

RVshare 2022 Travel Trend Report



RVshare

About the RVshare Travel Trend Report:



RVshare's 2022 Travel Trend Report predicts that 2022 will be a blockbuster year for travel. According to new research conducted by Wakefield, nearly all (90%) of survey respondents say they're very or even 100% likely to travel for leisure next year. Americans' desire to travel to clear their minds, escape, enjoy wide open roads, and discover new places has increased since 2020. Additionally, 2022 ushers in a new age of travel as flexible work becomes a permanent lifestyle for many Americans. This shift will have long-term effects on the way people travel and approach trip planning in the next year and beyond.

1 RVshare 2021 Internal Data

2 Research conducted by Wakefield Research among US adults 18+ who have taken a vacation in the past 24 months. The survey was fielded in November 2021.

Traveler Sentiment

- ✓ Nearly all survey respondents (90%) say they're very or even 100% likely to travel for leisure in 2022.
- ✓ Compared to last year, Americans have a stronger interest in travel to clear their minds and escape (11% increase over 2020), enjoy wide open roads (+11%), and explore and discover new places (+12%). They're also ready to get back to restaurants and bars (+16%), theme parks (+13%), and events and festivals (+13%).





RV Interest

70%

of Millennials and 54% of Gen Xers are planning on taking a road trip or vacation in an RV in the next 12 months.

77%

Over three-quarters say the option to have an RV delivered to their destination and picked up after would make them more likely to consider an RV trip.

45%

of travelers surveyed included RVs in their top three preferred types of accommodations.

