

The U.S. Recreational Vehicle Industry: RV Manufacturers, Dealers, and RV Parks

June 2023

Table of Contents

	Page
<u>Introduction & Scope of the Study</u>	2-5
Information sources and methodology used	
<u>Nature of the Industry</u>	9-18
Definition and 3 industry segments: RV manufacturers, dealers, RV Parks: no. of operators, industry centered in Indiana, boom & bust cycles	
Towable RVs vs. motorhomes	
Customer Demographics: profiles of Baby Boomer, Gen X, Millennials, age and Income of RV buyers, usages, buyer metrics	
RV Destination and Use Statistics: miles drive, national parks, preferences, etc.	
10 most visited Parks & national parks in 2019	
Key Industry Statistics: number of existing and new chiropractors, education, no. of Americans treated by DCs, etc.	
Major Industry trends: Falling sales off peak year, permanent RV living, RV sharing, RV sizes, increased competition, privatizing state parks, environmental concerns.	
<u>Industry Size, Growth, Forecasts</u>	19-23
Summary: Various sources for estimates of industry \$ size, Marketdata rationale for industry revenues (RV dealer sales, RV parks & campgrounds), Census data, short and long-term industry revenue growth	
Discussion & analysis of historical growth trends, during last recession, recovery since then, current situation, rationale	
2020 Performance: Effects of The Pandemic: Analysis & discussion, BLS payroll data, Marketdata estimate of industry receipts	

2021 Performance: Discussion of effects of the pandemic (new cohort of customers who want to work remotely, industry shift, demand spike)

2022 Performance: Analysis, demand still strong but down from peak levels, registrations and revenues decline, rentals market emerges

2023 Outlook: Analysis & discussion: possible recession, high interest rates, RV prices falling, positive/negative factors, outdoor camping activities increasing (Winnebago consumer survey results), Key Findings of 2023 North American Camping & Outdoor Hospitality Report

2027 Forecast: Long-term outlook: Analysis & discussion, demand factors, Marketdata estimate of industry receipts.

Discussion of major factors affecting industry growth.

Recreational Vehicle Sales, By Type – key metrics

Tables:

- The Total U.S. RV Market: RV Dealer revenues, RV Parks revenues, total: 2007-2022, year by year, 2023 & 2027 Forecast
- RV Manufacturer Unit Shipments: 1985-2023 F
- RV Manufacturer Shipments Value: 2008-2016
- RV Shipments Mix: Towables vs Motorhomes: 2000-2022
- Chart: Wholesale shipments of motorhomes: 2007-2019

Industry Economic Structure & Operating Ratios

35-61

RV Manufacturers Segment

Industry definition and main products, towables vs. motorhomes

Industry size & growth: discussion of factors affecting demand, seasonality, cycles

Covid-19 pandemic effects on the industry in 2020-2022, RVIA shipments data, outlook

Industry Trends – 2022: discussion of inflation, supply chain shortages, pricing, mark-ups, RVs as an economic bellweather

Tables:

- U.S. RV Shipments: 1990-2022, annual percent changes
- State RV Shipments % of national share
- Key Industry Metrics: sales, payroll, production worker wages, inventories, materials costs - 2018-2021

Major Competitor Profiles

(Company description, history product lines/brands, historical/current revenues, 2022 performance, recent developments, management outlook and opinions)

- Winnebago Industries
- THOR Industries, Inc.
- REV Recreation Group
- Forest River Inc.

RV Dealers Segment

Discussion & Analyses

- Summary of key industry metrics, NAICS code for the industry
- Number of establishments in 2020
- Industry snapshot: 2007, 2012, 2017, 2020: no. of estabs., receipts, employees
- Labor costs & productivity, sales/payroll ratios: 2007, 2012, 2017, 2020
- Avg. receipts per establishment: 2007, 2012, 2017, 2020
- Avg. receipts, avg. payroll, avg. no employees: 2007, 2012, 2017, 2020

Tables:

Industry ratios (no. of firms, establishments, receipts, payroll as % receipts for 2017) by:

- legal form of organization -corporations, sole proprietorships, partnerships: no. of employees).
- Single Unit vs. Multi-unit firms
- Ratios by receipts size of firms
- Average revenue size of firms
- Ratios, by revenue size of establishments
- Concentration Ratios: ratios for top 4, 8, 20, 50 largest firms
- Receipts size of establishments (under \$100,000 to \$10 mill.)
- No. of establishments, receipts & avg. receipts per estab., alpha by state: 2020

Major Competitor Profiles

(Company description, history product lines/brands, historical/current revenues, 2022 performance, recent developments, management outlook and opinions)

- Lazy Days
- Camping World Holdings

RV Parks & Campgrounds Segment

Discussion & Analyses

- Summary of key industry metrics, NAICS code for the industry
- Number of establishments in 2020
- Industry snapshot: 2007, 2012, 2017, 2020: no. of establs., receipts, employees
- Labor costs & productivity, sales/payroll ratios: 2007, 2012, 2017, 2020
- Avg. receipts per establishment: 2007, 2012, 2017, 2020
- Avg. receipts, avg. payroll, avg. no employees: 2007, 2012, 2017, 2020

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Major Competitor Profiles

(Company description, history product lines/brands, historical/current revenues, 2022 performance, recent developments, management outlook and opinions)

- Kampgrounds of America

Reference Directory

62-66

List of RV industry trade associations, journals, special industry reports, websites, other key contacts – address & phones