

RVshare

RV Rental Interest in 2021

Pandemic Influx Cements RV Rentals
as Mainstream Travel Category

Phocuswright?

RV Rentals Following the Pandemic

According to Phocuswright, twenty-eight percent of travelers have rented an RV for leisure travel. Last year, millions of travelers turned toward sites like RVshare, the first and largest peer-to-peer RV rental marketplace, to rent and vacation in an RV. With more than a quarter of travelers already familiar with renting, it is likely that interest will continue to grow post-pandemic.

Phocuswright Inc., US Consumer Travel Survey in partnership with RVshare Methodology:
April 2021, 2,125 US Travelers; Ages 18-55+





Once travelers have traveled by RV, they want to do it again

84% of travelers

who rented an RV in 2020 are interested in renting again within the next 12 months.

81% of travelers

who rented an RV in 2020 are interested in renting an RV even after the COVID-19 pandemic



Younger travelers and travelers with kids are most likely to fuel the continued popularity of RV rentals

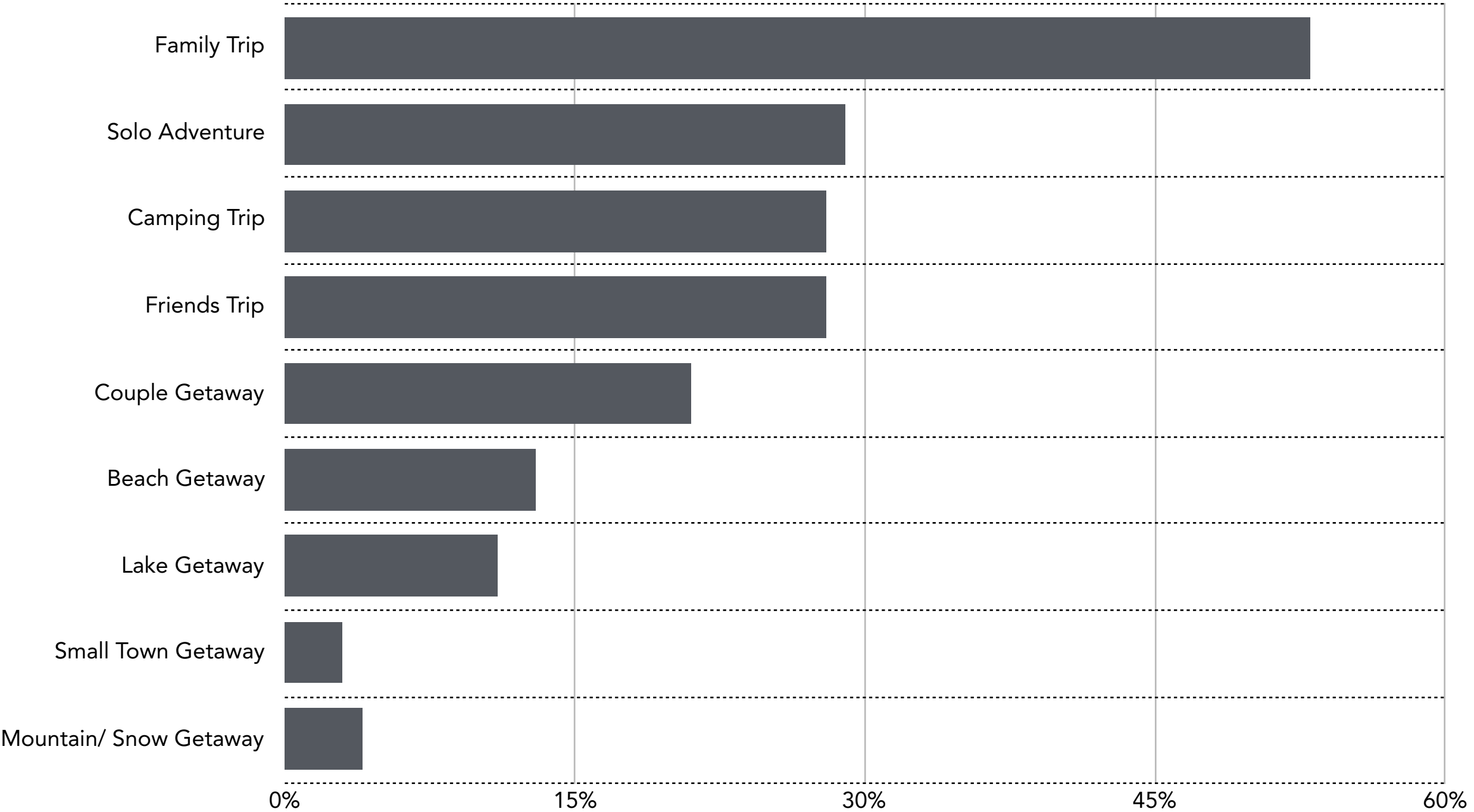
Millennials (25-40):

- 18% rented an RV in 2020
- 47% are interested in renting an RV in the next 12 months
- 50% plan to rent an RV even after the COVID-19 pandemic has ended

Travelers with kids:

- 25% rented an RV in 2020
- 54% are interested in renting an RV in the next 12 months
- 56% plan to rent an RV even after the COVID-19 pandemic has ended

More than half of RV trips taken are by families



Outdoor destinations are likely to continue thriving beyond their pandemic-induced popularity

- 47% of travelers agree that outdoor destinations appeal more to them than they did pre-pandemic.
- 61% of millennials, who represent the largest population of travelers, agree that outdoor travel is more appealing now than ever.
- 64% of travelers with families report outdoor destinations appeal to them more in 2021.

