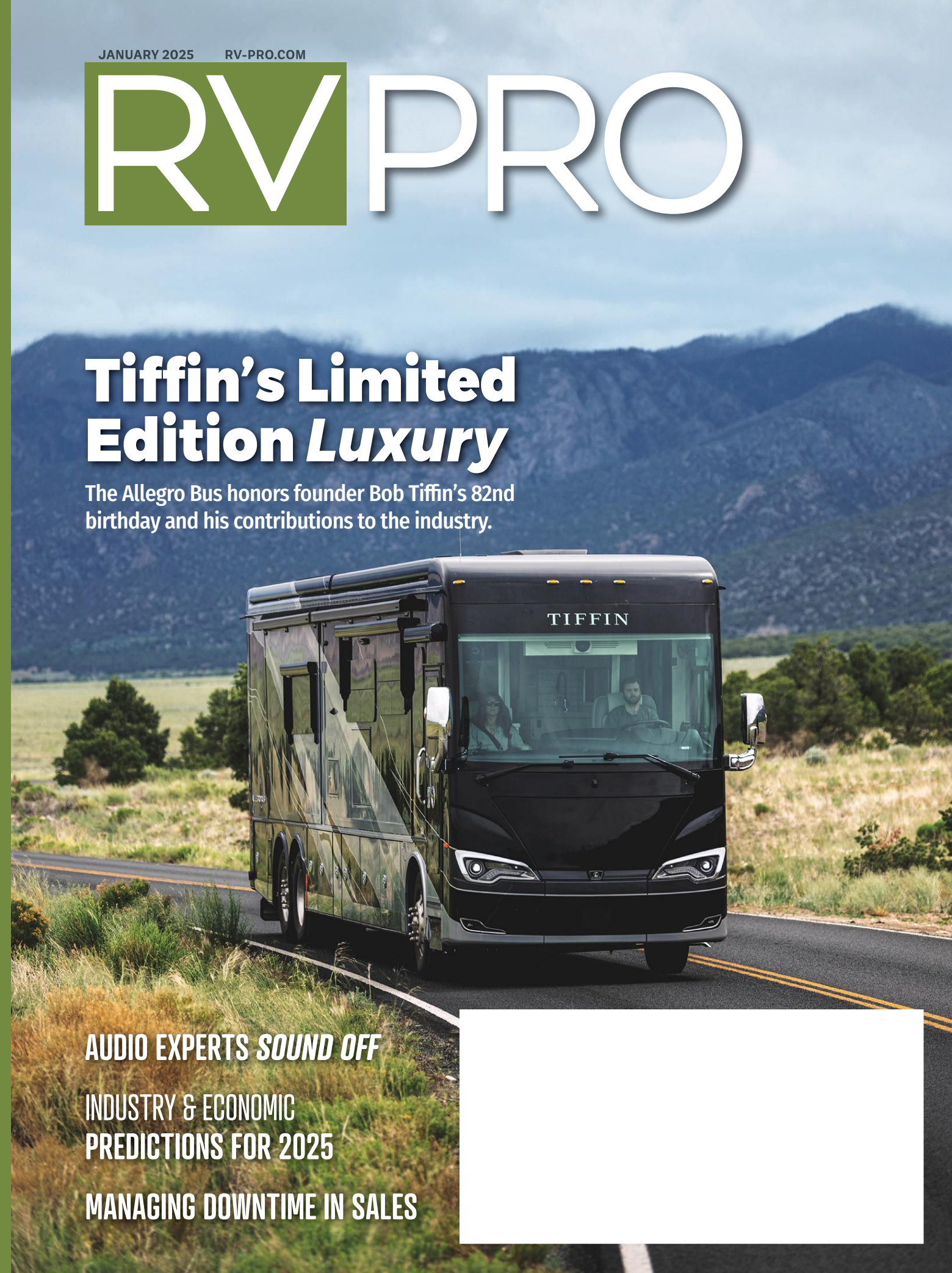
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The Allegro Bus honors founder Bob Tiffin's 82nd birthday and his contributions to the industry.



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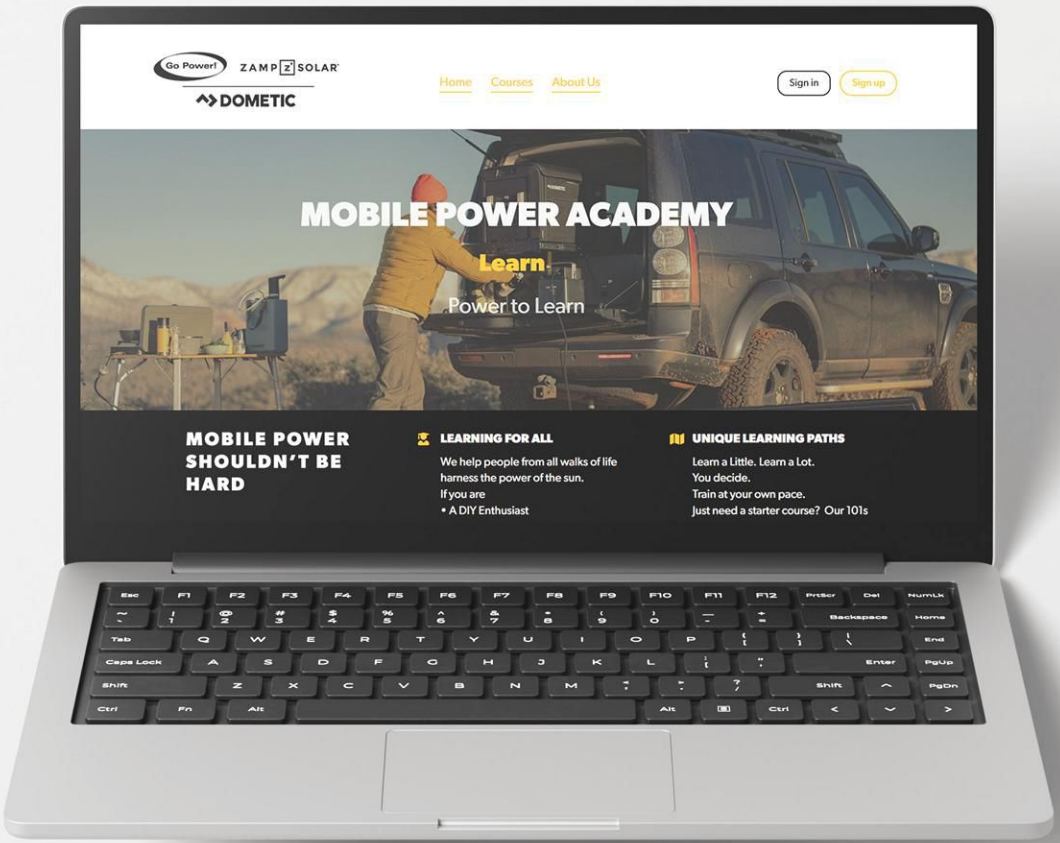
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The Bob Tiffin Limited Edition Allegro Bus. *Photo courtesy of Tiffin Motorhomes.*

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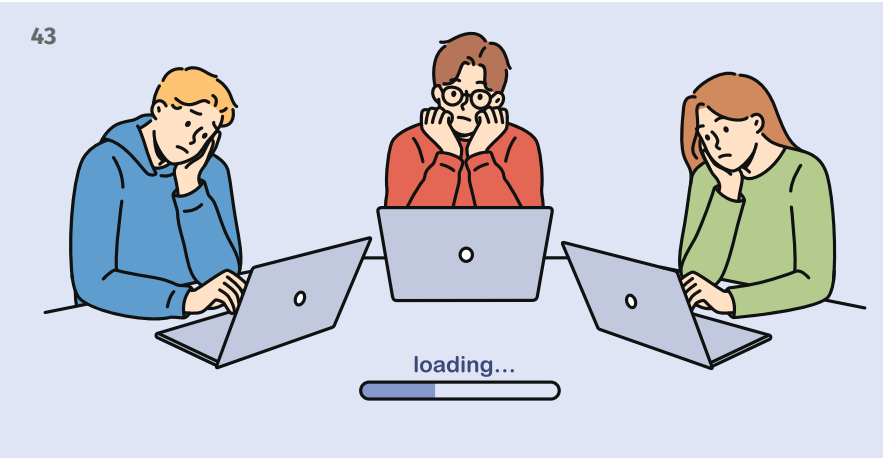
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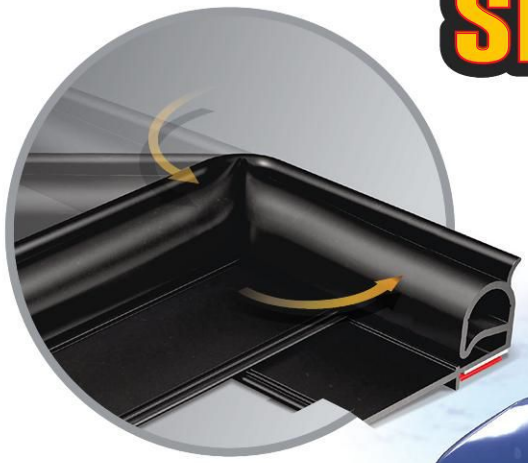
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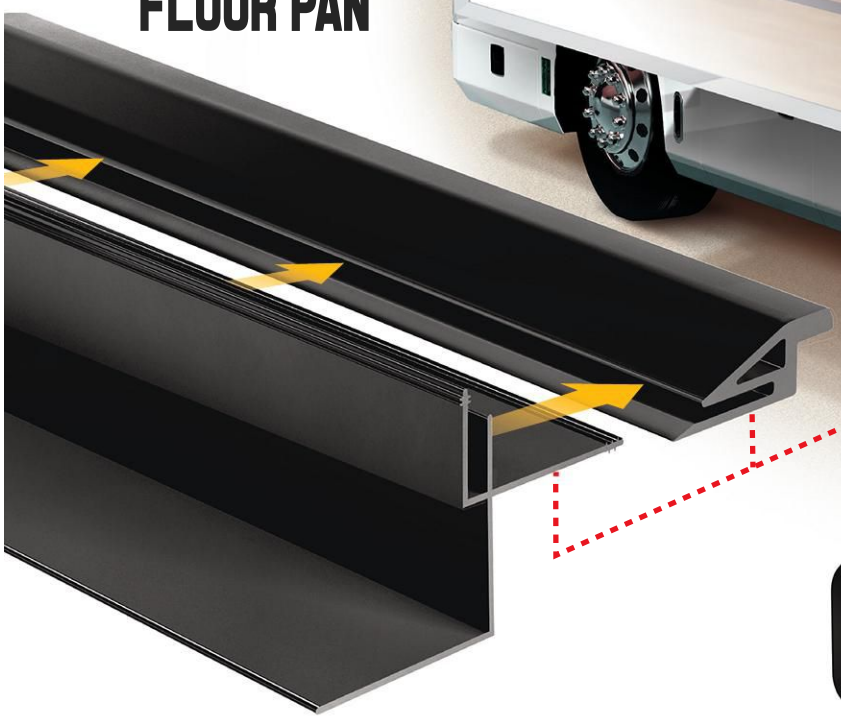


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RV PRO



Jennifer King

Happy New Year!

Isn't that phrase full of hope? For some, the new year brings inspiration, motivation and, with any luck, the promise of a better year than the last. All signs are pointing to that being the case for the RV industry in 2025.

The RV Industry Association (RVIA) reported on Dec. 5, 2024, that RV shipments are expected to rise to the mid-300,000 units from the projected median of 324,100 in 2024.

"Wholesale shipments are edging up slightly over last year's total in the face of stubborn interest rates and stretched consumer finances," says RVIA President & CEO Craig Kirby. "The market is poised for additional growth next year with dealer inventories at healthy levels, continued strong consumer interest in RV ownership and interest rates that are expected to ease.

These signs are all good news, not to mention the report from RVshare last month that showed positivity for RV travel trends this year. For example:

- 60% of people planning travel in 2025 are considering travel in an RV.
- 90% of people will travel at least as much as they did in 2024, and 50% are expecting to increase travel plans.
- 80% of people who are allowed to work remotely plan to work from a vacation in 2025.

(These statistics were compiled by Wakefield Research and included 1,000 people over 18 years of age who had been on vacation at least once in the previous 24 months.)

A number of benefits are factoring into 64% of travelers considering renting an RV (a 10% increase from last year). Those benefits include:

- 67% - flexibility of schedules
- 57% - lack of baggage fees
- 53% - more predictable costs

The ongoing trend of younger people getting into RVing is predicted to continue in 2025. According to RVshare, 67% of Gen Z are planning an RV trip in the next 12 months, as well as 76% of millennials. Gen X's interest in RVing is on the rise, with 67% planning a trip in the next year — a 12-percentage point increase over the previous year.

What excites me most is the variety of activities people are considering using an RV for — it's not just about hiking or camping. While 67% of people who prefer an RV to travel are planning to visit a national park or scenic spot, 65% are RVing to a multiday festival and 53% are going to a tailgating event. RVshare found that people are also planning travel around food, music, history, sports and books. Heading off into the woods to read? Sign me up!

With any luck, we'll look back on this data at the end of 2025 and think "See? All the signs for a good year were right there!" And we'll be grateful that we used the momentum of the new year to spur us into action and think positively about what lies ahead. My hope is that I'll be congratulating you on an amazing year in the December 2025 issue — so let's do this! We've got a positive outlook on our side.

Jennifer King



My daughter Penny and I, ringing in 2019. One of us is thinking positively; the other is a wee bit skeptical.

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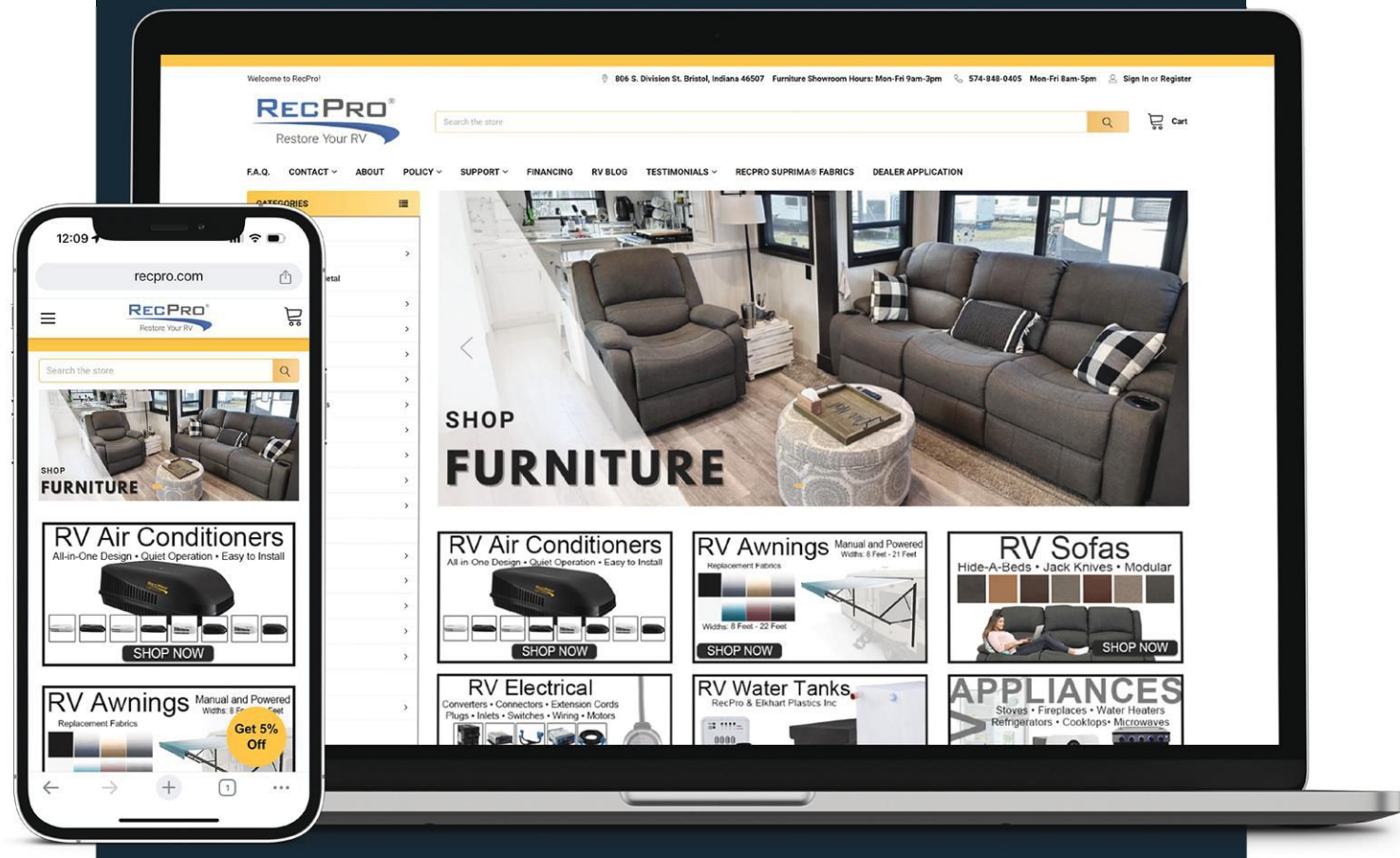
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Forest River Founder & RV Industry Legend **Pete Liegl** Dies



Peter J. Liegl. *Photo courtesy of Forest River.*

On Nov. 19, 2024, Forest River announced with deep sadness the passing of its founder, Peter J. Liegl.

