

**MANY PLAN TO TAKE A
SUMMER VACATION THIS YEAR.**

**BUT COVID REMAINS TOP OF
MIND WHEN IT COMES TO
WHAT PEOPLE WANT TO DO.**

**RVING IS CONSIDERED FAR LESS
RISKY THAN OTHER ACTIVITIES.**

ABACUS DATA

DETAILED RESULTS

2021 IS SHAPING UP TO BE ANOTHER "YEAR OF THE RV"

CONDUCTED FOR RVezy

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC
AFFAIRS AND MARKET RESEARCH EXPERTS**

METHODOLOGY

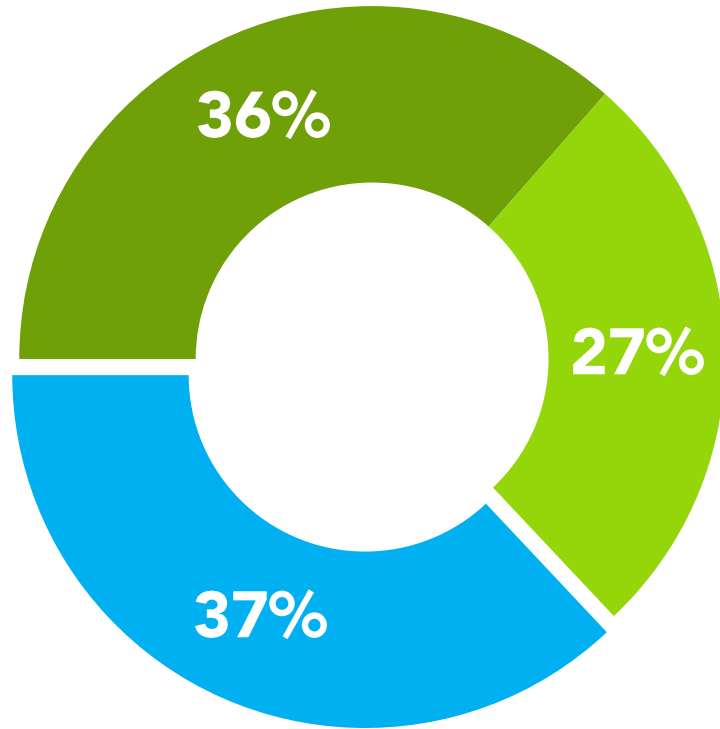
The survey was conducted with 1,500 Canadians and 1,500 Americans from March 4 to 7, 2021. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.51%, 19 times out of 20 for each country.

The data were weighted according to census data to ensure that the sample matched Canada's population and the US's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

PLANNING ON TAKING A SUMMER VACATION THIS YEAR

US



63% ARE AT LEAST THINKING ABOUT TAKING A SUMMER VACATION THIS SUMMER

- Yes
- Still thinking about it
- No

This year, are you planning to take a summer vacation that involves sleeping out of your home this summer?



