

RVRA Members Expect 2008 RV Rentals to Be Better Than 2007

RV rental companies anticipate 2008 to be better for RV rentals than 2007, according to a new survey of RVRA members. Those responding to the association's annual survey report RV rental activity will be up an average of 20 percent this year.

"Most rental customers realize the increasing cost of gas is only a small percentage of the entire trip, and RV travel is still a great deal," said RVRA Chairman Bert Alanko. "They are still enjoying an RV vacation, but taking shorter trips."

RV rental companies are also adding more units to their fleets. The average rental fleet size for 2008 is 28 units, compared with 25 units in 2007. Dealers expanding their current fleet size are adding more Class C motorhomes and trailers.

The survey shows that 36 percent of RV rental customers are booking shorter trips, while 42 percent are booking their rental for the same amount of time as the previous year. Twenty-one percent of reported customers are booking longer trips. Survey respondents expect RV rentals by foreign visitors to make up 11 percent of all North American RV rentals in 2008, up 2 percent from 2007.

For anyone looking to plan an RV rental vacation this year, information and resources are available at www.rvra.org. This site offers an online directory that has a state-by-state listing of more than 300 rental companies across the U.S. and Canada. The site features consumer tips on renting -- including advice on selecting the proper unit. Consumers can also get a free DVD on RV travel by visiting the www.gorving.com website. The DVD contains useful introductory information on the type of RV units available.

RVRA is the rental division of the Recreation Vehicle Dealers Association (RVDA), the national association representing RV retailers. The association's members include RV dealers, RV rental operations, and RV AfterMarket locations.

