



GO RVING

2 0 2 3 A N N U A L R E P O R T



MISSION STATEMENT

Grow and Expand the RV Market by Attracting New Customers to RVing



Increase customer awareness of how RVs can enhance an active outdoor lifestyle



Drive customers to RV dealerships



Be the industry leader in market data and customer insights



Increase traffic to Go RVing's customer platforms



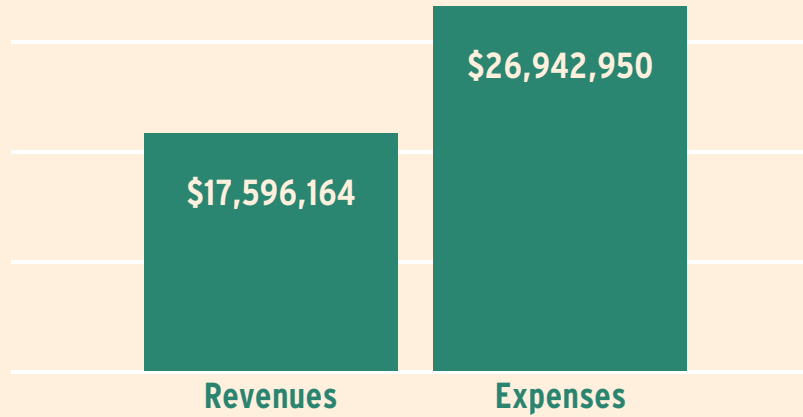
Building Go RVing into a strong complementary brand marketing partner



Responsibly and ethically manage and oversee all Go RVing assets



FINANCIALS



Go RVing Board of Directors

Renee Jones (President)

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THOR Industries, Inc.

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Sarah Marshall

Marketing & Brand Manager,
Great American RV - Hammond



Go RVing: Driving New Consumer Connections

2023 had its share of ups and downs but throughout, Go RVing continued to seek out audiences most open to our positive messages through our Go on a Real Vacation campaign that focuses on our two primary objectives; to recruit and retain RV buyers.

Nearly three decades since the program first began, Go RVing continues to be a marketing and consumer awareness thought-leader, introducing millions of Americans to the freedom and control of RV travel and building a desire for the adventures that await.

“Most prospective new consumers turn to the digital world for ideas, inspiration, education, and recommendations from friends and those they trust the most. We focus much of our messaging in that digital environment where we can connect with and get to know consumers through data.”

Go RVing Chief Marketing Officer, Karen Redfern



In 2023, Go RVing continued to showcase what it means to “Go on a Real Vacation” through a comprehensive campaign that reached consumers through web, social, video, audio, events, and more. The “Go on a Real Vacation” campaign introducing millions of Americans to the freedom of RV travel and consistently driving forward the positive benefits of RVing.

CAMPAIGN HIGHLIGHTS

- Over 1.5 billion total impressions
- 5.5 million visitors to the Go RVing site
- 13 experiential events with nearly 100,000 tours of RVs.
- \$150 million in earned media throughout the year, fueled by coverage on segments such as National Go RVing Day.
- A 4-minute Fox & Friends live segment that was seen by over 1 million people in the kickoff to camping season.

According to the latest government data, outdoor recreation generates \$1.1 trillion in economic output, and RVing is the largest contributor for the second year in a row. RVers continue to diversify and get younger as participation grows and more Americans choose to go on a real vacation.

With that in mind, a cornerstone of Go RVing these last three years has been to actively build a repository of data about preferences and habits of new owners, prospective owners, and emerging segments of the population who might become RVers in the future. The more we know about those who are likely to become RV buyers, the more targeted and impactful our marketing messages can be.

“In 2023, Go RVing released the much-anticipated Path to Purchase study. From demographics to sources of research to reasons for travel, the profile of prospective and current RV owners is continually evolving.”

