

Oregon RV Alliance

RV Marketing Information



Oregon - #1 RV Destination
2016 Readers' Choice Award
Trailer Life Magazine



RVing adds \$1.7 BILLION
to Oregon economy
\$49.7 BILLION to U.S.

Come2Oregon.com **Media Kit**

INSIDE

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



THE  FRIENDLY STATE

Oregon RV Alliance

The Oregon RV Alliance (ORVA) is a non-profit collaboration dedicated to promoting Oregon as the RV Friendly State

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

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

Our partnerships facilitate opportunities for RV Owners and RV-friendly services to connect

Oregon voted #1 RV Destination
2016 Readers' Choice Award Trailer Life Magazine



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



• Select Oregon RV Alliance Partners •

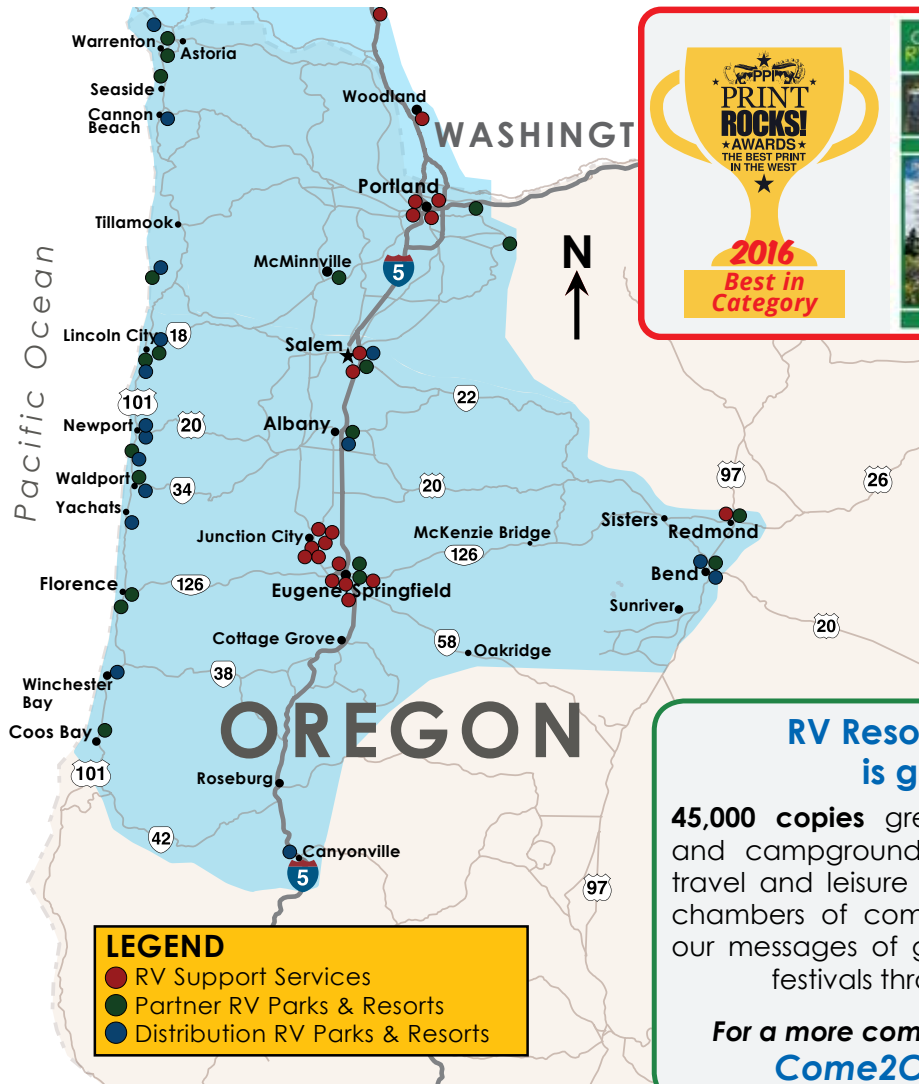


Contact Us: **Bradley Waring** - Executive Director • Media Contact
Wendy Reetz - Assistant Director • Creative Services
membership@Come2Oregon.com 541-521-4277

Come2Oregon.com

Come2Oregon.com

RV RESOURCE GUIDE



RV Resource Guide Distribution is growing all the time

45,000 copies greet RV owners at select RV parks and campgrounds, dealerships and service centers, travel and leisure destinations, and visitor centers and chambers of commerce. Members also hand deliver 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



RV Trade Shows & Rallies



Visitor Centers



RV Parks & Resorts

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 • Lighthouses
Covered Bridges • Hiking • Tailgating • Golf Courses • Pet Services • Fishing • Cycling • RV Clubs**

RV INDUSTRY ECONOMIC IMPACT STUDY

"RVs Move America"



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

www.Come2Oregon.com/RV-Impact-Study

OREGON RV Industry Impact

**\$1.7
BILLION**



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

Indirect Economic Impact

\$365.7 Million

Induced Economic Impact

\$338.7 Million

**TOTAL DIRECT
ECONOMIC
OUTPUT**



Total Taxes Paid

\$191.6 Million

Come2Oregon.com

Who are RV owners?

