

## Market Insights

**RECREATIONAL VEHICLE**  
Q1 2021

## **RV Market Industry Overview**

The first quarter was red-hot for all segments of the RV and travel trailer industries. Shortages of new vehicles are pushing values of used units to historically high levels, just as travel season opens up nationwide.

Looking at travel trailers, standard hitch values are averaging a whopping 34.6% higher in Q1 2021 compared to Q1 2020. Fifth-wheel units are also crushing the year-over-year comparison, running 28.7% ahead in 2021.

Motorhomes are looking strong, with Class A vehicles coming in 22.3% higher year-over-year, and Class C units 24.9% higher.

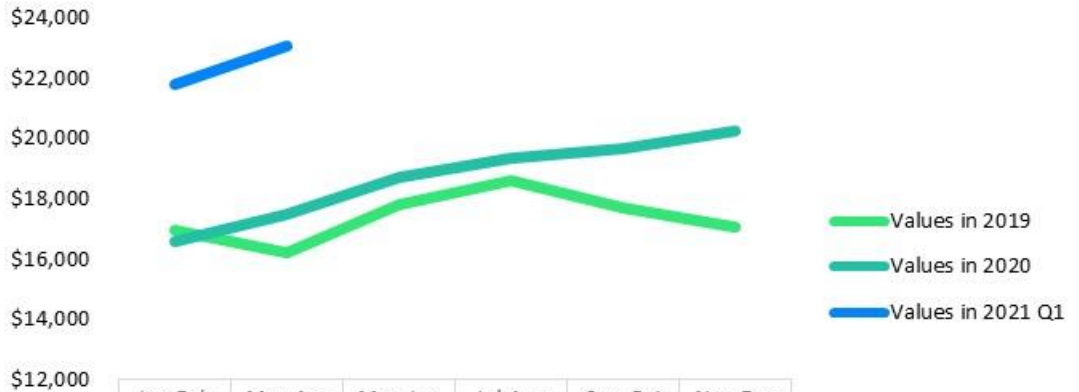
Smaller vehicles are having a great first quarter, with camping trailers averaging 35.5% more money in 2021, and truck campers 29.3% ahead.

The shortage of new vehicles combined with encouraging employment and consumer spending data point to elevated values for used RV's and travel trailers for at least the next few months.

## Travel Trailer Values

### Average Retail Value by Category – Values for the Last 10 Model Years

#### Standard Hitch



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$16,985	\$16,208	\$17,816	\$18,624	\$17,711	\$17,095
Values in 2020	\$16,613	\$17,477	\$18,742	\$19,346	\$19,686	\$20,260
Values in 2021 Q1	\$21,777	\$23,068				

#### Fifth Wheel



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$32,263	\$31,344	\$35,072	\$36,984	\$36,352	\$35,440
Values in 2020	\$35,503	\$36,969	\$39,368	\$41,795	\$40,496	\$41,822
Values in 2021 Q1	\$45,352	\$47,924				

## Motorhome Values

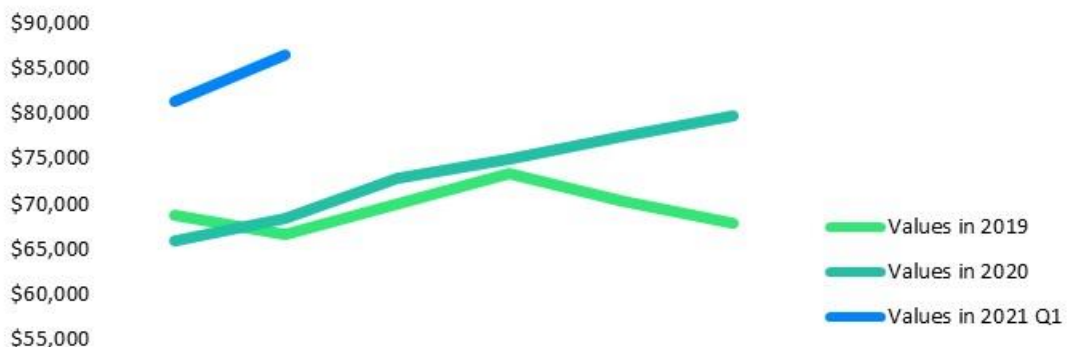
### Average Retail Value by Category – Values for the Last 10 Model Years

#### Class A



\$-	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
<span style="color: #00FF00;">—</span> Values in 2019	\$167,476	\$164,029	\$173,716	\$168,400	\$164,622	\$157,971
<span style="color: #008080;">—</span> Values in 2020	\$159,926	\$163,803	\$176,396	\$181,217	\$184,975	\$178,380
<span style="color: #0000FF;">—</span> Values in 2021 Q1	\$192,407	\$203,532				