Liegl not only was a visionary leader who transformed the RV industry, but also one of Indiana's proudest citizens and most generous philanthropists, the company said.

He is survived by his wife, Sharon; daughter, Lisa L. Rees; son-in-law, Logan Rees; grandchildren Adrienne (6) and Ryan (3); and brother-in-law, Gary Chamberlin.

Liegl is best known as the founder of Forest River and the man who in 2005 sold Forest River to famed investor Warren Buffett's Berkshire Hathaway Inc. His legendary role in building the RV industry into a multibillion-dollar enterprise began from humble beginnings, according to a release from Forest River. Sales and management positions brought him valuable experience in production, operations and customer service. He worked his way to the role of president at Midas Motorhomes and then on to Shasta, a Coachmen-owned company, before deciding to venture out on his own when he co-founded Cobra Industries. Cobra Industries went public and Liegl was "fired," according to Forest River. This led him to build his first RV by hand in a barn. Driven to succeed, Liegl brought his first units to Louisville and sold them outside under a lamppost — which was the beginning of "Where the forest meets the river."

In 1996, Liegl established Forest River in Elkhart, Indiana, with the vision of bringing the power of nature to as many Americans as possible. His goal was to create a company that could meet a wide range of consumer needs, and he did just that, the company says. Forest River grew rapidly under his leadership, expanding its product range to include not only RVs but also buses, cargo trailers and marine products. He believed in providing the best product at the best price. His strategic acquisitions and commitment to innovation helped Forest River to become one of the largest RV manufacturers in North America.

"The RV Industry Association is deeply saddened to learn of the passing of Forest River CEO Pete Liegl," said RV Industry Association (RVIA) President Craig Kirby. "Pete was an industry titan in every sense of the word, and for nearly three decades, he's built Forest River into one of the world's most well-known, respected and successful RV manufacturers. His entrepreneurial leadership and innovative ideas were major drivers of the RV industry's growth, and his vision for Forest River helped introduce RV travel and camping to millions of families and outdoor enthusiasts.

"Pete was a steadfast advocate for our association and always generously encouraged many talented people within Forest River to be active on the association's board and on many committees. Pete was also a generous benefactor and patron for many deserving causes nationally as well as in the greater Elkhart area.

"Our heartfelt sympathies go out to his loving family, as well as to everyone at Forest River," Kirby said. "He will be deeply missed, but his impact and legacy of leadership both professionally and personally will forever endure."

According to Forest River, Liegl's management philosophy emphasized empowering employees, fostering a culture of accountability and always focusing on the needs of the consumer. "We don't take ourselves too seriously," he had recently said. "But we're very serious about what we do."

In 2024, despite announcing a succession plan for the company, Liegl remained at the helm of what he called "the quiet company," working every day — including Saturdays and Sundays — while presiding over a slate of internal innovations and investments that will provide the foundation for growth and excellence for years to come.

"Pete Liegl's innovative product ideas and business acumen had a major impact on the RV industry's growth over the past several decades," said RV Dealers Association (RVDA) President Phil Ingrassia. "He helped make the dream of RV travel attainable for people from all walks of life."

Liegl received RVDA's Titan Award for his contributions to the RV industry in 2021.

To anyone who knew him for more than a minute, Liegl found meaning and inspiration from his namesake, the Apostle Peter, the company said in its release. Peter's story inspired transformation, and Liegl's journey inspired many, while highlighting themes of redemption, leadership and unwavering commitment to one's beliefs.

Liegl was very proud of his roots in Elkhart, and privately made generous philanthropic contributions, supporting causes in education, healthcare, conservation and local communities. In the end, it is his determined strength of character, booming laugh and a twinkle in the eye that will leave a lasting impact on those who knew him best, the company said. RVP



Liegl received the RVDA's Titan Award in 2021. He is pictured here with Jeff Hirsch (left) and Mike Pearo (right). *Photo courtesy of RVDA.*

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2024 RV Dealers Convention/Expo



The RVDA expo floor. *Photo courtesy of RVDA.*

The 2024 RV Dealers Convention/Expo at Paris Las Vegas wrapped up on Nov. 15 with its final workshop focused on fixed operations, presented by the RV Learning Center's Tony Yerman.

The event's registered attendance was 1,704 dealers, exhibitors and industry partners, a 3.5% increase over the 2023 event.

"The RVDA Convention/Expo Committee, chaired by Chris Andro of Hemlock Hill RV, aimed to organize an event addressing the issues facing dealers right now," said RVDA President Phil Ingrassia. "With outstanding support from our industry partners, the takeaways from the convention will help dealers prepare for what's ahead in the coming year."

Kicking off the event during the opening general session on Nov. 12 was keynote speaker Kevin Brown, author of "The Hero Effect" and "Unleashing Your Hero." His moving speech about leadership and redefining what makes a hero captivated attendees and set the tone for the remainder of the convention/expo. Brown reminded his audience that leaders rewrite the story that life gives them, that having a compelling vision is key and leadership is more about potential than popularity — and few who attended are likely to forget Aunt Bea and her apple pancakes.



Troutt

During the U.S. association's annual meeting, Larry Troutt III of Topper's Camping Center in Waller, Texas, was elected 2024-25 RVDA chairman of the board. RVDA presented its James B. Summers Award — the association's highest honor — to Ronnie Hepp of RVDA. In addition, Chris Andro of Hemlock Hill RV Sales in Southington, Connecticut, received the RVDA Special Award.

Outgoing chairman Ryan Horsey of Parkview RV Center in Smyrna, Delaware, presented the RVDA Chairman's Service Award to six industry veterans. The awards are presented annually by the outgoing chairman of the board to recognize individuals who have made significant contributions of time and effort to the association over an extended period. Honorees are chosen by the chairman. Those awarded were Andy Cripe of Wave Express, Curt Hemmeler of the RV Technical Institute, Corey Ruzicka of Priority RV Network, Shawn Moran of Brown & Brown, and Rick and Joy Horsey of Parkview RV Center.

In addition to exhibitor-led Vendor Training +Plus sessions, the event featured educational workshops covering key aspects of dealer operations, including F&I, digital marketing, fixed operations, sales and dealer/general management issues.

The 2025 RV Dealers Convention/Expo will be held the week of Nov. 10-14 at Paris Las Vegas in Las Vegas, Nevada.

RVIA UPDATES



Pouliot

During the RV Industry Association (RVIA)'s organizational meeting on Nov. 12, the incoming board of directors elected Mary Pouliot, Thetford's executive vice president, as 2025 chair of the board.

Pouliot most recently served as RVIA's board of directors' vice chair and as chair of the RV Technical Institute (RVTI).

"Mary's dedication to the RV industry and her proven leadership skills make her the ideal person to guide the RV Industry Association into the future. We are thrilled to have her as our new chair," said RVIA President and CEO Craig Kirby. "We also want to thank Kevin McArt for his incredible leadership over the past two years as chair of the board."

Executive Committee officers were also elected to their posts by the incoming board of directors, including Vice Chair Ryan Elias of Leisure Travel Vans/Triple E RV and Treasurer Brett Randall of Aliner. Jeff Rodino of Patrick Industries was newly elected to the Executive Committee in the role of secretary. Current Chair Kevin McArt will continue to serve on the Executive Committee as immediate past chair. Kirby also serves on the Executive Committee.

The one-year term for RVIA Executive Committee officers began on Jan. 1.

RVDA OF CANADA UPDATES

The RVDA of Canada elected Jim Gorrie of Classic Trailers in Headingley, Manitoba, as its new 2024-25 chairman of the board. Gorrie has also served as chair of the Recreation Vehicle Dealers Association of Manitoba, and his active participation with the RVDA of Canada has allowed him to address significant industry concerns, including discussions with Canadian Members of Parliament. Other officers for 2024-25 include Vice Chair Ken Dobson of Leisure Time Sales, Treasurer Marc Rémillard of Roulottes Rémillard, and Past Chair Dale Hopkins of RV City.

The 2024 Canadian RV Dealer of the Year Award was jointly presented to Jeff and Kyle Redmond of Bucars RV Centre in Balzac, Alberta, during the organization's annual meeting, held during the 2024 convention/expo. RVP



40 Under 40 Ceremony
Spotlights Industry's Young Leaders

The fifth annual RV PRO 40 Under 40 awards event was held Tuesday, Nov. 12, during the RV Dealers Convention/Expo in Las Vegas.

More than 130 guests gathered to celebrate and express support for 2024's class of avant-garde leaders working to support a bright future for the RV industry. 2024 honorees were selected for their impressive contributions to their workplaces, markets and communities, with a spotlight on leadership and innovation in an evolving industry. RV PRO was honored to award 30 of 40 winners who attended the event.

The night began with heartfelt toasts given by 2024's sponsors. Rollick's co-founder and chief revenue officer, Jason Nierman, kicked off the night to cheers honorees and represent Rollick's third year sponsoring the 40 Under 40 awards. Representatives from Eberspächer, Motility Software Solutions and GE Appliances, a Haier company, followed suit to congratulate the class and express enthusiasm for the next generation of industry trailblazers.

"I'd like to say thank you to the [RV Dealers Association] staff for their help in planning this event," said Jennifer King, RV PRO's executive editor, during the event. "Their support of the 40 Under 40 program is invaluable, and we are very appreciative. I also want to thank all of the nominees and nominators, their friends and family and colleagues for traveling to Las Vegas ... We thank you for your enthusiasm about this program and help in putting together our 40 Under 40 section of our November issue."

Also at Tuesday's reception, RVDA President Phil Ingrassia joined Mark Spader of NCM Associates to reveal the 2024 recipient of the Duane Spader Leadership Development Scholarship. The annual recognition, honoring past RVDA chairman Duane Spader, will allow Heather Isaac of Gib's RV Superstore to attend the 12- to 18-month Leadership Development Program tuition-free in 2025. The course, valued at $9,975, is conducted through the Mike Molino RV Learning Center.

In an effort to boost collaboration among these leaders, the RV Industry Association's Jeremy Greene, senior director of events and marketing, announced a substantial discount for honorees to attend the 2025 Leadership Conference. The third annual event is slated March 4-6, in Phoenix, Arizona, for industry professionals to engage in networking, workshops and development opportunities.

Before the awardees were introduced, RV PRO held a moment of silence for Midway RV Center's Kyle Walcott, a motorhome salesman who was recognized in memoriam.

"Kyle passed away in June of this year from a rare form of brain cancer. He had worked in the industry since he was 15 years old, was a naturally good mechanic and salesman, and even met his wife at the dealership — who we're honored to have with us here tonight," said Jordan Benschop, senior managing editor, during the ceremony.

In addition to Walcott, the Class of 2024 includes:

Alex Wallis – A&L RV Sales
Amber Friedman – Rollick
Amy Verwey – Owasco RV Centre
Ben Holdread – Forest River
Casey King – Pete's RV
Chad Hatzenbuhler – Corral Sales
Chanse Walker – Airstream
Cody Nuss – Johnston RV Center
Emma Starett – Mountaineer RV & Outdoor
Grant Smith – Winnebago
James Field – MDC
Jason Fink – Valley Screen
Jen Hudak – Escapod
Jennifer McAfee – Newmar Corp.







Jeremy Yoder – Jayco
Jodi Keena – Dragonfly Energy
Jordan Moore – Medallion Bank
Kristen Ramirez – Hawkes Outdoors
Leigh Tiffin – Tiffin Motorhomes
Matt Eppers – Serenova & Transcend, Grand Design
Matt Veurink – Veurink's RV Center
Michael Paul – Firefly Integrations
Michael Wurth – Wilkins RV
Mike Depositar – Encore RV
Nathan Mueller – Blue Ox
Nick Dunning – Truma
Nick Lenzo – Colonial Airstream
Nicole Ing – Thetford
Nicole Serwatuk – Sicard RV
Nik Risser – GEN-Y Hitch
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HOW RV CONSUMERS HAVE BEEN SEARCHING FOR CLASS A RVs



Top Class A Makes
by Search Results

1. Newmar
2. Tiffin Motorhomes
3. Thor Motor Coach
4. Winnebago
5. Fleetwood

Newmar has remained the most-searched Class A RV make on RV Trader for the past two years, surpassing Thor Motor Coach in 2023. Tiffin Motorhomes has consistently remained the second most-searched for Class A RV on RV Trader.

Top Class A Makes/Models
by Search Results



Newmar's Dutch Star has consistently remained the most-searched Class A make/model since 2022. Additionally, there has been increasing interest in the Tiffin Motorhomes Allegro Bus, rising to the second most-searched Class A RV on RV Trader in 2024.

"This current market is promising for dealers advertising Class A RVs, with a 7% increase in used inventory on RV Trader year over year. While Newmar has held its position as the most-searched Class A brand for the past two years, Tiffin Motorhomes was an undeniable key player in 2024, with its models securing three out of five spots in the top search results this year.

Buyers are also prioritizing features like diesel engines, king beds and spacious interiors, with sleeping capacities of four to six standing out as top preferences. For dealers, aligning with these trends and highlighting how specific models and features meet consumer needs will be key to driving sales, as buyers seek options that balance luxury, practicality and long-term value in their investment."

New vs. Used Class A RVs

The number of used Class A RVs on RV Trader has been steadily growing since 2022. Over the past two years, there has been a 7% increase in used Class A RVs on RV Trader.

Top Lengths Searches for Class A RVs



The following are the top length searches in feet for Class A RVs from January 2024 through October 2024 on RV Trader.

1. 40 feet
2. 45 feet
3. 36 feet
4. 35 feet
5. 38 feet

Top Sleeping Capacity for Class A RVs

For the most part, consumers looking for Class A RVs are most interested in an even number for sleeping capacity.

1. 6
2. 4
3. 5
4. 8



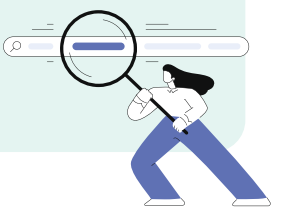
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RV Trader, a part of the "Trader" family of brands and owned by Trader Interactive, is the leading marketplace for advertising RVs, motorhomes and campers. With an average of 6.5 million monthly visitors, RV Trader offers innovative tools to help manufacturers and dealers make connections with customers, increase sales and maximize profits. For more information, visit rvtradermediakit.com.

