



For additional information contact:
Shiroma Southwest
800-382-3054/972-732-6100
pat@shiromasouthwest.com

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ATTENDANCE UP MORE THAN 15% AT 2011 SOUTHWEST RV SUPERSHOW September 15-18, 2011, Dallas, TX

Sales very strong for the 15 Texas Recreational Vehicle Association (TRVA) member dealers participating in the show

The 2011 Southwest RV Supershow closed Sunday, September 18, with a 15% increase in attendance over the 2010 event. Dallas Morning News sports columnist Ray Sasser wrote on Thursday, September 15, [“Mecca for RV buyers rolls in \(town\) for four days.”](#) Attendees, ranging from young families and “empty nesters” shopping for their first RV to experienced RV pros comparing the latest and greatest, took full advantage of the one-stop shopping “Mecca.”

“We don’t judge our annual Southwest RV Supershow by attendance alone,” Ed Wilkins, TRVA State Show Chair said. “Our goal is to create a major stage for RV enthusiasts to meet the best of North Texas’ RV dealers, see the latest models, learn about the lifestyle and if ready, buy at special show pricing. From all indications both dealers and consumers considered the show one of the best in years.

Clark McEwen, Executive Director of the Texas Recreational Vehicle Association added, “Despite national economic concerns and high fuel prices, every type of RV, from \$6,000 pop-ups to \$800,000 Diesel Buses was purchased during the four-day show.”

A facebook fan of [Goodtimes in my RV](#) had this to say about the show, “We’ve gone for years...and really LOVED the addition of seminars...and...walked away with an incredible deal on our 2012 5th wheel!”

Dealer evaluations reflect the success of the show. For example, [Jeff White, RV-Max](#) commented, “Definitely the best Southwest RV Supershow we have ever participated in.” [Scott Chaney at ExploreUSA RV Supercenter](#) reported, “We had a good show and felt the traffic was strong. It was even better than 2010 ... higher-end 5th wheels were our best sellers this year.”

[Motor home dealer Kevin Ketner](#) wrote, “[Anicra RV](#) decided early on to really do an outstanding job with our internal marketing (efforts) ...banners, signage, giveaways, uniforms and a massive showing of 42 motor homes in the event. The crowd was plentiful and abundant with buyers that we will be working for months to come. With multiple motor home sales, our staff was very excited and especially pumped about our results.”

“Overall, this year’s show was a success for [McClains RV SuperStores.](#)” [Nate McClain observed.](#) “The traffic was definitely up for the 2011 show compared to 2010. Many of the families...seemed to be 1st time lookers or investigating the RV lifestyle for their future...,” he added.

TRVA Director of Special Events, Mary Claire Campos, noted that show vendors remained busy throughout the show selling RV related services and accessories. Vendor [Travel EASY Decks by JnK Innovations, LLC](#) , said, “We totally enjoyed the show. Tons of people came to see the full halls and parking lots of Market Hall. Thanks for organizing a successful show!”

The show, produced by the Texas Recreational Vehicle Association and its dealer members located throughout North Texas, has seen attendance increases along with strong sales for the last three years.

The Texas Recreational Vehicle Association (TRVA) is America’s first independent RV State Association. TRVA, the voice of the Texas RV industry, represents more than 300 RV dealers, manufacturers, campground/RV parks, suppliers and service firms, all united to promote and protect the RV industry in Texas.

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

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