#### Class C

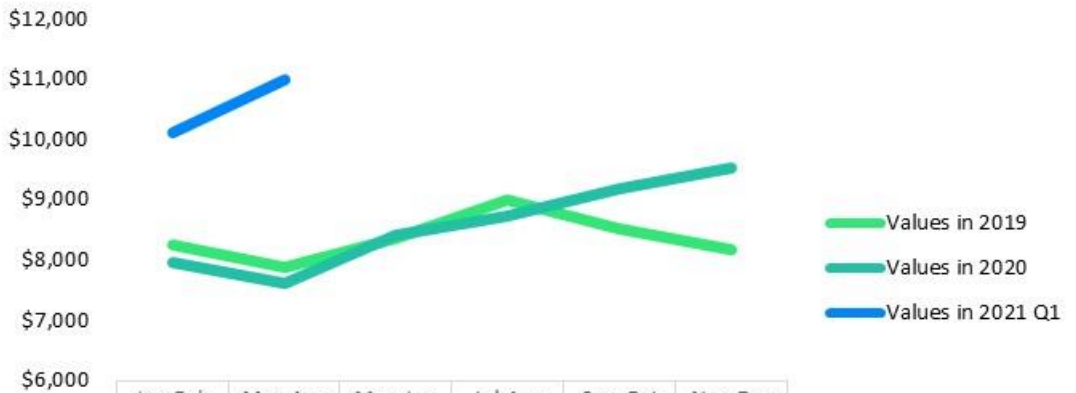


\$50,000	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
<span style="color: #00FF00;">—</span> Values in 2019	\$68,695	\$66,587	\$69,998	\$73,359	\$70,418	\$67,847
<span style="color: #008080;">—</span> Values in 2020	\$65,964	\$68,416	\$72,849	\$74,885	\$77,477	\$79,737
<span style="color: #0000FF;">—</span> Values in 2021 Q1	\$81,396	\$86,393				

## Camping Trailer & Truck Camper Values

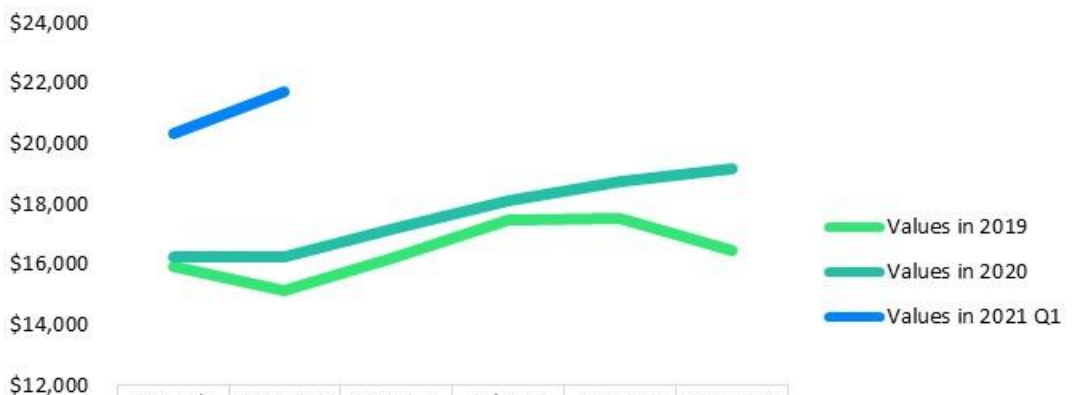
### Average Retail Value by Category – Values for the Last 10 Model Years

#### Camping Trailer



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$8,250	\$7,880	\$8,362	\$8,994	\$8,520	\$8,164
Values in 2020	\$7,956	\$7,620	\$8,409	\$8,737	\$9,194	\$9,537
Values in 2021 Q1	\$10,105	\$11,003				

#### Truck Camper

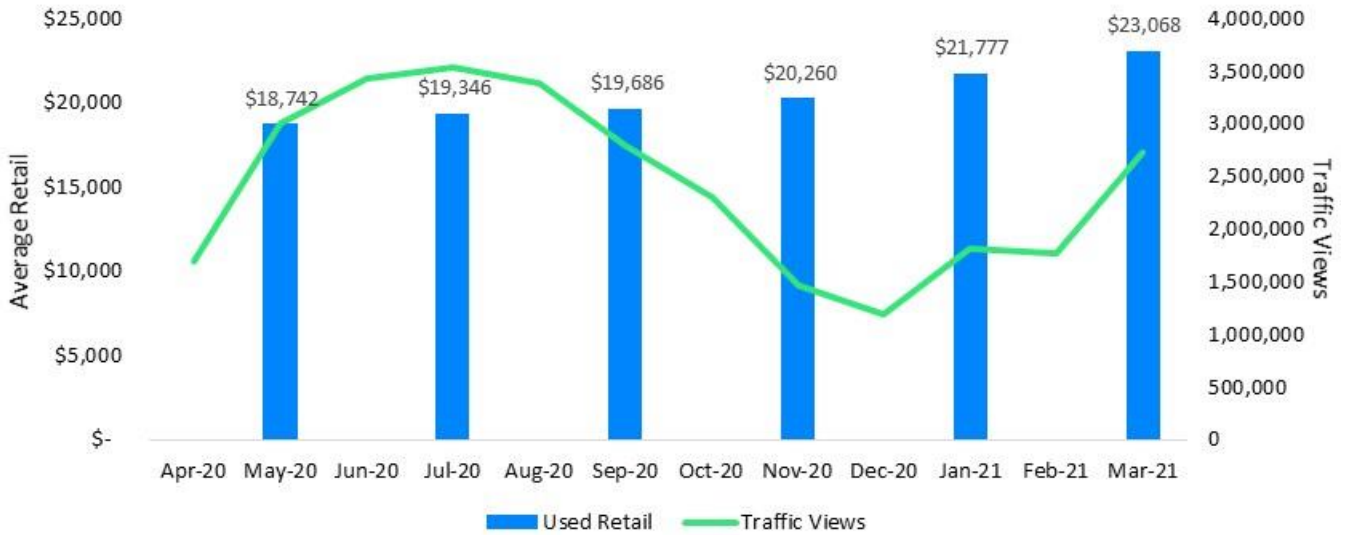


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$15,921	\$15,113	\$16,274	\$17,467	\$17,517	\$16,452
Values in 2020	\$16,253	\$16,269	\$17,195	\$18,125	\$18,771	\$19,168
Values in 2021 Q1	\$20,337	\$21,717				

