

RVshare

Travel Trend Report

2025



As we take a moment to reflect on the past year,

we're reminded of the headline-grabbing events that took place, inspiring travelers across the U.S. to hit the road. From the epic solar eclipse in April, drawing millions of people to view the once-in-a-lifetime phenomenon from its path of totality, to the concerts and sporting events that fueled a record-breaking year of "gigtrips" – 2024 was an exciting year full of unique travel experiences.

Looking ahead to 2025

We surveyed travelers once again to find out what types of trips, activities and destinations Americans are excited about right now. Are travelers craving adventure? Looking to splurge or save? Is international travel still beckoning? How is flexible work affecting travel behavior? We're thrilled to see Americans' interest in RV travel continues to grow. More than half (60%) of people planning to travel next year are considering a road trip or vacation in an RV. Notably, hobbies and passions will fuel major travel decisions in 2025, as travelers report planning future trips around their love for food, music, history, sports teams, books and more.

We're excited to help travelers navigate the ever-evolving road ahead, while providing early inspiration for those already dreaming of hitting the road in 2025. Having recently surpassed 5 million nights of sleeping under the stars, RVshare is the first and largest online community for RV renters and owners offering a diverse selection of vehicles to accommodate any outdoor adventure and help travelers experience the unbridled freedom of RV travel.

Ready to find out where travelers are heading, learn the latest travel trends and who is looking to splurge or save this year?

The 2025 Travel Trend
Report Awaits!



About the 2025 RVshare Travel Trend Report

RVshare's 2025 Travel Trend Report is predicting another compelling year for travel. According to new data conducted by Wakefield Research, 90% of Americans planning to travel in 2025 will do so at least as much as they did the year prior, with nearly half planning to increase their travel plans. Continuing to grow, RV travel interest has jumped again for 2025, both as a means of transportation and accommodation. Among those planning to travel next year, 60% are planning to take a road trip or vacation in an RV.

Three-quarters of Americans have also highlighted their intentions to splurge on travel in 2025, particularly spending more on dining, attractions and shopping while on vacation. Speaking of vacation, Americans are working hard for those splurge-worthy experiences – nearly 80% of people who are allowed to work remotely plan to work from vacation next year, rather than taking official leave from work.

Survey insights also reveal that American travelers continue to turn to AI tools for help when travel planning – hoping for a quicker planning process and more affordability.

RVshare's 2025 Travel Trend Report Methodology

The RVshare survey was conducted by Wakefield Research (www.wakefieldresearch.com) between October 16th and October 25th, 2024. 1,000 US adults ages 18+ who have taken a vacation in the last 24 months were surveyed using an email invitation and an online survey. The data has been weighted.

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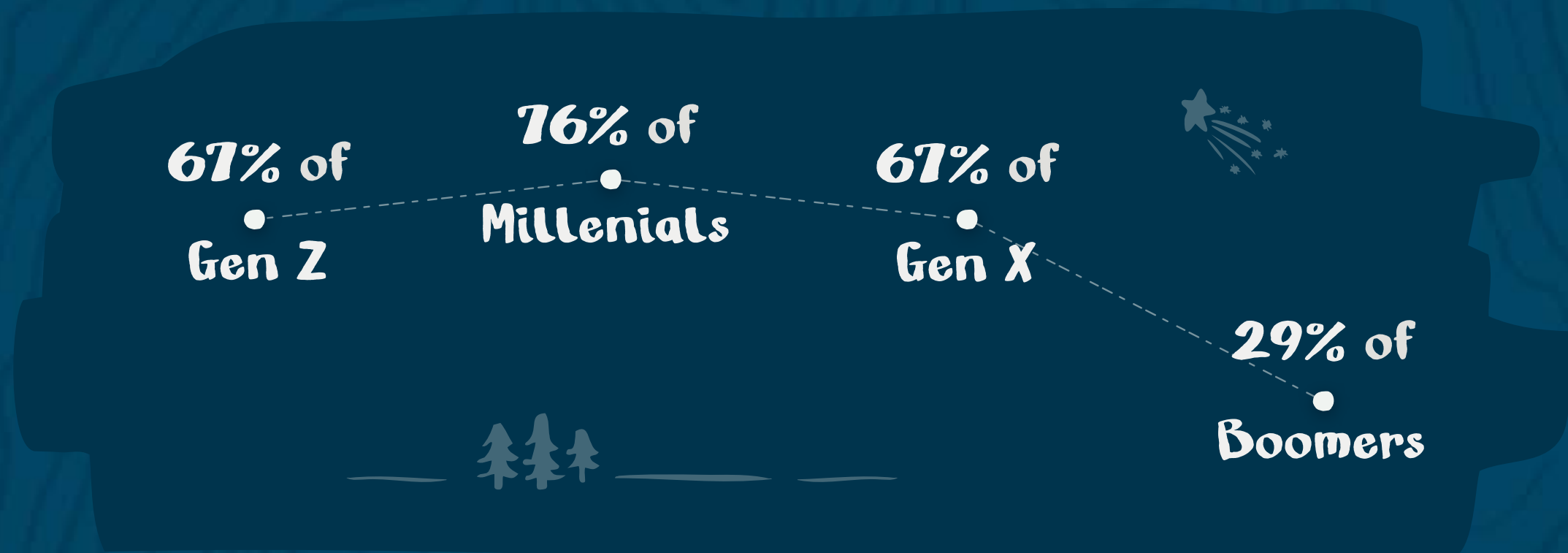
The trip types, companions and vacation vibes ready to dominate the year ahead

