Oregon RV Alliance

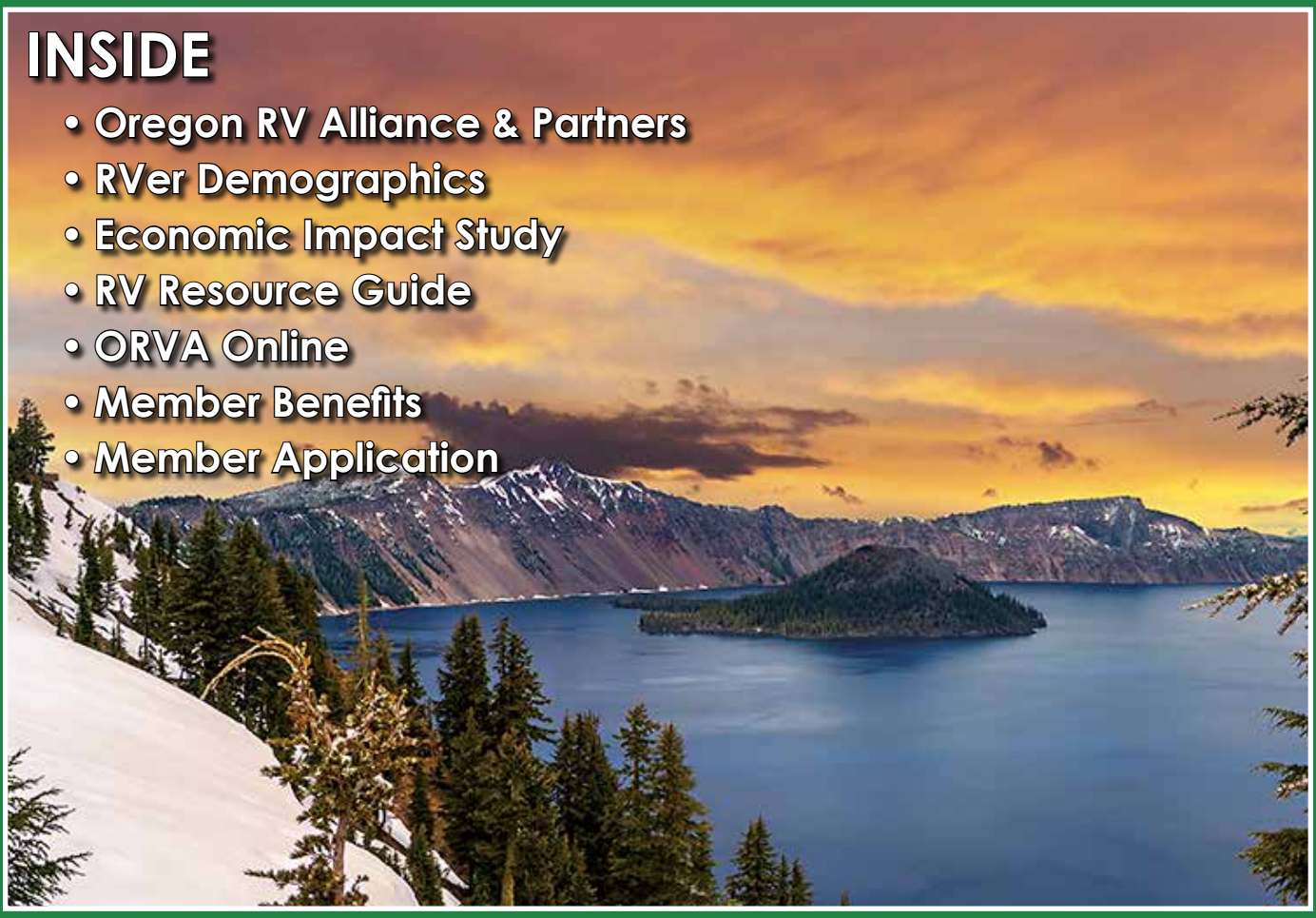
# RV Marketing Information

RVing Adds $1.7 BILLION
to Oregon economy;
$49.7 BILLION to U.S.

