

HISTORY & CURRENT OUTLOOK FOR THE RV INDUSTRY



MICHIGAN ASSOCIATION OF RVS AND CAMPGROUNDS (MARVAC)

FOUNDED 1941

TIM DEWITT – EXECUTIVE DIRECTOR EMERITUS (1984–2016)

JOHN LINDLEY – PRESIDENT & CEO (2021 –)



FIFTH WHEEL



CLASS C



POP-UP CAMPER



TOY HAULER



TRAVEL-TRAILER HYBRID



CLASS B



CLASS A



TRAVEL-TRAILER



TRUCK CAMPER



DESTINATION TRAVEL-TRAILER

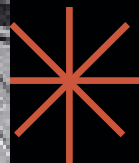
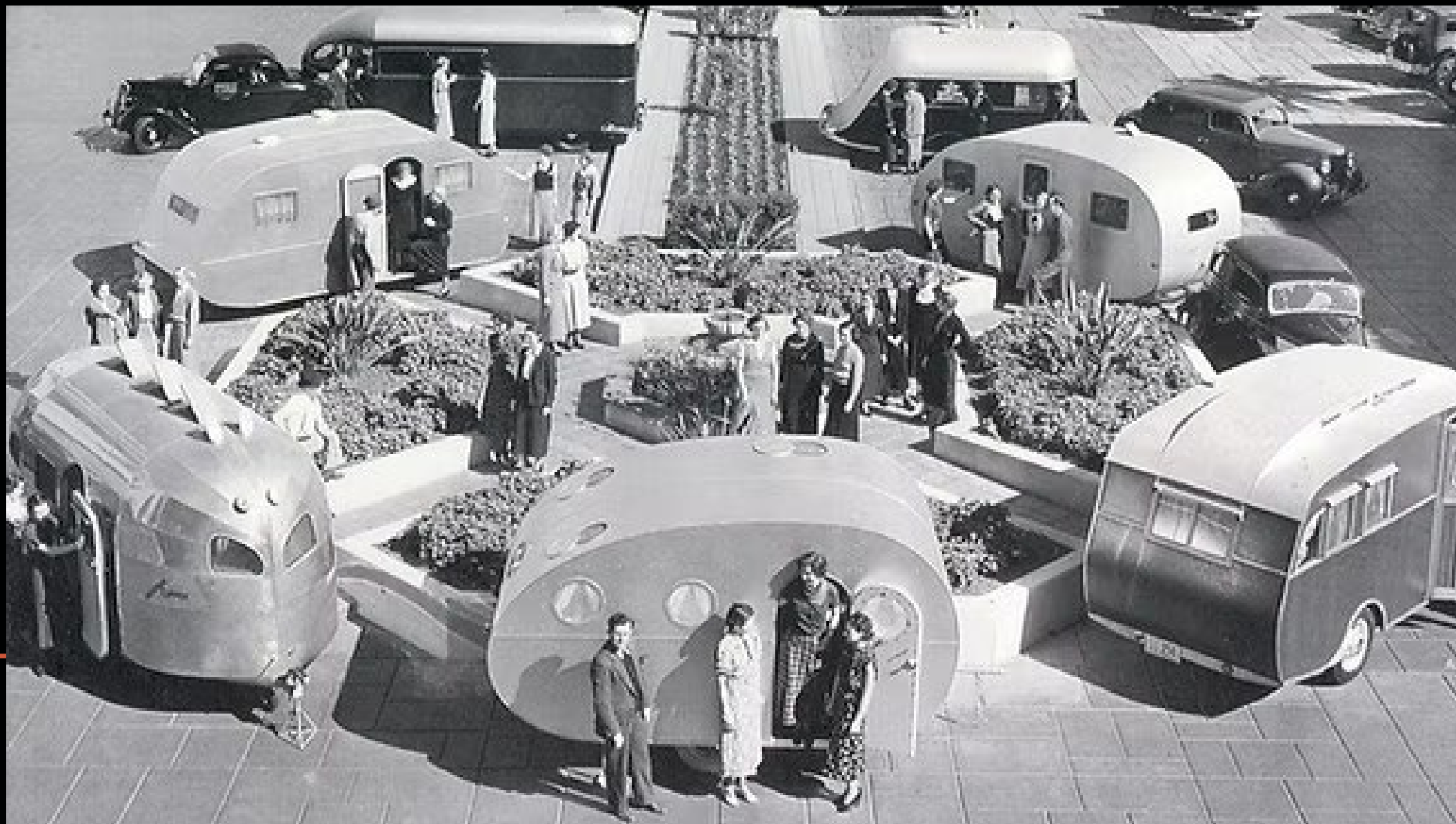


