



PROGRESSIVE[®]

RV TRAVEL TRENDS OF 2025

How RVers Operate

Harvest Hosts & Progressive joined forces to create this extensive RV travel report, that uncovers insights about the state of RVing in 2025 by examining the travel preferences, interests, concerns, and priorities of RVers today.



Prepared by Harvest Hosts | In Partnership With Progressive Insurance
HarvestHosts.com

METHODOLOGY

In late 2024, Harvest Hosts and Progressive sent the full survey of 49 questions via email to Harvest Hosts and Escapees RV Club email subscribers. The survey received 2,029 qualified responses, consisting of 1,272 current Harvest Hosts Members, 197 former Harvest Hosts Members, and 560 respondents who have never been Harvest Hosts Members.

Due to how the survey was distributed, and the demographics of Harvest Hosts and Escapees' membership bases, we noticed a higher-than-average proportion of full-time RVers in our sample compared to the general population of RVers - with about 31% of our respondents identifying as full-timers.

The Average Respondent



RV TYPE OWNED	Class A (26%)
AGE	65+ (67%)
OCCUPATION	Retired (77%)
RVER STATUS	Part Time (69%)
FAVORITE TRAVEL ACTIVITY	Hiking (70%)
HOME BASE	FL (10%), TX (15%), CA (7.8%)

What all RVers tend to have in common is the reason why they RV: the freedom that RV life provides and because they are interested in exploring new places.

Fast Facts

45%

plan their trips less than two months in advance

25%

want to visit the Northeast the most in 2025

65%

are interested in agritourism

Keep reading to get more meaningful insights into how RVers plan their travel and who they travel with, the anxieties they face, the impact of the economy on travel plans, the travel experiences RVers are eyeing and top bucket list destinations.

CONTENTS

CONTENTS

1. How RVers Plan Their Travel.....	4
2. Where RVers Travel: Top Destinations & Bucket Lists.....	6
3. Travel Companions: Adventuring with Pets & Kids.....	11
4. RVer Anxieties.....	13
5. The Impact of the Economy on Travel Decisions.....	17
6. Travel Experiences of Interest.....	19



HOW RVERS PLAN THEIR TRAVEL

In 2025, RVers are making no plans to slow down.