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Trend #1 RV Travel Trends

In a 4 year trend, 90% of travelers are planning to travel at least as much this year as last. Among those intending to travel this year, 60% are planning a road trip or vacation in an RV, similar to the past two years. In a continued trend, RV trips continue to be popular among Millennials and Gen Z, and they have returned to popularity for Gen X travelers with an 12 percentage point increase this year.

Generations planning on taking a road trip or vacation in an RV in the next 12 months



Interest in RVs has increased this year, both as a means of transportation and as accommodations. When compared to flying a short to moderate distance, travelers see a variety of benefits to using an RV, especially:

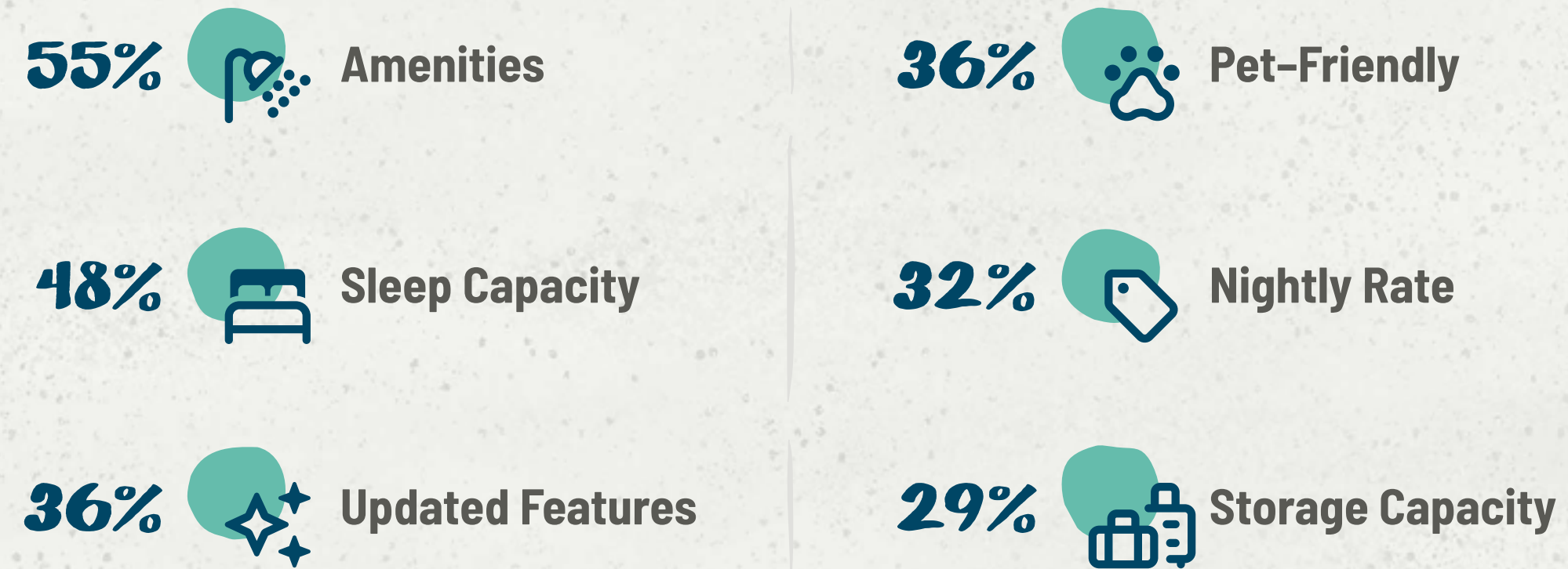
61%
Flexibility to Change Schedules
Up 9 points

51%
Lack of baggage fees
Up 8 points

53%
More Predictable Costs
Up 11 points

Because of these benefits, 64% of travelers would consider renting an RV for a future trip, a 10 percentage point increase from last year. While costs are always a consideration in vacation planning, travelers will look for amenities, sleep capacity, vehicle features, and pet-friendly options, all of which are more important to them than the nightly rate.

