

# October

2024

# RV Market Report



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## Vehicle Categories

A recreation vehicle (RV) is a vehicle that is primarily designed as a temporary living quarters for non-commercial recreational and/or camping use and is built to the standards for recreation vehicle as adopted but eh RV Industry Association

### Towable RV

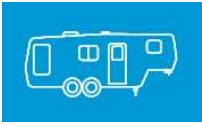
A Towable RV is a recreation vehicle that is mounted on wheels and designed to be towed by a motorized vehicle or can be a portable unit intended to be placed in the bed of a pickup truck. There are four vehicle types classified as towable RVs.

#### Conventional Travel Trailer



A conventional travel trailer is a towable RV constructed from rigid materials with a roof, sidewalls, and mounted on wheels. These units are designed to be towed by a motorized vehicle.

#### Fifth-Wheel Travel Trailer



A fifth-wheel travel trailer is a towable RV mounted on wheels and designed to be towed by a motorized vehicle with a towing mechanism that is placed above or forward of the tow vehicle's rear axel.

#### Folding Camping Trailer



A folding camping trailer is a towable RV constructed with a collapsible roof and partially collapsible sidewalls. This RV is mounted on wheels and is designed to be towed by a motorized vehicle.

#### Truck Camper



A truck camper is a towable RV that is designed to be placed in the bed of a pickup truck.

### Motorhome

A motorhome is a recreation vehicle built on a self propelled motor vehicle chassis. There are three vehicle types classified as a motorhome

#### Type A Motorhome



A Type A motorhome is constructed on a bare motor vehicle chassis.

#### Type B Motorhome



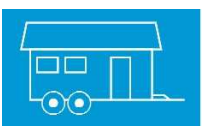
A Type B motorhome is a motorhome constructed on an automotive grade van chassis.

#### Type C Motorhome



A Type C motorhome is constructed on a cut away automotive grade truck chassis.

#### Park Model RV



A park model RV (PMRV) is a recreation vehicle intended to provide temporary living quarters for recreation, camping or seasonal use. PMRVs are built on a single chassis, mounted on wheels with a gross trailer area not to exceed four hundred square feet.

## October Review

The RV Industry Association's survey of manufacturers found that October totaled 30,595 wholesale shipments, up 7.8% compared to October last year. RV Shipments are up 7.7 through October with 287,007 shipments.

This month, towable RVs accounted for 90.8% of the monthly shipment total with 27,766 units, up 11.8% from October 2023. To date, towable RVs are up 13.2% with 257,257 units shipped. Motorhomes ended the month down (-20.2%) compared to last October with 2,829 shipments. Year to date, motorhomes are down (-24.3%) with 29,750 shipments to retailers.

### Towable RVs

Conventional travel trailers closed the month with 22,213 units, up 12.5% from last October. Overall, conventional travel trailers are up 17.4% with 204,514 shipments. This month, conventional travel trailers comprised 80.0% of all towable shipments and 72.6% of total RV shipments. Fifth-wheel travel trailers finished the month up 11.9% from last October with 4,963 units shipped. To date, fifth-wheel travel trailers are up 2.1% from the same point last year with 46,587 shipments. Folding camping trailers ended the month with 317 units, down (-4.8%) from October 2023. Through October, folding camping trailers are down (-18.3%) with 3,307 shipments. Truck campers closed the month down (-13.1%) at 273 units. To date, truck campers are down (-12.0%) with 2,786 units shipped.

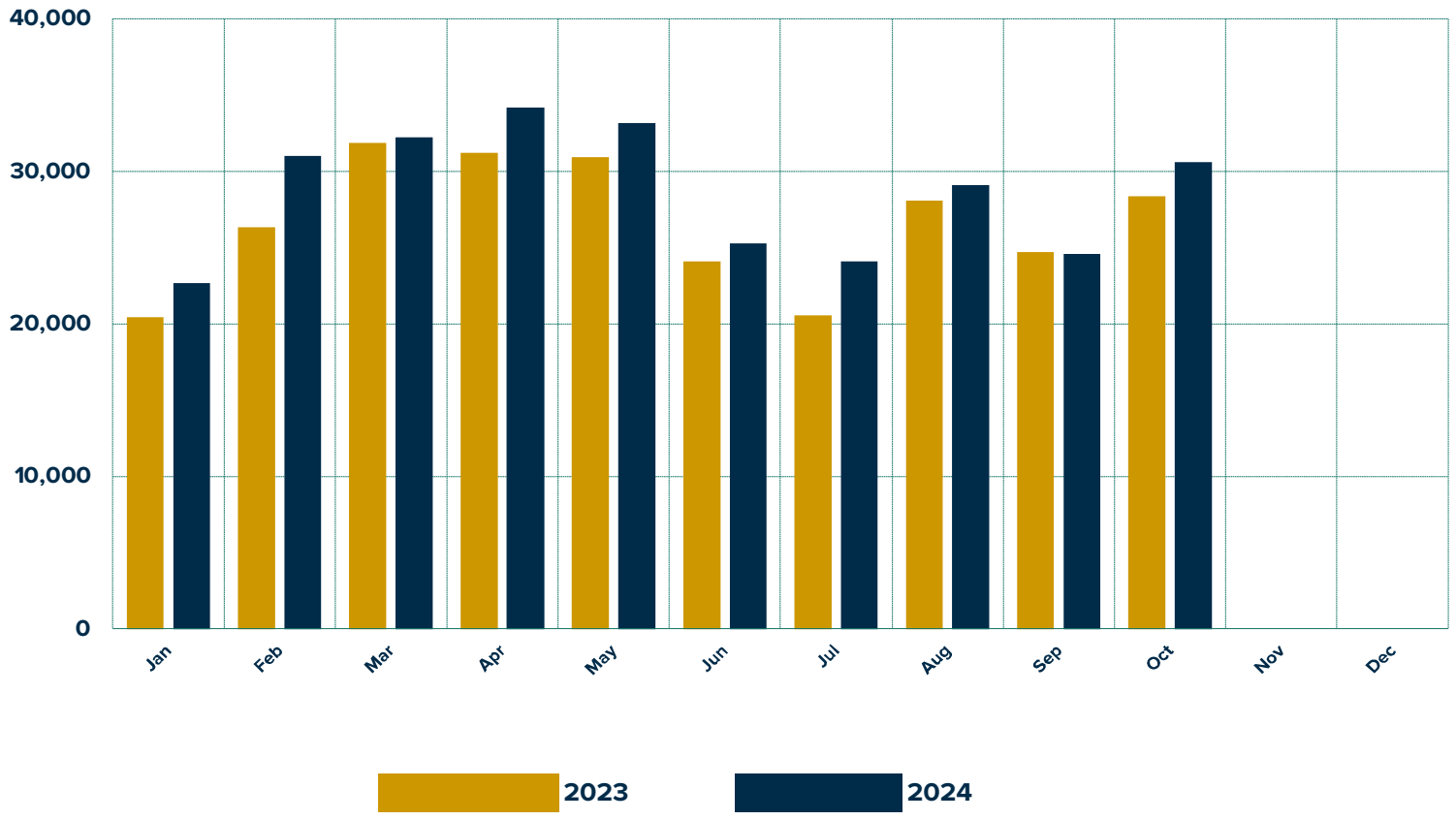
### Motorhomes

Type C motorhomes ended the month down (-19.0%) with 1,534 shipments and continue to lead the motorhome category in unit volume by consisting of 54.2% of the total motorhome shipments this month. To date, Type C motorhomes are down (-17.3%) compared to the same point last year with 16,949 units. Type B motorhomes were down (-15.8%) this month with 735 wholesale shipments. Through October, Type B motorhomes are down (-31.9%) with 7,072 units shipped. Type A motorhomes closed the month with 560 units, down (-28.2%) from October 2023. To date, Type A motorhomes are down (-32.1%) through October with 5,729 shipments to retailers.

# October Wholesale Shipment Summary

	OCT 2023	OCT 2024	Change Over Last Year	YTD 2023	YTD 2024	Change Year To Date
<b>Towables</b>						
Travel Trailers (ALL)	19,744	<b>22,213</b>	12.5%	174,257	<b>204,514</b>	17.4%
Travel Trailers - Fifth Wheel	4,434	<b>4,963</b>	11.9%	45,640	<b>46,587</b>	2.1%
Folding Camping Trailers	333	<b>317</b>	-4.8%	4,123	<b>3,370</b>	-18.3%
Truck Campers	314	<b>273</b>	-13.1%	3,166	<b>2,786</b>	-12.0%
<b>All Towable RVs</b>	24,825	<b>27,766</b>	<b>11.8%</b>	227,186	<b>257,257</b>	<b>13.2%</b>
<b>Motorhomes</b>						
Conventional (Type A)	780	<b>560</b>	-28.2%	8,438	<b>5,729</b>	-32.1%
Van Campers (Type B)	873	<b>735</b>	-15.8%	10,379	<b>7,072</b>	-31.9%
Mini (Type C)	1,893	<b>1,534</b>	-19.0%	20,489	<b>16,949</b>	-17.3%
<b>All Motorhomes</b>	3,546	<b>2,829</b>	<b>-20.2%</b>	39,306	<b>29,750</b>	<b>-24.3%</b>
<b>Total RV Shipments</b>	28,371	<b>30,595</b>	<b>7.8%</b>	266,492	<b>287,007</b>	<b>7.7%</b>

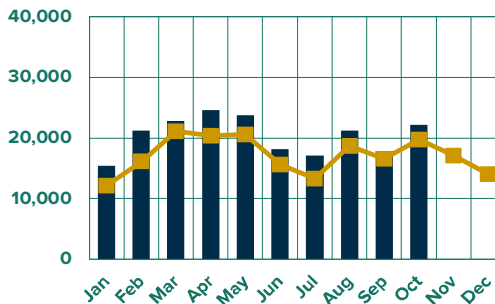
### Total Shipments Monthly vs. Last Year



# Shipments to Retailers by Type

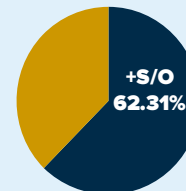
## Conventional Travel Trailers

	2023	2024	YTD 2023	YTD 2024	Change Over	
					Same Mo.	Change Year
					2023	to Date
JAN	12,122	15,432	12,122	15,432	27.3%	27.3%
FEB	16,109	21,246	28,231	36,678	31.9%	29.9%
MAR	21,098	22,835	49,329	59,513	8.2%	20.6%
APR	20,394	24,589	69,723	84,102	20.6%	20.6%
MAY	20,595	23,811	90,318	107,913	15.6%	19.5%
JUN	15,657	18,202	105,975	126,115	16.3%	19.0%
JUL	13,293	17,139	119,268	143,254	28.9%	20.1%
AUG	18,703	21,234	137,971	164,488	13.5%	19.2%
SEP	16,542	17,813	154,513	182,301	7.7%	18.0%
OCT	19,744	22,213	174,257	204,514	12.5%	17.4%
NOV	17,121		191,378			
DEC	14,030		205,408			
TOTAL	205,408	204,514				



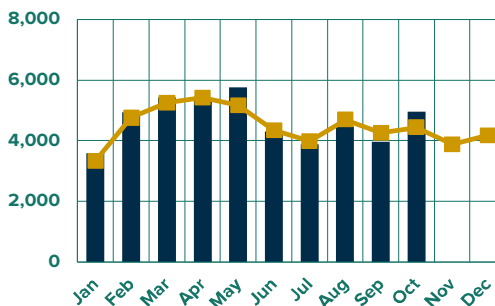
S/O = Slideout

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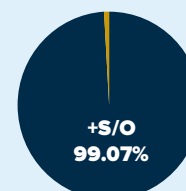


## Fifth Wheel Travel Trailers

	2023	2024	YTD 2023	YTD 2024	Change Over	
					Same Mo.	Change Year
					2023	to Date
JAN	3,332	3,591	3,332	3,591	7.8%	7.8%
FEB	4,754	4,934	8,086	8,525	3.8%	5.4%
MAR	5,250	5,421	13,336	13,946	3.3%	4.6%
APR	5,421	5,319	18,757	19,265	-1.9%	2.7%
MAY	5,170	5,751	23,927	25,016	11.2%	4.6%
JUN	4,342	4,300	28,269	29,316	-1.0%	3.7%
JUL	3,987	3,875	32,256	33,191	-2.8%	2.9%
AUG	4,693	4,473	36,949	37,664	-4.7%	1.9%
SEP	4,257	3,960	41,206	41,624	-7.0%	1.0%
OCT	4,434	4,963	45,640	46,587	11.9%	2.1%
NOV	3,879		49,519			
DEC	4,180		53,699			
TOTAL	53,699	46,587				

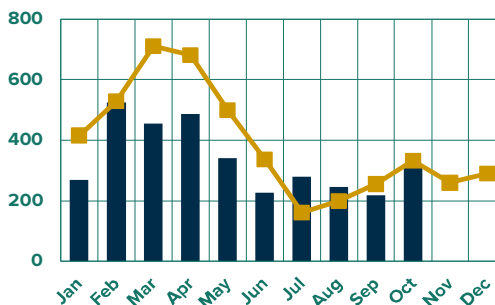


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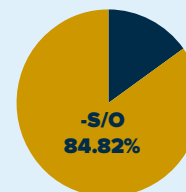


## Folding Camping Trailers

	2023	2024	YTD 2023	YTD 2024	Change Over	
					Same Mo.	Change Year
					2023	to Date
JAN	416	270	416	270	-35.1%	-35.1%
FEB	529	526	945	796	-0.6%	-15.8%
MAR	711	455	1,656	1,251	-36.0%	-24.5%
APR	682	487	2,338	1,738	-28.6%	-25.7%
MAY	500	342	2,838	2,080	-31.6%	-26.7%
JUN	336	227	3,174	2,307	-32.4%	-27.3%
JUL	161	281	3,335	2,588	74.5%	-22.4%
AUG	199	247	3,534	2,835	24.1%	-19.8%
SEP	256	218	3,790	3,053	-14.8%	-19.4%
OCT	333	317	4,123	3,370	-4.8%	-18.3%
NOV	260		4,383			
DEC	290		4,673			
TOTAL	4,673	3,370				

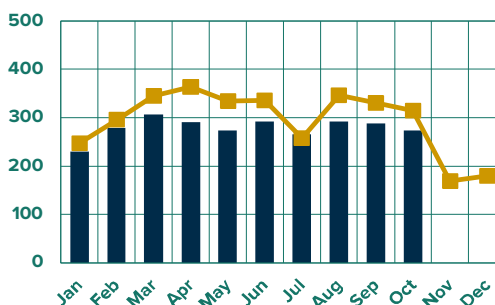


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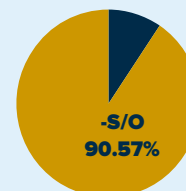