Keyword Searches on RV Trader

Consumers who have searched for Class A RVs have also searched for the following keywords:

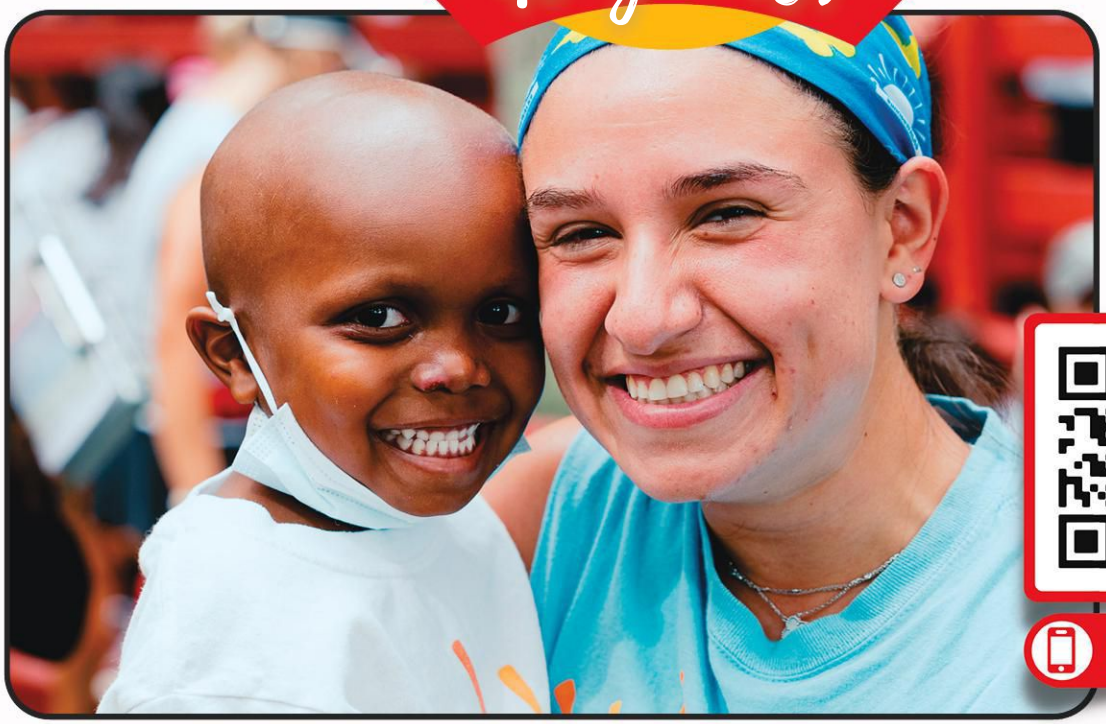
1. *"Diesel pusher"*
2. *"Diesel"*
3. *"King bed"*
4. *"Toy hauler"*
5. *"THOR"*



THE DATA ON CLASS A RVS FROM RV TRADER WAS PULLED FROM JANUARY–OCTOBER 2024

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A One-of-a-Kind Class A



The **Bob Tiffin Limited Edition Allegro Bus** pays homage to Tiffin Motorhomes' founder and the legacy he has created.

BY JENNIFER KING

PHOTOS COURTESY OF TIFFIN MOTORHOMES

The small town of Red Bay, Alabama, seems unassuming as you approach it from state Route 19 North. With a population of 3,184, and the largest nearby town of Tupelo over the border in Mississippi about 47 minutes away, the town is much like other rural Southern towns.

Except for when you turn onto 2nd Street Northwest.

That's when you see dozens, if not hundreds, of recreational vehicles lined up next to mammoth manufacturing buildings and an impressive welcome center and office building, both beckoning visitors to come on in.

Welcome to the home of Tiffin Motorhomes, which Bob Tiffin has overseen since 1972.

At 82 years old, Bob still comes into the office every day — and early, too, usually arriving before anyone else. Watching



him greet employees with a kind smile and handshake, I waited patiently to meet the RV industry legend myself one April day last spring. I admit that I was a wee bit nervous — meeting this business giant who, as CEO, runs the company with his grandsons Leigh Tiffin, president, and Trent Tiffin, national sales manager, along with his son Van.

Of course, as everyone had told me, there was no need to be nervous. Bob was welcoming and gracious, and I relished the opportunity to meet this Southern gentleman in person.

MORE THAN A FIGUREHEAD

It's clear he is a beloved figure of the company, so it was no wonder the company launched the "Bob Tiffin Limited Edition" in honor of his 82nd birthday to recognize all he has contributed to the Class A motorhome industry over the years.

With one-of-a-kind flooring that resembles cowhide, an aesthetically pleasing Southwest motif (a nod to Bob's personal design tastes), and all the bells and whistles a Tiffin motorhome is known for (see sidebar), by far the coolest feature (in this editor's opinion) is that Bob personally signs a cabinet or door in each coach — you just have to find it.

It's touches like this that have endeared Bob and the Tiffin brand to its dealer network and customers over the years.

Joel Logan, Tiffin's senior vice president of operational support, says Bob's example of servant leadership, plus a focus on end users, makes those relationships possible.

"We have to continue to be customer-driven," Logan says. "We can't control everything else."

SOUTHERN HOSPITALITY

One aspect of focusing on the customer is the company's Allegro Club. This exclusive Tiffin Owners Club has member benefits and rallies every year, allowing Tiffin owners the chance to join a community of fellow RVers. Tiffin also has a welcome center in Red Bay for visitors who are bringing their coach in for repairs or upgrades. The service center has 50 bays and employs approximately 250 people. It is complete with a lounge area with snacks and beverages, a gift shop that includes Tiffin merchandise plus RV accessories one may need on the road, and last but not least, a pet area for customers to hang out with their furry friends.

This kind of Southern hospitality is evident in all of Tiffin's employees, who exude warmth and kindness in their smiles. It's clear that behind those smiles is a vision or ethos that has been passed down through years at Tiffin.

Logan has learned several mottos to live by during his time at Tiffin, he says, such as always being "coachable," understanding that every problem has a solution, and to "do it once, do it well."

Leading the company with the values of communication, a positive attitude and teamwork keeps the wellbeing and development of Tiffin's employees at the forefront, as well. With locations in Mississippi and Winfield, Alabama, an hour's drive from headquarters in Red Bay, one way that all employees hear announcements and stay connected is through Tiffin TV, which is aired in common areas at all locations.

"They want us to be great at what we do," Logan says of Tiffin's management. "It's a challenge, but it's an opportunity."





BUILDING LONGTIME RELATIONSHIPS

This same hands-on relationship is extended to Tiffin's dealership network, says Jayne Fairley, national sales manager, Class A and Class C+. Bob started those relationships when the company was founded, she says, and that's why many dealers continue to work with Tiffin.

"There's nobody else that has that in the RV industry," Fairley says.

Of course there are peaks and valleys in the RV industry, just like in every industry, Fairley says. But seeing the evolution of the industry — and the Tiffin brand — is rewarding. She refers to the recent surge of younger RVers coming to the market.

"Everybody can be a buyer. They want to get out and wander," she says. "It's fun to do what we do every day."

In addition to attracting customers and those interested in how Tiffin does what they do, factory tours at its Red Bay location help to educate younger people about careers in RVing. Logan says the company hosts tours three days a week and typically sees 30 to 35 people at each tour. The company is also involved locally at council meetings, fundraisers, golf tournaments and more.

Tiffin's human resources department has meetings with local high schools to reach out to a potential future workforce, and





Bob Tiffin signs every limited edition Allegro Bus *(see at right)*, you just have to find which cabinet or door he signed.

many people in the area see their parents working at Tiffin and follow in their footsteps.

"Not everyone wants to leave where they grew up," Fairley says.

She's been very happy to be a part of the Tiffin company, saying that it's easy to uphold a brand that stands behind its products.

"I love the fact that I can do the right thing," she says.

Logan agrees, mentioning the values of family and respect that the company stands for.

"Tiffin is the standard," he says. RVP



Bob Tiffin Limited Edition Allegro Bus 45 BTP

GVWR: 52,000 pounds
Exterior length: 45 feet
Overall width: 101 inches
Overall height: 13 feet, 3 inches
Sleeps: 2 to 5
AC: 15,000 Btu (3)
Engine: Cummins L9 450 HP or 605 HP Diesel Engine
Transmission: Allison 3000 MH 6-speed Automatic Transmission
Chassis: PowerGlide Rear Engine Diesel Chassis or Freightliner PowerGlide XC Raised Rail Rear Engine Diesel Chassis
Generator: 10.0-kW Onan Quiet Diesel Generator
Storage Capacity: 257 cubic feet
MSRP: $725,813

The coach is a tribute to founder Bob Tiffin and his 51 years (and counting) in the industry. The coach features two of Bob's favorite things: his love of the desert Southwest U.S. and his passion for Packard automobiles, integrated throughout the coach in the decor and accents. The exterior paint depicts a Rocky Mountain scene, while the slide facia resembles the grille of his favorite car: a Packard. There will only be 82 of the limited edition models produced, in honor Bob's 82 years. The limited edition Allegro Bus comes standard with Starlink and has three slideouts, a Girard powered door awning with LED lighting, a lightweight entry door with screen and seats nine to 12. The exterior has three options: Cinderwood, Nasa and Waterfall. The interior decor package, dubbed Great Smoky Mountains, features Southwestern motif throw pillows, five cabinet-color choices and intricately designed tile flooring.



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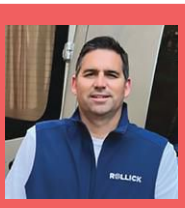
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Family-Focused *Luxury*

Fleetwood RV's Class A Palisade aims to create a new market segment with high-end features and ample space.

BY JOHN MCCURRY

PHOTOS COURTESY OF FLEETWOOD RV





Fleetwood's luxury Class A diesel Palisade motorhome, new for the 2025 model year, made its official debut at Pennsylvania's Hershey RV Show in September 2024, drew robust reviews from dealers at the Elkhart Open House and is building momentum into the new year.

Doug Miller, sales and product manager for Fleetwood RV, Holiday Rambler and American Coach, describes Palisade as being unique in the marketplace. Built on a 45-foot Freightliner XCM chassis, Palisade has family-centric features with ample sleeping areas and a large bathroom with side-by-side sinks.

Miller says the Palisade was developed following two years of market research.

"A couple of years ago, we started looking at areas of deficiency in the market, and we recognized that during COVID, and even after with inflation, prices have gone through the roof, anywhere between 25% to 35%," Miller says. "It really left a void in a price segment where we thought we could capture some attention."

Miller says the Palisade fills an opening in Fleetwood's offerings, replacing the American Tradition model.

"Looking at our own portfolio, we saw that our Discovery LXE did a fantastic job where it was positioned; our American Dream and our American Eagle were chugging right along as well. Our American Tradition was caught in the middle, as one of those victims to escalation in prices, and it left its favorable position in that $500,000 range that we were targeting. As the Tradition left, we needed to find something to fill that void, so we started looking around the marketplace and noticed that other manufacturers had also evacuated that segment. If we positioned ourselves properly, and equipped a coach the right way and made it look really nice with great features, we could get something to fit right into that gap."

Miller says Fleetwood began with a base of the Discover LXE and strived to build a hybrid between its most popular diesel and its luxury line to create a new market segment.

"That is where the Palisade was born," he says. "We added about 15 features that the Discovery LXE does not have and created the feeling of a hybrid product. It is in the luxury segment, but it is a manufacturable piece, where we can run it down the production line in a fashion that does not cripple our manufacturing process."

CONTINUOUSLY EVOLVING

Early dealer feedback has been positive. They have been impressed that REV Group has been able to achieve its targeted price point, both at the wholesale and retail levels.

"We took numerous orders based on the show at Elkhart," Miller says. "We have great dealer partners out there who jumped the gun, so that our first 25 weeks of production were already filled, and going into that show filled up the remainder.



"One thing you really notice when you walk up to that coach is it has a beautiful paint job on the outside — the drop shadows and the fades, and a bit of modern linear graphic detail. All those things work together to create an impactful appearance that makes you inquisitive about what the inside looks like."

Fleetwood is limiting its initial construction of Palisades in order to not flood the market. One to two will be built each week to avoid creating a backlog.

"Our theory is to run lean and mean and keep the process going, and keep dealers clean on inventory," Miller says.

Early reception from dealers and consumers has been positive. Miller says the first the two floorplans, the 45DS and the 45CS, have generated considerable excitement. A new floorplan, the 45FS (family sleep) has two full baths and a bunk design in a 45-footer.

"There are still a lot of families out there who want a high-end luxury motorhome, and they need that extra sleeping space," Miller explains. "We have the drop-down loft in the front that you don't typically find in the luxury motorhomes, as well as the sofa bed and the dinette table that will break down into a bed. You can sleep a lot of people in a really nice coach. It has two full tile showers to give it that luxury feel."

Fleetwood plans to debut the new floorplan at the Florida RV SuperShow in Tampa in January.

"The Florida show is a very important one from a manufacturing standpoint. And it is a great time of year to be in Tampa. It is well attended, and we have always had great success there. We bring all guns blazing to that show, so we have a large sales staff and marketing staff to support us."

The Palisade features a 150-gallon fuel tank that gives a longer travel range. It has larger 315/80 tires, offering better handling and support, according to Miller.

Fleetwood exclusively uses Freightliner chassis for its diesel motorhomes. The two companies have a close working relationship. Freightliner employees are on hand as needed during the motorhome manufacturing process, and Fleetwood





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sends staff to the Freightliner plant in Gaffney, South Carolina, to stay abreast of developments.

"Year after year, we try to make subtle enhancements to our coaches, but nothing extreme that would jeopardize the inventory on the ground," Miller says. "It is a fine line to walk, but every year, there are improvements that we find either from our internal research or from customer feedback. We tried not to miss a thing on this production, but no one is perfect, so we will do our best to incorporate any modifications needed over time. It is a continuously evolving product."

KEEPING THE MOMENTUM GOING

Miller works closely with two designers to determine colors. The process involves attending kitchen and bath shows, high-end boat shows and home shows to determine residential trends. He notes that RV is typically behind residential.

"A few years ago, everything was dark woods, like mahogany and cherry. Then the cottage or coastal feel arrived, so we created a design along those lines called Enclave for the interior of the Discovery LXE, paired with a wood called Winter Fog. People walked into that coach and basically just fell over. They said it was so light and bright and airy. We had intended to make only 20 of those, but when we walked out of Elkhart that year, I think we had 150 orders for that decor."

Miller says Fleetwood tries to operate with the trending market, but without being too far outside what consumers are seeking.

"We want to focus on what we call the top step approach. That means we have created a really nice exterior to bring customers over and then invite them inside. When they get to the top step and look in, that is where we win. Or where we could potentially lose. … We want to make it inviting enough, and in line with current trends enough, to make them want to see more. That is in our minds every time we create a new decor."

About 20 dealers will sell Palisades, some of which have multiple locations. In all, about 35 locations in the U.S. and Canada will be selling the new model.

Fleetwood plans to build about 75 Palisade units during its first year, which will be somewhat less than a full model year. Miller expects that number to rise to 100 during its second year, adding that if demand warrants it, more will be built.

Looking ahead, Miller sees plenty of reason for optimism in 2025, noting the RV industry seems to be emerging from a downturn.

"We believe in the Class A market. Over the years, we have seen roller coasters in the RV space. It has its ups and downs. We have to stay optimistic to keep the momentum going." RVP



Audio Experts Sound Off

Exploring the latest trends in sound systems across the RV industry.

BY MICHELE MOORE



Magnadyne's new portable Bluetooth speaker. *Photo courtesy of Magnadyne.*

Is there anything better than listening to your favorite album, podcast or audiobook while on the road? As with the trend toward more creature comforts and a high-end feel, RVers are seeking better audio experiences, too. RV PRO asked several experts to weigh in on what dealers need to know.

What are the latest trends in audio for RVs?

Jason Digos, senior sales trainer, BOSS Audio Systems: We have seen the demand for better audio for the driving experience as well as outdoor camping. For driving, RVers are looking for better sound quality. They are also looking for high-tech features like Apple CarPlay and Android Auto [and] want to upgrade older stock speakers and subwoofers.

Joe Ahrens, RV OEM manager, ASA Electronics: The latest trends in RV audio include premium upgrades like [ASA's] Ghost Audio and Klipsch systems. Customers increasingly seek high-quality audio experiences, whether inside or outside their RVs. While some original equipment manufacturers (OEMs) aim for advanced upgrades, others push for simplicity with basic stereos. For this reason, we offer solutions like our Bluetooth wall plate — a two-zone amplified wall plate with Bluetooth pairing and HDMI connectivity for TV audio.

Ryan Murray, operations manager, Magnadyne: One of the biggest trends we are seeing is the implementation of newer, versatile Bluetooth streaming products. As the internet becomes easier to access in traditionally hard-to-reach areas, customers are able to access their streaming services [and] take full advantage of smart devices to broadcast the audio they want to listen to while camping, tailgating or hiking.

What have customers been asking for most in audio for RVs?

Digos: Connectivity to their smartphones has been in demand. Apple CarPlay and Android Auto in head units have been really important. Customers are also asking for SiriusXM Satellite Radio. There's been a growing demand for front and rear cameras, and BOSS Audio offers a complete range that integrates with our oversize head units. Adding these advanced safety features is a valuable upgrade, especially for RVs that didn't originally include cameras.

Ahrens: Customers often look for the best quality at the lowest price, which can be challenging. They also want an immersive entertainment experience indoors and outdoors, and we're seeing a demand for products that integrate high-quality sound with user-friendly features.