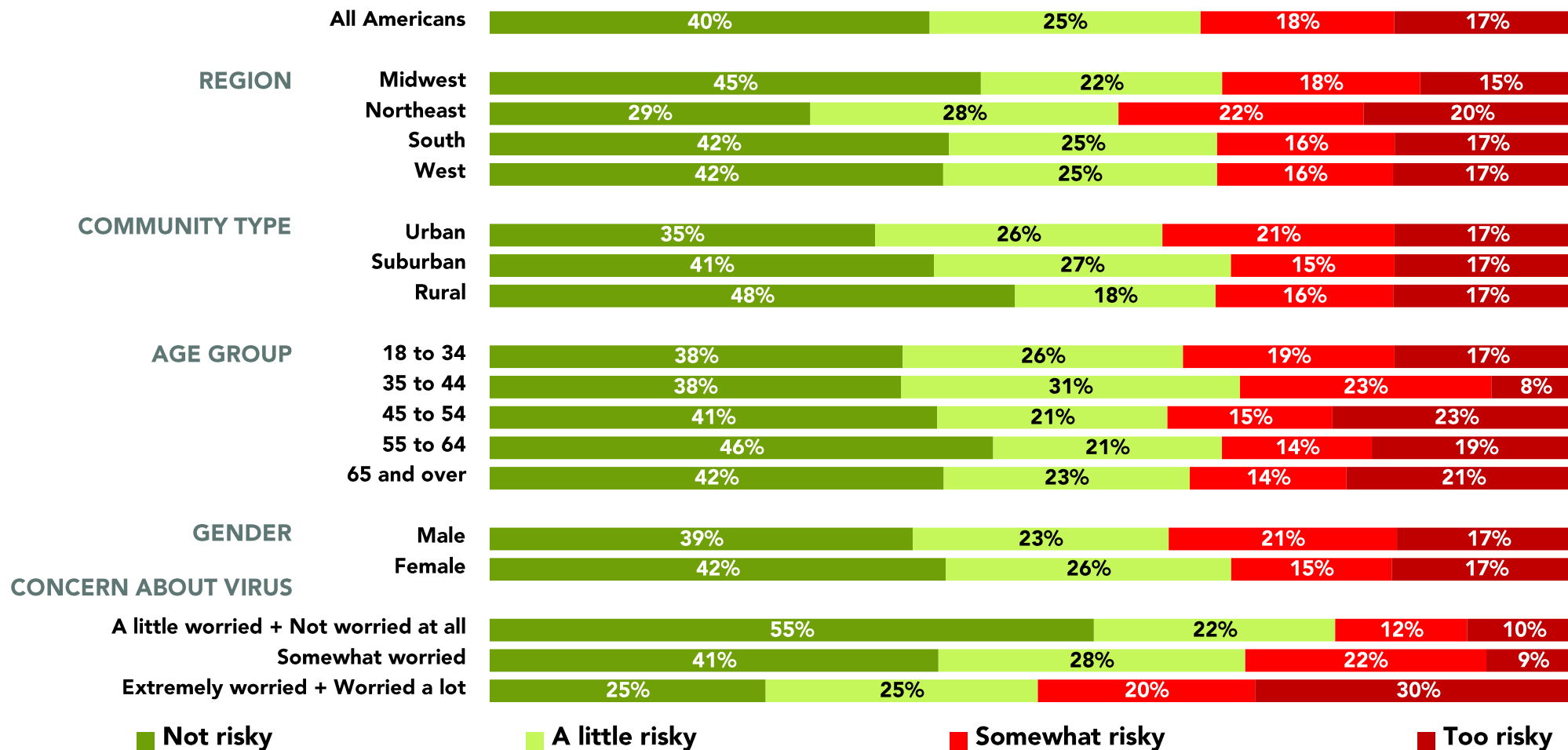
AMERICANS VIEW CAMPING IN A TENT OR AN RV AS THE LEAST RISKY ACTIVITIES

	NOT/ A LITTLE RISKY	SOMEWHAT RISKY	TOO RISKY
GO ON A ROAD TRIP AS PART OF YOUR VACATION	66%	19%	15%
STAY AT FRIENDS OR FAMILY (PRIVATE RESIDENCE)	66%	19%	15%
CAMP IN A TENT	66%	18%	16%
CAMP IN AN RV (TRAILER OR MOTORHOME)	65%	18%	17%
STAY IN A RENTAL PROPERTY (COTTAGE, HOUSE, APARTMENT)	56%	23%	21%
STAY IN A HOTEL, RESORT, OR MOTEL	53%	24%	23%
GET ON A PLANE AS PART OF YOUR VACATION	38%	25%	37%
STAY ON A CRUISE SHIP	29%	20%	51%

Thinking about the upcoming summer, assuming that you ARE ABLE to do the following, how risky or not are the following activities when it comes to options for your summer vacation?



2 IN 3 AMERICANS PERCEIVE CAMPING IN AN RV AS ONLY A LITTLE RISKY OR LESS



Thinking about the upcoming summer, assuming that you ARE ABLE to do the following, how risky or not are the following activities when it comes to options for your summer vacation? Camp in an RV (trailer or motorhome)



AMERICANS ARE MORE LIKELY TO TAKE A ROAD TRIP THIS SUMMER

% DEFINITELY/LIKELY TO	BEFORE THE PANDEMIC	THIS SUMMER	CHANGE
GO ON A ROAD TRIP AS PART OF YOUR VACATION	75%	81%	+6%
CAMP IN A TENT	47%	49%	+2%
CAMP IN AN RV (TRAILER OR MOTORHOME)	43%	42%	-1%
STAY AT FRIENDS OR FAMILY (PRIVATE RESIDENCE)	74%	72%	-2%
STAY IN A HOTEL, RESORT, OR MOTEL	72%	67%	-5%
STAY IN A RENTAL PROPERTY (COTTAGE, HOUSE, APARTMENT)	57%	50%	-7%
GET ON A PLANE AS PART OF YOUR VACATION	54%	45%	-9%
STAY ON A CRUISE SHIP	38%	29%	-9%

Thinking about a typical summer before the COVID-19 pandemic started, how likely were you to do the following? | Thinking about the upcoming summer, how likely are you to do the following?



