



# HOW MILLENNIALS WILL INFLUENCE RV AMENITIES



Historically, baby boomers have been the primary group affiliated with RVs. More recently, we've seen the industry shift towards a younger demographic, more specifically—millennials. According to the US Census Bureau, the population of millennials is expected to surpass the population of baby boomers by 2019. Millennials now make up a majority of the workforce and have a significant amount of spending power. How can the RV industry continue to attract these young buyers? With a continued emphasis on the things they value most, such as advanced technology, pet-friendly accommodations, and sustainability.

## TECHNOLOGY

Millennials are known for their digital savviness and desire to stay connected via social media. RV manufacturers have already dialed in on this with flat screen TVs, USB charging ports, and integrated apps that control everything from the lights to the thermostat. This makes it possible to be on the open road with a lot of the same amenities they have at home and at the office, including a connection to their social network.



It probably won't be long before we are seeing RVs with Amazon Alexa integrated systems and built in Wi-Fi hotspots as standard options—even in the towable segment. Traditionally, towables haven't been known for having luxury amenities. This is likely to change as millennials will not want to give up their standard of living, no matter what size their RV is. Wi-Fi will become a major selling point as it provides the opportunity to work remotely, creating the flexibility for owners to travel more frequently and for longer periods of time.

## KOA SURVEY SAYS

In a Kampgrounds of America study (KOA), the desire for Wi-Fi when camping ranked higher than a desire for safety lighting, cabins, and campground stores.

Source: [Quartz](#)

A [University of Michigan Study](#) found that the primary reason people give for selling their RV is not being able to use it enough to justify the associated costs. Uninterrupted Wi-Fi access helps to eliminate this issue, while providing the work-life balance millennials yearn for.

## WHY TARGET MILLENNIALS?

- In 2017 millennials made up 31% of the population but accounted for 38% of RV sales
- Millennials have 200 billion dollars of spending power each year
- Millennials travel 30% more than older generations

Source: [RV Life](#)

## PET FRIENDLY AMENITIES

If millennials are going to spend more time on the road, they're going to need accommodations for their pets, as they make up the largest portion of pet owners. According to [RVIA](#), 61% of RV owners bring their pets on trips with them. Another study, by [Volvo Car USA and Harris Poll](#), showed that 38% of dog owners won't go on vacations if their four-legged companion can't accompany them—creating a window of opportunity for RV manufacturers.

We're already seeing some [pet-friendly RVs](#) on the market that include windows at floor level that allow pets to look outside, food and water dishes hidden in a low drawer and built in hooks for leashes. A continued push for pet-friendly features, such as built in kennels and pet ramps, can likely be expected in the next few years.



## SUSTAINABILITY

The popularity of towable trailers has ramped up over the past few years. The towable market now accounts for 87% of all sales, per RVIA. This trend will probably continue as millennials continue to gain market share. The smaller price tag and ability to be towed by smaller vehicles appeals to this younger audience. Furthermore, these trailers make a more eco-friendly option—a topic that has become increasingly important to millennials.

There is evidence of environmental consciousness within the industry already. Energy efficient LED lights and low-flow plumbing have become industry standards. In order for manufacturers to have a competitive advantage with millennials, they will need to take steps to show how they are being sustainable—even if it results in a price increase.

A [2015 Cone Communications Study](#) showed that 87% of millennials are more willing to purchase a product that has a social or environmental benefit and that 70% will pay more for a product if it has an impact on an issue they care about, such as the environment.

In the coming years, a continued push for eco-friendly manufacturing processes and RV functionality looks promising. With this push, solar panels, energy-efficient appliances, the use of recycled materials in construction, and LED lighting with dual functions (ambient and task lighting options in one fixture) will become more prevalent.

It will be important for manufacturers to communicate and validate their eco-friendly efforts. This will lead to third-party certifications, such as the [TRA Green Certification](#), becoming more common.

### WHAT IS TRA?

TRA is a national, third party organization that certifies RVs as green based on resource efficiency, energy efficiency, water efficiency and indoor air quality.



## A CHANGING INDUSTRY

As the target market evolves, so will the RV industry. While millennials tend to have stronger feelings toward technology and the environment, older generations place value on these things too. Adopting these changes industry wide won't adversely effect the current consumer base.

### MILLENNIALS VERSUS US AVERAGE

Would switch to a brand associated with a cause	91%	MILLENNIALS	85%	US AVERAGE
Are willing to purchase a product with a social or environmental benefit	87%	MILLENNIALS	83%	US AVERAGE
Tell friends and family about Corporate Social Responsibility efforts	82%	MILLENNIALS	72%	US AVERAGE

Source: [Cone Communications](#)

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