Murray: Versatility and wireless connectivity. We have developed new Bluetooth products that allow the end user to multipair and stream the same content over multiple products we offer. There is also a portable Bluetooth speaker in this product line, so the consumer can take their audio on the go. We also have a new in-wall radio that allows for complete user control over its independently operated zones.

How can the systems you install on RVs be customized for the customer?

Digos: Our Boss Elite floating screen head units have features like built-in equalizers and speaker time alignment



The Boss Elite floating screen head unit. *Photo courtesy of BOSS Audio Systems.*

that can custom tune the sound of the RV for a better listening experience. Upgrading speakers, subwoofers or even adding an amplifier can transform long drives into an enjoyable, immersive experience.

Ahrens: We specialize in customizing systems for our OEM partners by collaborating with engineers and product managers. This involves determining the perfect speaker placement, fine-tuning amplifiers and selecting high-quality components to deliver the best audio experience. We design systems tailored to each RV's layout to optimize sound performance for interior and exterior entertainment spaces.

Murray: Our audio products are ready to use out of the box and easy to use for the end customer. Those who are interested can do more fine-tuning within the streaming app they are using. For the audiophiles out there, all of our head units allow for more detailed audio tuning via the phone app or on the actual radio.

Do your products include a smart system or app for control?

Digos: Our on-screen graphic interface is simple to use while driving — with large icons and a responsive touch screen, our Boss Elite head units are safe and easy to use while driving.

Ahrens: Yes, many of our systems incorporate smart features. For instance, Klipsch systems include app-based control, while Ghost Audio and most of our other products feature Bluetooth pairing capabilities. These technologies make it easy for customers to manage their audio systems wirelessly and intuitively.

Murray: Yes, all of our Linear Series radios have app control that users can download from the Google Play Store or Apple App Store.

What products do you offer in the aftermarket, if any?

Digos: We offer a full line of head units, speakers and amplifiers. We also have a lineup of powersports and marine-rated product that can be used on the exterior of an RV or toy hauler.

Ahrens: Our aftermarket offerings include products like plug-and-play speaker replacements, where customers can easily swap out speakers of the same size. Some Jensen products are also available aftermarket, allowing customers flexibility in enhancing their audio systems. ASA [also makes] an updated stereo with the original RV stereo footprint, allowing customers to update their audio system without changing the cabinet opening.

Murray: All of our products are offered in the aftermarket, either directly to the end consumer or through our B2B portal for wholesale/dealer customers.

How do you work with dealers or customers to help them install your aftermarket products?

Digos: Our U.S.-based technical support team is available to answer any questions a dealer or customer might have while installing our products. We also have a library of how-to and product videos available online.

Ahrens: We strive to make our aftermarket products user-friendly, and many are designed for straightforward plug-and-play installation. We work closely with our distribution partners to train their teams and provide content they can use to benefit our mutual customers.

Murray: We have built out our B2B business portal for distributors and RV dealers to take advantage of wholesale pricing and competitive shipping rates. We also have a custom plug-and-play program for customers looking to upgrade their RV head unit where we build out a custom harness to plug into the older radio harness. Our products are designed with easy installation in mind as well. For example, our portable speaker has an easy-to-install mounting bracket that the customer can mount with four mounting screws and a safe-to-mount location within their RV.

What are some of the challenges that dealerships or customers may face with their audio system, and what would be your advice for them?

Digos: Most people don't realize you can have a great audio system in an RV. The best way to overcome this is with a proper demo system the customer can experience. If you have an RV set up with a Boss Elite 14-inch floating screen and some great speakers, you'll be able to show what having a premium audio system can do [without breaking] the bank.

Ahrens: A common challenge is dissatisfaction with the quality or volume of factory-installed systems. Many OEM systems need more clarity or power than customers expect. We advise prioritizing quality over price and looking for systems specifically designed for RV use, as they're optimized for unique acoustics and durability. Working with companies like ours ensures you receive a tested, engineered solution tailored to RV environments.

Murray: Technology is rapidly changing. Keeping up with the latest trends can be difficult enough, especially when it isn't part of your day-to-day life. Consult quick start manuals that are provided, check out suppliers' websites to see if they have additional content uploaded and always feel free to reach out to tech support if you're having issues.

Is there anything else readers should know about audio electronics for RVs?

Ahrens: [At] ASA Electronics ... we design, engineer, test and oversee the manufacturing of our products, ensuring they meet rigorous quality standards. All testing is conducted on-site, giving us full control over the performance and reliability of our systems. ... We create audio solutions specifically for OEM partners that experience elements like heat, cold, vibration and humidity, ensuring a superior and tailored experience for RV customers.

Murray: As [Internet of Things] devices continue to advance, audio devices will continue becoming more robust, versatile and compact, making high-quality audio systems easier to use while on the road. RVP

INDUSTRY PROFESSIONALS' PREDICTIONS FOR 2025

11 MEMBERS OF RV PRO'S EDITORIAL ADVISORY BOARD **WEIGH IN ON** WHAT'S TO COME IN THE NEW YEAR.

By Jennifer King

If we have learned anything since 2020, it's probably to be flexible with what you have planned. In fact, the famous line "Want to make God laugh? Tell him your plans" has proven true time and time again. Nevertheless, in business, we do have to prepare ahead of time and make predictions about what's in store so we can adapt quickly and adeptly.

RV PRO asked its Editorial Advisory Board members to tell us what they think is coming in 2025. Here are their answers — and we'd like to hear your thoughts, too — please email us! (Note: All answers were collected during November 2024.)

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WHAT DO YOU PREDICT FOR THE RV INDUSTRY IN 2025?

Travis Creech, Operations Manager, Rex & Sons RVs: The RV industry will likely be more tech savvy with diagnostic features and apps. Responsive to changing consumer preferences, including the continued rise of younger buyers and those embracing remote lifestyles.

Jeffrey C. Hunter, Chairman and CEO, Storyteller Overland: I have no crystal ball with a money-back guarantee, but I do believe that our industry, while continuing to deal with the lag-effect of major macroeconomic headwinds and crosswinds of recent years, will also see green shoots of goodness begin to reemerge in certain sectors of our business as manufacturers, retailers and customers all find their balance in this "return to normal" in our marketplace. The pain and gain of this "return to normal" will not be evenly distributed, as some manufacturers and dealers have not kept pace with the permanently elevated expectations and demands on the part of consumers for greater innovation, higher quality, consistency, total value and fully devoted customer care. Just because the volume expectations are returning to the mean does not mean customer expectations are



Travis Creech



Randal Murray

ever going to return to being content with subpar quality. 2025 will likely represent a flight toward quality on the part of the customers that remain in the market and those who trend in during this sustained era of economic volatility.

Tom Kline, Lead Consultant and Founder, Better Vantage Point and Tuck The Octopus: A deeper and more clearly defined focus on expenses and corporate governance.

Trey Miller, Vice President of Marketing, Jayco Family of Companies: It has been very difficult to predict the industry over the past couple years, with so many macroeconomic factors having an effect on retail purchases, as well as dealer inventories impacting wholesale purchases. With all things considered, the consensus appears to be a thawing of the market in the spring of 2025 and an uptick in the summer. However, there are many factors that could impact that trajectory in either direction.

Tony Yerman, Fixed Ops Consultant, RV Learning Center: The forecast is for continued small improvements in wholesale shipments.

Susan Carpenter, President, RV's Women Alliance; Manager of Aftermarket Operations, B&B Molders: I believe the first five months will still be soft as the industry waits to see what happens with not only interest rates but to see what the existing users' demand for aftermarket products will be. The opening season, I feel, will open up and it will be a good summer.

Jennifer C. Johnson, Southeast Regional Manager, RV Park Management: The trend is now returning to what it was before the COVID-19 pandemic. RV consumers are gradually resuming normal activities, including purchasing property, building homes and renting or buying houses. Those that were remotely working are now returning to the office. With the new White House administration taking office, I anticipate that interest rates will decrease, inflation will stabilize and those currently struggling will become more financially stable. However, the campground industry is shifting toward long-term stays of six months or more, and the transient market is not performing as it once did.

Jesse Stopnitzky, Co-Owner, Performance Brokerage Services: As the aged inventory works its way through the retail market, new vehicle margins should increase steadily. Advertising expense should continue to decrease, as dealers are no longer competing so strongly to offload aged inventory. Floorplan interest expense will decrease as the federal reserve has already lowered interest rates, and as dealers are able to increase their vehicle churn from prior years. Fixed operations will remain stable with an increasing number of units in operation. F&I [finance and insurance] penetration should increase with lower interest rates, plus consumers will be another year accustomed to the current environment. There seems to already be an increase in consumer confidence, which will hopefully increase door swings and retail sales. Collectively, this should all result in higher profits for the average dealer.

Juan Tejeda, CEO, PPL Motor Homes: The RV industry should be optimistic about lower interest rates, lower inflation and an increased demand for leisure travel in 2025. Keep in mind, there are a lot of factors that can be positive for the RV industry and a lot of factors that can be headwinds. I love optimism and think it provides an advantage over being pessimistic; however, there needs to be a healthy paranoia in confronting today's reality. Therefore, it would be wise to factor in a margin of safety in your strategic outlook for 2025. As a wise man once said, we can pray for good harvest, but we have to keep on plowing. That is exactly what we're going to do in 2025: put in the work and brains it takes to be massively successful. Ultimately, we should expect moderate growth in the RV industry for 2025, which is a positive outlook for all stakeholders.

The RV industry is resilient, and we're honored with the responsibility to make the RV industry better in all aspects, retaining customers, excellent products, world-class customer experience, healthy business, happy employees and consummate care for the entire RV industry. We are all vested in making the RV industry as healthy as possible in 2025 and beyond.

Randal Murray, Director of Orientation, Pete's RV Dealer Group: After a number of years of craziness, I am seeing the industry starting to normalize to pre-COVID-19 era stability.

WHAT'S A CHALLENGE THE INDUSTRY NEEDS TO FOCUS ON IN 2025, AND WHAT DO YOU THINK COULD BE A SOLUTION?

> We are all still blessed to be in an industry that [helps] peoples' dreams come true.



Jeffrey Hunter

Creech, Rex & Sons RV: For the sales side, manufacturers need to continue focusing on materials to fit into the economic price point sweet spot. Manufacturers will hopefully go back to the basics on training and educating the dealer body, not only in sales but also in service on the ever-changing policies and procedures in warranties processes, and service technical education on the newer products and components entering the RV space on products. The RV Technical Institute [RVTI] is great industry-wide; however, the manufacturers could improve on educating the dealers representing and servicing their brands and the components that are being installed on their models.

Hunter, Storyteller Overland: Our industry is still plagued by too many companies, SKUs, floorplans, feature sets, products that do not offer any real product or experience differentiation and do not adhere to any elevated standard for quality, consistency or service. Clever marketing cannot gloss over the industry's ongoing self-inflicted battle against poor perceptions of quality.

Kline, Better Vantage Point: Risk and compliance continue to be challenging for dealers. How much insurance do they need? If something happens, will their insurance cover the peril? Satisfying customers should continue to be a focus as the regulatory environment gets more intricate. The Federal Trade Commission, as well as the state general attorneys, are more active than ever.

Miller, Jayco: There is always room to improve the customer experience for the RV owners. It requires all levels of the supply chain to continuously strive for improvements. Repair event cycle time (RECT) enhancement is one area that is widely discussed, but still needs additional attention. It is imperative to measure a company's baseline performance, then track and report internally and externally on improvement (or lack of improvement). This will hold the companies accountable and assist in improving their processes.

Yerman, RV Learning Center: Continued investment in improving repair event cycle time (RECT) through education programs available through RV Learning Center fixed operations management training and tech training through RVTI.

Johnson, RV Park Management: The challenge will be to adapt to the changes in the industry. We will need to be creative to maintain momentum and make adjustments where necessary.

Stopnitzky, Performance Brokerage Services: With some dealers forcing the manufacturers to repurchase their inventory, 2024 units will hit the retail market at significant discounts. Closely monitor your inventory and continue to sell through aged inventory, including 2024 units.

Tejeda, PPL Motor Homes: The significant shortage of trained service technicians continues to be a challenge for the RV industry. Since 2019, the RV industry registered over 2.7 million new RVs in North America. The demand for trained service technicians remains high.

Industry responses to address the technician shortage require strong collaboration between RV manufacturers, dealers, suppliers, vocational schools and industry organizations to promote technician careers and recruit new technicians into the RV industry.

Establishing career paths, training and development programs are quintessential for sustained success in training new technicians. Partnering with flexible training



Jesse Stopnitzky

New vehicle margins should increase steadily.

programs to make training easier for employees is important. For example, RV Technical Institute includes multiple ways for RV technicians to get trained, such as: in-person, hybrid training, fully online training, training at an authorized learning partner and even supplier training on specific types of components. This flexibility offers a tremendous benefit for incoming trainees. Furthermore, the National RV Training Academy offers online training courses in RV maintenance and repair.

In closing, strong recruitment, established development programs and flexible training will help the RV industry recruit and train more service technicians.

Murray, Pete's RV Dealer Group: The biggest challenge this year will be quality teammates. The current challenge is the cost and quality of today's employee. Good attendance, aptitude and wanting to succeed are rare these days. I wish I had a solution. Maybe ad campaigns for the RV service industry and technical schools could be run during national sporting events. We need interest from young people that like to win. Athletes and people that watch sports are of that mentality typically. If you are not an RVer, you don't know our industry, unfortunately; we need to change that. Maybe we could get involved with people leaving the military and offer them free technical training?

We as an industry also need to adapt to today's employee and the way they learn. The old ways are not working as they once did. We need to adapt to the TikTok generation and the way they think.

Also, climate change laws affecting motorhome chassis and tow vehicles in the future should be discussed now.

WHAT WAS 2024 LIKE FOR YOUR ORGANIZATION, AND HOW ARE YOU FEELING LOOKING AHEAD TO 2025?

Creech, Rex & Sons RV: We are going into 2025 feeling positive and optimistic!

Hunter, Storyteller Overland: 2024 was a transitional season from one type of growth to another for our business. Obviously, the broader macro-environment combined with the novel challenges expressed in our industry (a dramatic return to hypercyclicality and seasonality, over supply, high cost of capital and lending restrictions at the dealer/customer level combined with a meaningful retracement of consumer demand/sentiment, etc.) created fresh hurdles and challenges to overcome. But we used it as a season to double down on our innovation pipeline and new product development, as well as our commitment to strong, interconnected community and lifestyle engagement with our existing and trending customers. I believe we have planted good seed in good soil and made the appropriate adjustments to thrive into and through this next year, regardless of whatever "new new normal" presents itself.

Miller, Jayco: 2024 was a very successful year for our company in terms of making ongoing advancements across the organization and growing share. The direction has been unwavering for many years in that we have three key areas we focus much of our attention: quality, customer relations and our people. These areas continue to be better and better year after year. It is not to say that we do not also pay attention to the other areas, we just never lose sight of the big three and 2025 will be no different.

Yerman, RV Learning Center: The RV Learning Center launched Warranty Administrator online training in 2024, and Service Manager training is coming in 2025.

Carpenter, RVWA and B&B Molders: 2024 has been a soft year but not one our company wasn't expecting. Being in this industry

long enough, you always know that an election year is always tough. Add high interest rates and overstocking of product, and it was as to be expected. Looking to 2025, I think we will have a good year in the aftermarket as people will continue to go out and camp and customer stocking levels lowered in 2024.

Stopnitzky, Performance Brokerage Services: The buy-sell market in 2024 was the slowest in recent years, specifically pertaining to volume of transactions and valuations. We are expecting a significant uptick in 2025 as profitability rebounds, interest rates decrease for business loans, and national and regional dealer groups resume their growth initiatives.

Paul Choquette, Vice President of Operations, Blue Ox: 2024 was a flat year; however, looking ahead at all of the new dealers we have onboard going into the new year and limited inventory levels at distribution and dealer level, we are optimistic 2025 could be a better year with any sort of industry-wide uptick.

Tejeda, PPL Motor Homes: Despite an 8% decrease in average sales price and a 15% decline in consolidated walk-in traffic compared to the previous year, PPL achieved a 5% increase in walk-in closing percentage and a 6% growth in total sales volume in 2024. Furthermore, the business office and service department are on track for a record-breaking year. By maintaining stringent expense controls, the company has improved earnings. Looking ahead, PPL is optimistic about its strategic initiatives and anticipates continued growth in 2025.

Murray, Pete's RV Dealer Group: There will always be hips and valleys in our industry and will be as long as we have an industry. As mentioned, I feel we are seeing more normalcy ahead so proper levels can be set once again.