TOP FACTORS FOR A SUMMER VACATION ARE STAYING SAFE & NOT HAVING TO QUARANTINE

	EXTREMELY IMPORTANT	VERY IMPORTANT	IMPORTANT	NOT IMPORTANT
DOING SOMETHING THAT IS SAFE GIVEN THE PANDEMIC	50%	29%	15%	6%
BEING ABLE TO TRAVEL WITHOUT HAVING TO QUARANTINE AT THE DESTINATION	49%	28%	16%	7%
BEING ABLE TO TRAVEL WITHOUT HAVING TO QUARANTINE WHEN I GET HOME	47%	31%	15%	7%
BEING ABLE TO STAY AWAY FROM CROWDS AND BUSY ATTRACTIONS	46%	29%	16%	8%
AVOID PUBLIC TRANSPORTATION	41%	26%	19%	14%

When it comes to planning a summer vacation this year, how important, if at all, are the following factors?



WHY RV?

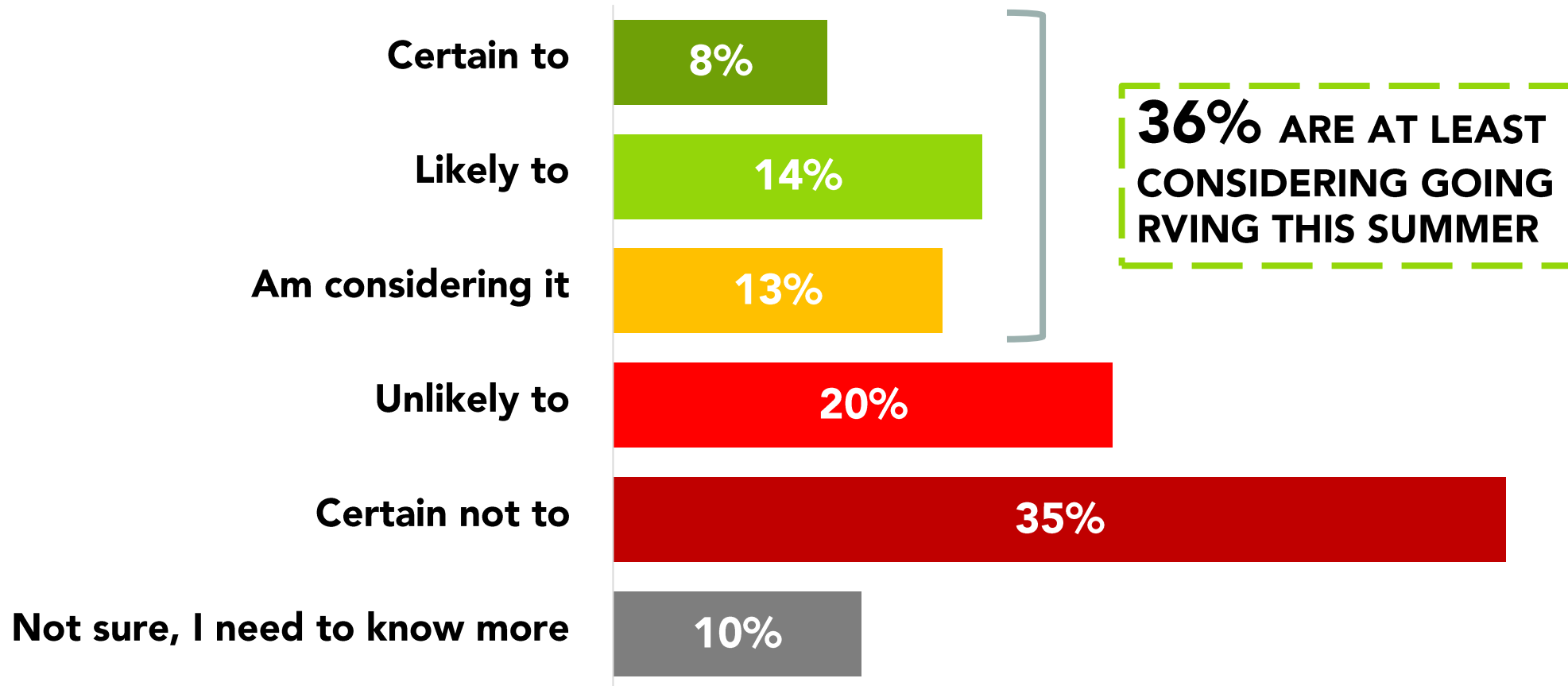
TO FIND PEACE AND QUIET AND STAY SAFE DURING THE PANDEMIC.

% TOP 3	ALL AMERICANS	THOSE UNDER 45	FAMILIES
RVING ALLOWS ME TO GET OUTDOORS TO FIND PEACE AND QUIET	51%	46%	45%
IS ONE OF THE ONLY SAFE TRAVEL OPTIONS DURING COVID	50%	52%	52%
RVING WILL ALLOW ME TO MAINTAIN A SAFE DISTANCE FROM OTHER PEOPLE	49%	49%	49%
RVING IS FAMILY FRIENDLY	46%	50%	48%
RVING IS EASY TO DO AND HASSLE FREE	41%	43%	43%
RVING ALLOWS ME TO EXPLORE DIFFERENT PARTS OF THE COUNTRY	41%	42%	42%
RVING IS CONVENIENT	37%	36%	35%
RVING IS AFFORDABLE	33%	30%	34%

What are the main reasons you'd consider going on an RV trip this summer?