## Travel Trailer Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Standard Hitch



#### Fifth Wheel



## Motorhome Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Class A



#### Class C

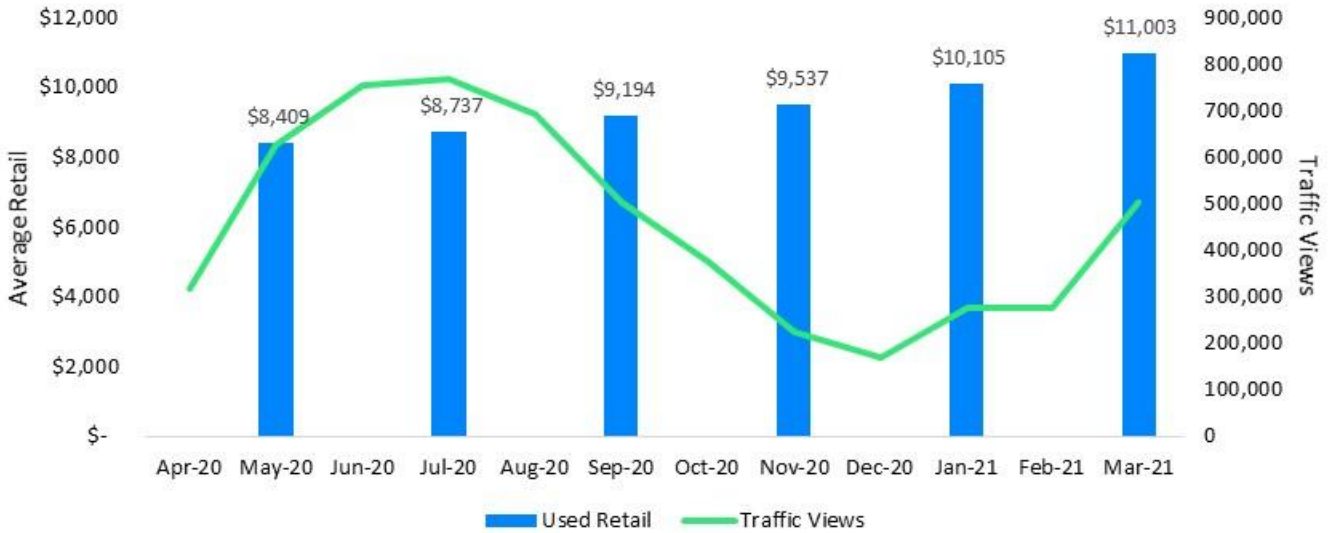




## Camping Trailer & Truck Camper Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Camping