Most Important Features when Renting an RV for a Trip



RV Delivery

First-time RV renters account for a large portion of bookings on RVshare. A factor that can deter those inexperienced renters is the thought of having to physically drive the RV. 72% of the vehicles on RVshare now offer delivery, which is an increasingly popular amenity for many renters. In fact, 44% of RVshare bookings this year opted to have their RV delivered to their campground or destination of choice. Delivery is a great option for first-timers, as well as those who are flying into a destination and want to have the rig stationed and set up for them upon arrival, like festival or event-goers.



Microtrend

RV Use Expands Beyond Camping

Insights reveal that 47% of travelers have also cited an RV or motorhome as a preferred type of accommodation for this year's travels, up 7 percentage points from 2023. RV travel allows travelers to have accommodations all in one place for domestic trips. RVs are particularly likely to be of interest to travelers for trips to National Parks, festivals and tailgating events.

67%
National Park or
Scenic Area

63%
Multi-Day
Festival

53%
Tailgating
Event



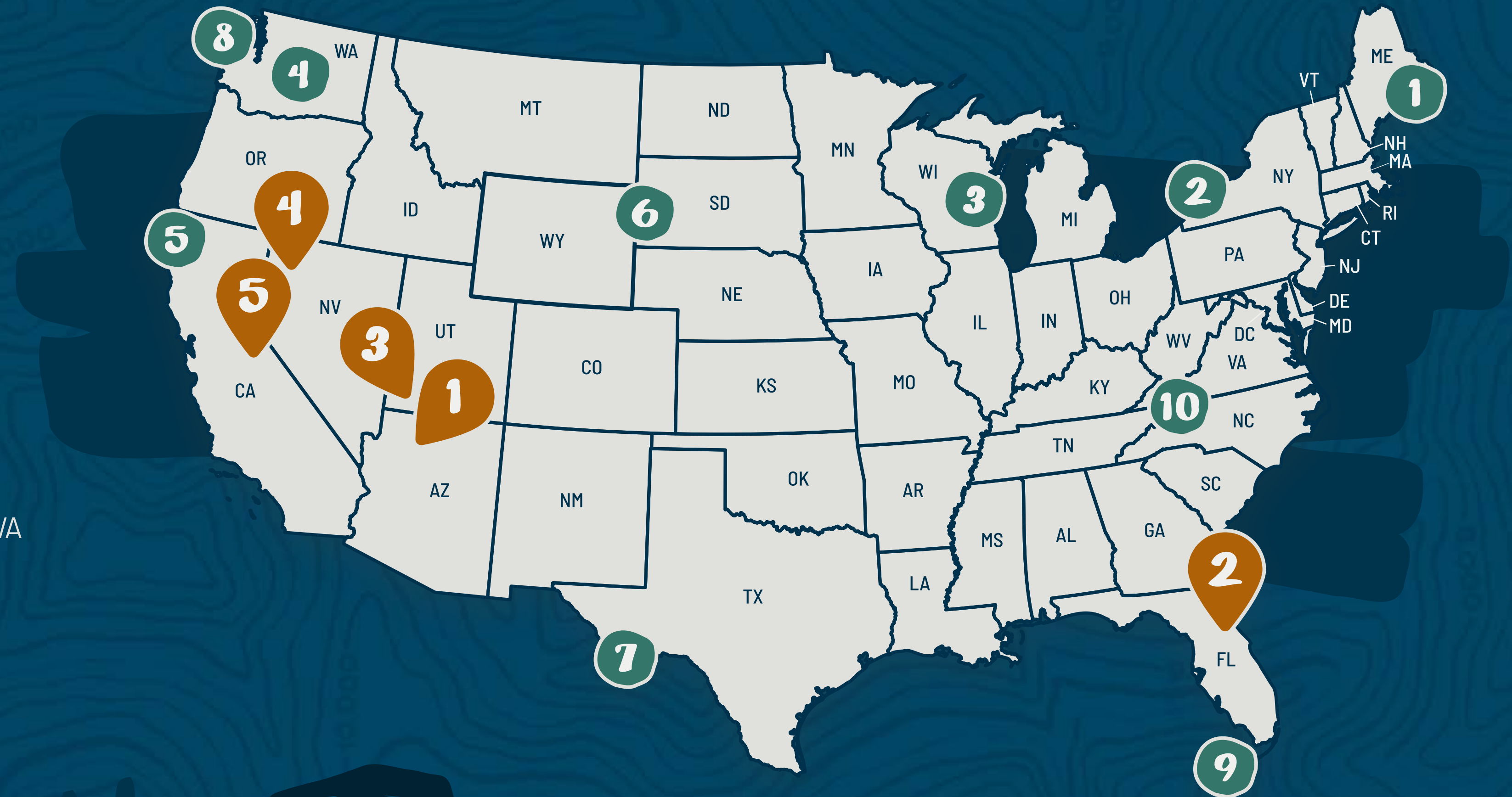
Top Destinations According to RVshare

Top Destinations in 2025

1. Grand Canyon, AZ
2. Daytona International Speedway, FL
3. Zion National Park, UT
4. Black Rock City, NV (Burning Man)
5. Yosemite National Park, CA