## Come2Oregon.com Media Kit

## INSIDE

- Oregon RV Alliance & Partners
- RVer Demographics
- Economic Impact Study
- RV Resource Guide
- ORVA Online
- Member Benefits
- Member Application



THE RV FRIENDLY STATE

# Oregon RV Alliance

**The Oregon RV Alliance is a non-profit collaboration dedicated to promoting Oregon as the RV Friendly State.**

The Mission of the Alliance (ORVA) is to expose RV Owners to the benefits of spending their leisure and recreation time in Oregon.

Our goal is to facilitate opportunities for RV Owners and RV Friendly services to connect.

By promoting the epic Travel and Leisure Destinations of Oregon alongside the abundant RV Support Services, we are offering the RV Owner an unparalleled Destination Experience.

## Select Oregon RV Alliance Partners

Thousand Trails encore

Premier RV Resorts

Winnebago

Guaranty RV Super Centers

Premier RV of Oregon

KOA Resort

Crown Villa RV Resort Bend, Oregon

Dave & LJ's RV Interior Design

STS Superior Tire Service

Carrier RV Service

Wagers trailer sales

Deerwood

Port of Siuslaw Campground & Marina

Eugene Cascades & Coast

Mary Moppins Cleaning System

Countryside Interiors


***Contact Us:*** **Bradley Waring -** Excutive Director | Media Contact

**Wendy Reetz -** Assistant Director | Creative Services

*Membership@Come2Oregon.com* | *541-521-4277*


Come2Oregon.com

# Who are RV owners?

## RV ownership has reached a new peak of 8.9 million households*

- 8.5% of U.S. households now own an RV
- 21% of all U.S. households stated an intent to purchase an RV at some point in the future
- RV ownership among those aged 35 - 54 rose to 11.2% in 2011
- The typical RV owner is a married 48 years old with a median income of $62,000 (much higher than the median income for all U.S. households)

Come2Oregon.com

## The recreation and leisure attractions here are Epic

"From the Coast to the Cascades and all the corridors in between, Oregon is an RV Owners paradise. RV Owners love to Come2Oregon and we know how to reach them."

*~ Bradley Waring - Executive Director*

## RV owners groups attract even more affluent customers

**Good Sam Club** owners average age is 60, they are married, retired, with an annual income of $71,000 and a net worth of $600,00.***

**Family MotorCoaching Association (FMCA)** owners average age is 69, they are married, retired, with an annual income of $115,000 and a net worth of $1.7 million.****

## *Top 10 RVer Activities While Traveling***

(according to a April 2013 RV Life Reader Survey)

Scenic Byways | Events & Festivals | Casinos
Sightseeing | Dining Out | Shopping
Wineries | Fishing | Bicycling
Outdoors/Hiking/Walking

***RVers are PROFESSIONAL TOURISTS dedicated to exploration and adventure!***

Sources: ;
*Recreation Vehicle Industry Association (RVIA) - 2011 RV Consumer Demographic Profile conducted by the University of Michigan
**RV Life - March 2013 Reader Survey ***Good Sam Club ****Family MotorCoaching

Come2Oregon.com

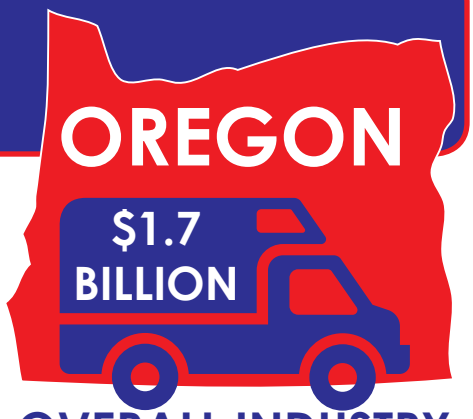
# RV INDUSTRY ECONOMIC IMPACT STUDY

## "RVs Move America"

The Oregon RV Alliance is pleased to share the findings from an economic impact study sponsored by the Recreation Vehicle Industry Association that is national in scope and includes data on specific states.