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

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



Come2Oregon.com

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

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 \$600,000.***

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**

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

Contact Us: **Bradley Waring** - Executive Director • Media Contact
Wendy Reetz - Assistant Director • Creative Services
membership@Come2Oregon.com **541-521-4277**

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



Come2Oregon.com

Digital Communication



Our website 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.

Come2Oregon.com

Be sure to like our Facebook page to keep up on things to do around Oregon and other RV related news and to support our mission of promoting Oregon as the RV Friendly State.

www.facebook.com/Come2Oregon



The **RVe-news** contains current news and information about the Oregon RV Alliance, its partners, travel and leisure, and other RV related content.

All Oregon RV Alliance partners receive the RVe-newsletter.

To sign up go to
bit.ly/RVenews

Contact Us: **Bradley Waring** - Executive Director • Media Contact
Wendy Reetz - Assistant Director • Creative Services
membership@Come2Oregon.com **541-521-4277**



Come2Oregon.com

Membership Information

Partnership with the Oregon RV Alliance
includes listings at Come2Oregon.com
and in the RV Resource Guide

AT YOUR SERVICE!

Our Design Team
can create your ad

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 RVRG
- 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

Creative
Services
Available



These ads were
designed by our team

PREMIER RV OF OREGON
Indoor Luxury Showcase

325 E 1st Ave
Junction City, OR
541-998-2640

PRE-OWNED SALES
Specializing in Highend Diesel Motorhomes
We consign and buy all highline make & models
Trades welcomed

SERVICE
RVs | Country Coach Specialists
ations | Full Body Paint | Parts

TORAGE
boats, Cars & more
red | Climate Controlled

NO JUNCTION CITY, OREGON,
OUR COACH WAS BUILT.

PremierRVServices.com

BE YOUNG! HAVE FUN!

Committed to making your
RV dream a reality!

B. Young RV

16803 SE McLoughlin - Po
(503) 305-8685 - www.BYoungRV.com



CARRIER RV Service

250-point
pre-purchase
inspections
starting at \$199
\$50 off with
this ad

Friendly & Honest with Fair Rates
Parts & Accessories • Full service
Insurance Work • Flooring
Complete Remodels
Towing Systems
State Certified

**Service with
a Smile!**

541-461-1673
www.CarrierandSons.com
Hwy 99 & Airport Rd • 29525 Airport Rd
Eugene, OR

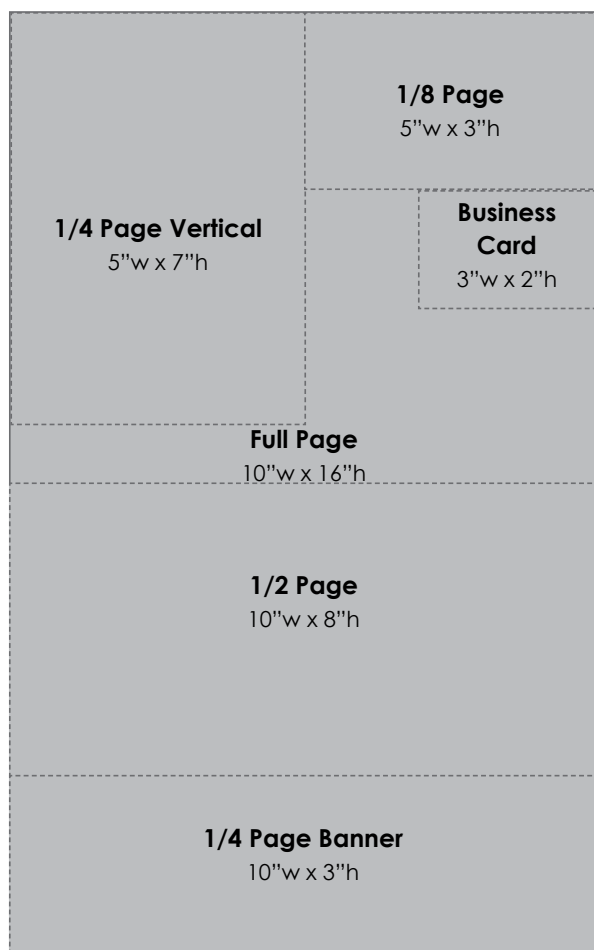
RV Resource Guide Distribution is growing all the time

45,000 copies greet RV owners at select RV parks and campgrounds, dealerships and service centers, travel and leisure destinations, and visitor centers and chambers of commerce. Members also hand deliver 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

RV RESOURCE GUIDE

Contact Us: **Bradley Waring** - Executive Director • Media Contact
Wendy Reetz - Assistant Director • Creative Services
membership@Come2Oregon.com 541-521-4277



Ad Specs (trim sizes - no bleeds)

Full Page..... 10" w x 16" h
 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: _____