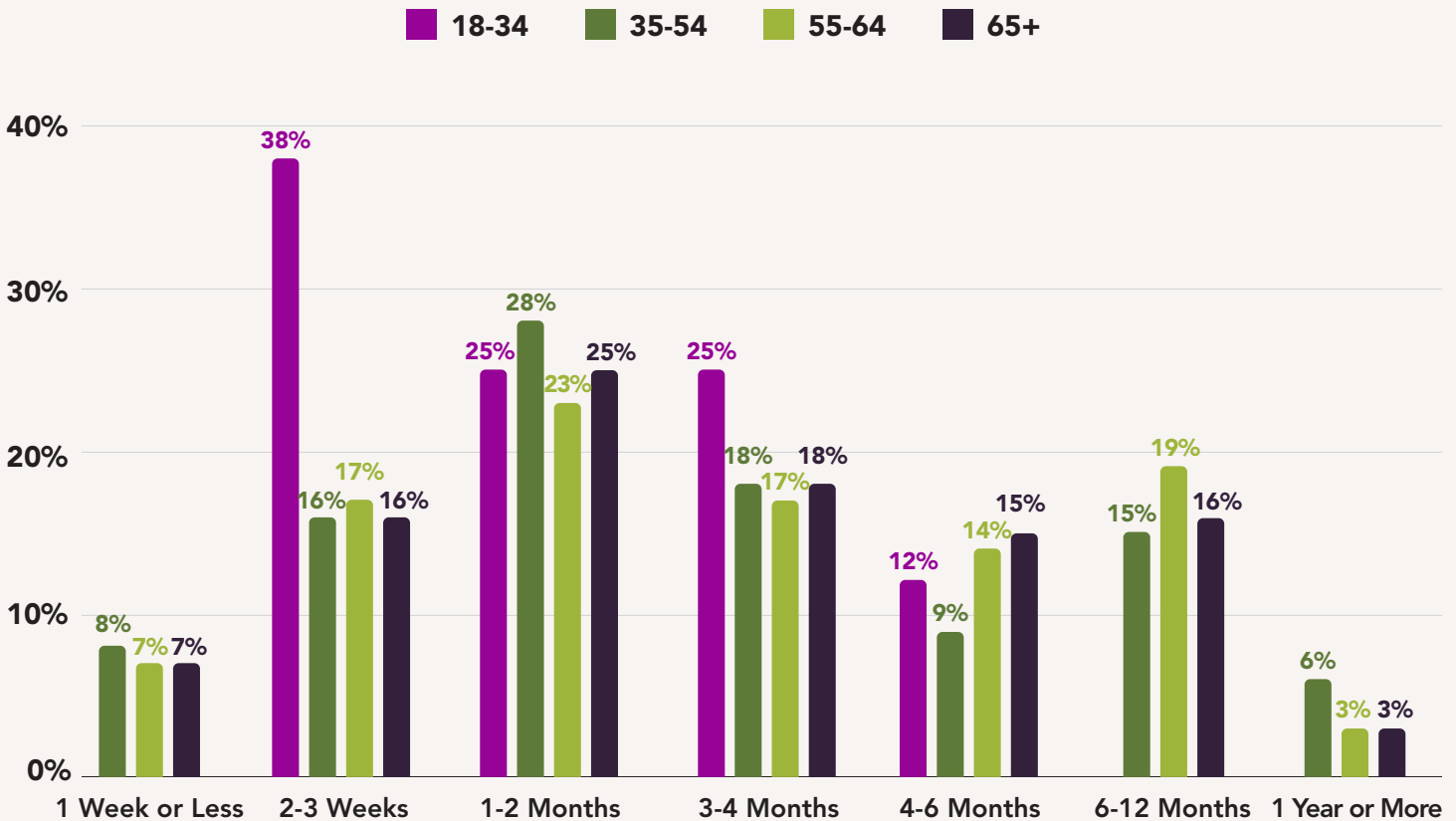
92% plan to travel the same amount or more this year, with most RVers opting to plan their travel at least a few weeks in advance.

Younger RVers need a bit less time than their older counterparts, choosing to plan their travel just two to three weeks ahead, whereas older RVers will plan one to two months ahead.

RVers' go-to sources for choosing where to travel vary wildly by age. Older RVers prefer legacy media sources like travel guides, while younger RVers look to photos and videos they find online for travel recommendations.