New Destinations to look out for in 2025

1. Acadia National Park, ME
2. Niagara Falls, NY
3. Oshkosh, WI
4. The Gorge Amphitheater Campground, WA
5. Redwood National and State Parks, CA
6. Mount Rushmore National Memorial, SD
7. Big Bend National Park, TX
8. Olympic Park National Park, WA
9. Key West, FL
10. Millers Creek, NC

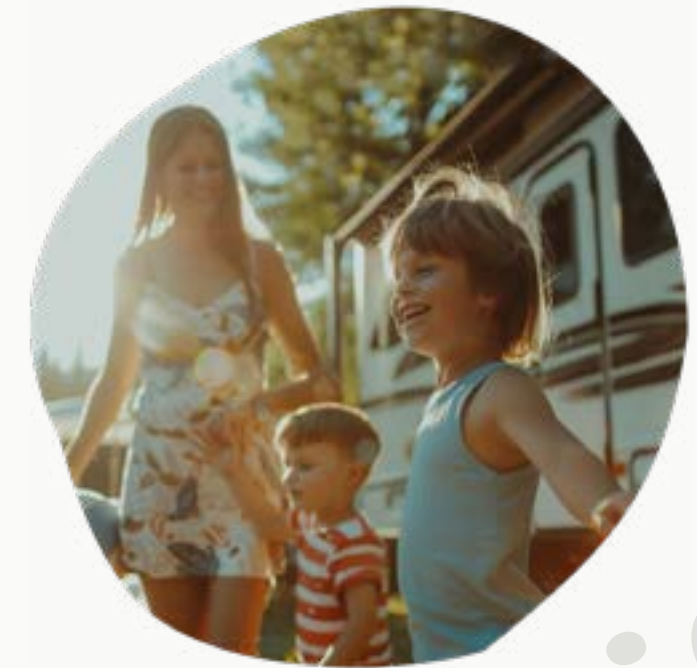
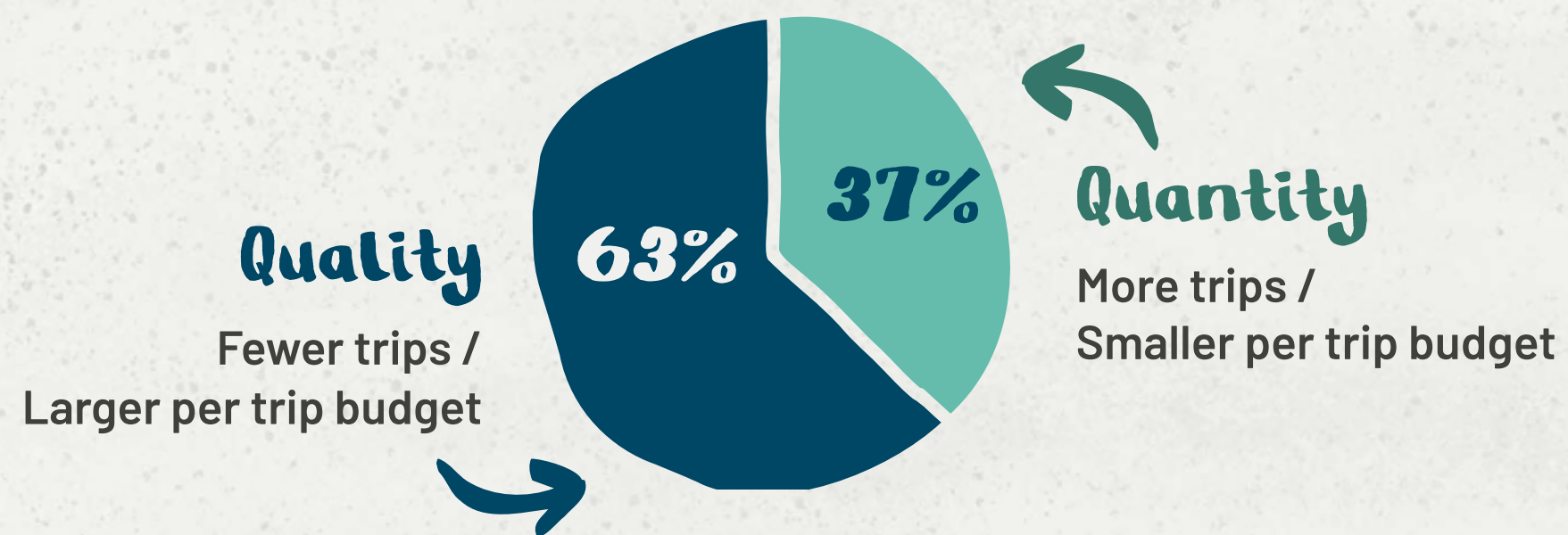


Quality Takes Precedence

Trend #2

The majority of American travelers (63%) will be focused on quality over quantity this year, planning for fewer vacations overall, but designating a larger budget to each trip. Perhaps accordingly, 41% plan to take longer trips this year than they did in 2024. Annual travel has become a valued part of Americans' lives, with 90% planning to travel at least as much in 2025, compared to last year. With quality at the forefront of travelers' minds, it's no surprise that they're excited to focus their travels around their passions, hobbies, and interests and spend top dollar to make it happen.