## Truck Campers

	2023	2024	YTD 2023	YTD 2024	Change Over	
					Same Mo.	Change Year
					2023	to Date
JAN	247	230	247	230	-6.9%	-6.9%
FEB	295	278	542	508	-5.8%	-6.3%
MAR	345	307	887	815	-11.0%	-8.1%
APR	363	290	1,250	1,105	-20.1%	-11.6%
MAY	334	273	1,584	1,378	-18.3%	-13.0%
JUN	335	291	1,919	1,669	-13.1%	-13.0%
JUL	257	265	2,176	1,934	3.1%	-11.1%
AUG	346	291	2,522	2,225	-15.9%	-11.8%
SEP	330	288	2,852	2,513	-12.7%	-11.9%
OCT	314	273	3,166	2,786	-13.1%	-12.0%
NOV	169		3,335			
DEC	180		3,515			
TOTAL	3,515	2,786				

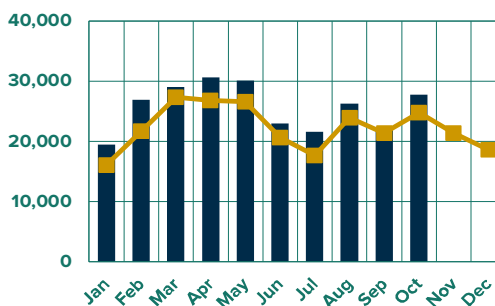


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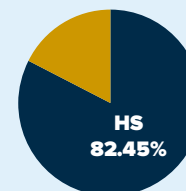
## Towable RVs

	2023	2024	YTD 2023	YTD 2024	Change Over	
					Same Mo.	Change Year
					2023	to Date
JAN	16,117	19,523	16,117	19,523	21.1%	21.1%
FEB	21,687	26,984	37,804	46,507	24.4%	23.0%
MAR	27,404	29,018	65,208	75,525	5.9%	15.8%
APR	26,860	30,685	92,068	106,210	14.2%	15.4%
MAY	26,599	30,177	118,667	136,387	13.5%	14.9%
JUN	20,670	23,020	139,337	159,407	11.4%	14.4%
JUL	17,698	21,560	157,035	180,967	21.8%	15.2%
AUG	23,941	26,245	180,976	207,212	9.6%	14.5%
SEP	21,385	22,279	202,361	229,491	4.2%	13.4%
OCT	24,825	27,766	227,186	257,257	11.8%	13.2%
NOV	21,429		248,615			
DEC	18,680		267,295			
TOTAL	267,295	257,257				



HS = Hardside

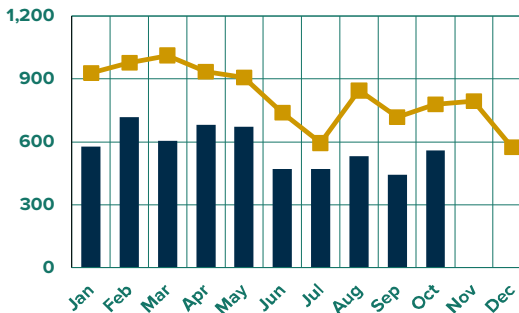
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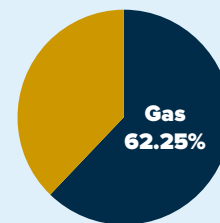
# Shipments to Retailers by Type

## Type A Motorhomes

	2023		2024		Change Over Same Mo. 2023	Change Year to Date 2023
	YTD 2023	YTD 2024	Same Mo.	Change Year to Date		
JAN	928	577	928	577	-37.8%	-37.8%
FEB	977	718	1,905	1,295	-26.5%	-32.0%
MAR	1,012	606	2,917	1,901	-40.1%	-34.8%
APR	935	681	3,852	2,582	-27.2%	-33.0%
MAY	908	673	4,760	3,255	-25.9%	-31.6%
JUN	740	472	5,500	3,727	-36.2%	-32.2%
JUL	595	470	6,095	4,197	-21.0%	-31.1%
AUG	845	530	6,940	4,727	-37.3%	-31.9%
SEP	718	442	7,658	5,169	-38.4%	-32.5%
OCT	780	560	8,438	5,729	-28.2%	-32.1%
NOV	793		9,231			
DEC	575		9,806			
TOTAL	9,806	5,729				

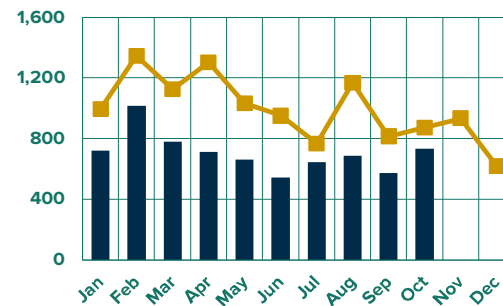


### Type A



## Type B Motorhomes

	2023		2024		Change Over Same Mo. 2023	Change Year to Date 2023
	YTD 2023	YTD 2024	Same Mo.	Change Year to Date		
JAN	995	722	995	722	-27.4%	-27.4%
FEB	1,348	1,017	2,343	1,739	-24.6%	-25.8%
MAR	1,126	781	3,469	2,520	-30.6%	-27.4%
APR	1,303	712	4,772	3,232	-45.4%	-32.3%
MAY	1,035	663	5,807	3,895	-35.9%	-32.9%
JUN	951	541	6,758	4,436	-43.1%	-34.4%
JUL	766	643	7,524	5,079	-16.1%	-32.5%
AUG	1,167	684	8,691	5,763	-41.4%	-33.7%
SEP	815	574	9,506	6,337	-29.6%	-33.3%
OCT	873	735	10,379	7,072	-15.8%	-31.9%
NOV	934		11,313			
DEC	619		11,932			
TOTAL	11,932	7,072				

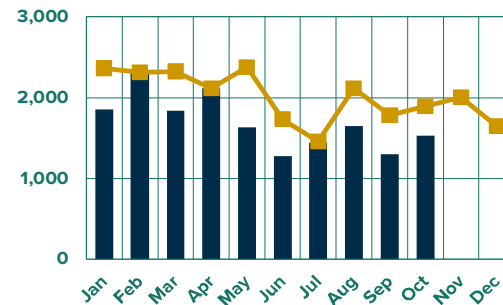


### Type A

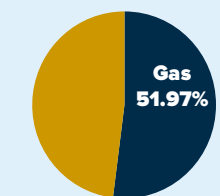


## Type C Motorhomes

	2023		2024		Change Over Same Mo. 2023	Change Year to Date 2023
	YTD 2023	YTD 2024	Same Mo.	Change Year to Date		
JAN	2,365	1,852	2,365	1,852	-21.7%	-21.7%
FEB	2,314	2,305	4,679	4,157	-0.4%	-11.2%
MAR	2,327	1,838	7,006	5,995	-21.0%	-14.4%
APR	2,118	2,119	9,124	8,114	0.0%	-11.1%
MAY	2,377	1,637	11,501	9,751	-31.1%	-15.2%
JUN	1,734	1,275	13,235	11,026	-26.5%	-16.7%
JUL	1,461	1,443	14,696	12,469	-1.2%	-15.2%
AUG	2,118	1,646	16,814	14,115	-22.3%	-16.1%
SEP	1,782	1,300	18,596	15,415	-27.0%	-17.1%
OCT	1,893	1,534	20,489	16,949	-19.0%	-17.3%
NOV	2,004		22,493			
DEC	1,648		24,141			
TOTAL	24,141	16,949				

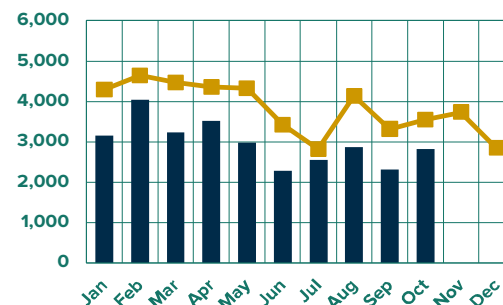


### Type B

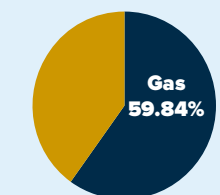


## Motorhomes

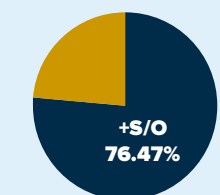
	2023		2024		Change Over Same Mo. 2023	Change Year to Date 2023
	YTD 2023	YTD 2024	Same Mo.	Change Year to Date		
JAN	4,288	3,151	4,288	3,151	-26.5%	-26.5%
FEB	4,639	4,040	8,927	7,191	-12.9%	-19.4%
MAR	4,465	3,225	13,392	10,416	-27.8%	-22.2%
APR	4,356	3,512	17,748	13,928	-19.4%	-21.5%
MAY	4,320	2,973	22,068	16,901	-31.2%	-23.4%
JUN	3,425	2,288	25,493	19,189	-33.2%	-24.7%
JUL	2,822	2,556	28,315	21,745	-9.4%	-23.2%
AUG	4,130	2,860	32,445	24,605	-30.8%	-24.2%
SEP	3,315	2,316	35,760	26,921	-30.1%	-24.7%
OCT	3,546	2,829	39,306	29,750	-20.2%	-24.3%
NOV	3,731		43,037			
DEC	2,842		45,879			
TOTAL	45,879	29,750				



### Type C



### Type C









# Monthly Canadian Shipment Destinations

	22,213 Travel Trailers Conventional	4,963 Travel Trailers Fifth-Wheel	317 Folding Camping Trailers	273 Truck Campers	560 Motorhomes Type A	735 Motorhomes Type B	1,534 Motorhomes Type C	30,595 Totals
Alberta	1.44%	1.23%	3.13%	3.95%	0.72%	0.82%	1.17%	1.39%
British Columbia	0.80%	0.70%	0.00%	15.35%	0.36%	2.06%	1.37%	0.94%
Manitoba	0.38%	0.45%	0.00%	0.00%	0.00%	0.27%	0.39%	0.38%
New Brunswick	0.12%	0.19%	0.00%	0.00%	0.00%	0.41%	0.00%	0.13%
Newfoundland	0.06%	0.02%	1.79%	0.00%	0.00%	0.00%	0.07%	0.06%
Nova Scotia	0.24%	0.31%	1.79%	0.00%	0.00%	0.00%	0.00%	0.24%
Northwest Territories	0.08%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.06%
Ontario	2.70%	1.67%	8.93%	2.19%	2.68%	2.88%	1.89%	2.54%
Prince Edward Island	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.07%
Quebec	1.41%	1.54%	2.23%	4.82%	4.47%	2.47%	4.70%	1.71%
Saskatchewan	0.54%	0.21%	0.00%	0.00%	0.00%	0.14%	0.20%	0.44%
Yukon	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Total</b>	<b>7.85%</b>	<b>6.36%</b>	<b>17.86%</b>	<b>26.32%</b>	<b>8.23%</b>	<b>9.07%</b>	<b>9.79%</b>	<b>7.96%</b>

# Cumulative Canadian Shipment Destinations

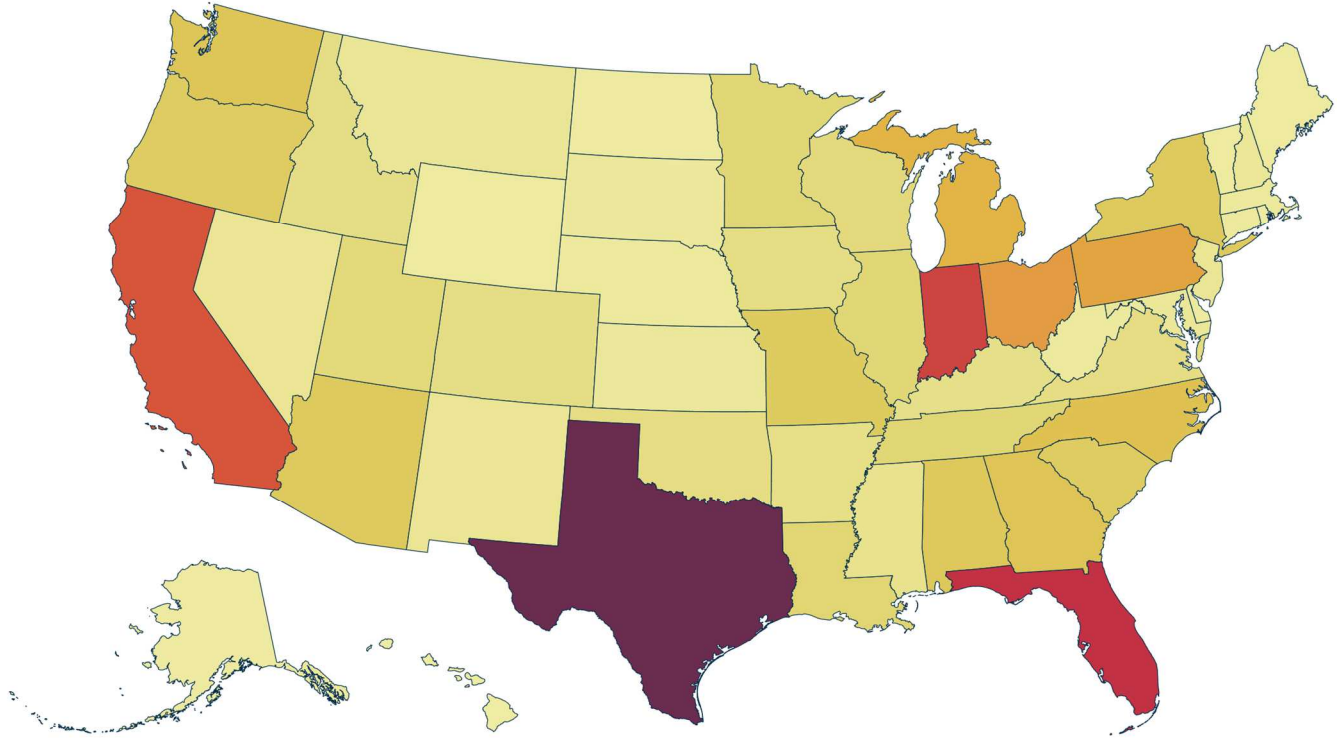
	204,514 Travel Trailers Conventional	46,587 Travel Trailers Fifth-Wheel	3,370 Folding Camping Trailers	2,786 Truck Campers	5,729 Motorhomes Type A	7,072 Motorhomes Type B	16,949 Motorhomes Type C	287,007 Totals
Alberta	1.55%	1.55%	0.65%	4.55%	0.72%	1.25%	1.52%	1.54%
British Columbia	0.90%	0.74%	1.69%	11.15%	0.42%	2.72%	3.53%	1.16%
Manitoba	0.35%	0.41%	0.38%	0.17%	0.00%	0.06%	0.12%	0.33%
New Brunswick	0.29%	0.14%	0.23%	0.04%	0.07%	0.09%	0.06%	0.24%
Newfoundland	0.06%	0.02%	0.58%	0.17%	0.03%	0.03%	0.03%	0.06%
Nova Scotia	0.24%	0.12%	1.11%	0.00%	0.05%	0.10%	0.03%	0.20%
Northwest Territories	0.01%	0.01%	0.00%	0.00%	0.00%	0.01%	0.00%	0.01%
Ontario	3.52%	1.77%	8.01%	1.88%	1.63%	2.65%	2.34%	3.13%
Prince Edward Island	0.04%	0.02%	0.00%	0.13%	0.02%	0.00%	0.00%	0.04%
Quebec	1.64%	1.61%	3.26%	4.85%	2.97%	2.24%	2.61%	1.77%
Saskatchewan	0.31%	0.30%	0.00%	0.35%	0.10%	0.13%	0.21%	0.29%
Yukon	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
<b>Total</b>	<b>8.93%</b>	<b>6.70%</b>	<b>15.91%</b>	<b>23.30%</b>	<b>6.02%</b>	<b>9.28%</b>	<b>10.45%</b>	<b>8.79%</b>