How Far In Advance RVers Tend To Plan Ahead

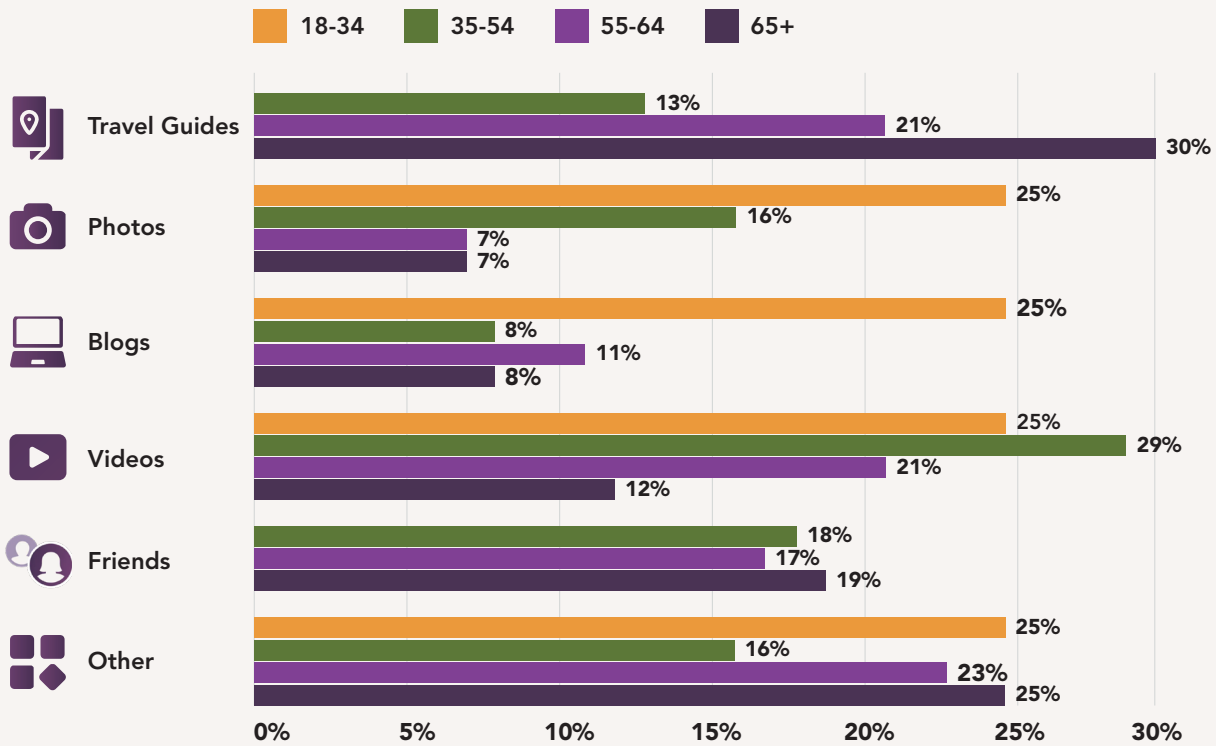
By % of Age Group



How far in advance do you start planning your camping trips?

What Sources RVer's Use To Make Decisions On Where To Travel

By % of Age Group

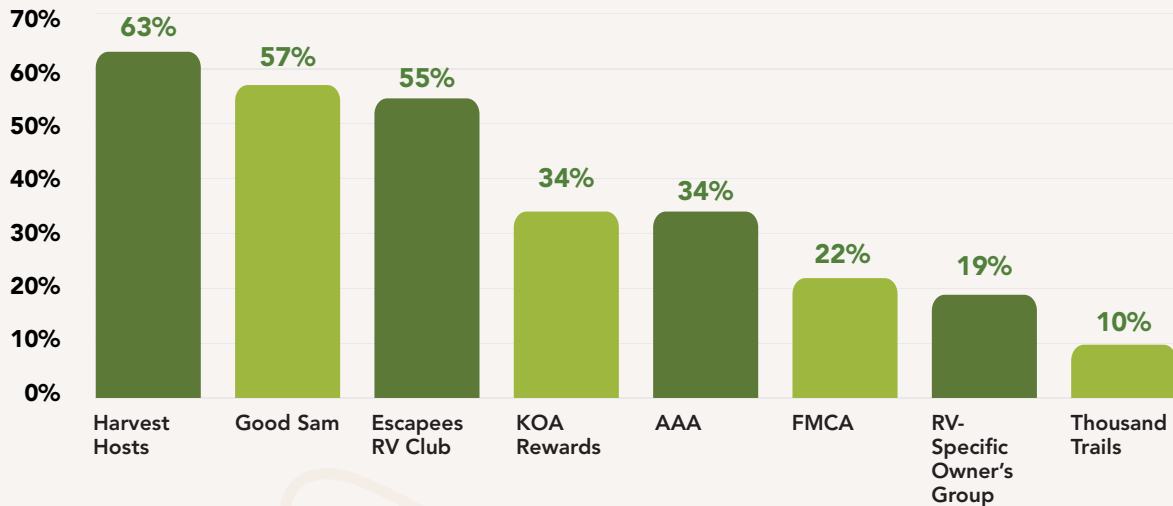


How do you prefer to find information about possible travel locations?

RVer's who selected the "other" category often answered internet searches, YouTube and social media, camping apps, RV Memberships, and a combination of multiple methods.

Commonly Used RV Apps & Memberships

By % of Respondents



Are you a current member of any of these RV clubs or organizations?

WHERE RVERS TRAVEL: TOP DESTINATIONS & BUCKET LISTS

Eastward Bound

RVers by and large prefer going to new destinations when they travel, and you can see how 2024 travel plans impact choices for 2025. Lots of RVers chose to go West in 2024, and it seems that in 2025 they want to explore a place they didn't make it to in 2024: the Northeast.

1 in 4 RVers responded that they want to visit the Northeast most in 2025.

The East Coast is most popular with RVers 55 and up, but the region is still more popular overall with each age group in 2025 than in 2024.