Trailer



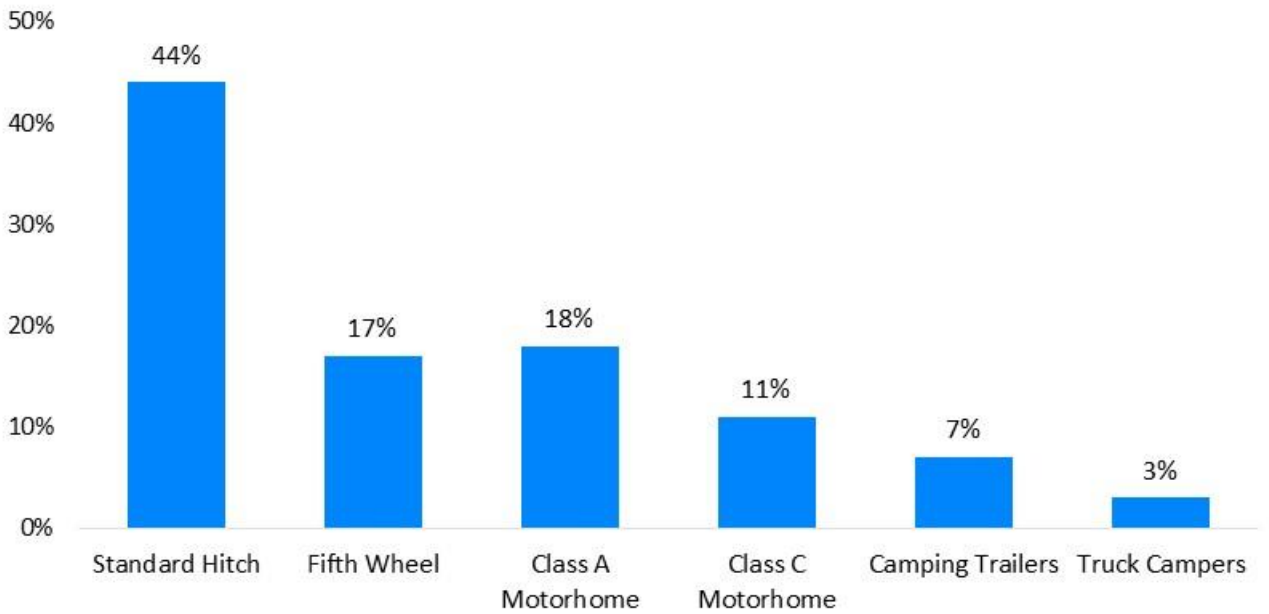
#### Truck Camper





## RV Categories

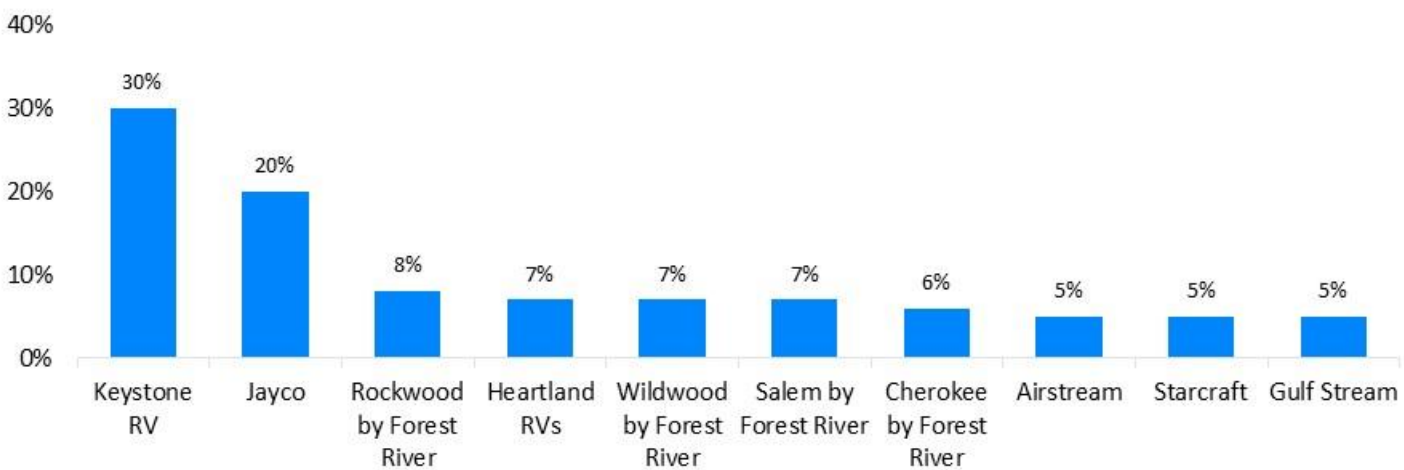
### Views in 2021 Q1



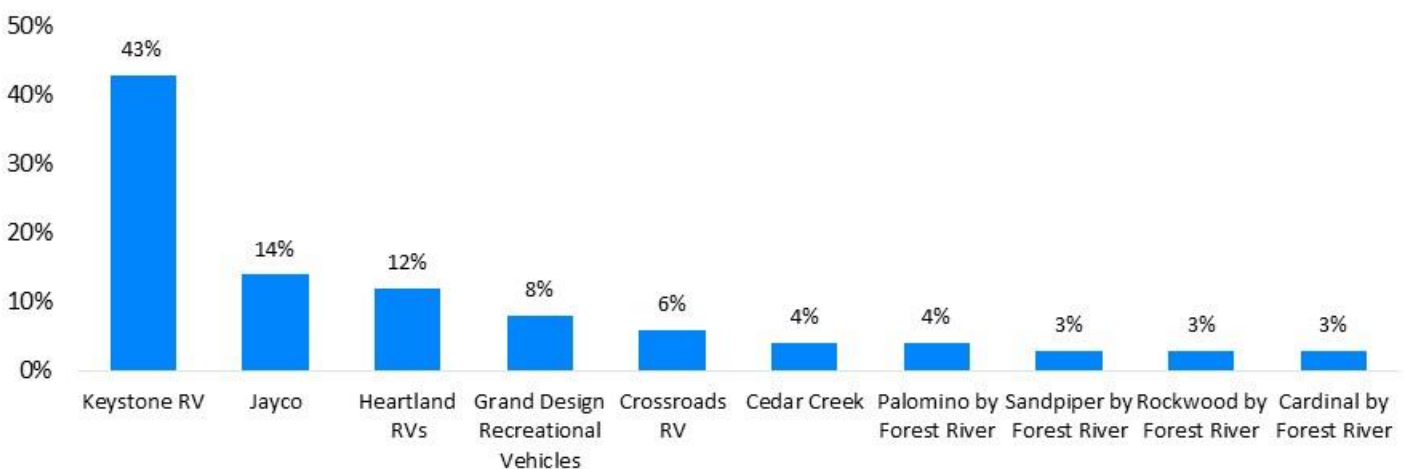
## Travel Trailer Brands

### Top Researched Brands in 2021 Q1

#### Standard Hitch Brands



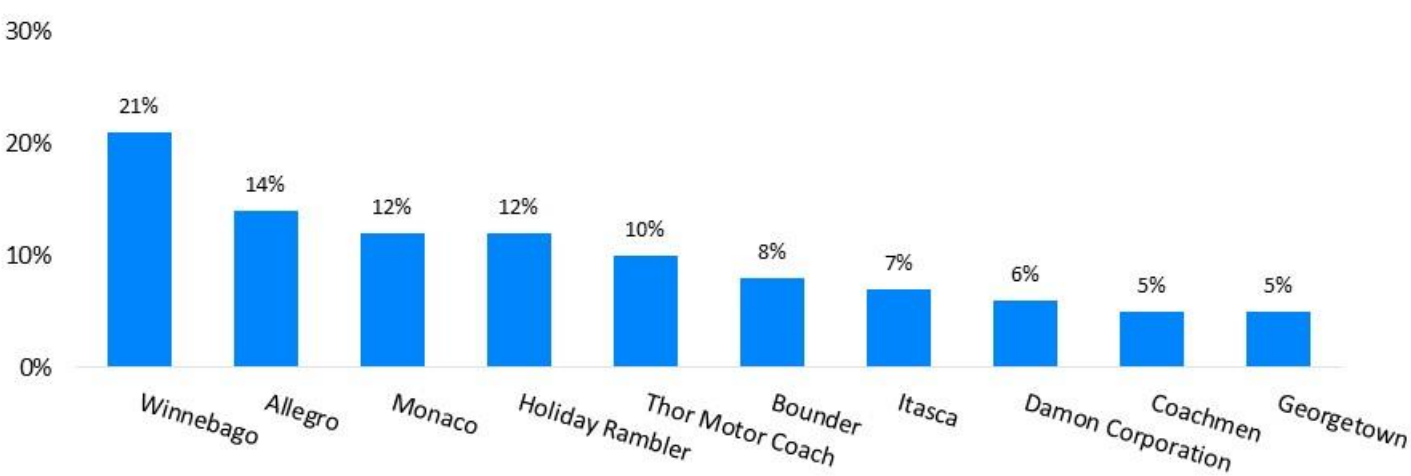