# Annual Total RV Shipments

Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
JANUARY	28.5	31.5	33.9	42.4	25.5	33.0	45.9	53.3	20.4	22.7
FEBRUARY	32.0	35.9	39.4	43.0	36.5	37.1	48.3	53.8	26.3	31.0
MARCH	36.5	40.7	47.6	51.6	38.0	30.3	54.3	64.8	31.9	32.2
APRIL	38.3	40.1	42.3	47.5	40.2	7.2	51.8	57.2	31.2	34.2
MAY	33.5	38.0	45.9	45.1	39.9	28.0	49.2	50.5	30.9	33.2
JUNE	33.8	40.1	47.4	42.0	36.5	40.5	50.7	44.9	24.1	25.3
JULY	27.1	28.4	33.0	36.5	28.0	43.0	44.5	29.5	20.5	24.1
AUGUST	27.3	35.9	45.0	39.6	33.7	39.5	52.8	33.8	28.1	29.1
SEPTEMBER	28.0	33.7	43.6	31.0	31.6	41.6	55.0	28.4	24.7	24.6
OCTOBER	33.8	38.8	48.9	43.6	39.0	47.3	58.0	32.7	28.4	30.6
NOVEMBER	27.3	34.7	41.5	33.0	29.7	42.5	49.1	24.5	25.2	
DECEMBER	28.0	33.0	36.2	28.4	27.5	40.4	40.3	19.9	21.5	
<b>TOTAL</b>	<b>374.1</b>	<b>430.8</b>	<b>504.6</b>	<b>483.7</b>	<b>406.1</b>	<b>430.4</b>	<b>600.2</b>	<b>493.3</b>	<b>313.2</b>	<b>287.0</b>

# Wholesale Distribution

0.05 10.56

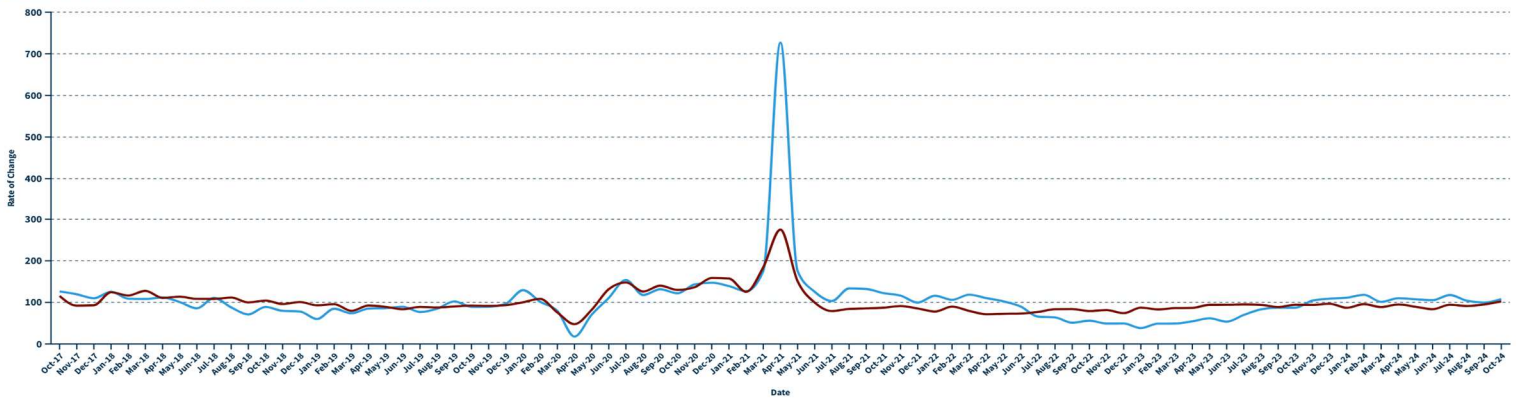


Source: U.S. Census Bureau's cartographic boundary shapefiles, 2016 edition

## Retail Activity

### RV Production and RV Registrations 12/12 ROC (-TC)

■ All RVs (Truck Campers Excluded) ROC ■ All RV Registrations (Truck Campers Excluded) ROC



Source: RV Industry Association, Statistical Surveys, Inc.

### RV Production and RV Registrations 3/12 ROC (-TC)

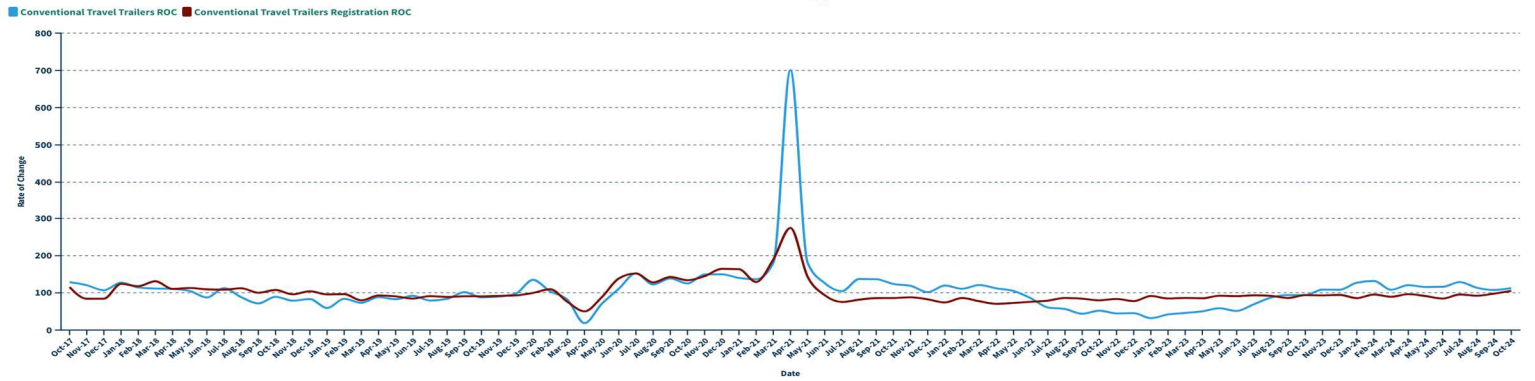
■ All RVs (Truck Campers Excluded) ROC ■ All RV Registrations (Truck Campers Excluded) ROC



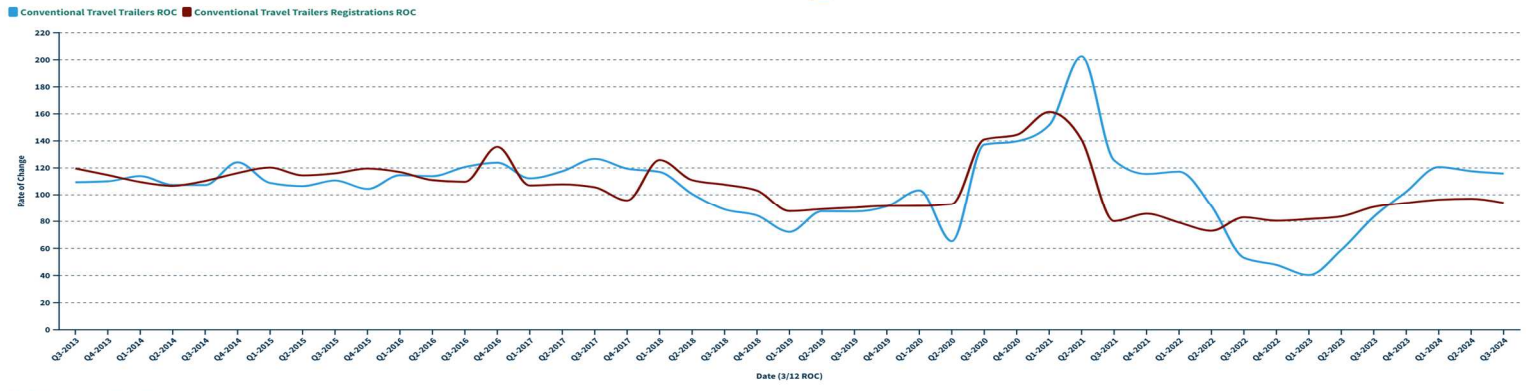
Source: RV Industry Association, Statistical Surveys, Inc.

# Retail Activity By RV Type

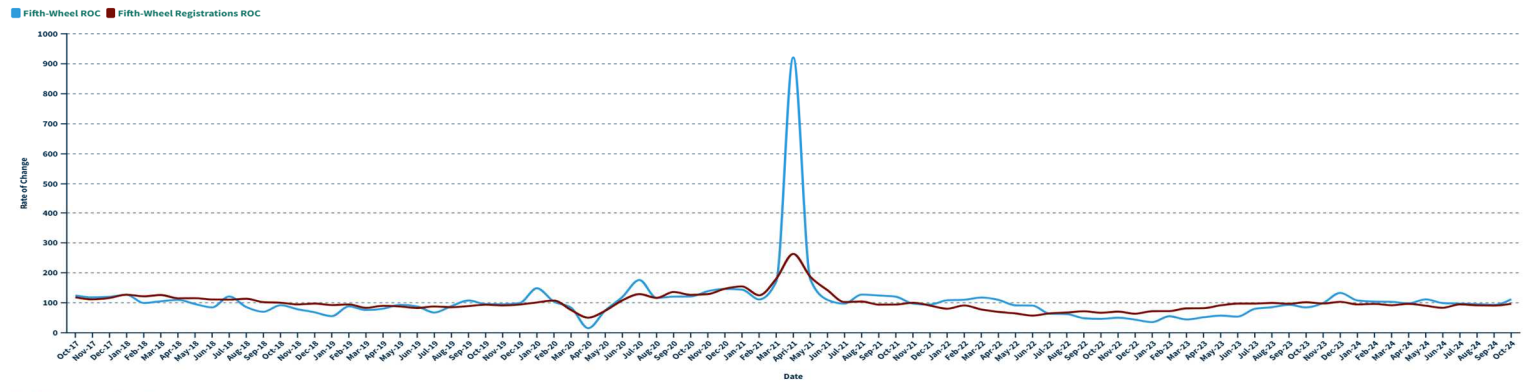
## Conventional Travel Trailer Production and Registrations 12/12 ROC



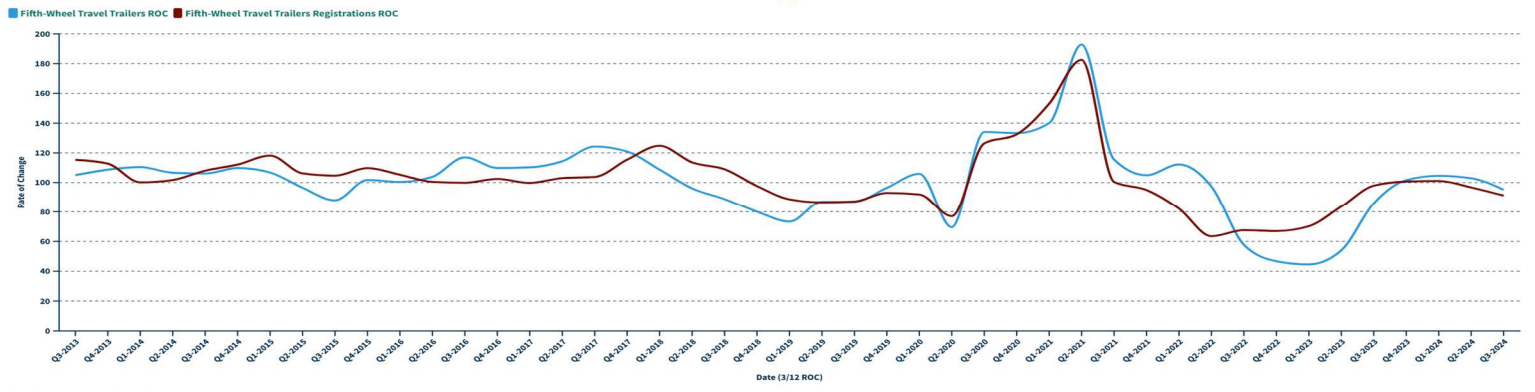
## Conventional Travel Trailer Production and Registrations 3/12 ROC



