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*For immediate release August, 2011:*

## **INCREASING NUMBERS OF FAMILIES AND RETIREES CHOOSING RVING OVER TRADITIONAL TRAVEL**

**Select your first RV or replacement RV from the hundreds of new models at the Southwest RV Supershow, September 15-18, 2011, Dallas Market Hall**

Despite a challenging economy for many and higher fuel prices for all, the number of people choosing RV travel continues to increase. Vacationing families and Boomers are choosing to travel in RVs rather than drive or fly, stay in hotel rooms and eat out. Whether renting or buying, RV travel is becoming more popular.

More than half of RV owners plan to use their RVs more often this summer than they did last year by enjoying frequent weekend vacations and staying closer to home, according to a new survey by RVIA. July 1 check-ins at the 475 North American KOA campgrounds were up 3.4% over the same time last year.

### ***Considering higher fuel prices:***

The latest *Campfire Canvass* survey of RV owners reveals that 53% intend to use their RV more this summer despite higher fuel prices, while 38% plan to use theirs the same amount and just 9% say they'll use their RVs less. As gas prices increase, RV owners cite the affordability and value of RV travel as a major benefit to owning an RV. One fan of the Goodtimes in my RV facebook page wrote, "*We still have to go. I will eat bologna instead of rib eye.*"

When it comes to miles per gallon, don't let the size of an RV fool you; today's models are getting better mileage and are more fuel efficient than ever. In response to fuel mileage and environmental concerns, many manufacturers are building units that are getting better gas mileage and are easier on the environment.

### ***RVs right for family vacations:***

According to a study by international travel and tourism experts *Collier's PKF Consulting USA* and their complete [Vacation Cost Comparison](#) study, RV family vacations are 27 to 61% less expensive than travel by personal car or airline coupled with hotels and rental cars, or taking a cruise, or renting a condo. "*For the vast majority of RV buyers, the interest on their motorhome or towable unit is deductible at tax time because it qualifies as a second home,*" according to Richard Coon, president, Recreation Vehicle Industry Association (RVIA)

When North Texans Ruthie and Mike Gray began planning a Disney vacation for their family of 6, they wanted to maximize the magic while minimizing the budget. They were able to find a great RV rental for 10 days, plus reservations at Disney's Fort Wilderness Campground for less money than the two rooms they would have had to book at a Disney resort hotel. They will be able to have all the benefits of staying on a Disney property while enjoying board games and other fun on the way there. And with the savings by not purchasing plane tickets, they were able to book special entertainment at Disney including the Hoop-De-Doo Revue!

Another Goodtimes in my RV fan writes: *"My husband and I have been traveling with our 2 boys in a class A for about 6 years now. Our goal is to get to all 50 states. We have been to about 36. Mostly summer traveling since they are still in school. ...would not trade our experiences for anything."*

### **On the Road or at a destination seasonal camp site:**

Nineteen percent of the respondents in the Campfire Canvass survey said they plan to reserve a seasonal site this summer and visit it on weekends. RV parks frequently offer pools, playgrounds, hiking trails, entertainment centers, golf courses, outdoor sports courts, laundry facilities, convenience stores, fuel stations and more.

When Goodtimes in my RV facebook followers were asked about whether they have a seasonal site, one follower said, *"I currently pay for the season, but we also have the freedom of hooking up and hitting the road whenever we want!"*

Another follower commented, *"The reason we have an RV instead of a timeshare is so that we aren't stuck visiting the same place over and over and over again."* *"... we have a seasonal site so, we do enjoy it all during the camping season (in New York) and ... I work out of the RV,"* responded another Rver.

### **RV's become traveling offices for many:**

*One seasoned traveler said, "We use a 39 ft 5th wheel with 3 slides. It works out with 3 dogs and my African grey parrot in tow, and work space."* Work camping is also increasingly popular. Basically, RVers live, relax, explore and play in a campground while working full or part time on the grounds or nearby. Some possible jobs include: Campground host, maintenance, or office worker; Christmas tree lot, pumpkin lot, fireworks stand attendant; seasonal income tax preparer, product demonstration in retail stores -- the list is endless.

### **Motorhome or towable – Rent or Own:**

There is a type for everyone ranging from towable RV's to luxurious motor homes. Every RVer has their own preference, depending on how they plan to use their unit ... from weekend camping, to family vacations, full time living, traveling the country or work. RV shoppers can choose from a variety of Class A, B or C motor homes, 5<sup>th</sup> wheels, tent or travel trailers, sport utility trailers (often called toy boxes) and slide-in campers. Those thinking about buying an RV may want to consider renting to determine the type they will enjoy and will best meet their needs.

Many units in each category come with exterior televisions, kitchens and grills. Manufacturers offer added patios, awnings, and other conveniences. Owners can add satellite dishes, solar panels, additional generators or batteries and other equipment to make it easy to camp without campground conveniences.

No matter what kind of unit you buy or rent, travelling by RV means you can sleep in your own bed, forget packing and hauling suitcases around, eat your own food, use your own bathroom, stop and explore or rest when and as long as you want and then when you are ready, leave for another experience.

### Event Specifics:

**What:** **The 2011 SOUTHWEST RV SUPERSHOW**

- Shop hundreds of towable and motorized recreational vehicles
- Tour units, ranging from popular pop-ups, to 5<sup>th</sup> wheels, and trailers all the way to deluxe motor coaches.
- Explore a variety of ideas, products and services perfect for the RV lifestyle.
- Learn useful tips from experts at the seminar stage.

This one-stop-shopping opportunity is brought to you by The Texas Recreational Vehicle Association and its dealer members located throughout North Texas.

**When:**

Thursday, Sept. 15	10 a.m. – 6 p.m.
Friday, Sept. 16	10 a.m. – 8 p.m.
Saturday, Sept. 17	10 a.m. – 8 p.m.
Sunday, Sept. 18	10 a.m. – 6 p.m.

**Where:** Dallas Market Hall  
2200 Stemmons Freeway  
Dallas, TX 75207

**Tickets:** Adults: \$12  
Active Duty Military with ID: \$7  
Children 15 and under free

\$2 discount coupons available at any Metroplex TRVA member dealership and on line at [www.thesouthwestrvsupershow.com](http://www.thesouthwestrvsupershow.com)

**Daily Special Pricing; may NOT be combined with discount coupon:**

- Thursday: Adults: \$7
- Friday: Seniors 65+: \$7
- Saturday-Sunday: RV Club Members with ID: \$7

**Website:** [www.thesouthwestrvsupershow.com](http://www.thesouthwestrvsupershow.com)  [Goodtimes in my RV](#)

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