Susan Carpenter



De minimis is a real threat as we continue to see importers come in and undercut our U.S. companies. The $800 threshold affects most of us in some way or another.

IS YOUR COMPANY SEEING ANY SUPPLY CHAIN ISSUES?

Hunter, Storyteller Overland: It's always too soon to declare "mission accomplished" on supply chain-related issues, as there are any number of economic, geo-political, environmental or black swan types of issues that could disrupt the normal flow of critical components at any given point … but we are thankful that at present the "supply chain disruptions due to COVID-19" that plagued our industry for a number of years have all but entirely subsided.

Carpenter, RVWA and B&B Molders: We are lucky to manufacture our products right here in Mishawaka, Indiana, so even through COVID-19, we never had a problem supplying product.

Tejeda, PPL Motor Homes: No, PPL hasn't experienced significant supply chain issues.

Murray, Pete's RV Dealer Group: We are not; life is good here currently.

HOW CAN THE INDUSTRY DO MORE TO ATTRACT PEOPLE TO CAREERS IN THE RV INDUSTRY?

Creech, Rex & Sons RV: In advertisements, possibly on the Go RVing campaigns, along with advertising the lifestyle, mention how there are career opportunities in the RV industry.

Hunter, Storyteller Overland: Level up! So much of our industry has succeeded historically in spite of itself not because of itself. In order to present itself as a welcoming home and viable career path for the next wave of pioneers, technologists, craftsmen, industrial/product/experience designers, engineers, sales/marketing/creative/growth builders, etc., then it is going to have to admit that it has a heavy concentration of deficiencies that are begging for new ideas and fresh talent to translate them into reality.

Kline, Better Vantage Point: Ongoing training. We need to do a better job of investing in our people.

Miller, Jayco: From a manufacturing perspective, we must work to retain those people who grew up in the northern Indiana area first and foremost. We do a good job in the blue-collar segment but fall short with white-collar positions. Many individuals from the region move away after college to find opportunities elsewhere, when there are amazing opportunities back at home. Companies need to be committed to expanded internship opportunities and work-study programs with a clear path to employment. There also need to be management trainee programs offered to cultivate internal talent verses looking outside the organization.

Yerman, RV Learning Center: Show employees and prospective employees a career path — however far they would like to advance. Lots of opportunities to work in the RV industry in a variety of roles.

Carpenter, RVWA and B&B Molders: Join RVWA! In all seriousness, education on the industry itself. Most people don't even think about this industry when it comes to careers unless they were exposed to it somehow. We work hard at getting people out there using the product but nothing much goes into promoting the industry as a career path. Also, once they get into the industry, education on how the industry works. We are not a cookie-cutter industry. Being dropped in the middle of it can be very intimidating when you don't know the fundamentals of it.

Tejeda, PPL Motor Homes: The RV industry can offer a rewarding career filled with opportunities for growth, competitive compensation, comprehensive benefits and positive work environments. Cultivating a positive workplace culture promotes respect, inclusiveness, collaboration and teamwork. It's important to associate yourselves with good people, and workplace culture is important to hiring and retaining top talent. Furthermore, competitive compensation and comprehensive benefits are quintessential in retaining employees. Wellness



Paul Choquette

We are optimistic 2025 could be a better year with any sort of industrywide uptick.



Trey Miller

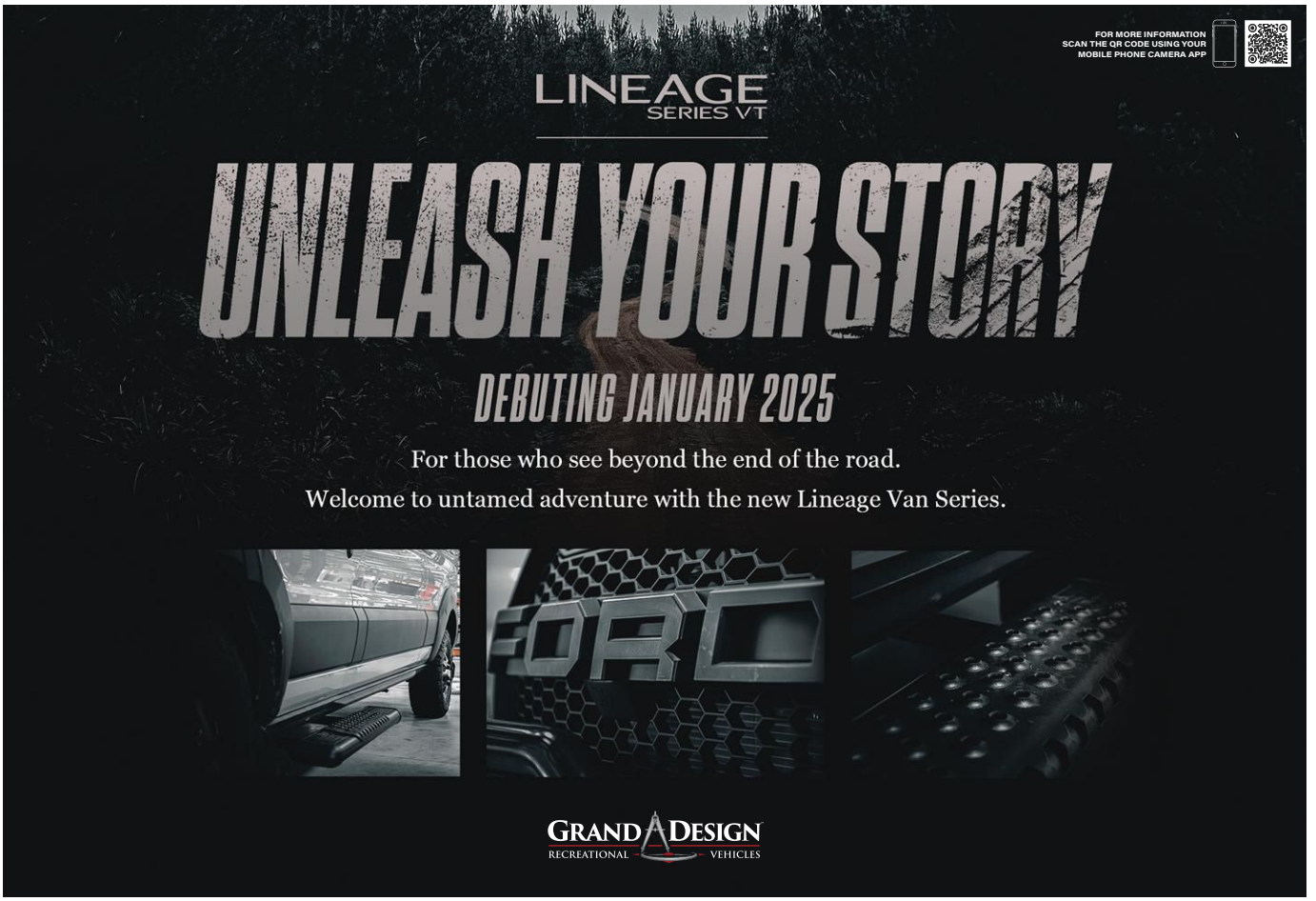


Jennifer Johnson

programs and extended time off are benefits that promote a healthy work-life balance that can enhance employee satisfaction. Lastly, providing a clear pathway for career growth with a career development action plan can boost job satisfaction and company loyalty. I'm encouraged to see the diverse hiring of experienced professionals and college students who are willing to learn and grow in our incredible industry.

Murray, Pete's RV Dealer Group: I keyed in on this above. We need to start talking about our industry and not the camping part, but the industry and career part. We need spokespeople [who] the young go-getter can relate with. We need to align ourselves with the military and high schools around the country. We need YouTube shows and competitions to drive an interest, maybe build offs like the old motorcycle heyday 20 years ago. We need to make our industry fun and important to people that don't RV. We do have some of those people, but they are typically management from another industry, not frontline employees we desperately need.

We will need to be creative to maintain momentum and make adjustments where necessary.



ARE THERE ANY REGULATIONS OR LEGISLATION THAT THE INDUSTRY NEEDS TO KEEP ITS EYE ON?



Juan Tejeda



Tom Kline



Tony Yerman

Hunter, Storyteller Overland: I feel like the RVIA has established a healthy cadence of communication around the political and bureaucratic dynamics that are impacting our industry. Political rhetoric around an increased reliance on the weaponized use of tariffs as a key component of the arsenal in any future trade war could signal problematic supply chain or radical cost disruptions moving forward, but it is too soon to tell if that will materialize.

Kline, Better Vantage Point: None in particular and every regulation in general. If your dealership does not have a risk and compliance program, now is the time to start. As the state attorneys general continue to gain more clout, more power and more publicity, they will continue to flex their regulatory muscles, and dealers are their prime target.

Yerman, RV Learning Center: Regulatory burdens are increasing for dealers and manufacturers.

Carpenter, RVWA and B&B Molders: De minimis is a real threat as we continue to see importers come in and undercut our U.S. companies. The $800 threshold affects most of us in some way or another. It's a race to the bottom and one we cannot win if this isn't changed sooner than later.

Johnson, RV Park Management: Yes, keeping ourselves educated on the RV statutes and new laws coming, from the U.S. as a whole to state and local. Educating our local and state politicians, so many local authorities look at campgrounds in general as residential, which they are not. If we don't keep up with the statutes and adjust them to meet and keep the RV industry standards, I see the future turning into residential affordable housing. If this should occur, it will change the feel of the RV adventure as we know it.

Stopnitzky, Performance Brokerage Services: The ACT [Advanced Clean Trucks] regulation will likely be an evolving matter worth paying attention to.

Choquette, Blue Ox: De minimis, in order to help protect aftermarket suppliers and also the safety of the products on the road.

Tejeda, PPL Motor Homes: Yes, per RVIA, "the Advanced Clean Trucks (ACT) regulation was adopted by the California Air Resources Board (CARB) in 2021 to establish zero emission vehicle standards for medium and heavy-duty vehicles. As of November 2024, six states have adopted the ACT regulation: California, Oregon, Washington, Massachusetts, New York and New Jersey. In these states, the sale and registration of new motorhomes that do not meet the zero-emission requirements will be prohibited starting Jan. 1, 2025. The RV Industry Association (RVIA) has been actively engaged with CARB to seek exemptions or delays for motorhomes. As of now, there are no amendments been made to accommodate motorhome manufacturers."

(Source: rvia.org/news-insights/californias-ban-motorhomes-what-you-need-know)

Murray, Pete's RV Dealer Group: EVs don't work well in the RV industry currently; they are very limiting whereas fossil fuels are not, due to quick recovery. I think no big decisions should be made until the new administration is in power and we see what they change or don't change. Looking elsewhere as well, EVs are not the answer for moving freight or RVs currently.

ANYTHING ELSE YOU THINK OUR READERS NEED TO KNOW HEADING INTO 2025?

Hunter, Storyteller Overland: It's a great time to be in our industry. In spite of all the challenges, we are all still blessed to be in an industry that holds out the promises of helping peoples' dreams come true by facilitating irreplaceable shared experiences and once-in-a-lifetime opportunities on a daily basis. Cheers to everyone who is doing all they can to hold true to our industry's promise and potential by constantly elevating the experiences of those we are blessed to serve.

Miller, Jayco: I think it is always good to remember that the RV industry is a roller coaster that continuously has ups and downs. Speaking from a quarter century of being on this ride, it is what you do in the down years that make you successful in the up years. Then, in the good years, you need to be conservative and always be prepared to ride out a longer-than-expected dip in the market. Those who live too high on the hog when times are good and those who hibernate when times are bad typically experience the worst of it.

Yerman, RV Learning Center: Training and education continue to be a great way to be more efficient and retain good staff.

Carpenter, RVWA and B&B Molders: It will be a better year, just hang on until we get there.

Johnson, RV Park Management: Keep pushing the RV adventure!

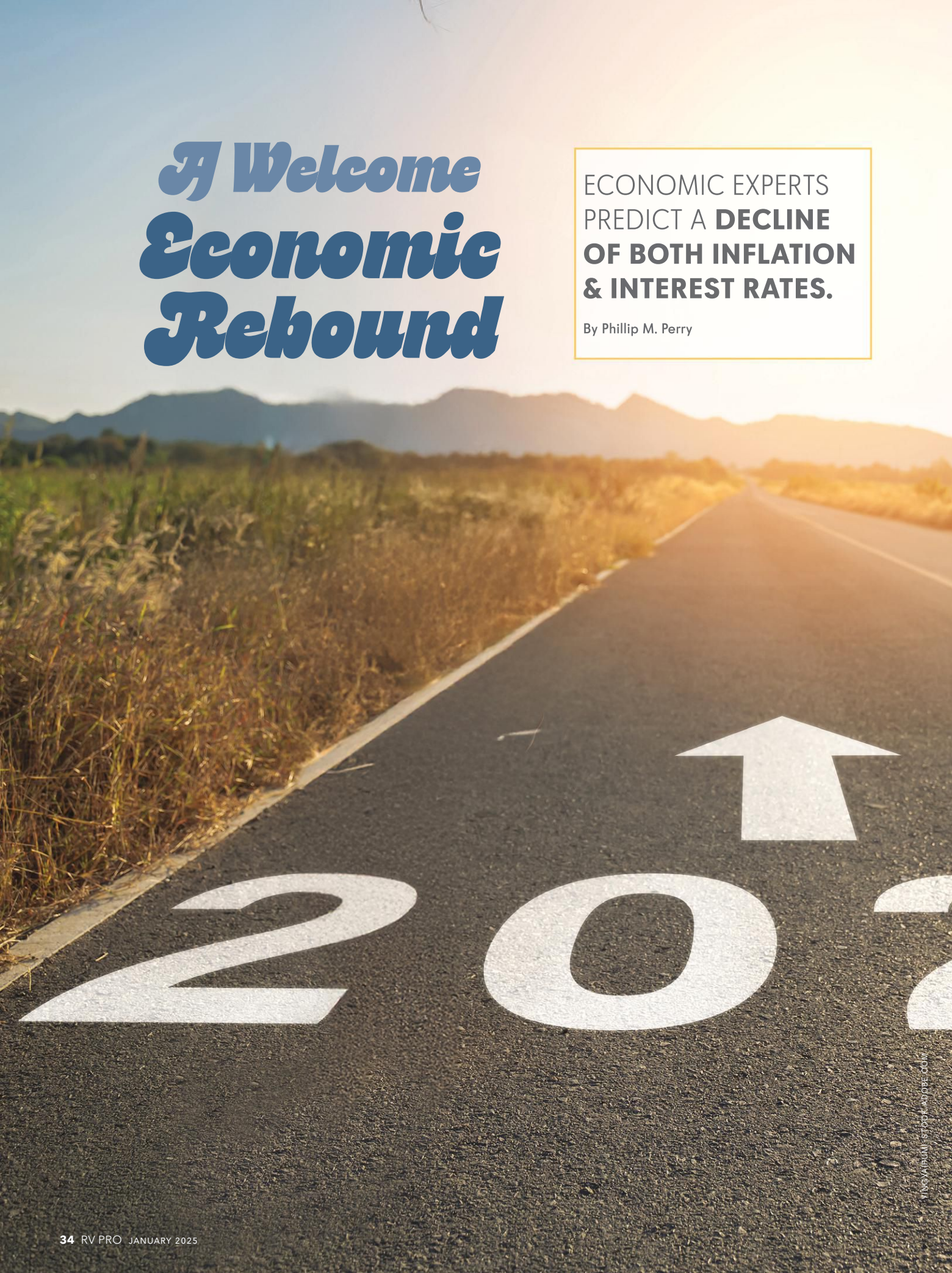
Murray, Pete's RV Dealer Group: Those who forgot how to sell will struggle. I feel like the business will be there and strong, but you will need to earn it once again — there are no more free rides. RVP



A Welcome Economic Rebound

ECONOMIC EXPERTS PREDICT A **DECLINE OF BOTH INFLATION & INTEREST RATES.**

By Phillip M. Perry



Retailers can look forward to a gradually improving operating environment in 2025, thanks to lower interest rates, moderating inflation, healthy employment figures and steady if unspectacular growth in the nation's overall economic activity.

"We anticipate an OK-but-not-great year for retailers, very similar to what they experienced in 2024," says Scott Hoyt, senior director of consumer economics for Moody's Analytics (economy.com). There will be some pressures on aggregate spending, such as interest rates that remain fairly high (even though they are gradually lowering), but there will also be some supports, such as lower inflation.