## Fifth-Wheel Travel Trailer Production and Registrations 12/12 ROC

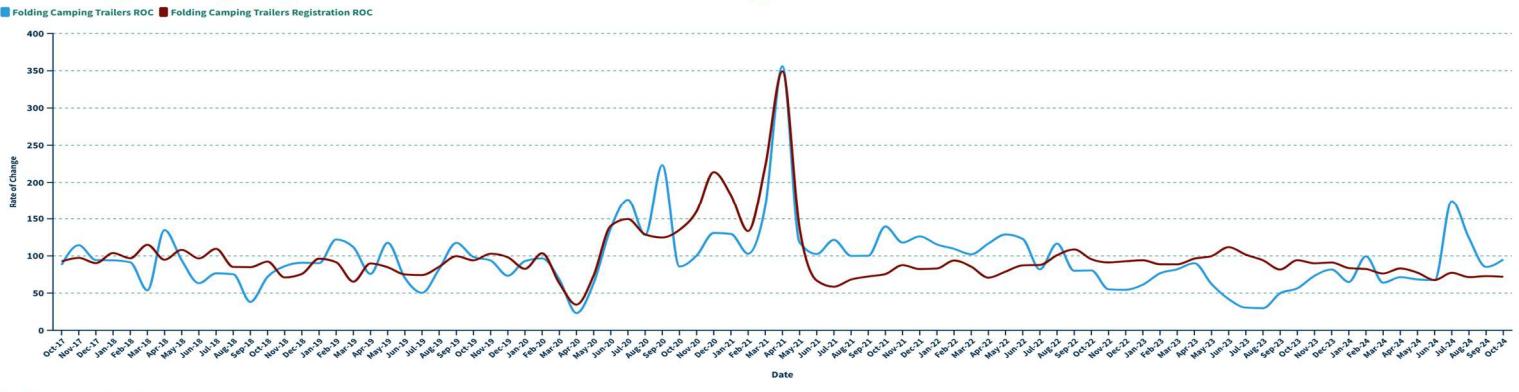


## Fifth-Wheel Travel Trailer Production and Registrations 3/12 ROC



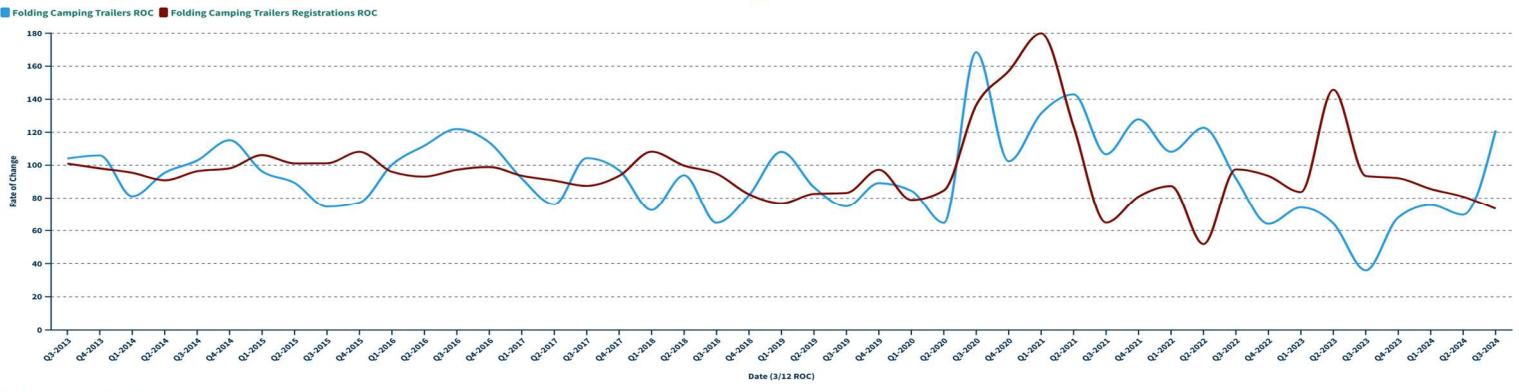
Source: RV Industry Association, Statistical Surveys, Inc.

# Folding Camping Trailer Production and Registrations 12/12 ROC



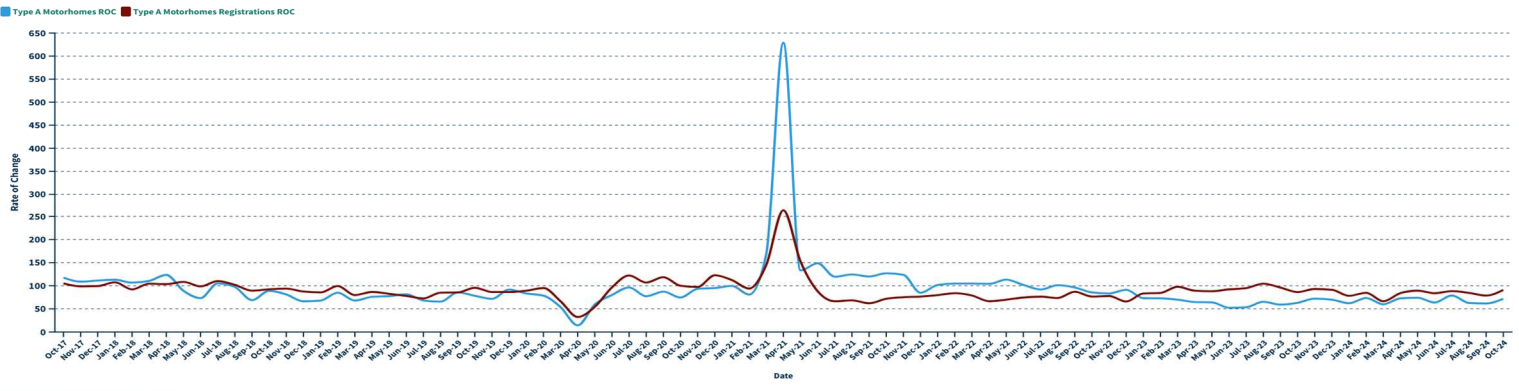
Source: RV Industry Association, Statistical Surveys, Inc.

# Folding Camping Trailer Production and Registrations 3/12 ROC



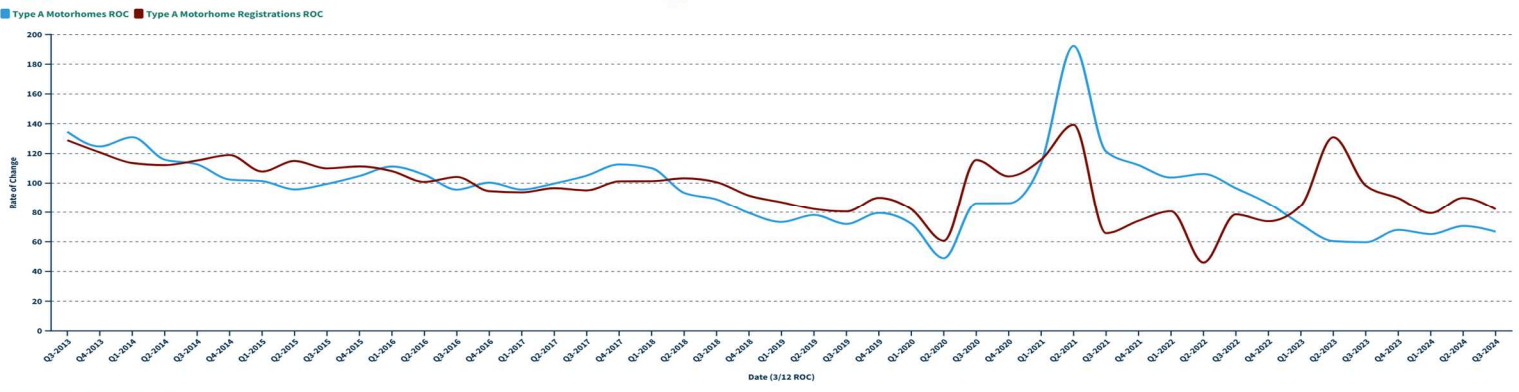
Source: RV Industry Association, Statistical Surveys, Inc.

# Type A Motorhome Production and Registrations 12/12 ROC



Source: RV Industry Association, Statistical Surveys, Inc.

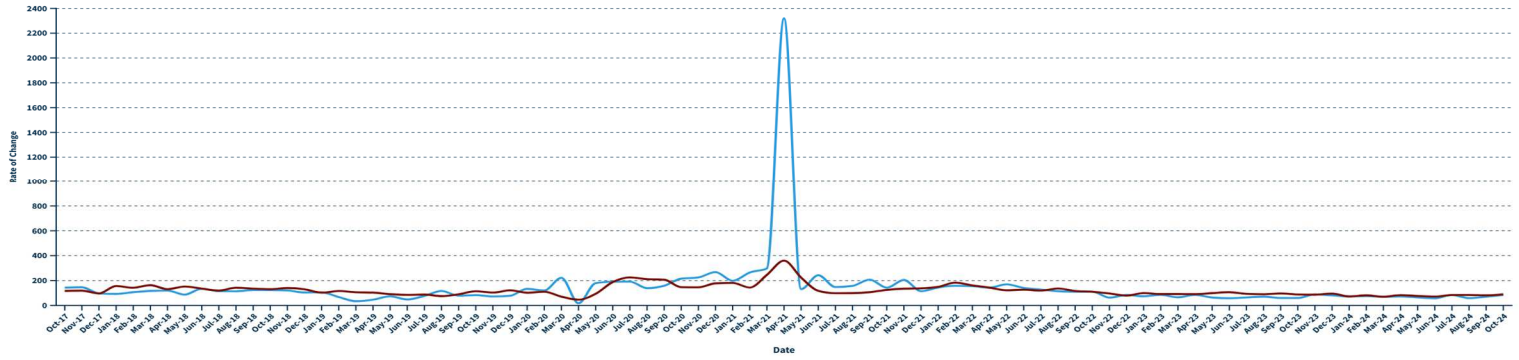
# Type A Motorhome Production and Registrations 3/12 ROC



Source: RV Industry Association, Statistical Surveys, Inc.

# Type B Motorhome Production and Registrations 12/12 ROC

Type B Motorhomes ROC    Type B Motorhomes Registrations ROC



Source: RV Industry Association, Statistical Surveys, Inc.

# Type B Motorhome Production and Registrations 3/12 ROC

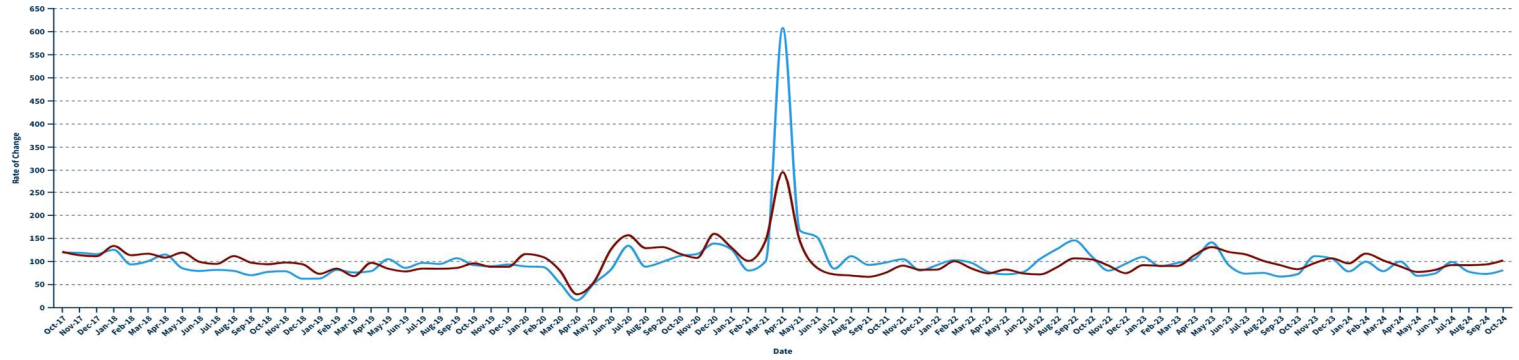
Type B Motorhomes ROC    Type B Motorhome Registrations ROC



Source: RV Industry Association, Statistical Surveys, Inc.

# Type C Motorhome Production and Registrations 12/12 ROC

Type C Motorhomes ROC    71



Source: RV Industry Association, Statistical Surveys, Inc.

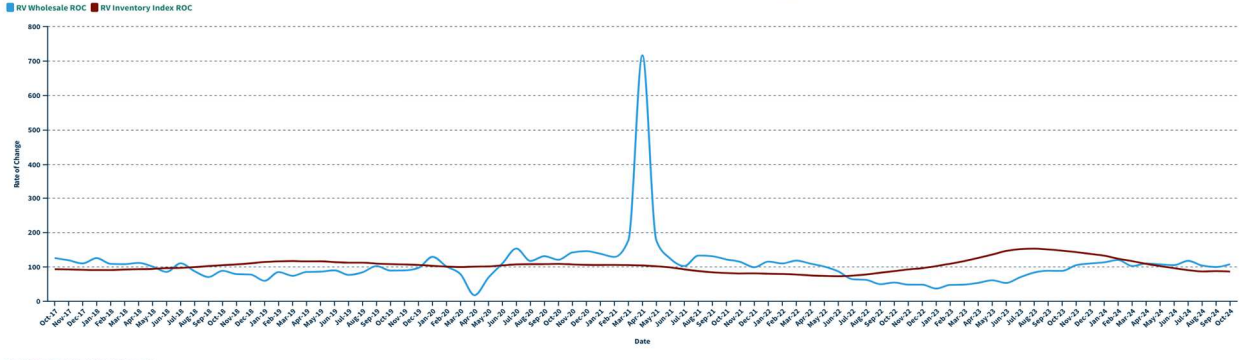
# Type C Motorhome Production and Registrations 3/12 ROC

Type C Motorhomes ROC    Type C Motorhome Registrations ROC



Source: RV Industry Association, Statistical Surveys, Inc.

# Inventory Index

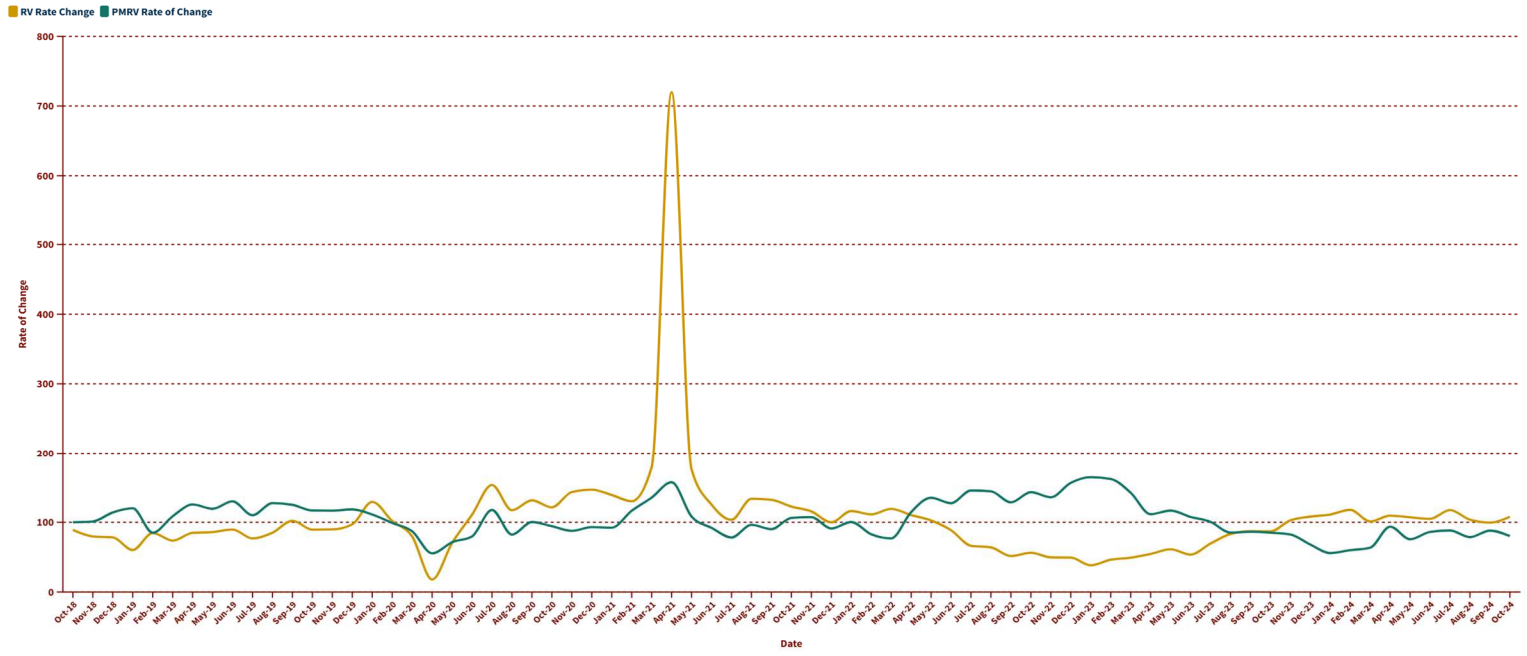


**1.03**

Source: RV Industry Association, Statistical Surveys, Inc.