The first-ever economic impact study of the recreation vehicle industry, ***"RVs Move America," revealed the RV industry contributed $49.7 billion to the U.S. economy in 2015, and provided 289,852 full-time jobs to American workers***. ***To access the full report, go online to***

Come2Oregon.com




**OVERALL INDUSTRY IMPACT**

**RV CAMPGROUND & TRAVEL**
**DIRECT Wages $57.0 Million**
**DIRECT Jobs 1,953**
**TOTAL DIRECT IMPACT $152.3 Million**

**RV SALES & SERVICES**
**DIRECT Wages $90.1 Million**
**DIRECT Jobs 1,385**
**TOTAL DIRECT IMPACT $165.6 Million**

**RV MANUFACTURES & SUPPLIERS**
**DIRECT Wages $122.7 Million**
**DIRECT Jobs 2,456**
**TOTAL DIRECT IMPACT $713.6 Million**

**Total Taxes Paid**
**$191.6 MIllion**
**Indirect Economic Impact**
**$365.7 Million**
**Induced Economic Impact**
**$338.7 Million**

**TOTAL DIRECT ECONOMIC OUTPUT**

Come2Oregon.com

Come2Oregon.com

# RV RESOURCE GUIDE

## Distribution of the RV Resource Guide is growing all the time

45,000 copies greet RV owners at select RV parks and campgrounds, dealerships and service centers, visitor centers and chambers of commerce, and travel and leisure destinations. Members also hand deliever our messages of good will at trade shows, rallies and festivals throughout Oregon and beyond.

For a more complete list of distribution points go to
***Come2Oregon.com/Distribution***

The **RV Resource Guide** features some of the most popular and interesting attractions around Oregon.

Rallies & Events | Wineries | Rural Tourism | RV Parks & Resorts | Dealerships & Services | Covered Bridges
Lighthouses | Hiking | Tailgating | Golf Courses | Pet Services | Fishing | Cycling | RV Clubs

***RV Trade Shows & Rallies***

***Visitor Centers***

***RV Parks & Resorts***

Come2Oregon.com

# Come2Oregon.com
## Online Web Presence

**Come2Oregon.com** is designed to be an online portal of adventure, exploration and access for RV owners and to support the Oregon RV Alliance's mission of promoting Oregon as the RV Friendly state.

## FIND US ON

The Oregon RV Alliance has expanded our reach to support our mission of promoting Oregon as the RV Friendly State and has joined Facebook.

Be sure to like our page to keep up on things to do around Oregon and other RV related news.

**www.facebook.com/Come2Oregon**

Come2Oregon.com

Come2Oregon.com

# Membership Information

## MEMBERSHIP BENEFITS

### Associate Partnership $250/yr
- Regular "RVe-News" & Events
- Link to your website at Come2Oregon.com
- Use of the Come2Oregon logo on your site
- Your Logo & Listing by Category
- RV Resource Guides for your guests
- Your Name & Logo inside Partners Map

### Charter Partnership $600/yr
- Customized Splash Page with link(s)
- Home page feature rotation(s)
- Your business card ad all year

  -OR-
- 1/8pg display ad in your favorite Edition
- Eligible for discounts on multiple ads

### PATRON (Annual Sponsorship)
- "Patron Pricing"
- Your Logo on Come2Oregon.com "Film Strip"
- RV Resource Guides pg 2 feature
- Premium Ad placement as "sponsor"
- Member Spotlight in RV Resource Guide
- Discounts on Promotions and Campaigns