Go RVing Coalition Co-Chair, Mike Regan

“While the COVID-19 pandemic left the industry clamoring to meet increased consumer demand, questions arise as to how the RV industry can retain heightened levels of consumer enthusiasm and purchase consideration – that’s where Go RVing is vital to making new consumer connections.”

Go RVing Coalition Co-Chair, Renee Jones



Partnering with Ipsos, the global leader in market research, Go RVing developed a comprehensive look at the buying process customers go through for their first-time and repeat RV purchases. Recognizing the key differences between Towable and Motorhome buyers, segmented reports for those specific buying groups were developed.

One of the biggest takeaways from the study was the positive impact of time spent outdoors, especially during childhood. It's why we continue to focus on families with children in the home.

In addition to market analysis, Go RVing continued its in-person experiential events as a way to expose diverse audiences to RVing and an active outdoor lifestyle. These exhibits occur at music and food festivals, outdoor competitions, state fairs, and sporting events and provide consumers with real-world opportunities to directly engage with RVs, leading them to share their experiences and becoming more likely to make a purchase themselves. A large number of the attendees at these events are exploring an RV for the first time, learning about the diversity of model types and discovering that the accessibility of RV travel is a lot more affordable than they imagined.

In 2023, Go RVing hosted 13 experiential events and gave a total of 94,574 RV tours to curious consumers. There are 12 experiential events currently scheduled for 2024 and Go RVing is looking forward to connecting with consumers across the country.

2024 EXPERIENTIAL EVENTS



GUARDIANS OF FREEDOM	<i>WICHITA FALLS, TX</i>	4/27 - 4/28
LOVIN' LIFE MUSIC FESTIVAL	<i>CHARLOTTE, NC</i>	5/3 - 5/5
CINCO DE MAYO	<i>OMAHA, NE</i>	5/10 - 5/12
FIESTA HERMOSA - SS	<i>LOS ANGELES, CA</i>	5/25 - 5/27
CAROLINA COUNTRY	<i>MYRTLE BEACH, SC</i>	6/6 - 6/9
NATIONAL CHERRY FESTIVAL	<i>TRAVERSE CITY, MI</i>	6/29 - 7/2
AMERICAN CENTURY CHAMPIONSHIP	<i>LAKE TAHOE, NV</i>	7/11 - 7/14
YARMOUTH CLAM FESTIVAL	<i>YARMOUTH, ME</i>	7/19 - 7/21
MINNESOTA STATE FAIR (1ST WEEKEND)	<i>SAINT PAUL, MN</i>	8/22 - 8/25
SANTA CALI-GON DAYS	<i>INDEPENDENCE, MO</i>	8/30 - 9/2
SALMON DAYS	<i>ISSAQUAH, WA</i>	10/5 - 10/6
GO OUTSIDE FESTIVAL	<i>ROANOKE, VA</i>	10/18 - 10/20



On the earned media side, Go RVing was able to secure great coverage by television media, fueled by National Go RVing Day and our Media Summit, as well as two live segments on Fox and Friends that were seen by over 1 million people, one at the kickoff to camping season and another in December.



Go RVing also hit the airwaves on local news stations across the country during Elkhart Open House with the message of affordability, new features, and a call to visit your local dealer. We also brought the excitement of Open House directly to Go RVing's followers with nearly 7 hours of video featuring 47 different units streaming live on Go RVing's social media platforms.

In 2023, our team focused on aligning our marketing and PR campaigns more closely with the efforts of our members. Through visits with members' marketing teams, we were able to get to know each other and the ways our efforts can continue to complement one another. We had more than two dozen fantastic meetings this first year and we're keeping the momentum going.

WE INVITE OUR MEMBERS TO TAKE ADVANTAGE OF GETTING TO KNOW OUR TEAM AND RESOURCES AND HOW WE CAN HELP ONE ANOTHER - WE'RE IN THIS TOGETHER FOR THE FUTURE OF THE INDUSTRY.

Go RVing Chief Marketing Officer, Karen Redfern





GO RVING