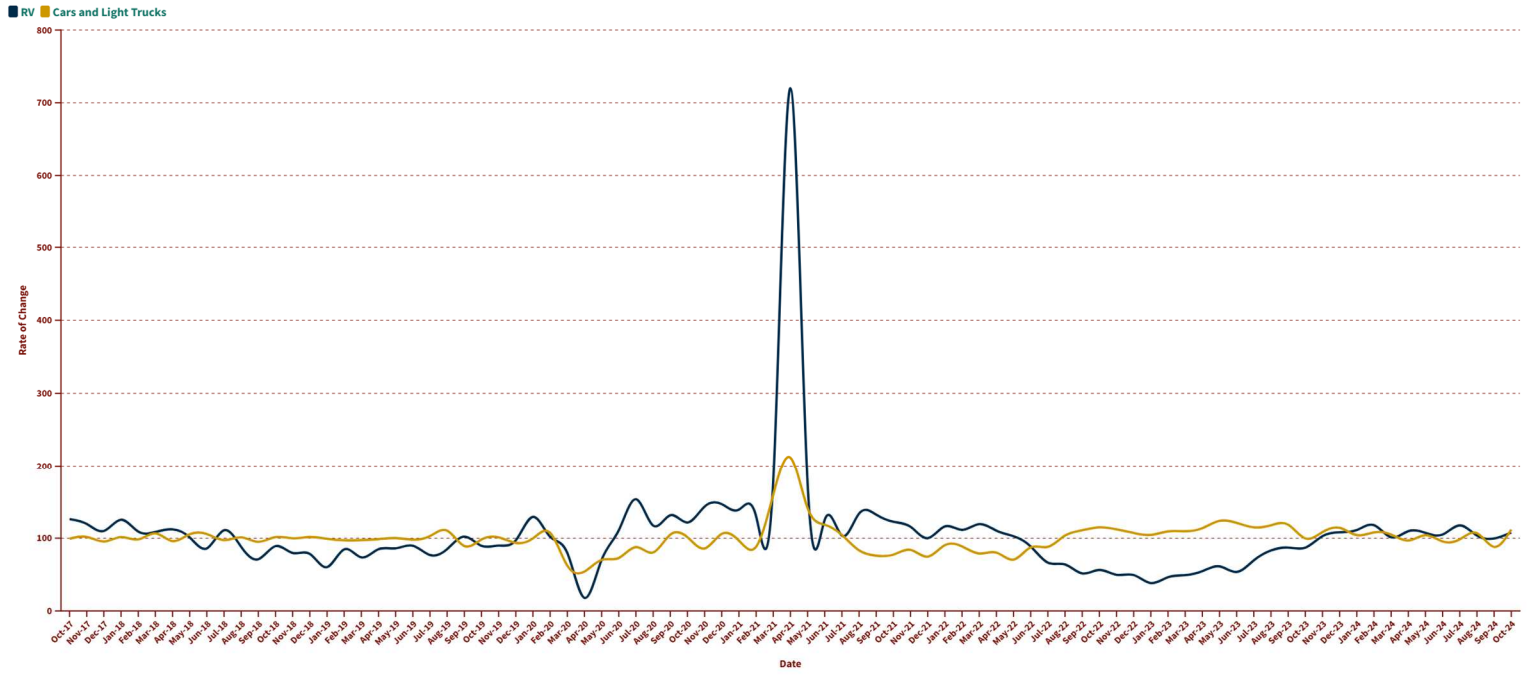
The ratio is the 12MMT of registrations/shipments of TT, FW, FCT, Type A and Type C motorhomes. TC and Type B are removed due to insufficient data

## RV Wholesale Shipments Compared to PMRV Wholesale Shipments



Source: RV Industry Association

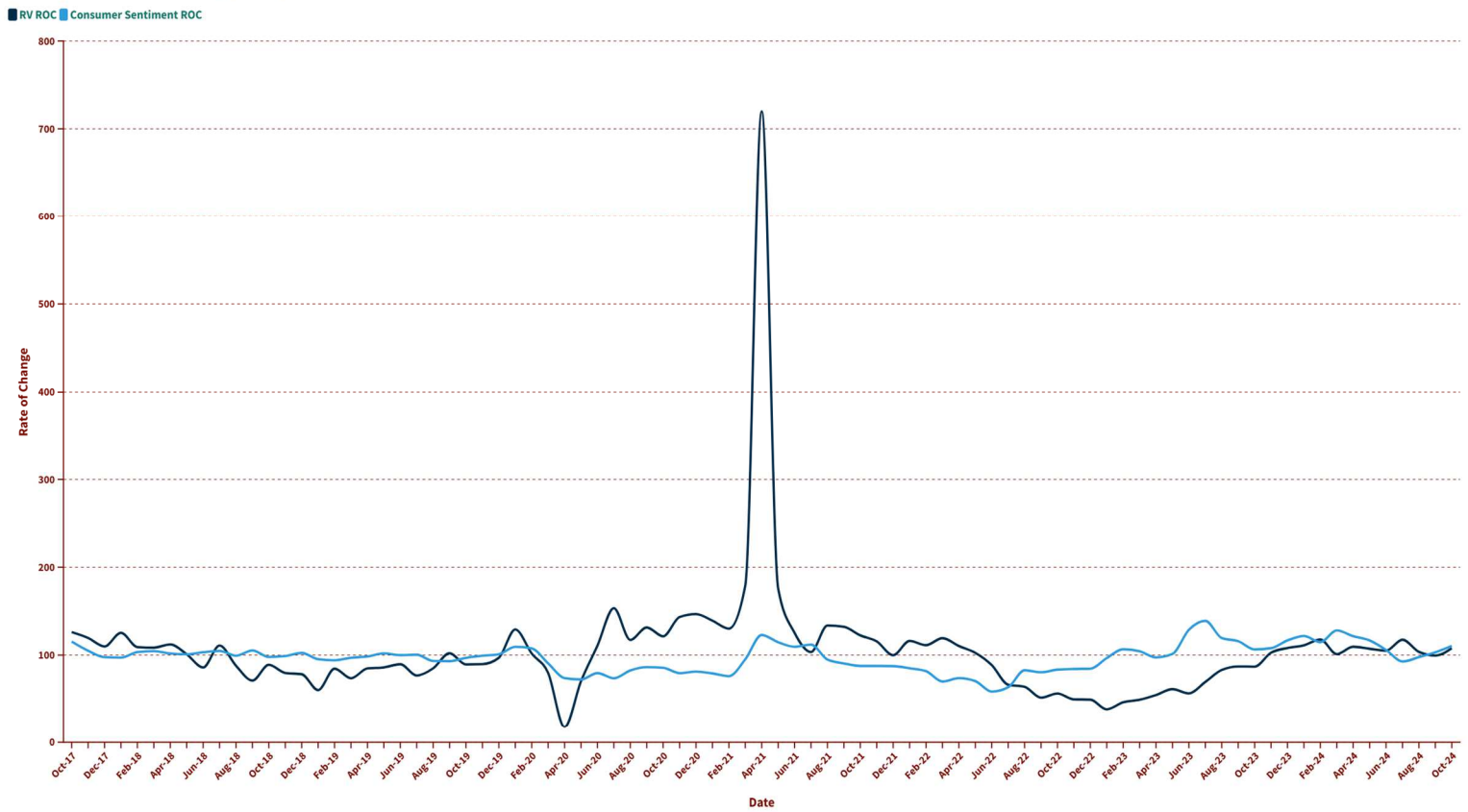
## RV Wholesale Shipments Compared to Car and Light Truck Sales



Source: RV Industry Association, Federal Reserve Bank of St. Louis

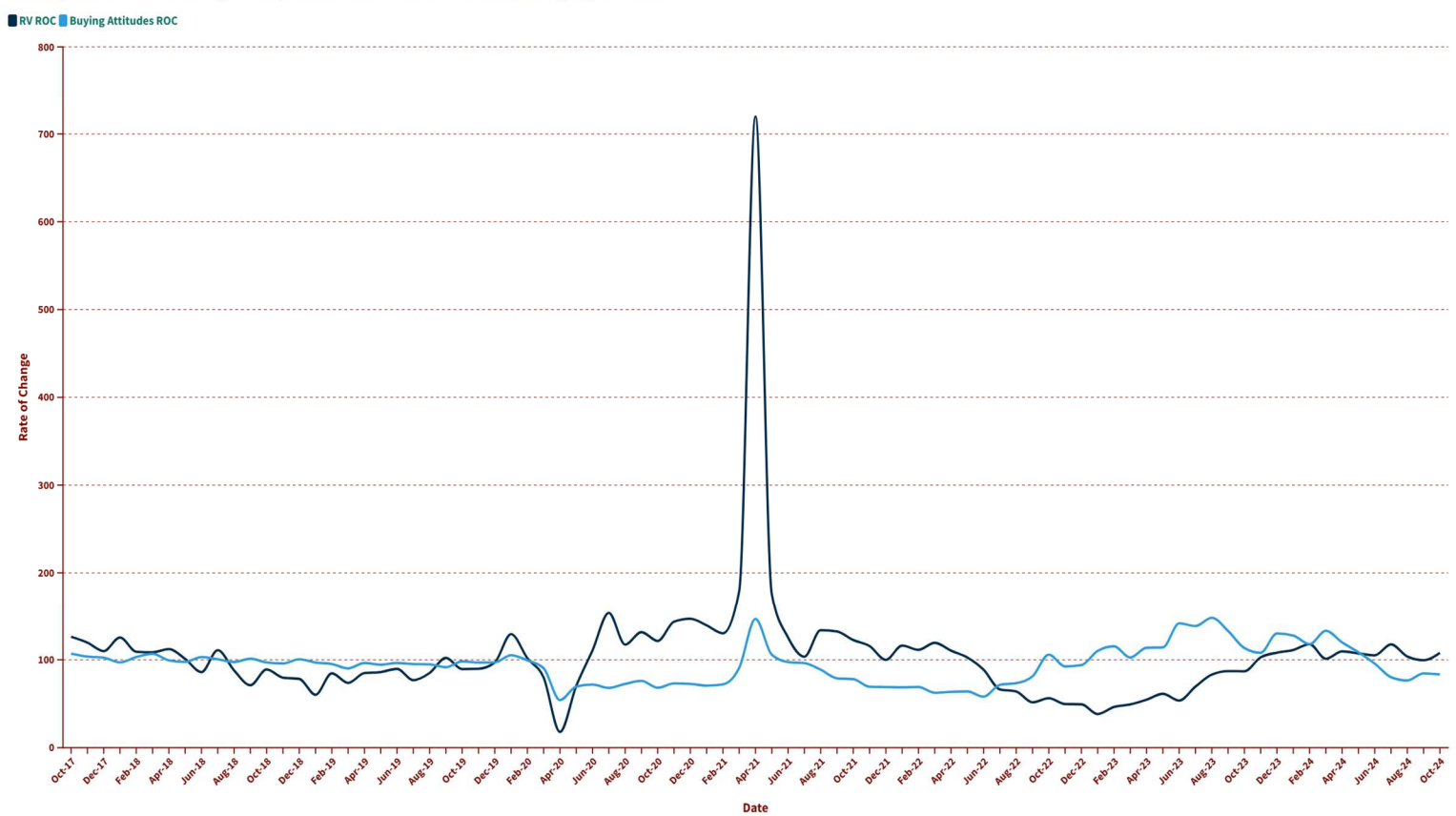
# Manufacturers Wholesale Shipments Index Comparisons

### RV Shipment Rate of Change Compared with Index of Current Consumer Sentiment



Source: University of Michigan Survey Research Center

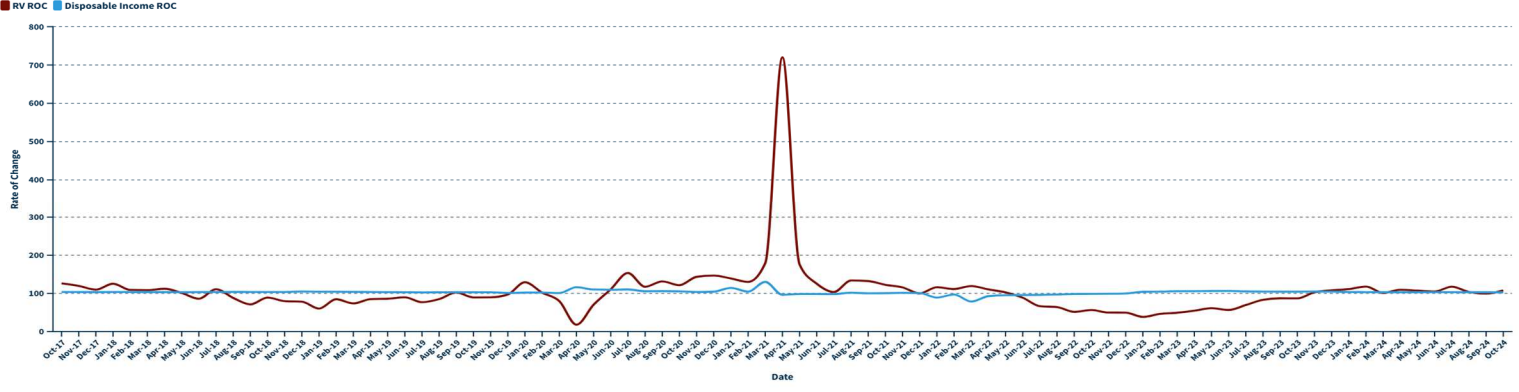
### RV Shipment Rate of Change Compared with Index of Consumers' Buying Attitudes





