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## The facts and stats

Novi, Mich.—There are more than 12,000 RV-related businesses in the U.S. with combined annual revenues of more than \$37.5 billion. Here are some other notable facts and statistics:

- Last year, Michigan RV sales totaled 8,756 units. Sales in 2010 are projected to surpass 2009 sales.
- According to the Michigan Department of Environmental Quality, there are over 1,200 licensed campgrounds, which represents more than 80,000 campsites. Nationwide, there are more than 16,000 public and private campgrounds.
- A study by Michigan State University shows that 10 percent of all pleasure travelers in Michigan are campers.
- The industry has shipped 136,000 units through the first six months of 2010, an increase of 87.1 percent from 2009.
- Approximately 8.3 million American households now own an RV—a 16 percent increase since 2001 and a 64 percent gain since 1980.
- Recreation Vehicle Industry Association (RVIA) estimates there are as many as 30 million RV enthusiasts nationwide, including RV renters.
- RV parks and campgrounds across the country report that reservations in 2010 are running 5-10 percent better than they were in 2009, which was one of the best years for campgrounds despite the economic recession.
- RV shipments in 2011 will rise to 249,700 units, an increase of 8.4 percent from the projected 2010 total, according to a forecast from Dr. Richard Curtin of the University of Michigan.
- The RV rental business is a \$350 million industry, according to the U.S. Census of Retail Trade and the RV Rental Association. According to a survey by RVIA, RV rentals were up 12 percent in 2009.
- 2010 marks 100<sup>th</sup> year anniversary of the RV industry.

The 21<sup>st</sup> Annual Fall Detroit Camper & RV Show will be held at the Rock Financial Showplace in Novi, October 6-10, 2010, and is open weekdays 2-9 p.m., Saturday 11 a.m.-9 p.m. and Sunday 11 p.m.-6 p.m. Adult admission (ages 13 and up) is \$8, senior admission is \$7, and children 12 and under get in free! A special \$1 off coupon is available at [www.marvac.org](http://www.marvac.org), southeast Michigan CVS Pharmacies, Big Boy restaurants and in area newspapers. Your RV show ticket will also get you into the Fall Remodeling & Design Expo in the adjacent arena, Thursday through Sunday.

The show is sponsored by the Michigan Association of Recreation Vehicles and Campgrounds (MARVAC), a member organization representing all aspects of the camping and RV industry. Consumers can call 517.349.8881 or visit [www.marvac.org](http://www.marvac.org) for additional information on the RV show.

*Sources: Recreation Vehicle Industry Association (RVIA) and Statistical Surveys.*

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