Hoyt's estimates for year-over-year sales growth are 3.1% for 2024 and 3.5% for 2025. That compares with 5.3% for 2023. "The marked slowdown is price related," Hoyt says. "It is due not so much to any decline in the amount of merchandise being moved as much as a slowdown in goods price inflation, which was quite high in 2023."

Pricing power will remain relatively weak, almost as weak as it was prior to the pandemic, Hoyt notes. "Growth was a lot less price driven in 2024 than in 2023, and we see a similar scenario in 2025."

The pattern of retail numbers is reflected in the larger figures for the economy as a whole. "We look for real GDP growth of 2.5% in 2025," says Bernard Yaros Jr., lead United States economist at Oxford Economics (oxfordeconomics.com). (Gross Domestic Product, the total value of the nation's goods and services, is the most commonly utilized measure of economic growth. "Real" GDP subtracts the effects of inflation.)

The good news is that the 2.5% boost is not far off what economists peg as the nation's "natural growth rate" — one that supports business activity and maintains full employment. And reduced volatility in the GDP growth pattern in recent years suggests the nation is on a glide path to a so-called "soft landing," avoiding a recession after a lengthy inflationary binge (see chart on page 36).

Despite its positive nature, the GDP figure for 2025 is slightly lower than the 2.7% anticipated when 2024 numbers are finally tallied. That's because the nation is in a so-called "late-stage expansion," characterized by a tendency to slow down while maintaining sufficient force to invigorate commercial operations.

FAIR WINDS

In 2025, retailers can look forward to a decline in both interest rates and inflation — two bugbears that have drained profits in recent times. "We anticipate a federal funds interest rate of 2.75% by the en3d of 2025, down from a recent 4.75%," Yaros says. "And we look for inflation to average 2.2% in the final quarter of 2025, which will be within spitting distance of the Fed's 2% target."

CLEARING SKIES WITH A CHANCE OF SHOWERS.

That's an improvement from the 2.5% inflation level toward the end of 2024. (These figures represent the Federal Reserve's preferred measure of inflation: the "core personal consumption expenditure deflator (PCED)," which strips out volatile food and energy prices.)

"Retailers are almost getting the worst of both sides of the inflation coin right now," Hoyt says. "There's not a lot of goods inflation, so that is not helping retail revenues. But there is also a lot of services inflation, which eats into retailers' real incomes, while also leaving consumers with less money to spend on goods."

Relief from the costs of interest and inflation will help support profits of businesses in all sectors, retail included. "We anticipate corporate profits will increase 9.6% in 2024 and 9% in 2025, up from their 6.9% gain in 2023," Yaros says.

HEALTHY EMPLOYMENT

Retailers do better when shoppers are optimistic. While consumers remain troubled by the residual effects of inflation in the form of high prices for gas and groceries, they remain in a fairly good mood.

"We look for consumer confidence to move slightly higher in 2025," Hoyt says.

Why the optimism? Healthy employment levels. "We look for the unemployment rate to end 2025 at 4.2% and 2026 at 4.2%," Yaros says. This is roughly in line with the 4.1% reported toward the end of 2024. (Many economists peg an unemployment rate of 3.5% to 4.5% as the "sweet spot" that balances the dual risks of inflationary wage escalation and economic recession.)

If favorable unemployment figures will encourage consumer spending, retailers should also enjoy relief from the deleterious effects of the past year's tight labor conditions. Because of an anticipated de-escalation in the pace of immigration, economists expect the labor force to grow more slowly than employment levels.

Indeed, a slowdown in the rate of hiring has already



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Prepare for a Soft Landing

U.S. GROSS DOMESTIC PRODUCT (GDP)
ANNUAL % CHANGE

2014:	2.5%
2015:	2.9%
2016:	1.8%
2017:	2.5%
2018:	3.0%
2019:	2.5%
2020:	-2.2%
2021:	5.8%
2022:	1.9%
2023:	2.5%
*2024:	2.7%
*2025:	2.5%
*2026:	2.1%

Modest growth in the nation's economy will support business profits in 2025.

Sources: World Bank;
* = projections by Oxford Economics

helped loosen the employment market. "Labor shortages are a thing of the past in most regions," says Bill Conerly, principal of his own consulting firm in Lake Oswego, Oregon (conerlyconsulting.com). "When companies want to hire, they're able to find the people they want, unless they're looking for something really unusual or if they're not willing to pay the required salary."

And speaking of salary: Employers are experiencing some much-needed relief in the rising trendline of worker wages. Softening employment growth has given workers less power to demand higher wages. Entry-level hourly wage increases came to 3.7% in 2024 at companies belonging to The Manufacturers' Association, a York, Pennsylvania-based consortium of nearly 500 companies (mascpa.org). That's markedly lower than the vigorous 8% to 10% levels clocked for each of the previous two years. (Historically, such increases have tended to settle in the 2.5% to 3% range.)

National figures concur. "The Employment Cost Index (ECI) is slowing," says Hoyt, referring to a common measure of average worker wages. "We are forecasting 2.8% growth in 2025, compared to 3.9% in 2024 and 4.5% in 2023."

Despite the ongoing de-escalation in the ECI, Hoyt says it remains healthy enough to support consumer spending, as does the expected increase in the nation's total personal income level, an important driver of business activity. Like the ECI, it is expected to follow a familiar 2025 trendline: a healthy increase despite de-escalation. "Mainly because of slower job growth, we have the increase in wage and salary income slowing to 4.7% in 2025, compared to our expectation of 6.6% for 2024, and 5.4% for 2023," Hoyt says.

HOUSING REBOUNDS

Economists expect healthy growth in housing activity, a mighty driver for the economy in general and retail sales in particular. "We forecast housing starts to increase by 6.2% in 2025, after falling by 4.7% in 2024 and declining 8.4% in 2023," Yaros says.

Why the rebound? A decline in the cost of money and a concomitant loosening of credit standards. "Lower mortgage rates should help the single-family home market," Conerly says. "It will be a little less painful for people with 3% or 4% mortgages to give them up, sell their current houses and move up."

Lower interest rates should also reinvigorate commercial construction activity — a sector that has been underperforming. "The nonresidential side has a kind of bad reputation right now, especially when people think of downtown office or downtown retail," Conerly says. "But office and retail are doing OK in many suburban areas. And a lot of the retail sector has been under-built. People thought we were totally abandoning going to the store, and it turns out we're not."

When it comes to projects such as multifamily residential, hotels and offices, a change in fortune will not happen overnight. "With lower interest rates, there'll be an easier time lining up project financing at acceptable cost," says Anirban Basu, chairman and CEO of Sage Policy Group (sagepolicy.com). "But these things take time. We might see some softness in a meaningful fraction of contractors in 2025. And then perhaps things get a bit better in 2026 as these lower interest rates prompt more activity."

One sector that will do well out of the gate: large-scale infrastructure projects, computer chip and battery manufacturing plants, and data centers.

"This is the era of the megaproject,"

Basu says. "Future prospects are quite positive for contractors who are able to participate in major public works." Much of this is driven by the reemergence of industrial policymaking in America, an economic transformation that has led to programs such as the Inflation Reduction Act, the Chips and Science Act, and the Infrastructure Investment and Jobs Act.

Finally, construction is also benefitting from a return of the supply chains to the U.S.

THE ROAD AHEAD

Despite optimism on the part of businesses and consumers, economists eye some dark clouds on the horizon. In the opening months of 2025, they advise keeping a close watch on the following areas for any deleterious effects:

- **Labor:** "Retailers should start the year by looking at trends in job growth and the unemployment rate," Hoyt says. "They are so important for consumer confidence and spending power."
- **Interest rates:** "Going forward, the major concern for businesses will be the pace of interest rate cuts and where they will end up," Yaros says.
- **Inflation:** "If the consumer price index returns to positive territory, that could throw a monkey wrench into many business plans," Conerly says.
- **Tariffs:** "Retailers should watch what happens with tariffs, because that will impact cost of goods sold, given that so much is imported from China," Hoyt says.
- **Geopolitics:** "An increasing level of turmoil around the world can disrupt supply chains, throwing a monkey wrench into the economy," Conerly says.

Concerning as these risks are, economists anticipate a fairly benign operating environment in 2025. "The U.S. economy has been remarkably resilient despite all the hits it's taken over the past few years," Yaros says. "We don't anticipate a recession, as the Federal Reserve will be dialing back the restrictiveness of monetary policy, and there are no glaring imbalances in the economy." RVP



Costs of Doing Business in 2025

How changes to tariffs may affect your parts and accessories operation, and a possible solution.



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The state of the industry is the primary theme of this month's issue of RV PRO. Like most other industries, our industry is impacted by decisions made at a higher pay grade. One of these decisions is predicted to focus on tariffs placed on goods and materials imported from other countries.

Though most, if not all, of the RVs sold in the United States are produced in the U.S., some of the parts, accessories and materials used in manufacturing and servicing those RVs are produced in other countries.

Perhaps you are wondering how that is related to your parts and accessories operation or to the state of the RV industry. If tariffs are imposed on goods from other countries, then the cost of those goods purchased by your suppliers will increase. This increase in cost will be transferred to you and eventually to your customers.

Some examples of these cost increases are provided so that you can gauge the possible impact of increased tariffs on your operations.

Example 1: Suppose your average gross profit percentage of your parts and accessories department operations is 33%. This requires an average markup of 50% over cost. Assume you have a high-volume maintenance item that has a current cost of $5 and a high-volume accessory item that has a current cost of $400. For the maintenance item, assuming you desire a 33% gross profit, you would sell that item for $7.50, which yields a gross profit of $2.50 and a gross profit percentage of 33%. For the accessory, you would sell it for $600, which yields a gross profit of $200 and a gross profit percentage of 33%.

Some financial pundits are suggesting that tariffs on some countries' goods could be 60%. If we apply that additional 60% to the costs of the two items from our examples, the selling price of each item increases substantially relative to the current cost.

The maintenance item now has a cost to you of $8 ($5 x 1.6 = $8). Your selling price, assuming you still require a 33% operating gross profit percentage to cover your operating costs and still make a net profit, is now $12. This is a $4.50 increase to your customers.

Doing the arithmetic on the accessory, the new cost to you will be $640, which generates a selling price of $960 — an increase of $360.

You might now be asking: So, what can I do about it since I don't have any control over decisions made at upper levels of government?

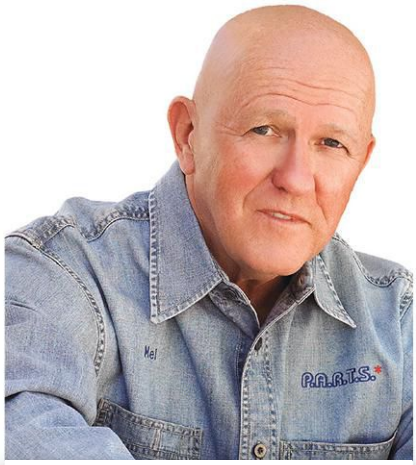
A possible solution, which is a contradiction of some of my inventory management suggestions, is to bulk up on those high-sales volume items before the tariffs are implemented.

But how many of each qualifying item should you purchase without taking the chance of being stuck with them? Perhaps some additional examples could assist you in making those decisions.

Note: I have an Excel tool that could be used to assist in some of these calculations if you feel it would assist you. The file is named Promo Order Tool 021915 if you decide to email a request for the tool.

Example 2: Assume that you will be ordering for a six-month period that reflects your high-selling season. We will use the two items from our previous example in this example because one is a low-cost maintenance item and the other is a higher-cost accessory.

In our example, the period of prior year demand covers the six months March through August; however, you should select the season for which you



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will be ordering. You have decided you can afford to order 80% of the quantity sold for each item.

The maintenance item generated 257 sales during the subject period, and there are 28 on hand. Calculating an 80% order based on the 257 sales = 206 less the 28 on hand = 178 to order.

For the accessory, 42 sales were reported for the six-month window. Calculating an 80% order based on those 42 sales = 34 less the 4 on hand = 30 to order.

Note: When reviewing each of the qualifying items, also determine if any are on order or backorder and also reduce your suggested order quantity by that amount — assuming the data is accurate!

Referring to my December RV PRO column wherein we discussed those items in your inventory that incurred more than 40 demands per year, if you calculated the 80% order quantity for each of those items, you should have a reasonable suggested order to review.

		PRIOR YEAR DEMAND - UP TO 6 MOS								SUG ORD		EXT
PN	DESCRIPTION	MAR	APR	MAY	JUN	JUL	AUG	OH	TOTAL	75%	COST	COST
ABC-34567-12-34	Got to have	0	0	0	0	0	0	0	0		$7.89	$0.00
12345678	Need it	23	24	56	67	55	32	102	257	91	$1.23	$111.93
12345-MEL-678	What's It	1	2	3	3	2	1	4	12	5	$34.56	$172.80
98765-MEL-432	Kinibblin Pin	10	16	34	52	42	28	127	182	10	$0.23	$2.30
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
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		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00
		0	0	0	0	0	0	0	0	0	$0.00	$0.00

1 Decide on the period of time from the PRIOR year for which you will use the DEMAND that will determine the QUANTITY or each item to order.

2 Decide for what % of the SEASON you want to calculate the order. Mel recommends not more than 75% to allow for variations in DEMAND. Type that numeric value in cell K2 to the left of the % symbol & depress ENTER.

3 Enter the PN for each item that will be considered for this PROMO Order and that is a QUALIFIED item specified by the SUPPLIER for this PROMOTION.

4 Enter the QTY SOLD in each of the PRIOR YEAR months for which you are using to calculate total DEMAND for each PN/Item.

5 Enter the current QTY On Hand for each of the PN/Items to be considered for the PROMO Order.

6 Enter the current SUPPLIER replacement COST for the PN/Items to be considered for the PROMO Order.

7 For any PN/Item that has a (-) or a ZERO SUGGESTED ORDER QTY (Column K), DELETE the value in the MONTH and OH cells for this PN (Columns "C" thru "I"). ROW 3 in this Example

8 View the TOTAL QTY of PIECES (cell K69) and the TOTAL COST of the Order (cell L69) to determine if the Order qualifies under the SUPPLIER's requirements. Add PIECES as needed (Column K).

If you have any questions as to HOW TO USE this PROMO ORDER tool, please contact Mel Selway/P.A.R.T.S.* at (520) 336-8606 melselway@aol.com

As part of your order review process, I suggest that you decide if the qualifying items based on last year's sales could possibly experience a similar demand for the 2025 season. For any items that you can't justify at least a similar demand, perhaps calculate a supply less than 80% minus the on-hand and on-order/backorder quantity for each.

After processing your suggested order calculations and review, you might contact suppliers and request a discount for the volume of goods that you are ordering. If the supplier representatives ask why you are placing these bulk-up orders, explain that you are ordering frequently requested goods for the season to minimize stock-out conditions and to reduce the order processing time for these high sales volume items.

Concerned with possibly getting stuck with these excess items? Since you purchased them at the current cost (and possibly got a discount, which should have been applied as earned income), then you could always offer them to other dealerships at a lower price than they would be paying due to the tariff increases. Your cost could easily be less than the tariff-inflated costs from the suppliers.

Whew! That seems like a lot of work. Perhaps it is. However, if you want to control your costs of doing business in 2025, within an environment over which you have no control, then I suggest that it is worth the investment of your time and money. And, by controlling your costs, you offer a lower price for some of your most popular goods, which could generate more business as customers realize that you are offering the same items at lower prices than other RV dealerships. RVP



IMAGE CREATED FROM IMAGES BY HEENA_RAJPUT AND ALEXLMX-STOCK.ADOBE.COM

POPs THAT POP!

Tips for creating memorable and effective point-of-purchase displays.

What do people remember when they think of your dealership? Service is always No. 1, whether it's exceptionally good or, sadly, really bad. After that, there is a visual impression that remains in your customers' consciousness. Once again — really good, bad or eh. Every RV dealership that sells parts, accessories and add-on products almost always has gondolas, endcaps, wall shelving, tables and point-of-purchase (POP) displays.

While there are visual standards that apply to merchandise on fixtures, POP displays almost always come from a vendor. You don't have much say in what they look like, how much space they consume and how easy or difficult they are to set up. Most vendors are conscious of space restraints but are also eager to get as much shelf, wall or floor space as possible.

POP displays are designed to capture your customers' attention and sell them on the spot.

Rather than waiting for a vendor-supplied POP display for a specific product, your dealership can create its own point-of-purchase displays to sell a product line that you carry that isn't offered by other dealers in your area. These can be in-store or in your windows.