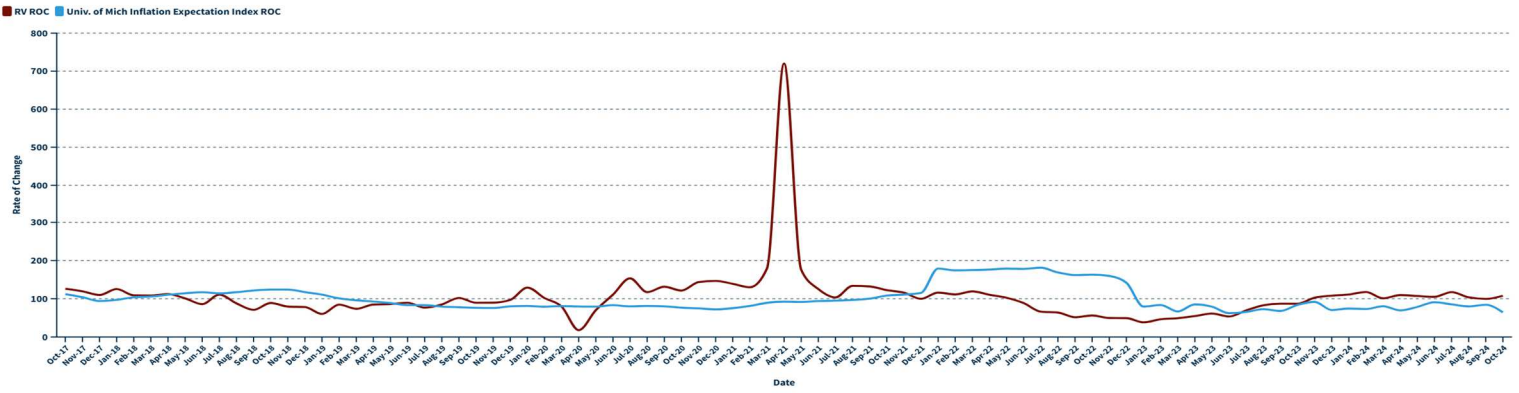
# Economic Indicators Compared to RV Rate of Change

## Disposable Income



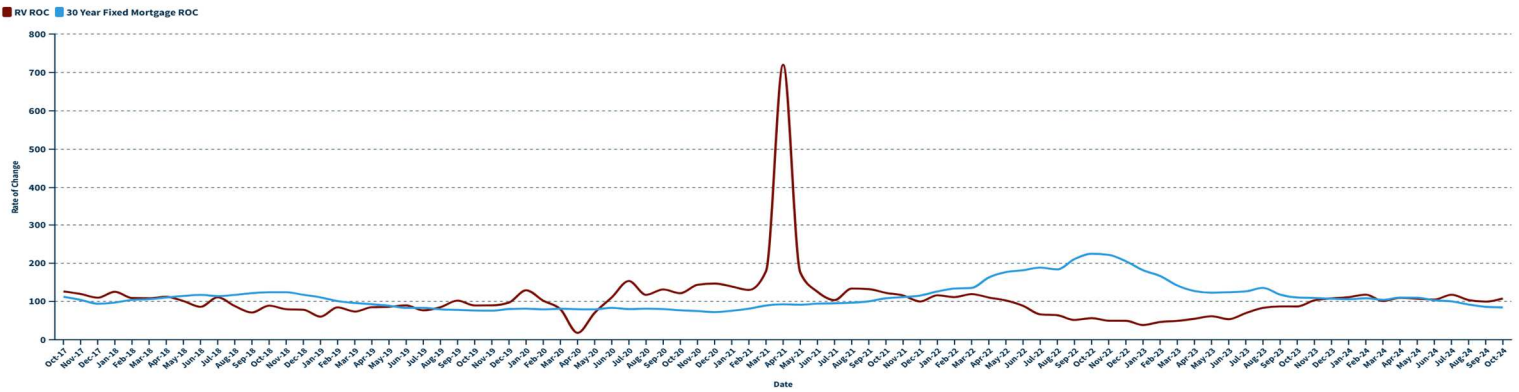
Source: RV Industry Association, Federal Reserve Bank of St. Louis

## University of Michigan Inflation Expectation Index



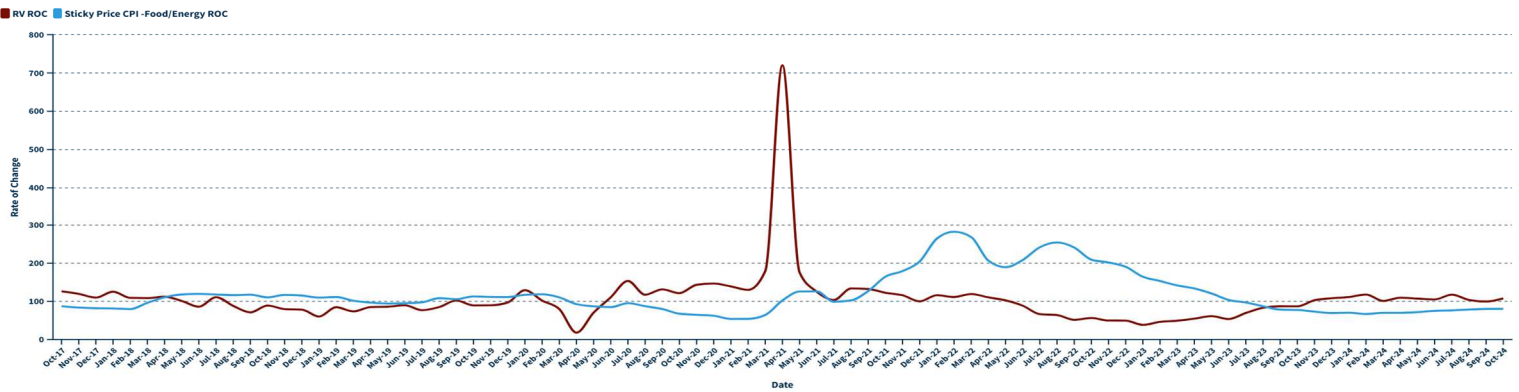
Source: RV Industry Association, Federal Reserve Bank of St. Louis

## Thirty Year Mortgage Rate



Source: RV Industry Association, Federal Reserve Bank of St. Louis

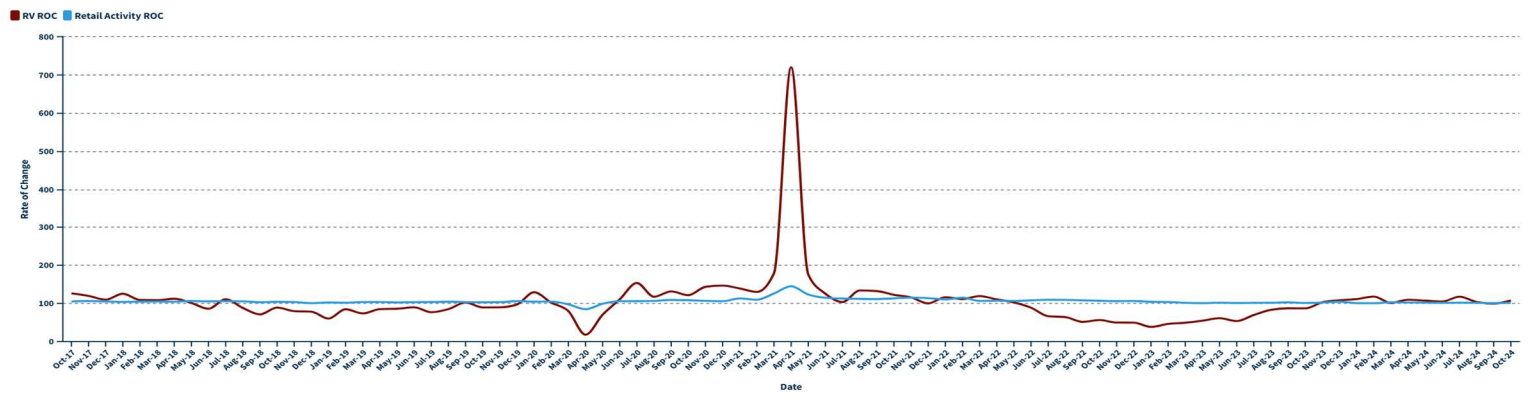
## Sticky Price CPI, Less Food and Energy



Source: RV Industry Association, Federal Reserve Bank of St. Louis

# Economic Indicators Compared to RV Rate of Change

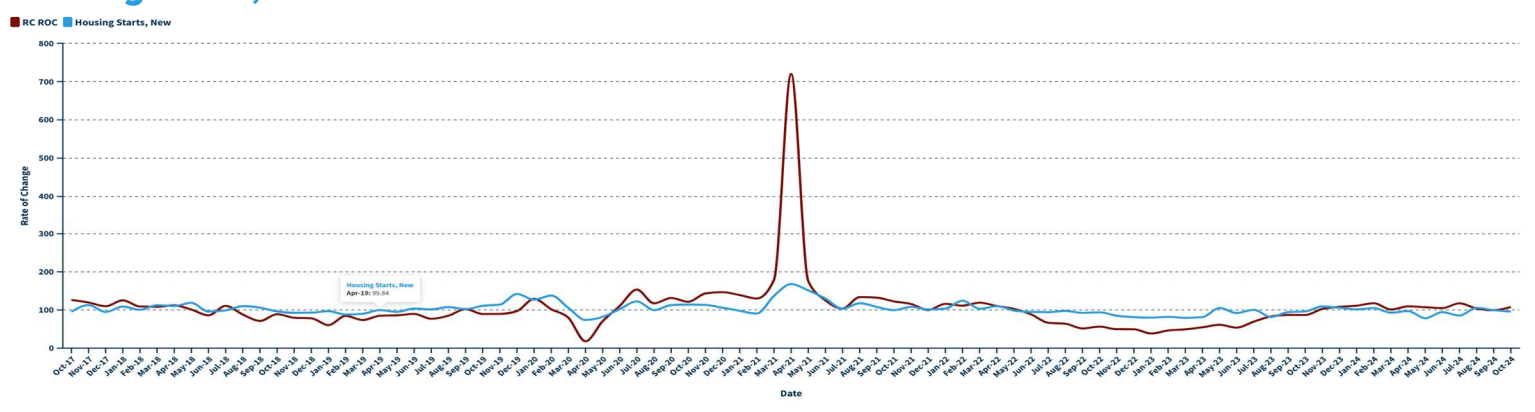
## Retail Activity



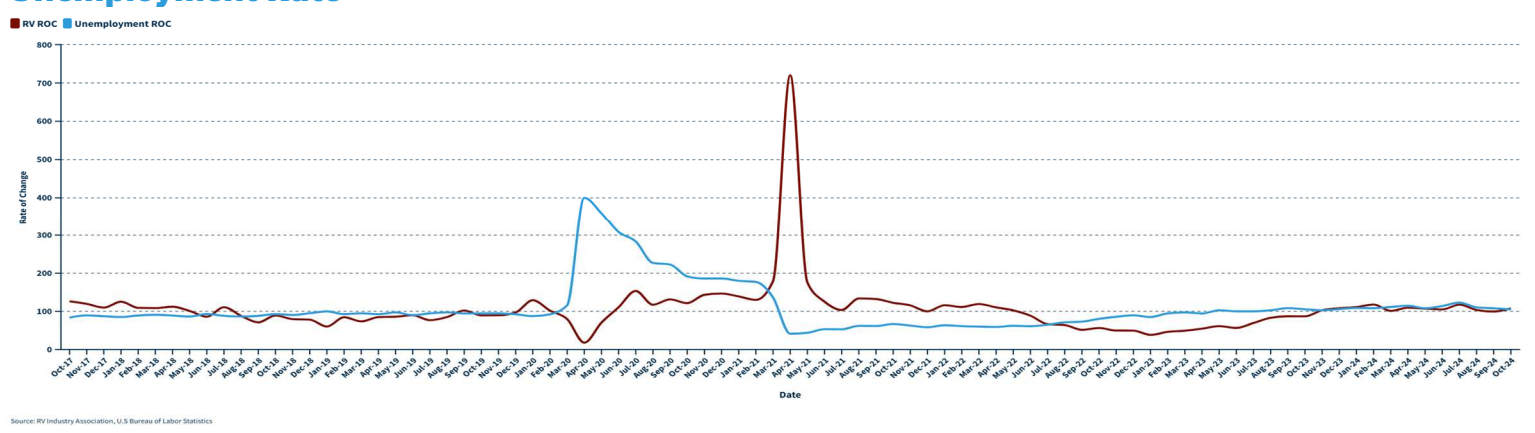
## Real GDP



## Housing Starts, New



## Unemployment Rate





**October**

**2024**

**PMRV Market  
Report**



**Park Model RV Committee Chairman**

**John Soard**

**National Sales Manger; Woodland Park**

**RVIA Staff**

**Craig Kirby**

**President**

**Bill Baker**

**Vice President; Membership and Research**

**Matt Hummel**

**Research Analyst, Market Data**

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# Vehicle Categories

A recreation vehicle (RV) is a vehicle that is primarily designed as a temporary living quarters for non-commercial recreational and/or camping use and is built to the standards for recreation vehicle as adopted but eh RV Industry Association

## Towable RV

A Towable RV is a recreation vehicle that is mounted on wheels and designed to be towed by a motorized vehicle or can be a portable unit intended to be placed in the bed of a pickup truck. There are four vehicle types classified as towable RVs.

### Conventional Travel Trailer



A conventional travel trailer is a towable RV constructed from rigid materials with a roof, sidewalls, and mounted on wheels. These units are designed to be towed by a motorized vehicle.

### Fifth-Wheel Travel Trailer



A fifth-wheel travel trailer is a towable RV mounted on wheels and designed to be towed by a motorized vehicle with a towing mechanism that is placed above or forward of the tow vehicle's rear axel.

### Folding Camping Trailer



A folding camping trailer is a towable RV constructed with a collapsible roof and partially collapsible sidewalls. This RV is mounted on wheels and is designed to be towed by a motorized vehicle.

### Truck Camper



A truck camper is a towable RV that is designed to be placed in the bed of a pickup truck.

## Motorhome

A motorhome is a recreation vehicle built on a self propelled motor vehicle chassis. There are three vehicle types classified as a motorhome

### Type A Motorhome



A Type A motorhome is constructed on a bare motor vehicle chassis.

### Type B Motorhome



A Type B motorhome is a motorhome constructed on an automotive grade van chassis.

### Type C Motorhome



A Type C motorhome is constructed on a cut away automotive grade truck chassis.