LIKELIHOOD TO GO RVING THIS SUMMER

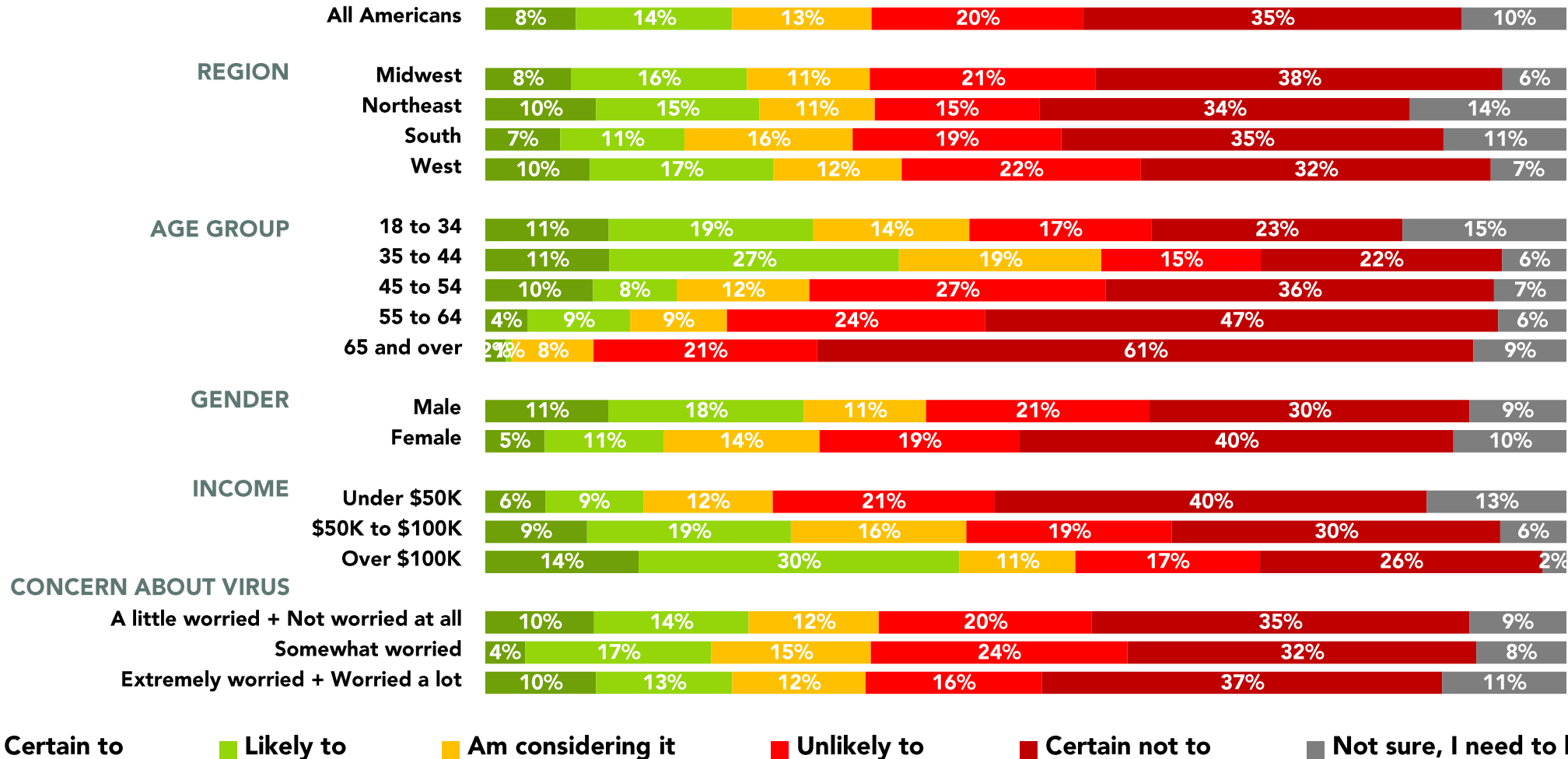
US



This summer, how likely, if at all, are you to "go RVing" this summer which would involve camping in an RV or going on a road trip with a motorhome or trailer?

LIKELIHOOD TO GO RVING THIS SUMMER

US



This summer, how likely, if at all, are you to "go RVing" this summer which would involve camping in an RV or going on a road trip with a motorhome or trailer?