2025 Travel Budgets



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Annual Trips Are Making a Comeback

Remember being a kid and looking forward to that one big trip you took every year? Maybe it was a classic camping trip where you all piled in an RV, or an enchanting trip to the Campsites at Fort Wilderness at Disney World. 67% of respondents who are parents want to bring back that magic, and make up the majority of the 53% of overall respondents planning an annual trip with family or friends in 2025, showing a 10 percentage point increase over last year.

With many planning annual trips this year, it's easy to see why 65% of travelers consider spending quality time with family the most important factor when making travel plans – an 8 percentage point increase from the 2024 Travel Trend Report.



Passion-Driven Travel

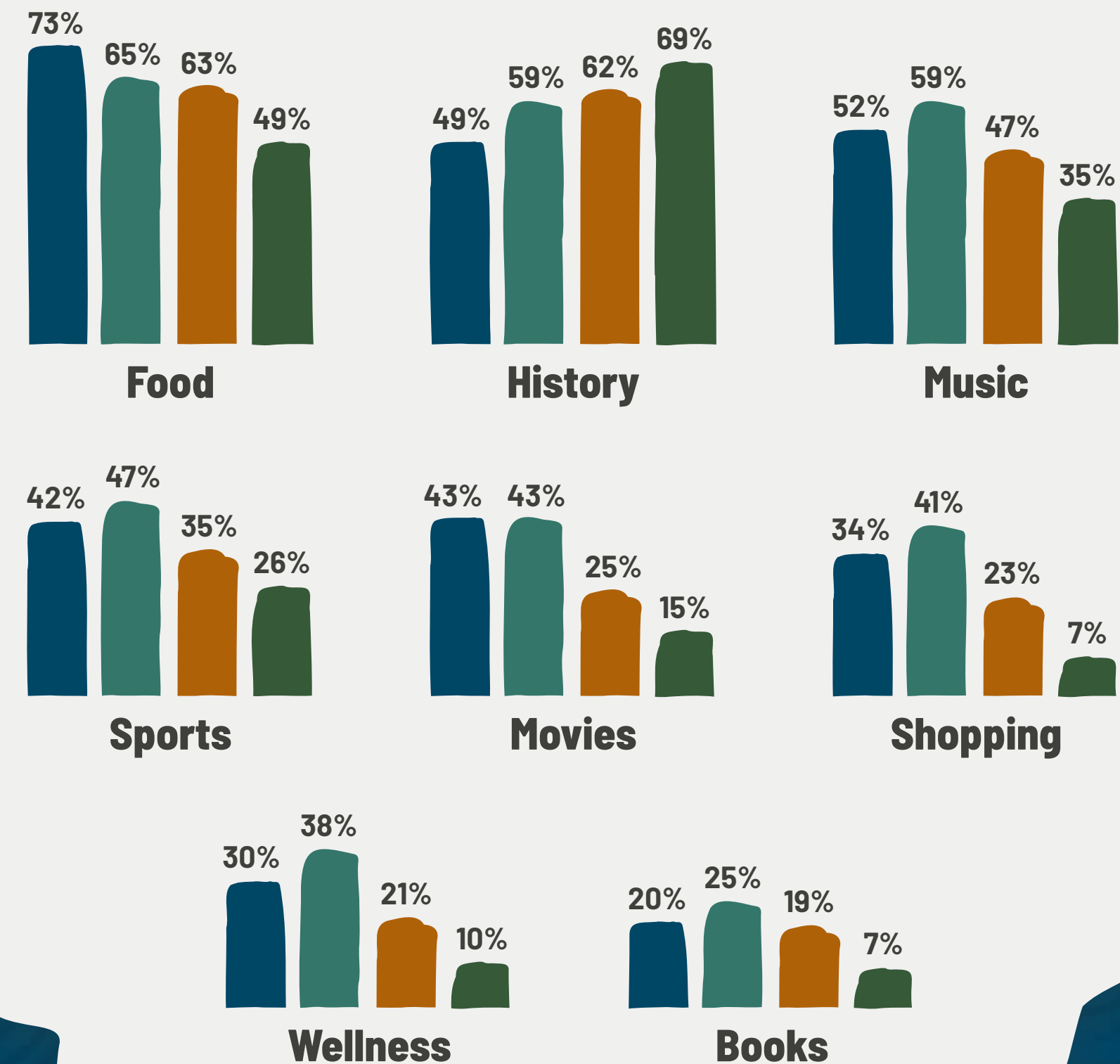
Trend #3

Passions and hobbies are no longer a secondary thought for people as they have become more of a focal point for many Americans making their travel plans. A direct example is the millions of passionate “Swifties” across the world who centered their travel plans around which Eras Tour destination they wanted to experience. Nearly all (94%) of travelers would consider basing a trip around a passion, and many are willing to travel extensively for these experiences. Among all survey respondents, food, history, and music are the top three passions driving travelers.