Today's Apple stores' idea of a



Linda Cahan is the president of Portland, Oregon-based Cahan & Co., a consulting firm that works with retailers of all sizes and categories to improve their bottom line through affordable and appropriate visual merchandising, store design and renovations. For more information, visit lindacahan.com.

window display is a see-through into the store, where you can see how long the wait may be to find someone to help you. But in the not-too-distant past, they put time and money into their window displays. One of my favorite displays had two windows filled with life-size, full-color, cutout photo blowups of their sales team — or "a" sales team. There were eight to 12 people in each window. It reinforced their valid claim of great service. Today, as you look through the windows, you can see their team on the sales floor, usually swamped by customers.

What worked for me was that first, instant moment when I wondered if they were real people. It was a tiny moment, but it woke me up and I was amused. Amusing people is a gift. We don't expect it when we shop — especially for RV accessories and related items. Consider a "standee" of (perhaps) one of your sales associates pointing to a display of what's new, what's hot, what you want your customers to see and buy!

I googled "standee" and found many companies that make them from 1-foot to 6-feet tall. I was hoping to find a company that printed them front and back, as on-floor displays ideally should be attractive from all sides. If you are open and interested in having a few of these made, call the company first and see if they can do both sides. Of course, the back will still have the armature that holds up the standee, but if it blends with the clothing, it won't be as visually obtrusive.

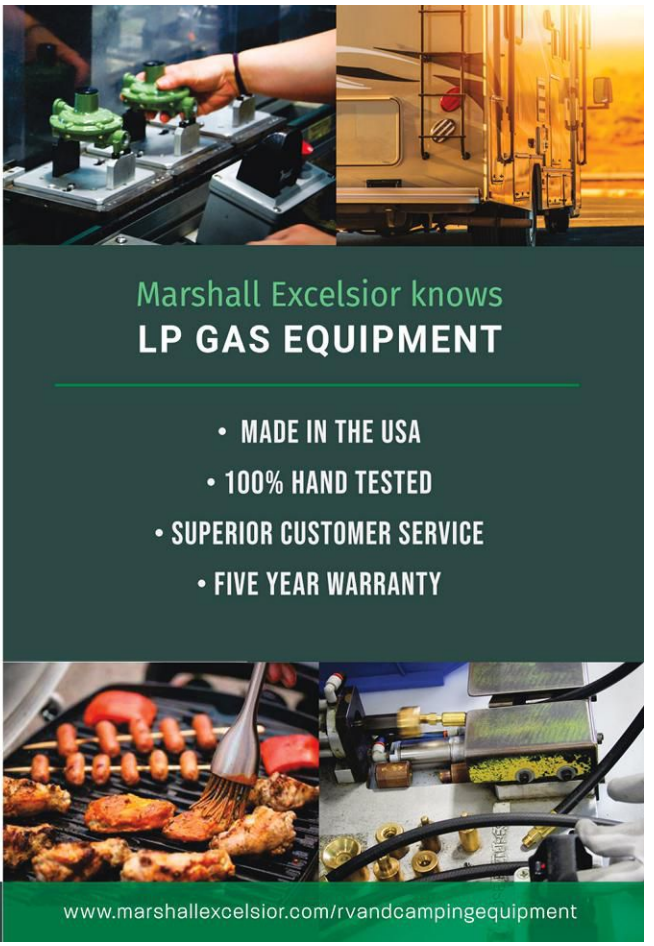
If you choose to create a standee, first figure out where it (or they) will go. The location will determine how wide the figure can be. You're better off not having an arm or both arms sticking out. That will block space, and the arms will most likely be broken fairly quickly. While PT for a standee's broken arm isn't painful, it is rarely attractive. If you want the standee to point at something, try having the pointing hand cross the body so it's not sticking out too far. The other hand can be casually stuffed in a pants pocket. The less fragile the body part, the better. But the direction of the pointing hand will determine where the product display goes, so plan it out ahead of time so there's room for both.

When you create your own standee, you can ask an amenable sales associate if they are willing to be the model — and, in some ways, the "face" of your dealership. Please respect their right to say no. That may happen, and if so, don't punish them for your disappointment. Remember, your customers have zero expectations, and you can use a model, friend or even a customer — if they're willing and feel comfortable. Or yourself!

When you take the photos, take one front and one back, then another front/back and so on. You want to make sure the fronts/backs match when you decide on which pose works best. Also, have good lighting. Strong overhead lighting will throw shadows on the person's face. A standing LED warm floodlight with some parchment paper in front will give a soft glow that is more flattering.

The less expensive standees will come folded in a more easily shippable box. You don't want those! No folds! Also,





the cutout should be exactly around the body so no white foamboard or cardboard shows.

Creating your own POP displays can be a way to add personality to your dealership. Target uses its dog Bullseye, a bull terrier. Its logo is a red bull's-eye, and the two are memorable. If you have a beloved dog, cat, goat, whatever, consider bringing their image into your POP displays. For example, pick a merchandise category such as anything related to plumbing/toilets for the RV. If you have a standee goat, it could be gnawing at a real roll of toilet paper. But instead of full-size, it could also be just 12 inches by 14 inches and standing on the top shelf of the gondola. It would make people smile. Continue that smile in other locations and repeat it in some way at the checkout counter.

Standees are terrific for window displays if you have any visible windows. You can do one-sided photos and put a standing plant behind the "person," so it looks decent from inside the store. Many years ago, I did a huge visual merchandising project for American Express Travel Related Services. For a new set of window displays, I suggested a standee (not a term back then) of an attractive young woman for one window in each of their locations. She would be dressed in travel clothing with the ability to hang a real crossbody bag over her shoulder with tickets popping out. She would be pointing to either a travel poster or to a board with travel locations and their pricing. The project was given the OK all the way up to the president of that division, who then unfortunately left his job before the standees could be printed. The whole concept was killed by the new president. Oh well, it would have been memorable as it wasn't being done anywhere back then. It's rarely done now, so if you create a standee, you can stand out!

One more idea: We spend a ridiculous amount of time looking at digital devices and occasionally getting hooked by a video — or five. While waiting for my car to be serviced, I wandered into the parts/accessories area of a local dealership. On a counter was a small digital monitor showing a video of the product that was displayed in the cardboard container below. The video reset as I walked up to it, and I saw it was only one minute long. That information gave me what I needed to pay attention. I rarely (if ever) watch a promotional video if it doesn't let me know the length. I like to know what I'm in for, and I believe I'm not alone in this. If a vendor sends a video with their POP display and it doesn't say how long it is, watch it, time it and neatly add that information right below the screen. In that succinct one minute, I was inspired to buy the product housed below. I had no intention of buying anything when I drifted into that area and walked out $10 poorer. But it worked just like the video promised, and I never regretted the purchase.

Standees can create an image, reinforce your brand and add a sense of humor and a smile while pointing out new or seasonal merchandise so it can't be missed. A good little video will sell a product as it appeals to our ever-expanding video consciousness. Add an animal, and you're all set to sell! RVP

"Rather than waiting for a vendor-supplied POP display for a specific product, your dealership can create its own point-of-purchase displays."

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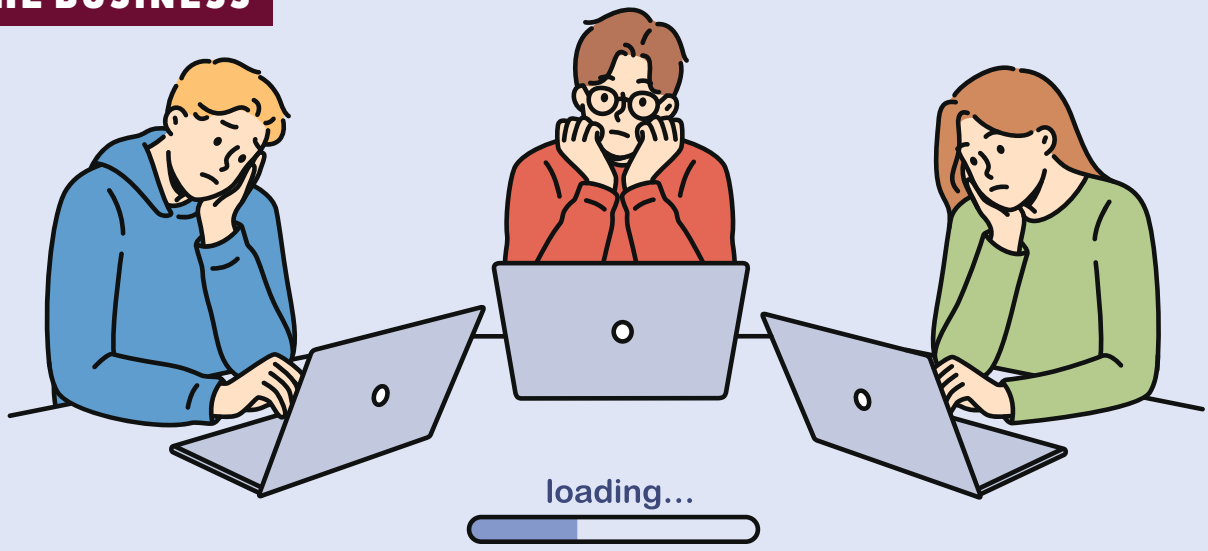


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Effectively Managing Downtime in Sales

Salespeople can commit to self-development during downtimes to stay sharp and motivated.

Unfortunately, there are many things a salesperson cannot control when they go to work each day. They have no control of their competition, what they sell or how they price their product. Although they might occasionally be able to give their feedback, they often cannot control what product they carry at their dealership, either. They certainly can't control the economy and interest rates, and although they may have some influence, they cannot control their customer's reactions.

They also can't control things that affect the amount of downtime they have each day, from things such as weather and seasonality, major sales events by competitors, holiday seasons (when sales often slow down) or the end of camping season, when most customers are thinking more about storing their RVs than traveling with them.

Having said all that, there is one area where salespeople have more control than they might think, and that's the decision of how to use their downtime in a productive, educational manner that can help them be better at what they do.

Although some well-run dealerships use these downtimes to schedule trips to manufacturers or do in-house training, there is still a great amount of time left for salespeople to take action themselves to hone skills and techniques that can directly result in more sales and commissions — if they decide to do so.

The best salespeople typically commit fully to self-development in downtime and use it to stay razor sharp going forward. However, far too many of the rest have a tendency not to be self-motivated enough to improve their skills on their own. They simply wait for the dealership to train them and hope that alone will be sufficient.

Many salespeople do the obvious things, like calling customers to get them back in or fine-tuning their notes for the next time a customer comes back in, but that's where it ends. Too many spend their day talking about the game last night or the party they attended or complaining why the dealership doesn't do more to create leads for them.

For those who are truly motivated to improve skills and not wait for the



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dealership to do it for them, there are many high payoff activities salespeople can work on in downtime that will directly improve their chance of getting the sale the next time they work with a customer.

Here are a few training tools to heavily focus on:

Model the Masters

My good friend Jack Daly, one of the best sales trainers in the world, uses the term "model the masters," where salespeople can simply observe the best salesperson in the dealership closely, what they do and how they do it, to find the tips and tricks they use to be so successful. They didn't become successful by accident, and observing them and/or getting advice on things they do to be No. 1 is a great start to improve selling skills and customer techniques. Even though salespeople are independent operators in a team environment, most will be more than willing to help fellow salespeople improve their skills and chances of success.

Nail the Greeting

This is one of the most overlooked moments in the selling sequence. Far too many salespeople are unprofessional, sloppy and awkward as they approach a customer for the first time. Many need to refine the first words and practice new things to say to customers in downtime in order to make a better first impression. This is especially true with the anxious, overly sensitive customer who has had a bad salesperson experience. Having a sales manager or other salesperson video those first few minutes and watching it later can reveal verbal or body language adjustments you can do better with the next customer.

Win the Customer First

One of the biggest mistakes salespeople make is to be far too aggressive in order to prove themselves, and in doing so talk way too much. In the early stages, one of the first things customers look for in a salesperson is if they are listening to them when they are talking. The customer has information the salesperson must have to put them on the right product that is in the customer's budget. Creating an environment where the customer is given the unlimited right to speak comfortably and at their pace is critical to them feeling the comfort and rapport they need to trust the salesperson. One of the first ways they determine this is if they are being heard. If the customer doesn't feel comfortable and trust the salesperson, there will be no sale that day.

Study Nonverbal Cues

The economy, heavy competition and even a ramped-up political atmosphere has more customers on edge than in past years. Customers are walking into dealerships more nervous and edgy than ever and, as a result, tend to say less than in the past. However, they still communicate with nonverbal cues in a way that is evident for the salesperson who is looking for them. In my latest book, "No Trust, No Sale," I review the nonverbal cues salespeople need to look for with a quiet, anxious customer. At the very least, understanding these can help validate what the customer is saying verbally, which is also valuable information for the salesperson.

Mastering Product

There are constant updates in product lines and features in RVs. Many salespeople know general information about their product, and can generally present product, but are not at expert levels. This takes an inordinate amount of product study in downtime, and it's not just your product — it's also knowing your competitor's product as well, because it is likely that they have or will visit the dealership down the street for comparison. Knowing specifically why your product is better will help the customer make a better decision on what's right for them — so get studying and keep studying.

Strategizing Follow-Up Calls

So many salespeople pick up the phone to do a follow-up call with a customer to hit follow-up call quotas required by the dealership without having or reviewing notes (made in the last visit) and developing a strategy on the reason for the call and how the customer will benefit from it. I have listened to audiotapes of those calls and most salespeople are unprepared and awkward, and have no plan, especially with the first few words they say. Customers typically fear these calls and are uncomfortable and jittery, so having a thought-out plan of why you're calling, what you will say and how customers can benefit from it is a critical step.

Visit Campsite Owners or Managers

Visiting and developing a relationship with the owners/managers of area campsites in downtime periods is a key opportunity only the top 10% of salespeople take advantage of. These people have daily conversations with RVers at their campsites who love talking about their RVs. Campers are always looking at fellow campers' RVs, and that gets them excited to possibly upgrade in the near future. They also routinely ask campsite managers for recommendations where to go to upgrade their product, who in turn can say they know a salesperson at a dealership or at the very least pass along a business card.

Taking Ownership of Self-Development

The top salespeople across the country wait for no one to train them. They become their own HR managers, take full responsibility for their self-development and stay locked into an ongoing mode of learning. They utilize every minute of downtime to have a plan to improve every day. They replay and review every step they took and every word they said with their last customer to constantly look for ways to be better the next time.

The good news is that this is something every salesperson can do regardless of level of talent or education. All it takes is commitment and dedication to being better every day and to maximize every opportunity to win the customer, making it easier for them to feel comfortable saying yes when they ask for the sale. RVP



VECTORMINE – STOCK.ADOBE.COM

The Habit Hack: The Power of Clarity at Work

How goals, roles and tasks transform teams: The five steps to take to build a culture of clarity.

Imagine a team starting a project with energy and optimism. Ideas are flying, everyone's ready to contribute and the excitement is high. But a few weeks in, the team is struggling, and the wind is out of their sails. People are frustrated, deadlines are slipping and despite all the effort, they're behind. Sound familiar?

That's the cost of confusion. When teams aren't clear on goals, roles and tasks, even the most talented group can lose direction. Clarity isn't just nice to have — it's what keeps teams aligned, productive and, yes, drama-free. When everyone understands the bigger purpose behind their work, their unique role and the tactical steps needed to get there,



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teams don't just function — they thrive.

Let's start by looking at what can go wrong without clarity, then explore the benefits of getting everyone on the same page and, finally, break down how to make clarity part of your team's culture.

The High Cost of Confusion

Without clear goals, roles and tasks, the impact on teams can range from demoralizing to destructive. Consider the following scenarios:

Double the Effort, Half the Results

Picture Doug and Arora, who are both assuming they're leading the next client pitch. They each spend hours preparing, researching and crafting slides. Finally, they meet, only to realize they've both been working on the same thing. Instead of doubling their productivity, they've doubled their workload. That's time and energy wasted — and they're left wondering why it happened in the first place.



KIT8 D.O.O. - STOCK.ADOBE.COM

Missed Deadlines & Frustrated Teams

Imagine a content team tackling a project with a tight deadline. They're confident they can get it done, but no one's clear on roles. Karen thinks Colin is handling client follow-ups, while Colin assumes Karen's on it. Hours pass as they scramble to sort out tasks. By the time they sort it out, the deadline has passed, and trust fades as frustration sets in.

