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RV and Camping Facts and Stats, January 2022

- Final 2021 shipments totaled 600,240 units nationwide, a nearly 40% gain over the 430,412 units shipped in 2020. This also represents a 19% increase over the previous record year of 2017.
- Continued growth is expected through 2022 with shipments projected at a most likely total of 613,700 units, a projected increase of nearly 2% over 2021.
- 9.5 million households plan to make an RV purchase in the next 5 years
- According to the Recreation Vehicle Industry Association (RVIA), Michigan ranks 4th for RV shipments in the United States, behind Texas, California, and Florida.
- 3.96% of all RV shipments have gone to Michigan through September 2021. Through October 2021 total shipments to Michigan for the year are more than 20,000 RVs.
- Indiana overwhelmingly continues to lead the country in RV production, manufacturing nearly 83% of all RVs in the United States and Canada
- RV ownership has increased over 62% in the last twenty years with a record 11.2 million RV owning households. A 124% gain since 1980.
- The total 2019 country-wide economic impact of RV sales and services is \$20.1 billion.
- The 2019 economic impact of RVs in Michigan is \$3.4 billion. \$1.6 billion for RV manufacturers and suppliers, \$712.6 million for RV sales and services, \$1.1 billion for RV campgrounds and travel according to RVIA.
- The Michigan RV and campground industry supports 18,795 jobs, 1,173 RV businesses and \$969.9 million in wages.
- 72 million Americans plan to go RVing in the next year in an RV they rent, own or borrow. Interest in exploring the outdoors and traveling more with children and family were the top reasons.
- Go RVing and the RVIA commissioned a study highlighting how RV vacations present a clear budget benefit over other forms of travel. Popular RV mini-vacations can reap a cost savings of 21-64% for a four-person travel party.
- RVs support a balanced and active lifestyle. In a Harris Interactive survey, owners reported that RV travel enables them to experience nature and outdoor activities and enjoy quality family time. RVers reported stronger bonds with loved ones and benefits to children. RVers also cited healthier eating on the road, sleeping in their own beds, and having their own bathroom facilities as advantages of RV travel.
- Research by GoRVing and the RVIA show that when fuel prices are higher, RVers save on fuel costs by driving fewer miles, taking trips closer to home and staying longer at one destination

RV and camping facts and stats, continued

- According to the Department of Environment, Great Lakes and Energy (DEGLE), as of July 2021, there are more than 1,300 licensed recreation vehicle parks and campgrounds in Michigan, which represent more than 147,000 campsites.
- 1.6 million campsites in the United States
- 56 million camped in 2021, 16% increase over 2020
- 14 million households new to camping in 2020 – 2021
 - Majority non-white (Hispanic, Asian, African American, etc.)
 - Majority Gen Z/Millennial
- A study by Michigan State University shows that 10 % of all pleasure travelers in Michigan are campers.
- Buyers aged 35-54 are the largest segment of RV owners, according to a University of Michigan study commissioned by RVIA.
- New RVs can range in price from \$6,000-\$22,000 for folding campers; \$8,000-\$95,000 for conventional travel trailers; \$43,000-\$200,000 plus for Type C motorhomes; \$18,000 to \$160,000 for fifth wheels and \$60,000-\$500,000 for Type A motorhomes.
- The average spent on an RV \$75,000. Millennials spent the most, with an average of \$82,000.
- IRS tax deduction: for most RV buyers, interest on their loan is deductible as second home mortgage interest.

MARVAC 80th Anniversary

As one of the oldest state associations, the Michigan Association of Recreation Vehicles and Campgrounds (MARVAC) has been connecting camping and RV enthusiasts with Michigan-based dealers, suppliers and campgrounds for 80 years.

Founded in 1941, the Association has been championing camping and RVing to consumers through outreach and the always popular RV Shows. The Association introduced RV and camping shows to the Metro Detroit area 55 years ago in 1966 with the original Detroit Camper and Travel Trailer Show, which has become the third-longest running public RV show in the country.

The first show was held at the Detroit Artillery Armory on 8 Mile Road in February 1966. The SE Michigan shows have also been held at Cobo Hall, the Pontiac Silverdome, and was the inaugural show for the Novi Expo Center. It was also the first public show at Suburban Collection Showplace, in Novi.

Visit www.marvac.org to find campgrounds, RV resorts and RV dealers by region.

The Michigan Association of Recreation Vehicles and Campgrounds (MARVAC) is a statewide, nonprofit organization dedicated to encouraging growth in the recreation vehicle and private campground industries while contributing to the quality of Michigan tourism. For more information, visit MARVAC's website, www.marvac.org. MARVAC, 2222 Association Drive, Okemos, Mich. 48864-5978; 517.349.8881.

Sources: Recreation Vehicle Industry Association (RVIA), GoRving.com, Michigan Association of Recreational Vehicles and Campgrounds (MARVAC)