#### Fifth Wheel Brands



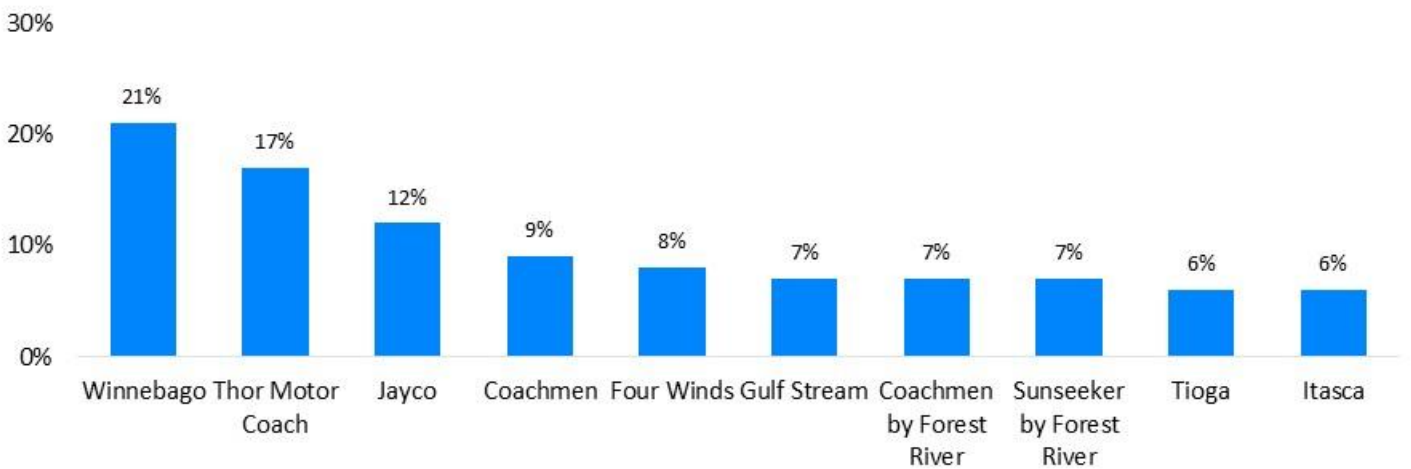
**Motorhome Brands**

**Top Researched Brands in 2021 Q1**

**Class A Brands**



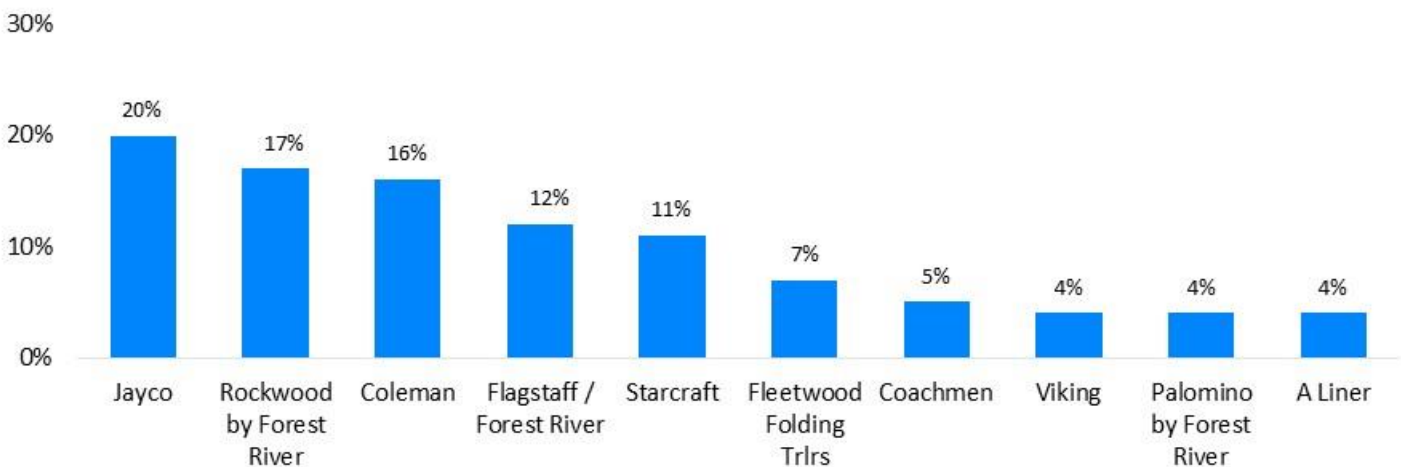
**Class C Brands**



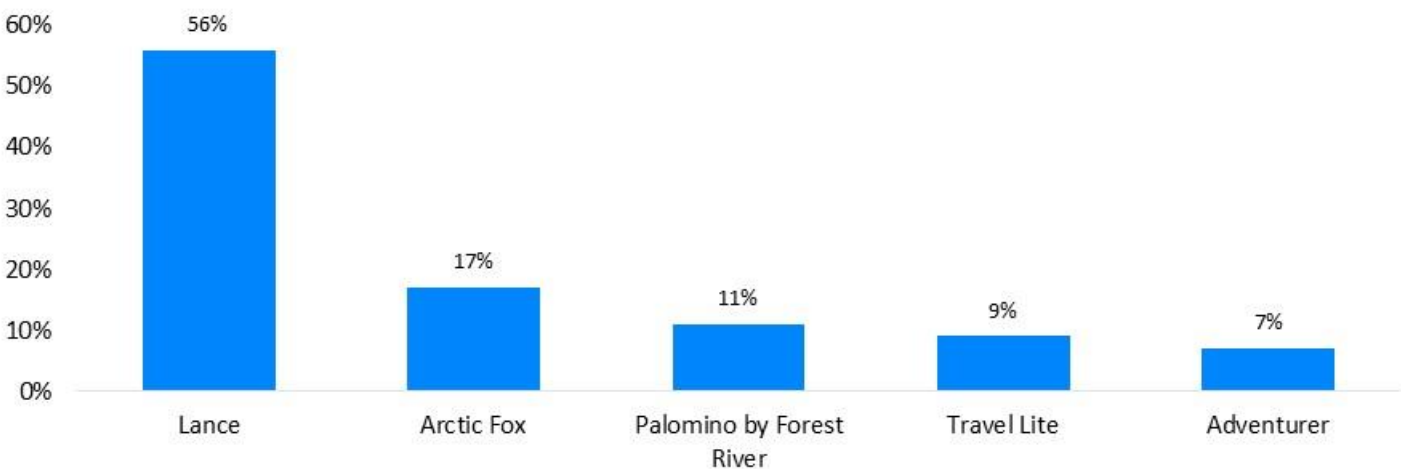
## Camping Trailer & Truck Camper Brands

