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The facts and stats

Traverse City, 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:

- Michigan RV sales totaled 8,718 units in 2009.
- 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.
- As of November 2009, national RV wholesale shipments totaled 151,700 for the year. Shipments in October 2009 were up 23 percent from October 2008, and have steadily increased since the beginning of the year.
- Approximately 8.2 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 reservations in 2009 to be 8 percent better than in 2008.
- 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.
- In 2010, the RV industry will celebrate its 100th anniversary.

The 18th Annual Northwest Michigan Camper & RV Show will be held at the Grand Traverse County Civic Center in downtown Traverse City, March 26-28, 2010, and is open Friday 11 a.m.-9 p.m., Saturday 11 a.m.-8 p.m. and Sunday 11 p.m.-5 p.m. The cost for adult admission (ages 13 and up) is \$5; children ages 12 and under are admitted free! A “select your discount” coupon is available on www.marvac.org, at area Big Boy restaurants, Members Credit Union locations and in area newspapers. With this special coupon, consumers can choose one of two discounts offered—\$1 off adult admission any day or \$1 off senior admission on Friday.

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 for additional information on the RV show.

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