While Boomers are predominantly interested in planning trips around history, dining is the most popular category among younger generations. 73% of Gen Z respondents would consider planning a trip around culinary experiences, compared to just 49% of Boomers. While 43% of Millennials would consider planning a trip around a beloved movie or TV show, a trend known as “set-jetting.” 1 in 4 (25%) of Millennials would consider planning a trip around a favorite book or novel next year. 3 in 5 people say they would book a trip around food as well as history. While travel experts have recently touted wellness tourism as the future of the industry, surprisingly, just 1 in 5 people claim they would book a trip around wellness.

Passion-Driven Trip Planning

Gen Z Millennials Gen X Boomers

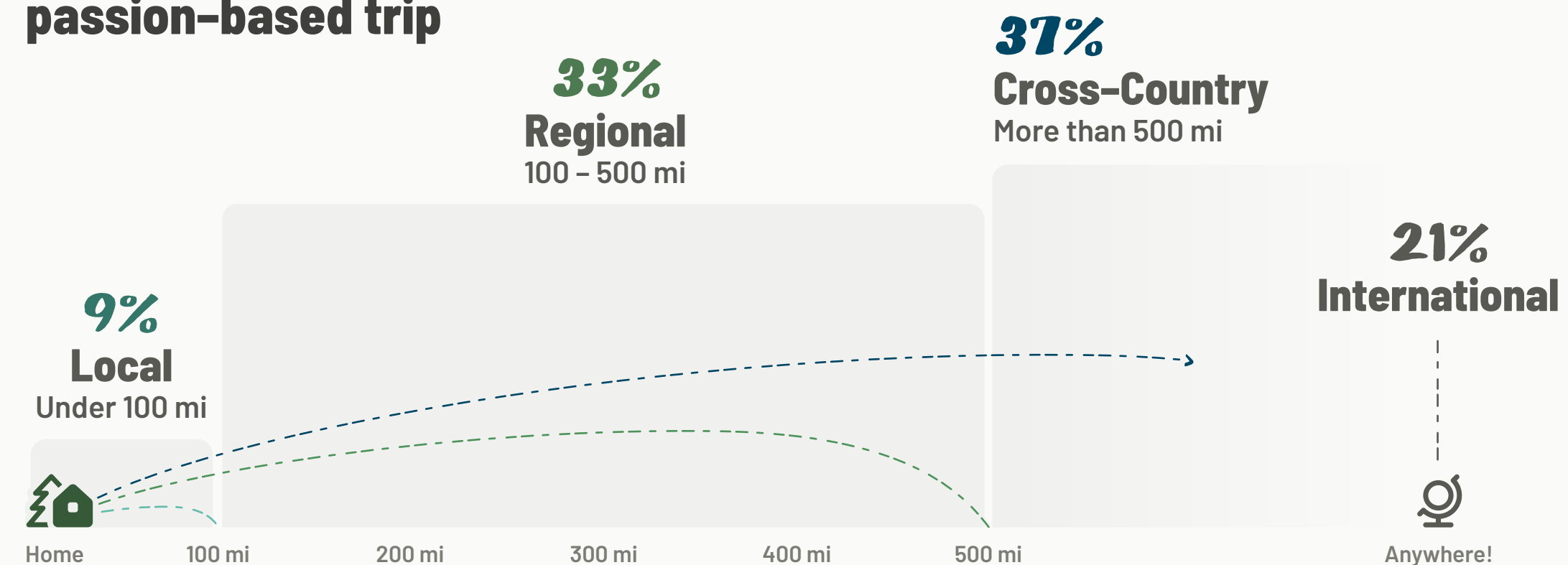


Microtrend

Going the Distance for Passions

Many are willing to travel long distances for a passion or hobby-focused trip. More than half would take a cross-country or regional trip based on a passion, and 21% would even consider going international, skewing towards younger generations who are more likely to consider going global.

