



**Pennsylvania Recreation Vehicle and Camping Association**  
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FOR IMMEDIATE RELEASE

**America's Largest RV Show has Record Attendance & Sales**

Camp Hill, PA--- The Pennsylvania RV and Camping Show, America's Largest RV Show, held in Hershey, PA reported record attendance at this year's event. Over 31,700 people attended the event held at the Hershey Entertainment and Resorts Complex; GIANT Centers<sup>SM</sup> from September 14<sup>th</sup> – 20<sup>th</sup> – almost a 14 percent increase from 2008 and a record for the history of the show.

The event was very successful for its many exhibitors. Opening with Industry Days, the show gives manufactures the opportunity to meet with dealerships to discuss their new product line. "Fairmont was able to sign more new business than last year," John Soard of Fairmont Homes says. "The retail days were notably busier than in previous years, and there were very qualified destination customers in attendance. Everybody in the park model village was upbeat about the attendance."

Sales were also on the rise during the show's public days. "Tiffin Motorhomes, Inc. set a new sales record at this year's Hershey Show," said Nick Palm of Tiffin Motorhomes Inc. "Tiffin's Retail Sales were up 235 percent over retail sales last year. Consumer attitudes were very positive, which reflected in the increased sales." Jean-Claude Guilbault, regional sales manager of Roadtrek says, "We had the best show in Hershey so far."

"It was a fabulous show," Show Chairman Dan Saltzgiver, owner of Reichart's Camping Center, Hanover, PA says. "Hopefully it's an indication that the economy and industry is turning around."

The excitement of the RV lifestyle brought thousands to the show to check out the 2010 models and cash in on the spectacular prices. The Pennsylvania RV and Camping Association (PRVCA), the organization responsible for managing the event, contributes a portion of the event's success to value recognition by consumers. "GoRVing has done a wonderful job delivering the message to consumers that the RV lifestyle offers great value to families and we continued that message into the marketing of the show," Rebecca Lenington, Executive Vice President of PRVCA says. "PRVCA also increased its marketing initiatives by dipping into reserves at a critical time for our members."

The show proves that consumers are hungry for recreational vehicles. Low interest rates and government tax incentives were the icing on the cake making the PA RV & Camping Show the ultimate time to purchase a new RV. The vast array of new 2010 products and with 59 manufacturers exhibiting, there was no better place to shop and compare.

Mark your calendars now for the 2010 PA RV & Camping Show held September 13 – 19, 2010 at the GIANT Center<sup>SM</sup> in Hershey, PA! For more information visit [www.largestRVshow.com](http://www.largestRVshow.com) or call 888-303-2887.