### Top Researched Brands in 2021 Q1

#### Camping Trailer Brands



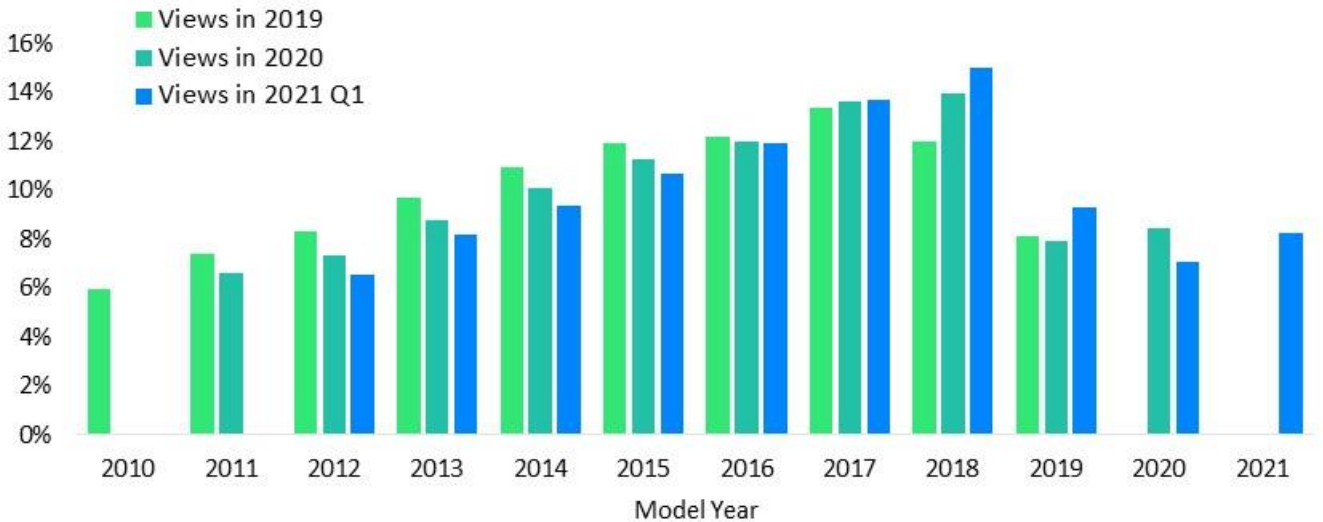
#### Truck Camper Brands



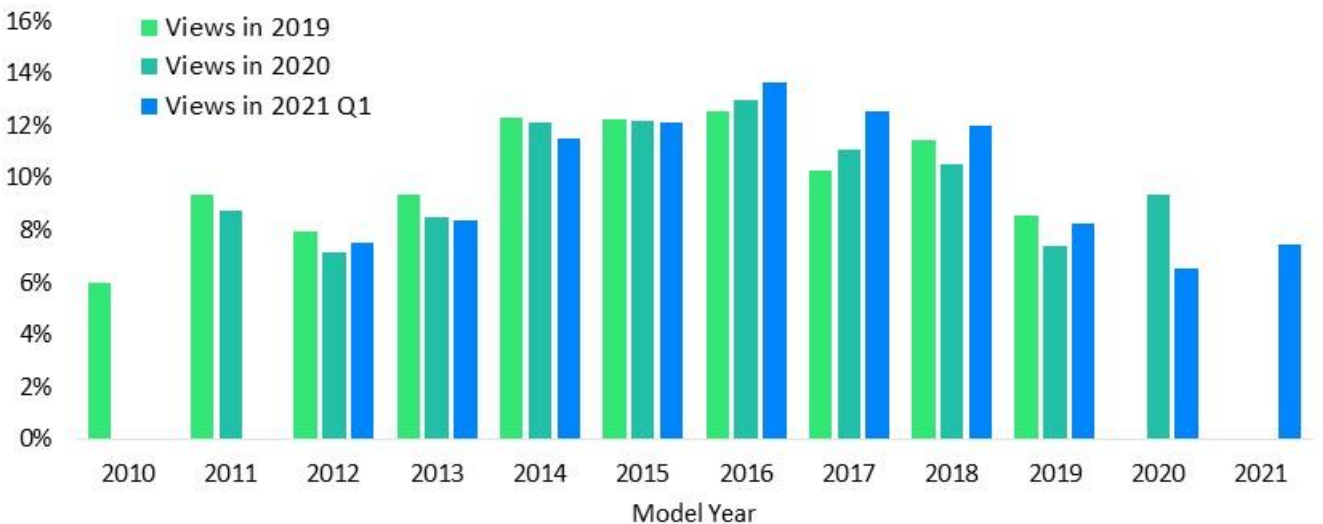
**Model Years**

**Top Researched Model Years by Category**

**Standard Hitch Travel