How far travelers would go for a passion-based trip



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Finding the Trip Inspo

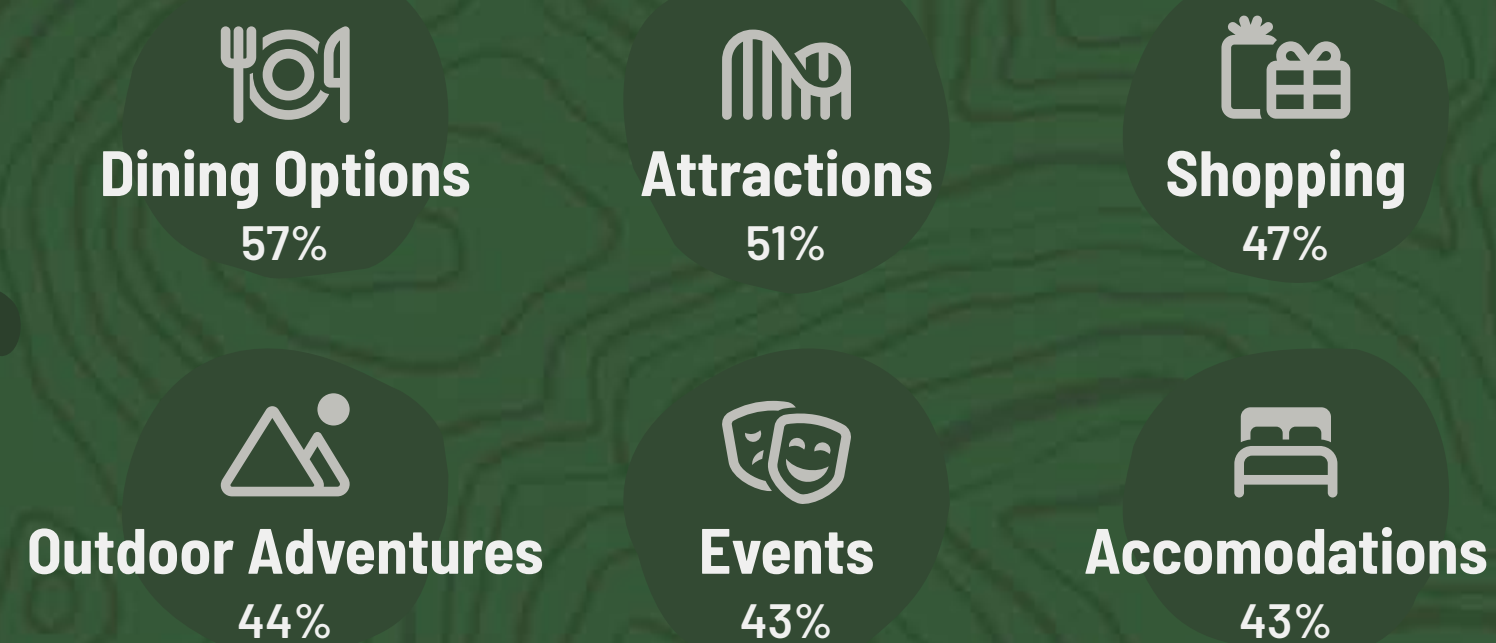
In terms of influencing others, word of mouth still travels fast. 71% of Boomers, 61% of Gen X, and 55% of Millennials report that they typically turn to family and friends when they are seeking travel inspiration and advice, although Millennials also join Gen Z in drawing inspiration from their personal passions and interests. Viral content on social media is important inspo for young travelers; 58% of Gen Z look to it for travel destinations and trip ideas.



Trend #4 Splurgecations

If there's ever a time to really "live a little," it's on vacation. Whether it's indulging in epicurean adventures or once-in-a-lifetime experiences, Americans are reveling in the idea that travel isn't always just about the destination. In fact, 75% of travelers are likely to splurge on travel in 2025 for various reasons – from upping the enjoyment factor to creating more memories and opportunities to bond with family and friends. Americans ranked dining, attractions, shopping and outdoor adventure as the categories they are most likely to spend top dollar for – outranking accommodations and events.

Top categories for splurging include:



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Why are Travelers Willing to Spend Top Dollar? Enjoyment.

For nearly 70% of travelers, splurging is a way to make the trip more enjoyable. Other common reasons include:

- 51%** Adding memory-making opportunities
- 50%** Greater bonding with family and friends
- 49%** Having a once-in-a-lifetime experience
- 30%** Providing the comforts I'm used to at home
- 27%** Providing greater safety while traveling
- 26%** Capturing enviable photos to share on social media
- 23%** Celebrating a major life event

