

# RVSHARE 2023 TRAVEL TREND REPORT

**RVshare**





# About the RVshare 2023 Travel Trend Report:



RVshare's 2023 Travel Trend Report predicts another blockbuster year for travel. According to new research conducted by Wakefield Research, nearly all Americans (99%) are planning leisure travel in 2023. The RV travel boom continues to press on with 61% planning to take a road trip or vacation in an RV. Travelers are still seeking relaxation and time with family and friends, and work flexibility continues to evolve and become a more permanent lifestyle for many Americans, ultimately affecting their travel decisions.

1 RVshare 2022 Internal Data

2 Survey conducted by Wakefield Research among 1,000 US adults ages 18+ who have taken a vacation in the past 24 months. 60% of survey respondents currently own an RV or have been on an RV vacation in the past. The survey was fielded between September 16th and September 25th, 2022.

## The RV Travel Boom Presses On

According to Wakefield Research, 99% of Americans are planning leisure travel in 2023, with 51% planning more than last year. Among them, 61% are planning on taking a road trip or vacation in an RV.

As Americans plan to book more leisure travel in the next year, **RV interest has continued to grow with 62% likely to consider renting an RV for a trip in the future, a 9% jump from 2022.**

50%

50% of travelers claim that an RV is amongst their top three accommodation preferences.

81%

Among the interested party? Parents! 81% are likely to consider renting an RV for a trip in the future.





# RV Travel Enters Mainstream

RV enthusiasts span age demographics as well, with Millennials being the most interested age group, followed by Gen X and Gen Z.





# Americans Are Eager to Travel Despite Economic Concerns



Survey results reveal that the economy won't be stopping vacationers anytime soon. Inflation is unavoidable, but just 2% are likely to cancel their vacation because of it. In fact, **88% of Americans are planning to travel as much or more in 2023 compared to last year**. Instead, travelers are considering cost-cutting options.

57%

Would look to cook some of their own meals instead of dining out.

49%

Would travel during the offseason.

43%

Would partake in fewer fee-based activities.



## The Rise of Hush Trips

Remote employees are leaning heavily into the “remote” aspect of their jobs by taking vacation time while continuing to work - maybe from a lounge chair by the pool or at a campground with strong Wi-Fi.

Termed **“Hush Trips,”** employees are still putting in the hours but working from an alternative location where they plan to enjoy leisure activities in their off-hours, and don’t feel the need to disclose their location.

Nearly all remote-friendly workers are interested in sneaking in a vacation without calling off work when their travel accommodations allow.

**56%**

Of all working adults say that they’re very or extremely likely to partake in a “Hush Trip.”

**36%**

Of both Gen X and Millennials, of whom nearly all have remote jobs, claim to already have one planned for 2023.



## 2023 Motivators for Leisure Travel

Trends also seem to be evolving beyond the types of trips made popular during the pandemic. Wakefield Research reveals that **59% of travelers are still interested in relaxing and unwinding**, but a 12% decline compared to 2022.

50%

Are interested in spending quality time with family - a 7% decline compared to 2022.

47%

Are seeking to enjoy nature and wildlife.

49%

Prioritize the importance of enjoying peace and quiet.

34%

Are placing importance on catching up with friends.





# 2023 Travel Plans

Following two years of upheaval and unpredictability in the travel space, the Travel Trend Report revealed that Americans are evenly split on their travel plans for 2023.

50%

Of travelers want to keep things simple due to last year's travel frustrations.

50%

Plan on going all out finally making that "bucket list" trip a reality.

## OTHER 2023 TRAVEL PLANS



**49%**  
Annual trips with family and friends



**48%**  
Laid-back trips focused on relaxation



**44%**  
Local trips



**30%**  
International trips



**29%**  
Big trips to bucket list destinations



**28%**  
Cross-country road trips



## RVing vs. Other Travel Methods

RV travel offers a level of comfort, flexibility and savings for travelers compared to other travel methods with fewer headaches along the way. According to Wakefield Research, **nearly 3 in 5 highlight the ability to change their itineraries and schedules as a significant benefit to traveling by RV.** Others focused on cost-related benefits, such as predictability in terms of travel costs and the elimination of fees for traveling with additional or extensive luggage.



## TRAVELERS REVEAL WHY RVs ARE PREFERRED



59%

Greater ability to change the schedule

52%

Lowers costs by avoiding fees for extra luggage

47%

Allows them to budget around predictable travel costs

47%

Helps to avoid loud and unruly passengers

45%

No need for secondary transportation at destination

44%

Fewer travel delays

42%

The ability to have no assigned seating



## Hassle-Free Delivery Entices RV Renters

First-time RV renters account for one third of bookings on RVshare. A factor that can deter those inexperienced renters is the thought of having to physically drive the RV. RVshare provides the option for RV delivery, which continues to increase in popularity.

The 2023 Travel Trend Report found:

79%

Say that the delivery option would make them more likely to consider an RV trip.

71%

Of parents say they're much more likely to consider an RV trip if the RV is delivered to their destination.





## RVshare Delivery

According to RVshare insights, nearly half of RV rentals were delivered in 2022, and RV rental deliveries are up increasingly compared to prior years:

**+48%**

Since 2021.

**+150%**

Since 2020.

## Top Delivery Destinations

- Disney's Fort Wilderness Resort - Lake Buena Vista, FL
  - **12% growth compared to 2021**
- Campland on the Bay - San Diego, CA
- Ginnie Springs Outdoors - High Springs, FL
- Daytona International Speedway - Daytona Beach, FL
- Georgia National Fairgrounds - Perry, GA
- Lazy L&L Campground - New Braunfels, TX



# RV Use Expands Beyond Camping

As Americans' interest in RV travel increases, Wakefield Research reveals that travelers are seeking to experience RVs in new ways - beyond the typical road trip. According to RVshare insights, **20%** of rentals are booked for event purposes like tailgating, auto and aviation shows, music festivals and more.



**63%**

Say they're very or 100% likely to stay in an RV for multi-day festivals - a **10%** increase from 2022.

**52%**

Say they're very or 100% likely to stay in an RV for tailgating events - a **10%** increase from 2022.

**68%**

Say they're very or 100% likely to stay in an RV for trips to National Parks - a **6%** increase from 2022.

**55%**

Say they're very or 100% likely to stay in an RV for hobby events.



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RVshare Press Page: [rvshare.com/press](https://pages.rvshare.com/rvshare-press)

Full Travel Trend Report: <https://pages.rvshare.com/rvshare-travel-trend-report-2023/>







**THANK YOU**