Trailer**



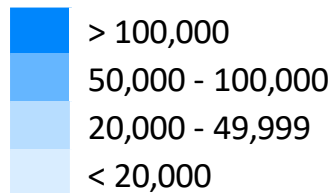
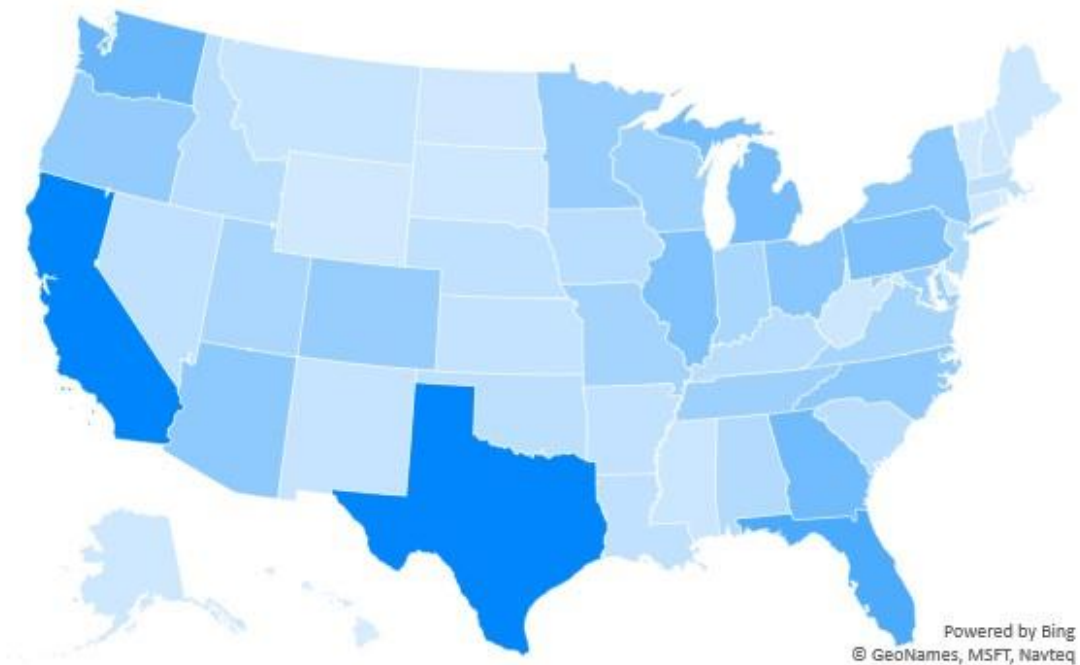
**Class A Motorhome**



## Web Traffic by State

Traffic by State in 2021 Q1

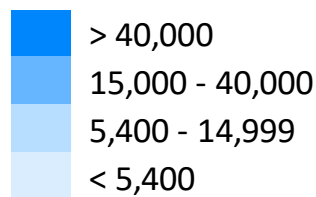
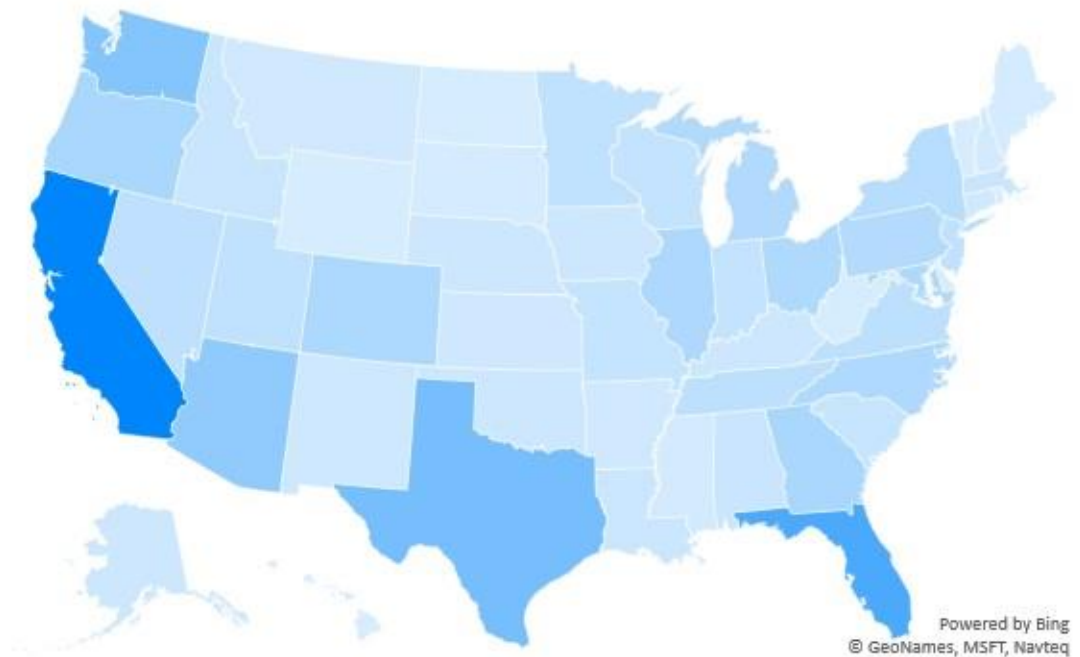
Travel Trailers



