” The RV rental business is a \$350 million industry, and grew by 36 percent in 2005, according to figures compiled by the U.S. Census of Retail Trade and the RV Rental Association (RVRA).

Where do RVers travel?

- With more than 16,000 public and privately owned campgrounds nationwide, RVers are free to roam America's highways and backroads for a weekend or month at a time.
- Privately owned RV parks and campgrounds are found near popular destinations, along major tourist routes and even in metropolitan areas. These campgrounds appeal to travelers by offering a variety of activities to keep the whole family happy, including swimming pools, game rooms, playgrounds and snack bars.
- RV travelers seeking a resort atmosphere are especially attracted to the growing number of luxury RV resorts with facilities such as tennis courts, golf courses and health spas.
- Facilities at public campgrounds tend to be simple, but offer great scenic beauty. Public lands are popular for hiking, fishing, white water rafting and many other outdoor recreational opportunities enjoyed by RVers.

What does the future hold for the RV market?

- Changes in the frequency and duration of vacations favor the RV industry. Americans are traveling shorter distances and on weekends with less planning, according to recent studies. For RV owners, this is a convenient travel pattern.
- Primary RV demand remains very good and the potential for future sales is bright, according to a 2005 University of Michigan study. Among U.S. households that have never owned an RV, more than one in six expressed interest in purchasing an RV in the future.
- Both parents and empty-nesters are strong potential buyers of RVs, and promising future prospects are emerging among younger, ethnically diverse consumers, reveals a Harris Interactive study commissioned by the Go RVing Coalition. Generation Xers exhibit interests in outdoor activities that are highly compatible with RVing, the study found.
- Ownership and demographic trends favor substantial RV market growth, according to the University of Michigan. As baby boomers have been entering their prime age range — 55 to 64 — with the highest ownership rates, according to the Michigan study.
- The number of RV-owning households in the U.S. is projected to rise to nearly 8.5 million by 2010 — a gain of 15 percent between 2001-2010, outpacing overall U.S. household growth of 6 percent.

FUEL PRICES AND THE RV INDUSTRY

Spring/Summer 2006

Prepared by Recreation Vehicle Industry Association

RV Travel

- **Despite high fuel costs, two-thirds of RV owners intend to use their RV more this spring and summer than last, and almost one-third plan to use it about the same amount.** Only 7 percent say they'll use their RV less, an April survey reveals.
- **Many RVers say they will adjust to higher fuel prices this spring and summer by staying longer in one place (52%) or closer to home (45%).** But surprisingly, more than a third (37%) say fuel costs will not affect their RV travel plans, and 67 percent actually plan to drive more miles in total.
- **In times of high fuel prices, RVers spend more time enjoying the campground experience and less time on the road.** With more than 16,000 campgrounds nationwide, RVers have the flexibility to save fuel and cut costs by staying closer to home. Whether they travel five miles or 500, their outdoor experience can be the same.
- **Even with today's high fuel prices, RV travel is a great value.** Almost half of RV owners surveyed said they plan to use their RV more this spring/summer in order to get away less expensively. A 2005 vacation cost comparison study by Pannell Kerr Forster shows that RV trips remain the most affordable way for a family to travel because of the significant savings on hotels and restaurant costs.
- **Fuel price hikes increase the cost of *all* modes of travel and transportation.** Airfares and hotel rates are rising rapidly as fuel costs increase and fuel surcharges are added. Fuel prices would need to **triple** from their current level to make RVing more expensive for a family of four than other forms of travel.
- **More than two-thirds of RV owners surveyed will take additional measures to align with President Bush's call to reduce fuel consumption through simple steps like driving 55 instead of 65 miles per hour, and adjusting home thermostats to save energy when traveling.** RVers drive at a leisurely pace with no tight schedules for flights, hotels or restaurants. Frequent vacationers, they often shut off their home heat or air conditioning, sometimes for extended seasonal travel.
- **Outdoor recreation and vacations offer physical and mental health benefits that are considered essential by experts, and are treated as priorities in their lives by an ever-increasing number of Americans.** RVs are a springboard to all types of recreation and travel opportunities. 67 percent of RV owners surveyed in April say they are more physically active on RV trips on other vacations.

RV Sales

- **Despite fuel prices, RV factory shipments in 2005 reached their highest levels since 1978.** Approximately 384,400 new units were sold to dealers in 2005, a 3.9 percent increase over 2004.
- **According to the Conference Board in April 2006, American consumer confidence rebounded in March and is approaching a four-year high, a positive indicator for RV sales.**
- **RV consumers have a widening array of product choices to maximize their fuel efficiency, which should encourage continued growth.** Approximately 80 percent of the market consists of towable RVs, including many lightweight designs. More small motorhomes are also being introduced.
- **Long-term demographics favor continued RV market growth as the entire baby boom generation reaches the prime RV-buying age, and more young families enter the market as a result of intense industry promotional activity.** The trend toward more active outdoor recreation and travel should also stimulate growth.
- **RV industry forecaster Dr. Richard Curtin, director of consumer surveys at the University of Michigan, says growth rates in the RV marketplace are likely to continue to accelerate.** He projects the number of RV owning households will rise 8 percent by 2010.