CLASS A DIESEL



TEARDROP CAMPER



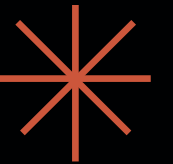




1927 Holt Travel Trailer

1927/35 Holt
Travel Trailer

This trailer was built by the Holt family in 1927 and was used for many years. It is a very well-preserved example of a Holt trailer and is a great example of the craftsmanship of the Holt family. The trailer is made of wood and has a dark green lower half and a mustard yellow upper half. It has a central door with a small window and a side window. The trailer is mounted on a black metal frame with a single visible wheel. A small black step is placed in front of the door. The display is decorated with a white picket fence, yellow and white flowers, and a brown suitcase.



ECONOMICS

OVERALL \$140 BILLION IMPACT ON US ECONOMY

\$73.7 BILLION RV MANUFACTURERS AND SUPPLIERS

\$35.7 BILLION RV CAMPGROUNDS AND RELATED TRAVEL

\$30.5 BILLION RV SALES AND SERVICE ACTIVITIES



ECONOMICS

\$3 BILLION ANNUAL ECONOMIC IMPACT IN MICHIGAN

1,200 BUSINESSES

22,000 JOBS

\$1.3 BILLION IN WAGES



COVID

RECORD NATIONAL SALES

SUPPLY COMPLICATIONS

“ARTIFICIAL MARKET”

RESULTS



TODAY'S MARKET

NORMALIZATION

DECREASE IN WHOLESALE SHIPMENTS

WHOLESALE IN LINE WITH INVENTORY & DEMAND



TODAY'S MARKET

8.1 MILLION AMERICAN HOUSEHOLDS OWN AN RV

16.9 MILLION AMERICAN HOUSEHOLDS EXPRESS A
STRONG INTEREST IN PURCHASE WITHIN 5 YEARS



TODAY'S MARKET

LARGE & EXTRAVAGANT VS. PRACTICAL

2-3 WEEKS VS. 2-3 DAYS

LIGHTER

LESS COMPLICATED



PRODUCT TRENDS

SOLAR

HOLDING TANKS

OUTDOOR KITCHEN COMPONENTS

WHEELBASE, CHASSIS, TIRES



TODAY'S BUYER

YOUNGER AND MORE DIVERSE

MEDIAN AGE 53 IN 2021

MEDIAN AGE 49 IN 2025

46% OWNERS 35-54 AGE RANGE



TODAY'S BUYER

36% FIRST TIME BUYERS

30% GROWTH AUDIENCES

43% CITE BRINGING PETS AS IMPORTANT

46% OWNERS 35-54 AGE RANGE



TODAY'S BUYER

58% UNWINDING & RELAXING

57% SPENDING TIME IN NATURE

53% VISITING LOCATIONS WITH NATURAL BEAUTY



TODAY'S BUYER

REMOTE WORK

22% SOMEONE IN THEIR HOUSEHOLD WORKS REMOTELY

54% INDICATE WORK HAS BEEN DONE FROM THE RV



TODAY'S BUYER

43% WITH CHILDREN UNDER 18

12,000 AMERICANS TURN 65 EACH DAY

GEN-Z & MILLENNIALS FORMING HOUSEHOLDS



PURCHASING & FINANCING

71% OF BUYERS OPT FOR NEW RVS

94% OF TRANSACTIONS STILL OCCUR IN-PERSON

45% BUYERS PAY CASH



OVERALL INDUSTRY TRENDS

MANUFACTURER BRAND CONSOLIDATION

DEALERSHIP CONSOLIDATION

INCREASED RENTAL MARKET



THANK YOU!

QUESTIONS?