### Park Model RV

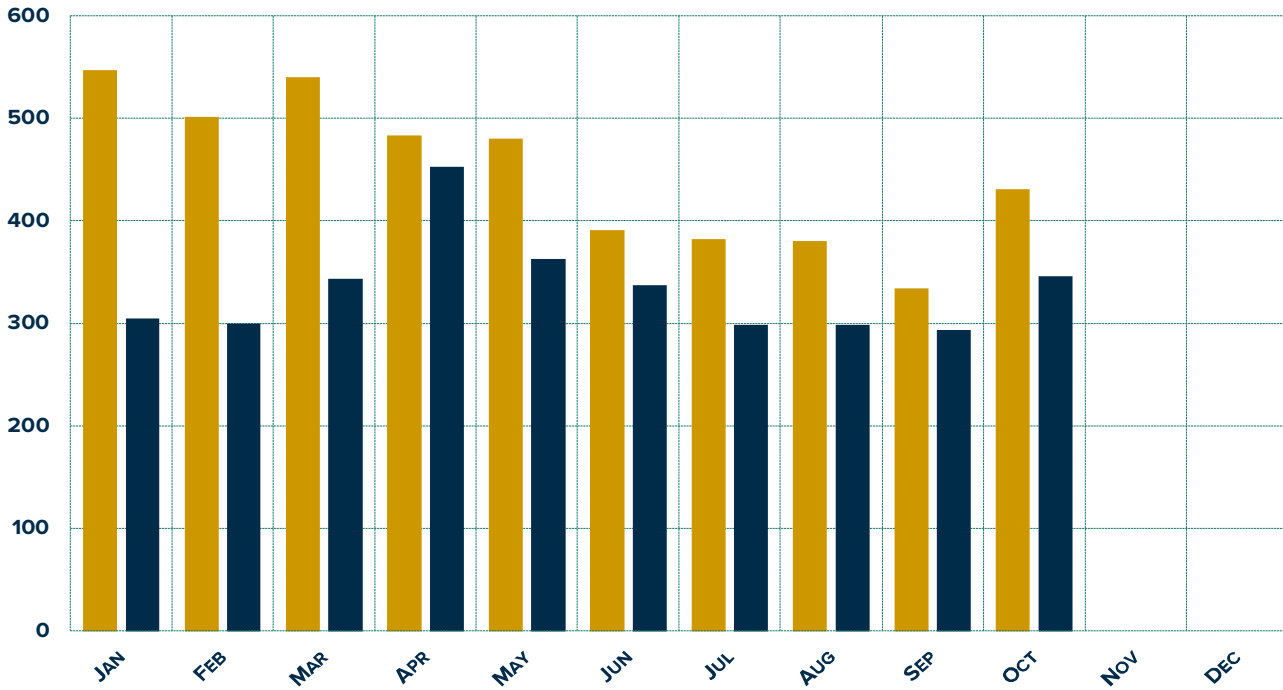


A park model RV (PMRV) is a recreation vehicle intended to provide temporary living quarters for recreation, camping or seasonal use. PMRVs are built on a single chassis, mounted on wheels with a gross trailer area not to exceed four hundred square feet.

# October Wholesale Shipment Summary

	October 2023	October 2024	Change Over Last Year	Cum. 2023	Cum. 2024	Change Year To Date
Park Model RVs	431	346	-19.7%	4,469	3,339	-25.3%

## Total Monthly Shipments vs. Last Year



2023
  2024

<u>October</u>	<u>Year to Date</u>	
342	3,321	<u>Greater than 8.5 feet wide</u>
4	18	<u>8.5 feet wide or less</u>

\* Year to date numbers can differ from reported numbers.

\*\* Canadian shipments removed from monthly and year-to-date totals

## Monthly Shipment Destinations

Total Units = 346

Pacific	57	16.01%
Alaska	0	0.00%
California	25	7.02%
Hawaii	0	0.00%
Oregon	10	2.81%
Washington	22	6.18%

Mountain	70	19.66%
Arizona	44	12.36%
Colorado	4	1.12%
Idaho	12	3.37%
Montana	0	0.00%
Nevada	0	0.00%
New Mexico	2	0.56%
Utah	7	1.97%
Wyoming	1	0.28%

W. No. Central	17	4.78%
Iowa	0	0.00%
Kansas	0	0.00%
Minnesota	16	4.49%
Missouri	0	0.00%
Nebraska	0	0.00%
No. Dakota	1	0.28%
So. Dakota	0	0.00%

W. So. Central	44	12.36%
Arkansas	4	1.12%
Louisiana	0	0.00%
Oklahoma	1	0.28%
Texas	39	10.96%

E. No. Central	50	14.04%
Illinois	2	0.56%
Indiana	10	2.81%
Michigan	2	0.56%
Ohio	6	1.69%
Wisconsin	30	8.43%

E. So. Central	9	2.53%
Alabama	1	0.28%
Kentucky	0	0.00%
Mississippi	6	1.69%
Tennessee	2	0.56%

Outside US	10	2.81%
Asia	0	0.00%
Canada	10	2.81%
Europe	0	0.00%
Other	0	0.00%

South Atlantic	50	14.04%
Delaware	10	2.81%
Florida	11	3.09%
Georgia	0	0.00%
Maryland	1	0.28%
No. Carolina	15	4.21%
So. Carolina	5	1.40%
Virginia	6	1.69%
West Virginia	2	0.56%

Mid Atlantic	26	7.30%
New Jersey	2	0.56%
New York	10	2.81%
Pennsylvania	14	3.93%

New England	23	6.46%
Connecticut	3	0.84%
Maine	12	3.37%
Massachusetts	2	0.56%
New Hampshire	1	0.28%
Rhode Island	3	0.84%
Vermont	2	0.56%

\* Destination totals might not match shipment totals

\*\* Canadian shipment totals removed from shipment total

## Cumulative Shipment Destinations

Total Units = 3,339

Pacific	524	15.19%
Alaska	0	0.00%
California	251	7.28%
Hawaii	0	0.00%
Oregon	90	2.61%
Washington	183	5.30%

Mountain	517	14.99%
Arizona	317	9.19%
Colorado	52	1.51%
Idaho	51	1.48%
Montana	10	0.29%
Nevada	10	0.29%
New Mexico	15	0.43%
Utah	46	1.33%
Wyoming	16	0.46%

W. No. Central	140	4.06%
Iowa	6	0.17%
Kansas	2	0.06%
Minnesota	104	3.01%
Missouri	8	0.23%
Nebraska	0	0.00%
No. Dakota	8	0.23%
So. Dakota	12	0.35%

W. So. Central	439	12.72%
Arkansas	12	0.35%
Louisiana	10	0.29%
Oklahoma	12	0.35%
Texas	405	11.74%

E. No. Central	505	14.64%
Illinois	47	1.36%
Indiana	75	2.17%
Michigan	98	2.84%
Ohio	97	2.81%
Wisconsin	188	5.45%

E. So. Central	74	2.14%
Alabama	15	0.43%
Kentucky	11	0.32%
Mississippi	6	0.17%
Tennessee	42	1.22%

Outside US	111	3.22%
Asia	0	0.00%
Canada	110	3.19%
Europe	0	0.00%
Other	1	0.03%

South Atlantic	540	15.65%
Delaware	70	2.03%
Florida	130	3.77%
Georgia	68	1.97%
Maryland	7	0.20%
No. Carolina	174	5.04%
So. Carolina	36	1.04%
Virginia	40	1.16%
West Virginia	15	0.43%

Mid Atlantic	334	9.68%
New Jersey	58	1.68%
New York	95	2.75%
Pennsylvania	181	5.25%

New England	266	7.71%
Connecticut	37	1.07%
Maine	111	3.22%
Massachusetts	57	1.65%
New Hampshire	45	1.30%
Rhode Island	5	0.14%
Vermont	11	0.32%

\* Destination totals might not match shipment totals

\*\* Canadian shipment totals removed from shipment total

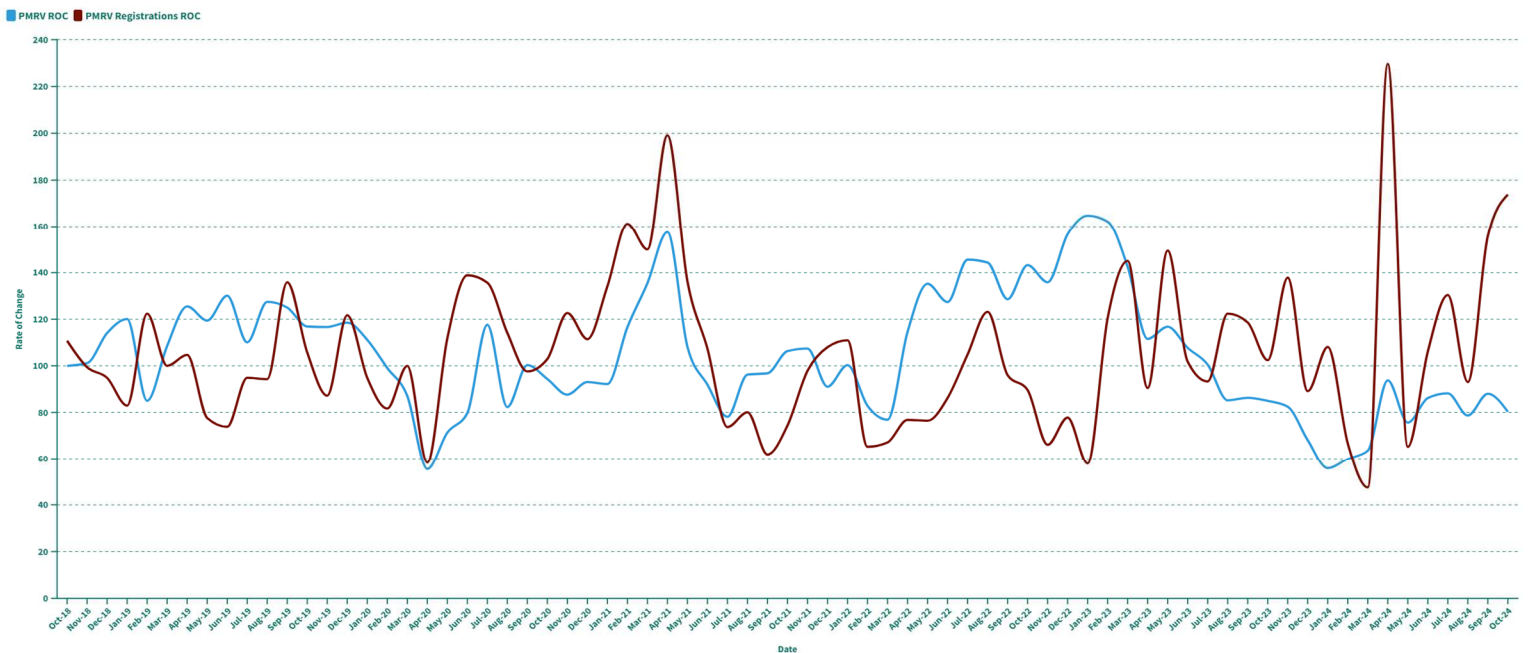




## PMRV Shipment History

Month	2016	2017	2018	2019	2020	2021	2022	2023	2024
JANUARY	270	280	269	323	359	331	332	547	305
FEBRUARY	282	334	380	323	320	373	309	501	300
MARCH	347	385	385	418	364	493	379	540	343
APRIL	365	404	345	433	240	378	433	483	453
MAY	284	367	330	394	281	304	411	480	363
JUNE	329	379	299	389	310	285	363	391	337
JULY	297	304	258	284	334	261	380	382	337
AUGUST	265	328	306	390	321	309	446	380	299
SEPTEMBER	278	292	248	310	311	301	387	334	294
OCTOBER	294	302	302	353	333	354	507	431	346
NOVEMBER	263	261	264	308	270	209	394	325	
DECEMBER	205	213	243	288	268	244	382	260	
TOTAL	3,479	3,849	3,629	4,213	3,711	3,923	4,723	5,054	3,339

## PMRV Wholesale Shipments Compared to PMRV Registrations



Source: RV Industry Association, Statistical Surveys, Inc.

## PMRV 2024 Quarterly Forecast

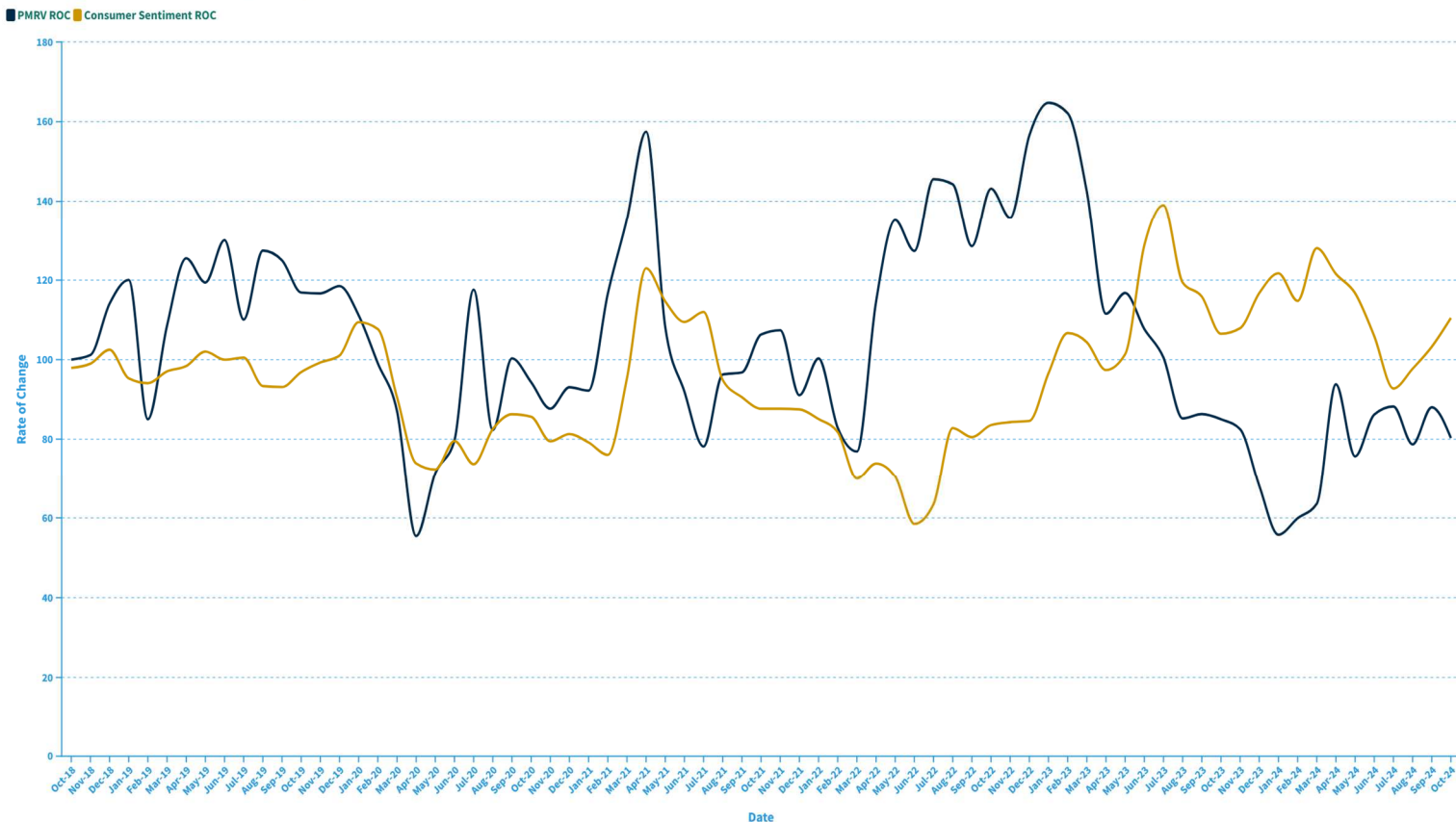
Date

Forecast

	Q1 - 24	Q2 - 24	Q3 - 24	Q4 - 24	Total
<b>2024 High</b>	<b>939</b>	<b>1,132</b>	<b>909</b>	<b>780</b>	<b>3,760</b>
<b>2024 Low</b>	<b>880</b>	<b>1,067</b>	<b>805</b>	<b>637</b>	<b>3,389</b>
<b>2024 Reported Shipments</b>	<b>948</b>	<b>1,153</b>	<b>892</b>	<b>0</b>	<b>2,993</b>