## Web Traffic by State

Traffic by State in 2021 Q1

Class C Motorhomes

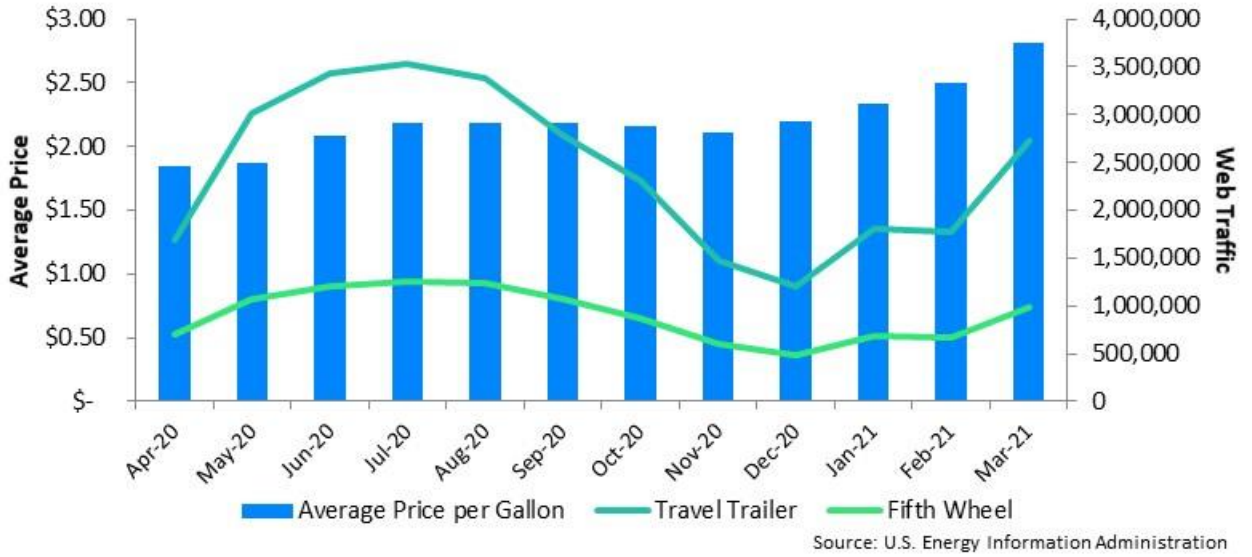




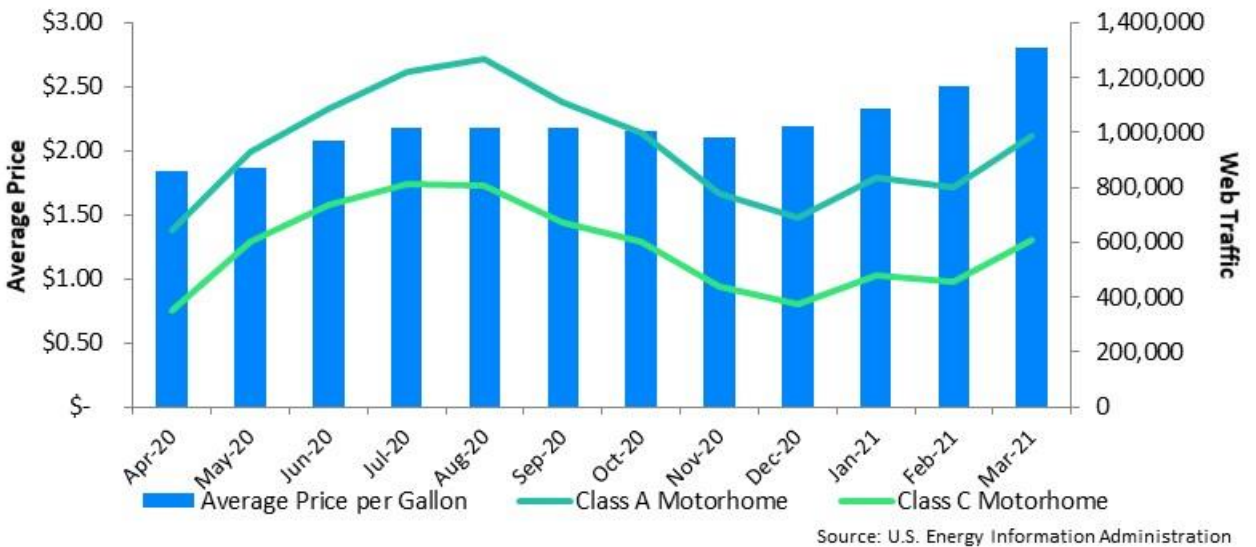
**Fuel Price Data**

**Regular Grade Gasoline Prices vs. Consumer Traffic by Category**

**Travel Trailer / Fifth Wheel**



**Motorhomes**



## Economic Data

### Unemployment & Labor Participation Rate (Seasonally Adjusted)



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