Younger RVers showed patterns that matched more closely to the travel plans of RVers in 2024, with the Pacific Northwest and the Southwest remaining as some of the go-to destinations for younger RVers in 2025.

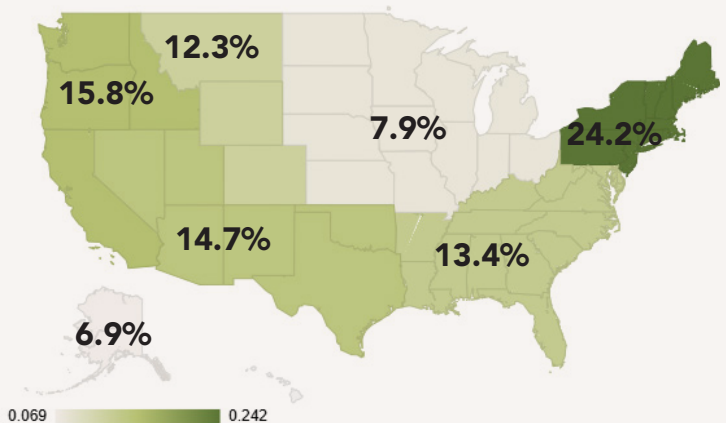
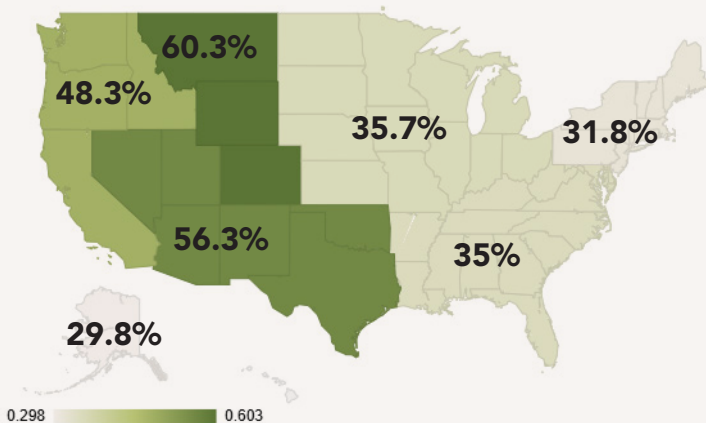
Beyond 2025

RVers dream big, with bucket list destinations that extend past their travel plans this year. The top two bucket list locations cited were Alaska and Canada, although RVers expressed the least interest in traveling there in 2024 and 2025. Maybe in 2026, RVers will finally book their Alaska and Canada trips.