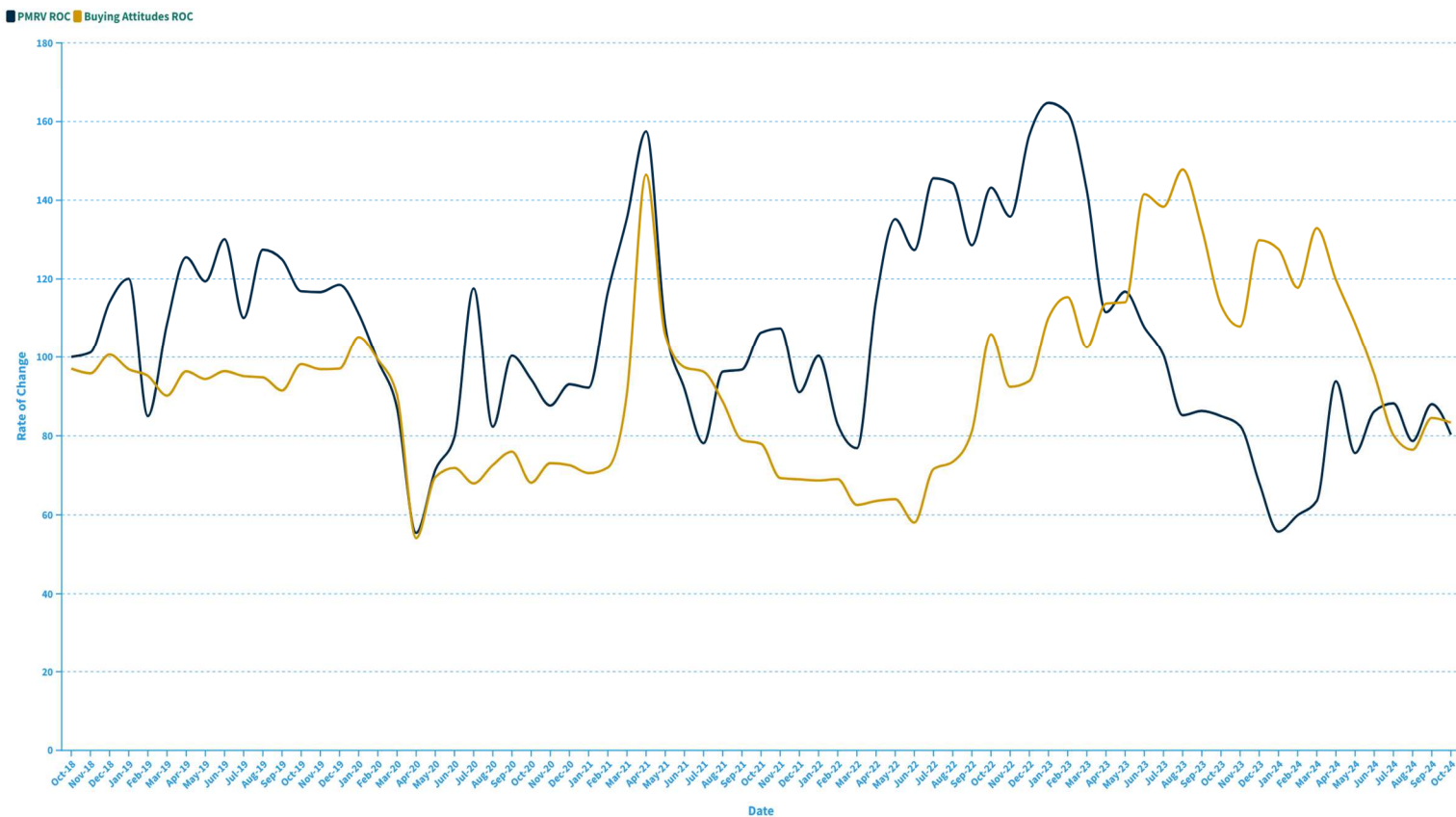
# Manufacturers Wholesale Shipments Index Comparisons

PMRV Shipment Rate of Change Compared with Index of Current Consumer Sentiment



Source: University of Michigan Survey Research Center

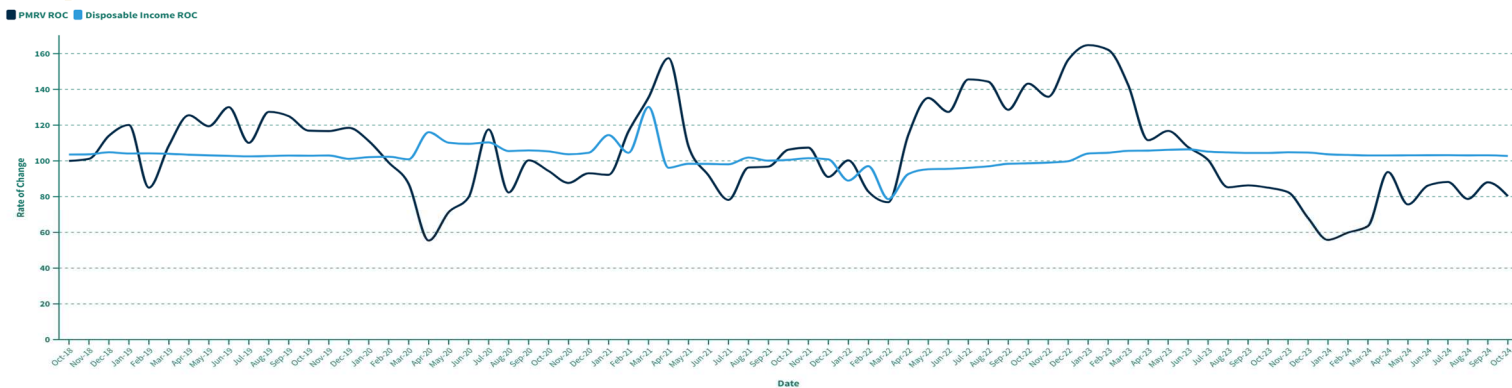
PMRV Shipment Rate of Change Compared with Index of Consumers' Buying Attitudes



Source: University of Michigan Survey Research Center

# Financial Economic Indicators

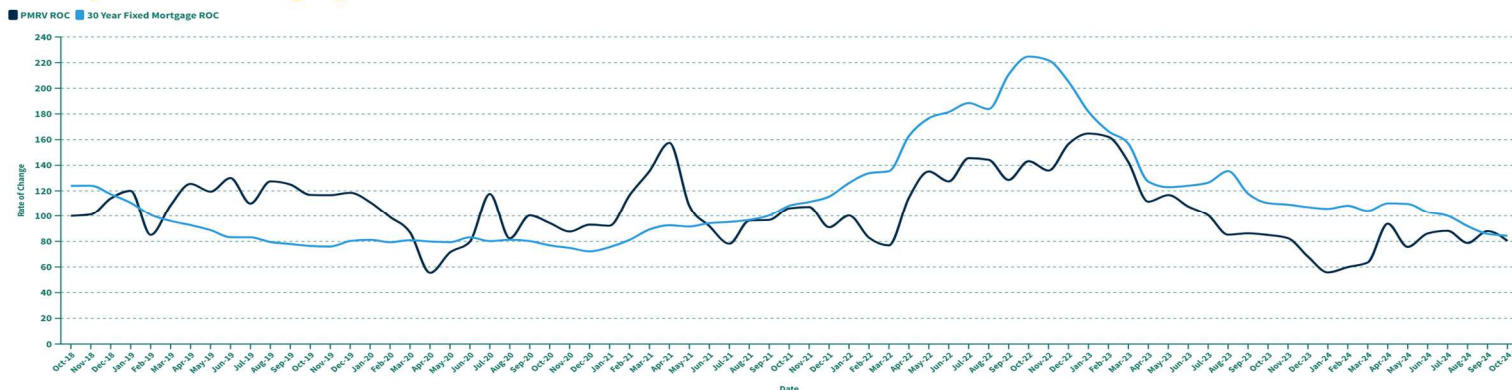
## Disposable Income



## University of Michigan Inflation Expectation Index



## Thirty Year Mortgage Rate



## Sticky Price (Less Food and Energy)



# Financial Economic Indicators

## Retail Activity

PMRV ROC Retail Sales ROC



Source: RV Industry Association, Federal Reserve Bank of St. Louis

## Real GDP

PMRV ROC Real GDP ROC



Source: RV Industry Association, Federal Reserve Bank of St. Louis

## Housing Starts, New

PMRV ROC New Housing Starts ROC



Source: RV Industry Association, U.S. Census Bureau

## Unemployment Rate

PMRV ROC Unemployment ROC



Source: RV Industry Association, U.S. Bureau of Labor Statistics

# Industrial Economic Indicators

## PPI Waferboard and OSB

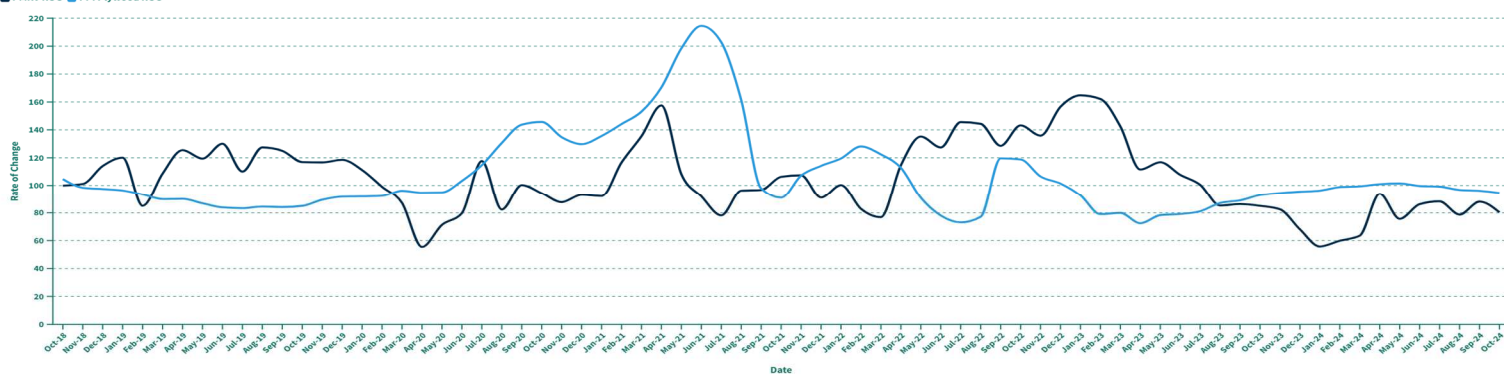
■ PMRV ROC ■ PPI Reconstituted Wood Products (OSB) ROC



Source: WPI Industry Association, U.S. Bureau of Labor Statistics

## PPI Plywood

■ PMRV ROC ■ PPI Plywood ROC



Source: WPI Industry Association, U.S. Bureau of Labor Statistics

## PPI Lumber, Hardwood

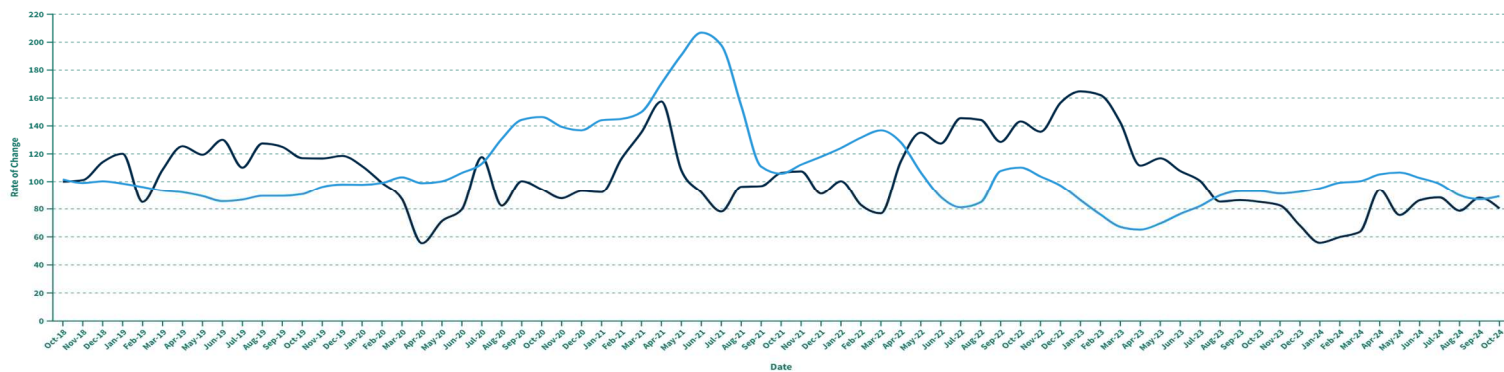
■ PMRV ROC ■ PPI Hardwood Lumber ROC



Source: WPI Industry Association, Federal Reserve Bank of St. Louis

## PPI Engineered Wood Products

■ PMRV ROC ■ Engineered Wood ROC



Source: WPI Industry Association, Federal Reserve Bank of St. Louis