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The Effects on Work Life

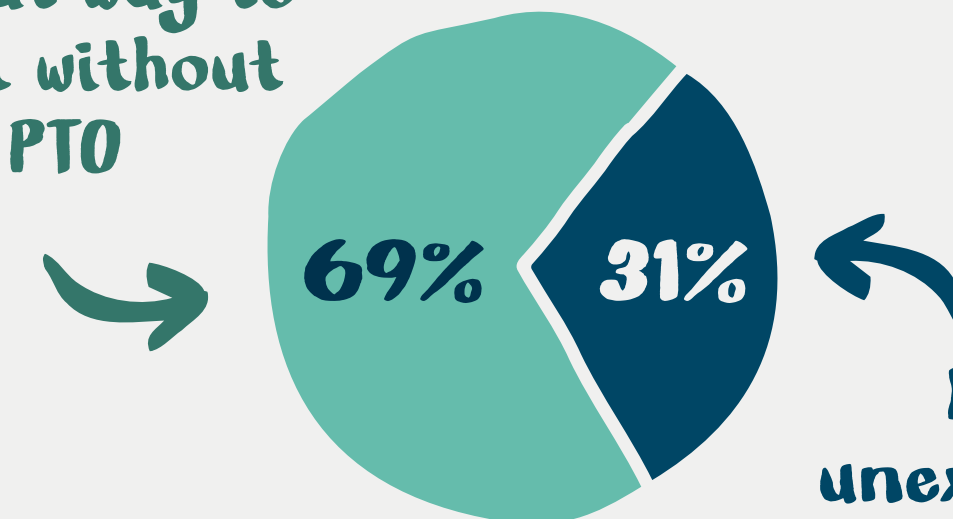
While travelers are keen to spend and splurge on their travels next year, how does this affect Americans' working lives? It seems that the majority of travelers are willing to work while vacationing to make it all happen. Nearly 80% of people who can work remotely plan to work on their vacations next year. Of those who don't have the option to work while traveling, nearly half would love to if they could. In fact, 53% of employees who are not allowed to work from personal trips are likely to do so anyway by sneaking in a remote vacation without telling their employer.

To 69% of employed Americans, working remotely while traveling and being discreet about their whereabouts seems like a great way to enjoy travel without wasting their PTO. As opposed to the other cautious 31% who fear repercussions if any issues were to arise.



Working remotely while traveling without telling your boss sounds like...

A great way to travel without using PTO



Risky if unexpected issues come up



Trend #5 Nomadic Vibes, Restful Rides

When it comes to the types of trips enticing Americans in 2025, 65% are prioritizing travel for quality time with family – an 8-point increase over 2024. However, family time doesn't have to mean visiting family at home or at the same places as usual. Travelers reported an 8-point increase in the desire to explore and discover new places (54%). While 1 in 5 travelers are looking to meet new people and be more physically active, over half are looking for laid-back trips focused on relaxation.



Important factors when deciding on types of vacations:

- 65% Spend quality time with family
- 62% Relax and unwind
- 54% Explore and discover new places
- 50% Enjoy nature/wildlife
- 50% Clear mind and escape
- 26% Enjoy peace and quiet
- 35% Adventure/challenge
- 34% Catch up with friends
- 26% Meet new people
- 25% Be more physically active
- 19% Relive childhood experiences

Microtrend

Longer and More Domestic Trips

Travelers are focused on making the most out of their, maybe less frequent, vacations. 41% are therefore planning longer trips for 2025, representing a 10-point increase over last year. While plans for international trips remain largely unchanged, domestic tourism is growing quickly as 44% of travelers are planning more domestic travel next year, which is a 9-point increase from 2024.

Microtrend

AI-Based Travel Planning

American travelers believe in AI planning tools to help save money, save trip planning time, find hidden gems they wouldn't already know about and consider factors they would forget. 76% of Americans are interested in using AI-based tools such as ChatGPT, Gemini, or other AI programs to plan their next trip, a 14-point spike over last year.

This includes nearly a third (30%) who have already used AI tools, up 12 points from 2023. Millennials in particular are embracing AI, with close to half (48%) having done this already, compared to 35% of Gen Z, 25% of Gen X, and 10% of Boomers. 25% claim that they want to do this, but aren't sure how, which is the same amount YoY.



Openness to using AI has increased for all aspects of travel planning, including:

- 55%** Up 11 points A notable increase in travelers' interest in using AI tools to identify the most efficient itinerary
- 52%** Up 12 points Choosing the right destination for their dates and interest
- 54%** Up 13 points Using AI-based travel guides

Most travelers who have used AI-based tools report the same benefits that would-be AI users expect, including saving time (75%) and money (63%). Finding "hidden gems" through AI, however, is an area where AI may not be living up to expectations, as 67% of those interested in using AI expect this benefit while only 52% who have planned a trip with AI have experienced this.

Thank you

Thank you all for another great year filled with helping others experience the unbridled freedom and wonder of RV travel.

We look forward to watching the future of RV travel, and the industry overall, unfold in 2025. From the evolving travel motivators and sources of inspiration, to tactful spending and an overwhelming desire for high-quality experiences, the world of travel is ever-changing, yet remains the same at its core - a way to disconnect from daily life, and reconnect.