## All ads require membership with the Oregon RV Alliance.

| Ad Sizes | 1x | 2x | 3x |
|---|---|---|---|
| Full Page | $3650 | $3300 | $3000 |
| 1/2 Page | $2000 | $1850 | $1650 |
| 1/4 Page | $1100 | $1000 | $900 |
| 1/8 Page | $600 | $500 | $450 |
| Business Card | $250 | $250 | $250 |

## Partnership with the Oregon RV Alliance includes exposure to RVers through the RV Resource Guide and Come2Oregon.com

Come2Oregon.com

## Ad designs by our team

## Distribution of the RV Resource Guide is growing all the time.

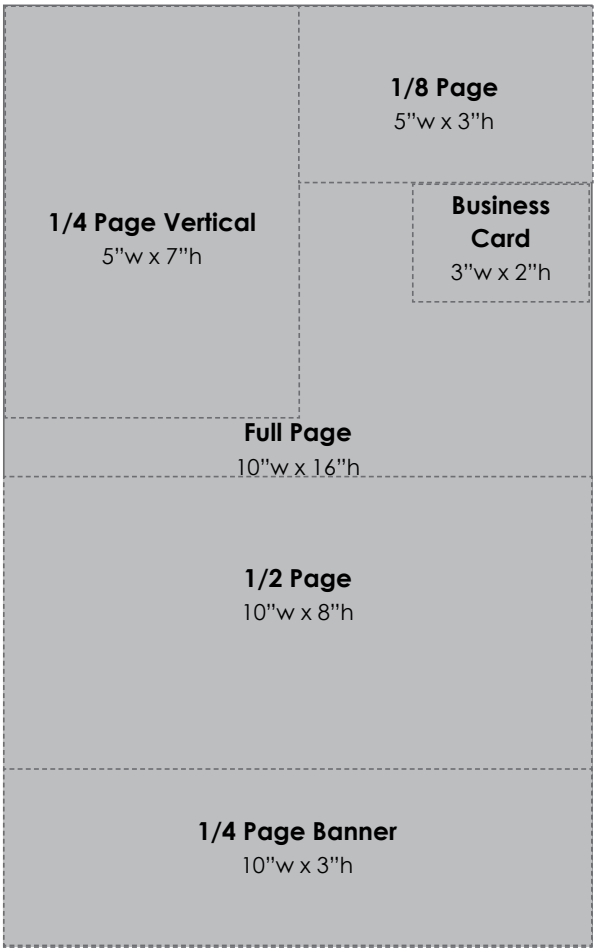
45,000 copies greet RV owners at select RV parks and campgrounds, dealerships and service centers, visitor centers and chambers of commerce, and travel and leisure destinations. Members also hand deliever our messages of good will at trade shows, rallies and festivals throughout Oregon and beyond.

For a more complete list of distribution points go to ***Come2Oregon.com/Distribution***

Come2Oregon.com

# RV RESOURCE GUIDE

**Contact Us:** **Bradley Waring -** Excutive Director | Media Contact
**Wendy Reetz -** Assistant Director | Creative Services
*Membership@Come2Oregon.com* | *541-521-4277*



## Ad Specs (trim sizes - no bleeds)

Full Page..... 10"h x 16"w
1/2 page ..... 10"w x 8" h
1/4 page ..... 5"w x 7"h (vertical)
1/4 page ..... 10"w x 3"h (banner)
1/8 page ..... 5"w x 3"h
Business Card..... 3"w x 2"h

## Ad Submission Info:

- Submit electronic files via email saved as a PDF (press quality), JPEG, TIFF, or EPS
- Illustrator or InDesign native file format with text converted to outlines
- Include all images, graphics, and fonts
- Emails files to: ***membership@come2oregon.com***
- ORVA must receive ad materials by deadline.

## Member / Advertiser Info:

Company name_____

Contact _____

Phone _____ Website_____

Email _____

Ad Size_____ Ad Cost _____

Total Amount Paid_____ Date Paid _____

Authorized Signature: _____