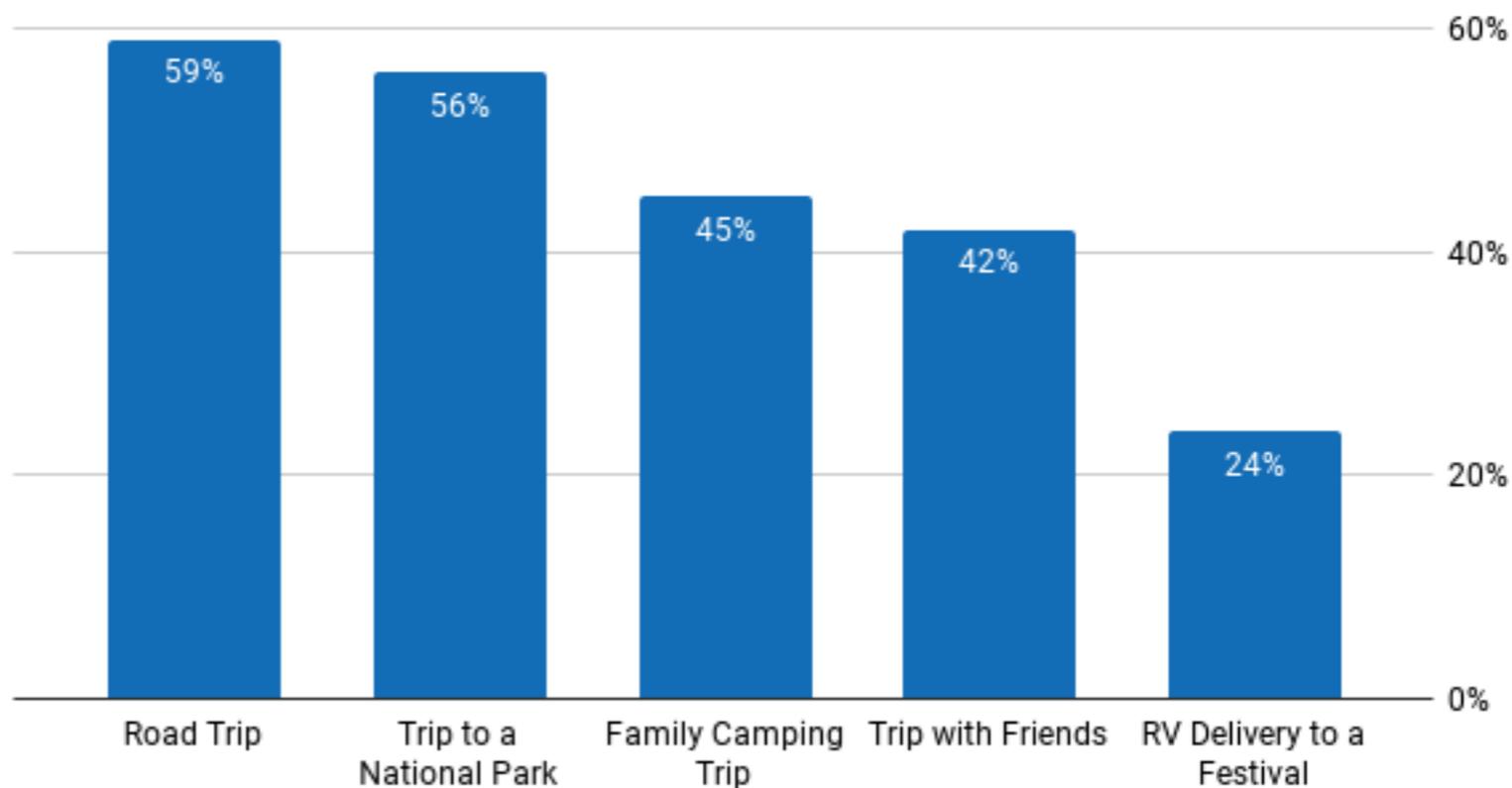
Road Tripping is on the Rise: RV Style

Nearly half of likely 2022 travelers plan on taking a road trip or vacation in an RV in the next 12 months. Travelers are interested in making long road trips more exciting; experiencing nature while reconnecting with travel partners; and clearing their minds to escape, explore and discover new places.

- 53% of travelers say they're likely to consider renting an RV for a trip in the future.
- 70% of Millennials and 54% of Gen Xers are planning on taking a road trip or vacation in an RV in the next 12 months.



RVs Appealing for Several Types of Trips





Destinations

74%

of travelers have reported that local diners and dives are their favorite stops during road trips

Flexible Work, Flexible Travel: The New Normal



The “work from anywhere” trend will continue to be popular with more than three-quarters of respondents indicating that their ability to work remotely will be a “key consideration” in how they travel in 2022.

67% say a strong WiFi signal is a “must have” on a “glamping” trip

76%

say the option to work remotely will be a key consideration in how they travel in 2022

38%

said they now have more opportunities to work remotely than they did pre-pandemic

Bringing 'Home' on the Go: Family Travel

- ✓ 81% of travelers reported that they are excited to travel with family in 2022.
- ✓ 62% of parents responded that RVs offer an exciting experience for their children.

48% of likely 2022 travelers say visiting friends and relatives is an important factor when deciding what type of vacation to choose this year



National Parks as Popular as Ever



While many Americans visited National Parks in 2021, they continue to top travelers' lists when thinking about future trips in 2022. And, the majority of travelers surveyed would likely choose RV accommodations for trips to National Parks.

- For planning a trip to a National Park, the majority of travelers (85%) would be at least somewhat likely to choose an RV over other accommodation options, including 26% who say they'd be 100% likely to do so.
- When deciding on the type of vacation to choose for the coming year, nearly two-thirds of likely 2022 travelers (63%) are looking for beautiful scenery and half (50%) are considering outdoor activities.



Top National Parks for RVers

Yellowstone National Park

Arches National Park

Grand Canyon National Park

Great Smoky Mountains National Park

Zion National Park

Glacier National Park

Event Experiences Evolve

With the reopening of sporting, music and culinary festival events taking place in 2022, demand for RVs is projected to rise. Over half of respondents said they're very or even 100% likely to choose an RV over other accommodations when attending a music, food or other multi-day festival event, including a sporting event or game.

- ✓ 80% of travelers are at least somewhat likely to choose to stay in an RV over other types of accommodations when attending these events.
- ✓ 67% of respondents are at least somewhat likely to consider renting an RV over other types of accommodations when planning a tailgating event at a sports stadium, including nearly 1 in 5 (18%) who say they're 100% likely to do so.
- ✓ 77% indicated that they'd be more likely to consider an RV trip if the RV is delivered to the destination, particularly a popular choice among travelers coming from urban areas (58% much more likely to choose RV accommodations given this option).





Top Events for RVers

- ✓ Georgia National Fairgrounds home to year-round events like concerts, rodeos and horse shows.
- ✓ The Daytona International Speedway in Florida holds NASCAR's opening event every year, The Daytona 500.
- ✓ Black Rock City, home to Burning Man, draws a large crowd of RVers. After a two-year hiatus, the art and self-expression festival will be back in 2022.
- ✓ Kentucky Horse Park in Lexington, Kentucky is a tourist attraction with horse shows, a museum, and year-round activities at the Equine Theme Park.
- ✓ State College, Pennsylvania home of Penn State University, and an appetite for football tailgating.

Top Campgrounds for RV Rentals

- The Campsites at Disney's Fort Wilderness, FL
- Campland on the Bay, CA
- Ginnie Springs Outdoors, FL
- The Spirit of the Suwannee Music Park and Campground, FL
- Lazy L&L Campground, TX
- Cherrystone Family Camping Resort, VA
- Vail Lake Resort, CA
- Reunion Lake RV Resort, LA
- Newport Dunes Waterfront Resort, CA
- Fort De Soto Park Campground, FL

Surprise Destination



Anchorage, Alaska doubled bookings (+104%) year-over-year (2020 vs. 2021)

For More Information



Visit: RVshare.com/press

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