Burnout on the Horizon

John is a new team member to a project. He's eager to contribute, but no one's clear on his role. Days pass in uncertainty, and over time, the lack of direction drains his energy. Without a clear role, John isn't just unproductive — he's on a fast track to burnout.

The Blame Game

When roles and responsibilities are unclear, accountability fades. If something goes wrong, the response becomes "not my job" or "I thought someone else was handling that." Blame circulates and soon, the team is more focused on defending actions than solving problems.

The Magic of Clarity

The cost of confusion is depressing, but when clarity is present, a team transforms from a group of individuals into a coordinated unit. Goals, roles and tasks create a structure where every person can confidently contribute, knowing how their work ties into the bigger picture. Here's how targeted clarity works:



Clear Goals Connect to the Greater Purpose

Clear goals give every team member a sense of purpose. When goals link to a bigger "why," people make better decisions about where to spend their time and energy. Imagine the team's goal is to "increase customer satisfaction scores by 20% this quarter." Why? Because high satisfaction improves retention, loyalty and referrals. Each team member understands that by improving these scores, they're building stronger client relationships that will drive future growth. Clear goals turn work into a shared mission.

Clear Roles Keep People in Their Lanes

When roles are defined, each team member knows their unique contribution. Patrick focuses on research, while Karen leads presentations. They can each focus on their strengths without worrying about overlap or missed tasks. Clear roles promote accountability and empower people to bring their best without fear of stepping on toes.

Clear Tasks Get the Sausage Made

Tasks are the tactics that bring goals to life. Clear tasks provide a road map that makes daily work straightforward. Vague instructions like "make customers happy" create hesitation. But if the task is specific — "send follow-up emails to five top clients this week" — each step brings the team closer to the goal. Clear tasks are what keep the wheels turning and make meaningful progress possible.

5 Steps to Building a Culture of Clarity

Making clarity part of your team's DNA doesn't have to be complicated. Here are five steps to bring goals, roles and tasks into focus.

1. Set Specific, Measurable Goals

Goals should be like a GPS pin. Move away from vague ideas like "improve client engagement." Instead, set a target like "increase customer satisfaction by 15% by the end of the quarter." When goals are measurable, they give the team a clear destination, helping everyone stay focused and motivated.

2. Define Roles With Purpose

Each team member should understand their specific part in the mission. If Rod is responsible for research and data analysis, make sure everyone knows that's his lane. Defined roles mean less confusion, fewer overlaps and more accountability. Plus, team members feel confident knowing their contributions matter.

3. Break Big Goals Into Actionable Tasks

General instructions leave too much to interpretation. Break big goals down into bite-size tasks. Instead of "make the product launch successful," assign tasks like "prepare a launch strategy proposal" or "organize a demo day with top clients." When tasks are actionable, team members know exactly what needs doing.

4. Encourage Open, Consistent Communication

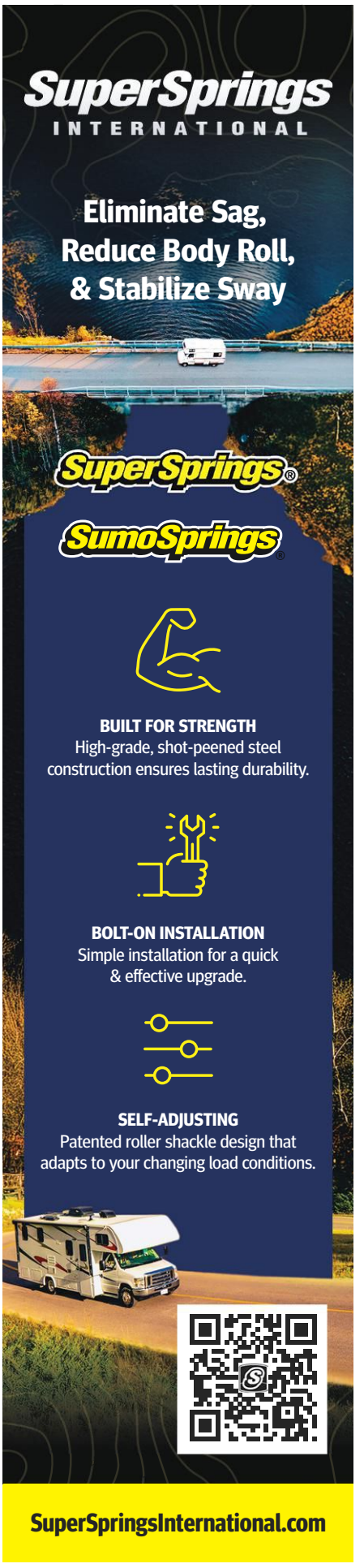
Clarity isn't a one-time fix — it's a habit. Create an environment where team members feel safe to ask questions and clarify expectations. Open communication keeps misunderstandings small and creates a culture where clarity is everyone's responsibility.

5. Use Tools That Keep Everyone Aligned

Use shared tools to keep goals, roles and tasks in one place. When everyone can access a shared road map, confusion decreases, alignment improves and the whole team can focus on what really matters.

Wrapping It Up

Clarity isn't just about getting things done — it's about giving your team the foundation to thrive. When everyone understands the goal, their unique role and the tasks that bring it all together, work becomes more than just a to-do list. It becomes a shared mission where each person is confident in their contribution. RVP



P.O.P. & PACKAGING



LUBRICANT COUNTER DISPLAY

Bio-Kleen Products, Kalamazoo, Michigan, presents its Kleen Lube Counter Display. Bio-Kleen Products now offers a point-of-purchase display for Kleen Lube, a lubricant and protectant for RV slideouts, latches, hinges, rollers, belts and anywhere else you notice friction occurring. It creates a moisture barrier to prevent corrosion and rust and is formulated for extreme temperatures. Safe on rubber, plastic, vinyl and most surfaces. Dries fast and does not attract dust. This display holds 12 bottles.

biokleen.com



FLAT TOWING PLANOGRAM

Blue Ox, Pender, Nebraska, offers its Flat Towing Planogram, Part No. 84-0249. Everything you need for flat towing, from tow bars to locks to brakes, contained in one panel in your store.

blueox.com



OBSERVATION SYSTEM DISPLAY

Brandmotion, Novi, Michigan, presents its Observation System Display. This compact tabletop display highlights the safety and convenience of Brandmotion's Wireless HD Observation System. Featuring bold visuals, a benefits overview and sleek design, it grabs attention and educates customers on the installation compatibility, performance and specs of the system. Perfect for dealerships, it showcases how this system enhances visibility and safety on the road.

brandmotion.com



FIBERGLASS LAMINATES

Brianza USA, Elkhart, Indiana, offers its Elycold and Elyplan. Elycold is a high-gloss table set, room temperature cured fiberglass. Elyplan is a high-finish, continuously manufactured fiberglass.

brianzausacorp.com



CLEANING SOLUTION DISPLAY

Century Chemical Corp., Elkhart, Indiana, presents its Century Chemical 4-Tier Display. Designed with campgrounds, consumers, dealers, distributors, glampgrounds and service centers in mind, this easy-to-assemble display comes supplied with trusted brands: Travel Jon, Supreme Green, Blue Max/Glitter Glamping and Century Heat Transfer Fluids. Easily adjust products and sizes stocked based on customer demand for reorders, without having to shift shelf space or SKUs. Contact Century Chemical for more information and limited time offers.

centurychemical.com



DISPLAY STAND

GEN-Y Hitch, Nappanee, Indiana, offers The ADVANTAGE. The ADVANTAGE Display Stand allows stores to easily display the ADVANTAGE at a height that makes it convenient to demo how the product works.

genyhitch.com

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INSECT SCREEN PLANOGRAM

JR Products, Clarence Center, New York, presents its Flying Insect Screen Planogram. These screens help ensure that custom furnaces, water heaters or battery compartments stay safe from costly invasion by unwanted pests.

jrproducts.net

BATTERY DISPLAY RACK

Go Power! | Dometic, Victoria, British Columbia, Canada, offers its Go Power! Battery Display Rack. Durable, easy to assemble and perfect for showcasing batteries and accessories. Showcase Go Power! batteries in your showroom with a working PowerTrak display. Contact your rep for more information.

gopowersolar.com







DELUXE PLANOGRAM

Marshall Excelsior Co., Marshall, Michigan, presents its ME-POG-4-M1S MEC Deluxe 4-foot Planogram with a horizontal header. Also available with a vertical header (ME-POG-4-M1V). These planograms feature the most popular regulators, regulator and hose combo packs, and two-pack propane hoses. Designed to increase product exposure and profit.

marshallexcelsior.com

AXLE PARTS RETAIL PROGRAM

Lippert, Elkhart, Indiana, offers its Premium Axle Parts Retail Program. Lippert's comprehensive axle parts and components offering features replacement parts crafted to meet the highest standards of quality and reliability, whether you need bearings, hubs, brands or any other vital component. Available through Lippert, Curt or one of Lippert's distribution partners. Receive an in-store marketing package with your first qualifying purchase of premium Lippert retail packaged parts.

lippert.com



RV CONVERTER

PowerMax Converters, Bradenton, Florida, presents its PowerMax PM3 Series RV Converter. The POP packaging showcases PowerMax Converter models, highlighting features like three-stage smart charging, fixed output modes, lithium compatibility and applications for RVs, boats and various battery types. Key features include a durable build, LED status indicator, efficient cooling and three-year warranty. It compares PM3 series models with details on output voltage, amperage, power, efficiency and protections (reverse polarity, overload, thermal).

powermaxconverters.com



RV THERMOSTAT

Micro-Air, Hamilton, New Jersey, offers its EasyTouch RV Thermostat. Warm up or cool down from anywhere. Micro-Air's thermostat, designed as a direct replacement for digital OEM thermostats, offers all the same functions plus advanced smart technology such as alerting, Wi-Fi and Bluetooth. With a free phone app, it also has remote control capabilities. Monitor and adjust your RV's temperature remotely at no cost. Perfect for pet owners.

microair.net



AWNING SWITCH PACKAGING

Velarium, an Airxcel brand, Elkhart, Indiana, presents its Velocity Switch Packaging. The Velarium Velocity Switch is now presented in packaging crafted to engage and inform. Its colors and graphics command attention on shelves, while essential product information is presented in a clear and readable format, making it easier for RV dealers and retail stores to highlight the benefits of the Velocity Switch for RV owners. This also stimulates both planned and impulse purchases.

velariumawnings.com





STABILIZING & LEVELING DISPLAY

Stromberg Carlson, Traverse City, Michigan, offers its Stabilizing & Leveling Display. Showcase the Stromberg stabilizing and leveling product line in a two-gondola display measuring 96 inches wide, 52 inches tall and 22 inches deep. Informative signage picture products in use. Free two-sided signage with each display ordered. Visit your warehouse distributor's trade show for special pricing.

strombergcarlson.com

PLANOGRAM

Ultra-Fab Products, Elkhart, Indiana, presents its Ultra-Store. You can sell more using a better planogram. Ultra-Fab planograms fit your store and is designed with only "A" items and covered by Ultra-Fab's guaranteed sales agreement. Options are designed as a 4-foot planogram, an 8-foot planogram, a 12-foot planogram and a 16-foot planogram. Planograms come with gondola signs, shelf talkers, etc.



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SEWER HOSE PLANOGRAM

Valterra Products, Mission Hills, California, offers its Silverback Sewer Hose Planogram. Elevate your customer's RV sanitation experience with Valterra's Silverback display. Valterra's hoses, including sewer hose kits, extension hoses and compartment hoses, simplify waste management. The Dual Drain System handles rigs with two separated drain valves with ease. Valterra's display, complete with a dedicated bracket and informative sign, makes it easy for customers to select the products that best suit their needs.

valterra.com



CLEANER PLANOGRAM

Walex Products Co., Wilmington, North Carolina, presents its Walex Premium RV & Marine Cleaners. Gain the attention of new customers with bright and bold packaging while selling Walex's cleaning products alongside its holding tank products. The new Walex Cleaner planograms include six cleaners: Black Streak Remover, Rubber Roof Cleaner & Conditioner, Awning Cleaner, and Mold & Mildew Remover, all packaged in 32-ounce, 64-ounce and 1-gallon bottles. The Kitchen & Bath Cleaner and Toilet Bowl Cleaner are available in 32-ounce bottles. Small and large planograms are available.

walex.com



If you're interested in submitting a product for the Special Product Focus section, submit to your sales rep: Rebecca Tittel: rtittel@cahabamedia.com or John Gaskins: jgaskins@cahabamedia.com. Or contact Managing Editor Michele Moore for information: mmoore@cahabamedia.com.

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Pit Stop



America the Beautiful

RVIA declared support for the bipartisan America the Beautiful Act, introduced by four U.S. senators to reauthorize the National Parks and Public Land Legacy Restoration Fund, signed in 2020 with a $9.5 billion investment in safe and adequate access to public lands. The act would:

- **Continue and expand upon objectives set by the Great American Outdoors Act, which will expire in 2025**
- **Increase funding from $1.9 billion to $2 billion per year**
- **Allow 2025 projects to move forward under a Continuing Resolution**
- **Bolster the ability for public donations to the funds**

"This extended investment in our public lands is important, as it would allow RVers and other outdoor recreation enthusiasts to continue to access safe, maintained and enhanced outdoor spaces. We urge Congress to pass this legislation so that the great outdoors can be cherished for generations to come," said RVIA President and CEO Craig Kirby.

OCTOBER SHIPMENTS

30,595 (units)
Total RV shipments

7.8% increase
compared to October 2023 (28,371 units)

To date, RVs are up 7.7% with 287,007 units shipped through October

"This latest shipment report shows that overall, the RV industry continues to make moderate, steady gains and we are on track to surpass last year's shipment totals," said RVIA President and CEO Craig Kirby. "As we head into the holidays, it is encouraging to see RVing remains a popular travel option, with 21 million Americans expected to go RVing this holiday season and share the joys of time together with family and friends."

2025 Free Days: National Parks

1/20 – Martin Luther King Jr. Day
4/19 – First Day of National Park Week
6/19 – Juneteenth National Independence Day
8/4 – Great American Outdoors Act Signing Day
9/27 – National Public Lands Day
11/11 – Veterans Day

Most parks are free to enter all of the time; approximately 100 out of 430+ national parks charge an entrance fee. With at least one national park in every state, no one is too far from an adventure.



SOURCE: NATIONAL PARK SERVICE

The Year of Splurgecations

As Americans channel their passions and allow their interests to fuel 2025 travels, they will not sacrifice quality — opting to invest in longer, more meaningful trips, nomadic and laid-back itineraries, and new experiences with loved ones.

- The top four categories for splurging while traveling include dining (57%), attractions (51%), shopping (47%) and outdoor adventures (44%).
- Parents are driving the surge in annual travel, with 67% planning to take part.
- While wellness tourism was largely touted as the future of travel, just 1 in 5 people claim they would book a trip around wellness, compared to 3 in 5 who would book a trip around food and/or history.
- Interest in RVs as accommodation increased in 2024, with up to 47% of travelers citing an RV or motorhome as a preferred type of accommodation for 2025 travels.

SOURCE: RVSHARE 2025 TRAVEL TREND REPORT

The Winter 2024 edition of RV RoadSigns, the quarterly forecast prepared by ITR Economics for the RV Industry Association, maintains the projection for RV wholesale shipments to climb slightly in 2024 to 324,100 units and then rise to the mid-300,000 unit range in 2025.

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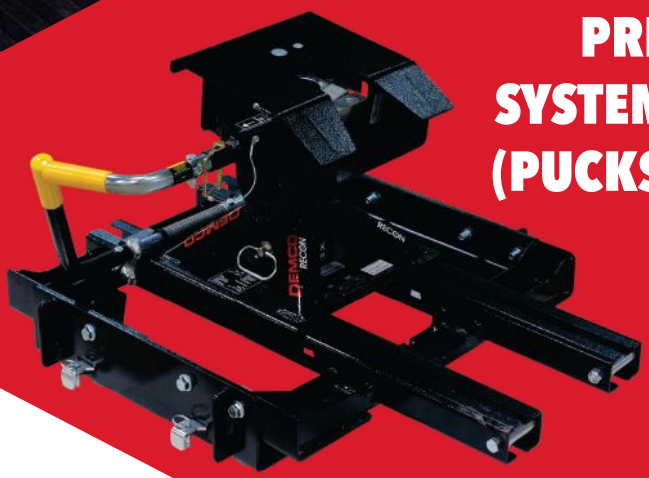
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