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FOR IMMEDIATE RELEASE

RVing Remains One of the Most Affordable Means of Vacationing

Despite record-breaking fuel prices, typical RV trips remain the least expensive type of vacation, according to a new study comparing vacation costs. PKF Consulting, an international consulting firm with expertise in travel and tourism, found that “typical RV family vacations are on average 27 to 61 percent less expensive than other types of vacations studied.” Even factoring in RV ownership and fuel costs, the study reveals that RV family vacations tend to be significantly less expensive than other types of vacations.

“This study re-affirms what RVers have long known, that RV vacations deliver greater economic value compared to other types of vacations,” says Richard Coon, president of the Recreation Vehicle Industry Association (RVIA). “RV vacations continue to be the most affordable way for a family to travel because of the tremendous savings on air, hotel and restaurant costs. And these savings offset the cost of fuel.”

“On average, RV vacations were more economical than the other types analyzed in all but one case,” says Kannan Sankaran, PKF’s lead researcher for the study. “Even as fuel prices increase, our findings show that almost all RV vacations are still significantly less expensive than non-RV ones.”

Fuel prices would have to more than double for typical motorhome vacations to become more expensive than other forms of travel, according to PKF Consulting. The study also shows that fuel costs would have to more than triple for trips in lightweight travel trailers or folding camping trailers to be more expensive than the least expensive non-RV vacation. Almost 80 percent of the RV market consists of towable RVs, including lightweight units which can be towed by car, van or pickup.

The study showed that a family of four traveling from Phoenix, Ariz. to Napa, Calif., with their folding camping trailer for 10 days, staying in campgrounds at the local average of \$33 per night, would save 52 percent, or \$2,379, over the same trip taken by car, staying in hotels averaging \$122 per night and eating in restaurants. Taking the same vacation by a Type C motorhome would save \$1704, or 37 percent, over going by car.

Shorter getaways by RVs were also found to be more economical. For example, a family taking a three-day vacation from Pittsburgh, Pa. to Lancaster, Pa., would save \$323 or 31 percent by towing a conventional travel trailer, rather than going by car, staying in hotels and eating in restaurants. The savings would be even greater — \$889 or 52 percent — for families taking the same trip by a Type C motorhome rather than flying.

The best place to check out the most affordable means of vacationing is at the PA RV & Camping Show held September 10 -14th at the HERSHEY ENTERTAINMENT AND RESORTS COMPANY® in Hershey, PA. The show features new breakthrough designs such as the Damon Avanti which is being touted as having up to 70 percent better fuel efficiency than other Class A motor homes. Coachmen RV Group has revived its Shasta™ brand with a new lightweight travel trailer with a base weight starting under 2,500 pounds to accommodate those Shasta aficionados who want to pair their classic car with their travel trailer. Country Coach is also introducing the

latest in luxury RVing with their Veranda – the only motorcoach that reveals a terrace at the push of a button – allowing people to live “outside the box.”

Whether families are shopping for a towable RV (folding camper trailer, truck camper or travel trailer) or a motorhome, they’re sure to find different RV sizes and styles for every taste and budget at the Pennsylvania RV & Camping Show. In addition to the many RVs, the show also hosts a wide variety of suppliers, vendors, and the largest display of recreational park trailers found anywhere. A variety of educational speakers will be holding seminars throughout the week, including “RV Doctor” Gary Bunzer. Other speakers include John Holod with RV Adventure Videos and Bob Marx with tips on how to choose an RV and full time travel.

This year includes \$20 overnight parking, free daily parking, shuttle service and golf cart taxi service to get you to your destination quickly. Mark your calendars now for America’s Largest RV Show – September 10-14, 2008 at the HERSHEY ENTERTAINMENT AND RESORTS COMPANY® in Hershey, PA. For more information or to print a discount coupon for the show, visit www.largestRVshow.com.

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