

# SUMMER 2022 RV BOOKING TRENDS



RVshare



## About RVshare's Summer 2022 RV Booking Trends:



RVshare's 2022 Summer Travel Trends Report says that 47% of younger travelers (18-34) are eager to take an RV trip in the next 12 months<sup>1</sup>, an increase of seven percentage points over the previous year. RVshare is currently seeing a 40% increase in business<sup>2</sup> compared to last year, and despite concerns over rising gas prices, internal RVshare insights show that the average cost increase of an RV trip is just under \$35 per trip<sup>3</sup> compared to 2021. That may be why 55% of travelers are claiming to have an RV trip planned in the next 60 days.

<sup>1</sup> Phocuswright Inc., U.S. Consumer Travel Survey of 2,158 U.S. travelers aged 18+ conducted in April 2022 in partnership with RVshare

<sup>2</sup> January - June 2021 vs. 2022; RVshare Business Data

<sup>3</sup> RVshare Internal Insights



# Traveler Sentiment

- ✓ 68% of travelers reported that they are very likely to take a road trip this summer.<sup>4</sup>
- ✓ 55% of travelers claim to have an RV trip planned in the next 60 days.<sup>4</sup>

<sup>4</sup> RVshare Travel Sentiment Survey, June 2022. Active RVshare customers in the past 60 days, 1,860 responses, Ages 25-99







## RV Interest

25%

of younger travelers (18-34) took an RV trip in the last 12 months, an increase of seven percentage points over the previous year.

47%

of younger travelers (18-34) are eager take an RV trip in the next 12 months. More than 50% want to have the RV delivered.

66%

of past RV travelers express interest in RV travel in the upcoming year. Those who have rented an RV in the past 12 months are most enthusiastic.



# Rising Gas Prices

\$35

The average cost increase of an RV trip is less than \$35 per trip compared to 2021.<sup>3</sup>

40%

RVshare is currently seeing a 40% increase in business compared to last year.<sup>2</sup>

<sup>2</sup> January - June 2021 vs. 2022; RVshare Business Data

<sup>3</sup> RVshare Internal Insights

## Gas Prices Haven't Hindered RV Travel

Despite elevated gas prices and inflation rates, the RV travel boom presses on



Since the spike in gas prices, RVshare insights reveal that the average cost increase of an RV trip is less than **\$35 per trip** compared to last year.

*How we got here:*



01

The average RV trip is now less than 330 miles

According to RVshare, this is 6% shorter compared to last year

02

The average RV gets 15 MPG

According to Bish's RV

03

The average increase in fuel compared to last year is \$1.50

According to U.S. Energy Information Administration



$$326 \text{ miles} \div 15 \text{ mpg} \times \$1.50 = \$32.60$$





## Rising Gas Prices

When asked if inflation has affected consumers' willingness or ability to travel this summer, 45% claim that it has but they are looking into more affordable options, while 20% state they are finding ways to cut costs in other areas to move forward with current plans.

RVshare found that inflation has affected travelers willingness or ability to travel this summer but...

**20%** are finding ways to cut costs in other areas to move forward with current plans.<sup>4</sup>

**45%** are looking into more affordable options.<sup>4</sup>



# Trip Distance

The average RV trip distance is now less than **330 miles**.<sup>3</sup> Although trip distance is down 9% compared to last year<sup>3</sup>, you don't have to go far to enjoy the great outdoors. Weary travelers looking to avoid the extra mileage should also take advantage of RVshare's rentals that offer delivery right to their destination or campsite



>330mi

The average RV trip is now less than 330 miles.

9%

Trip distance is down 9% from May 2021.



# Top Destinations

- Grand Canyon National Park, AZ
- Yosemite National Park, CA
  - *Trips to Yosemite this year span 12 days on average, which is nearly double the RVshare trip length.*
- Orlando, FL
- Garner State Park, TX
- Niagara Falls, NY
- Glacier National Park, MT
- Ginnie Springs, FL

About 40% of RV travelers camped near water including lakes, oceans, and rivers.<sup>4</sup>



<sup>4</sup> RVshare Travel Sentiment Survey, June 2022. Active RVshare customers in the past 60 days, 1,860 responses, Ages 25-99



## For More Information



Visit: [RVshare.com/press](https://rvshare.com/press)

Contact: [press@rvshare.com](mailto:press@rvshare.com)