

Partnership Opportunities

RV/Outdoor Adventure (United States)

Background

In the next decade, the number of RV-owning households in North America will rise from 9 million to 10.4 million, according to the Recreational Vehicle Industry Association. The RV travel segment is the fastest growing travel sector in North America.

- RV ownership in the 45-54 age group has grown by 25% in the past decade.
- 11,000 baby boomers turn 50 each day in the U.S.
- There are 57 million consumers aged 50-64 in the U.S. – 38% higher than in 2000. One in 10 vehicle-owning households in this age group own at least one RV.

Benefits

An opportunity exists to cost-effectively promote/sell your product within a Saskatchewan marketing partnership.

The target market is a 100% qualified travel market.

In all three opportunities, approximately 20% of the RVers are considered full-timers, while the majority travel extensively (7-10 months annually).

An opportunity exists in capturing this market with our strong outdoor adventure market, as well as city and rural attractions. Many are adventure enthusiasts who enjoy seeking and exploring off the beaten path attractions in addition to the mainstream tourism products.

Location and Dates

- Quartzsite Sport, Vacation & RV Show, Quartzsite, AZ – January 22-30, 2011
- Family Motorcoach Association (FMCA), Perry, GA – March 14-17, 2011 (tentative)
- The Rally – TBA (tentative)

Cost

Tourism Saskatchewan will co-ordinate a Saskatchewan booth which includes the cost of all booth requirements. All other costs including transportation, accommodations, and meals will be the partner's responsibility. You must be a member of Tourism Saskatchewan. Registration fee - \$200

Number of partners will be limited as follows:

- Quartzsite Sport, Vacation & RV Show – 3 partners
- Family Motorcoach Association – 2 partners
- The Rally – 2 partners

Contact Information

*Kelly Brezinski, Consultant, North America Market
306-787-2219
Kelly.brezinski@sasktourism.com*