2024 vs. 2025, Mapped

2024 Areas of Interest

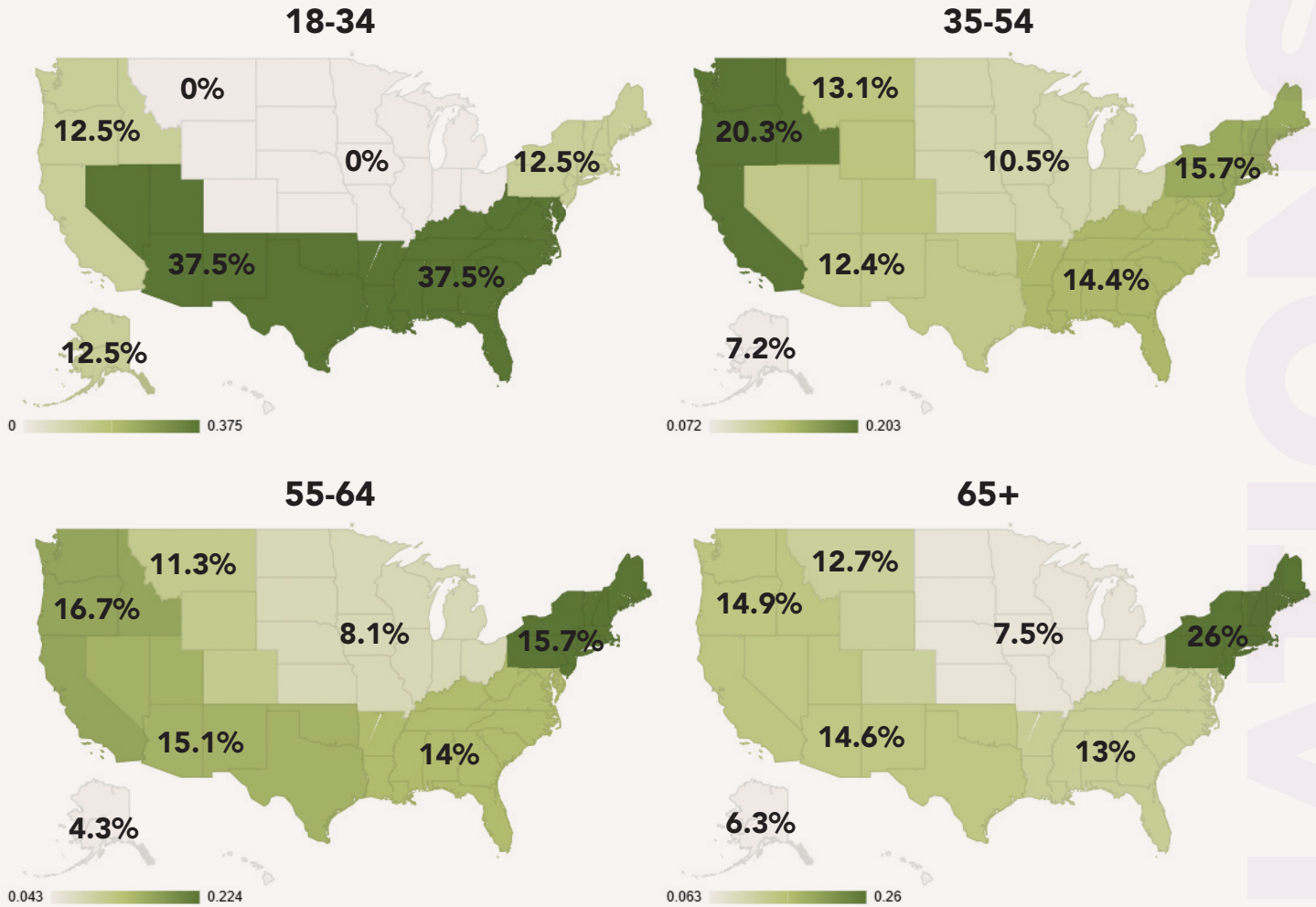
2025 Areas of Interest



Percent of all survey respondents with a significant interest in traveling to each region in 2024

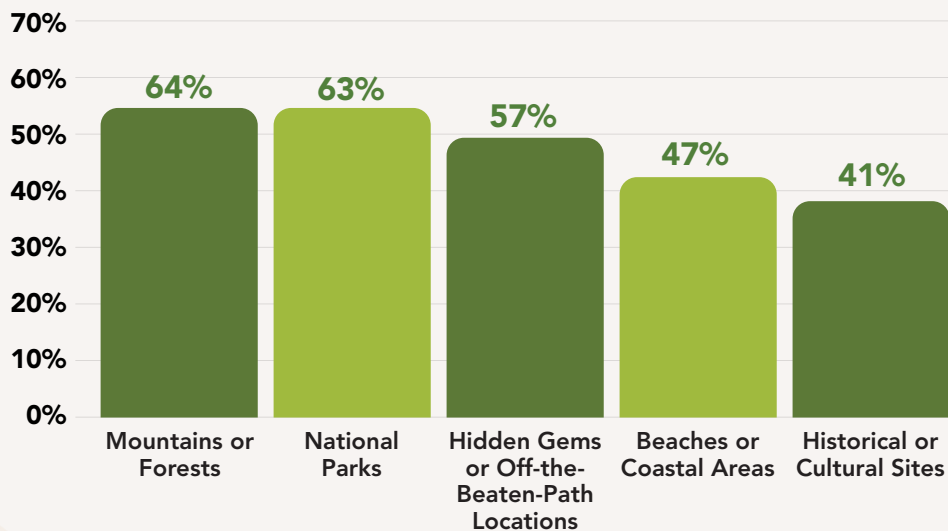
The #1 region respondents want to travel in 2025, by percentage.

#1 Regions in 2025, by Age Group



The #1 region respondents want to travel in 2025, by percentage.

How RVers Rank Their Interest in Visiting Key Destination Types



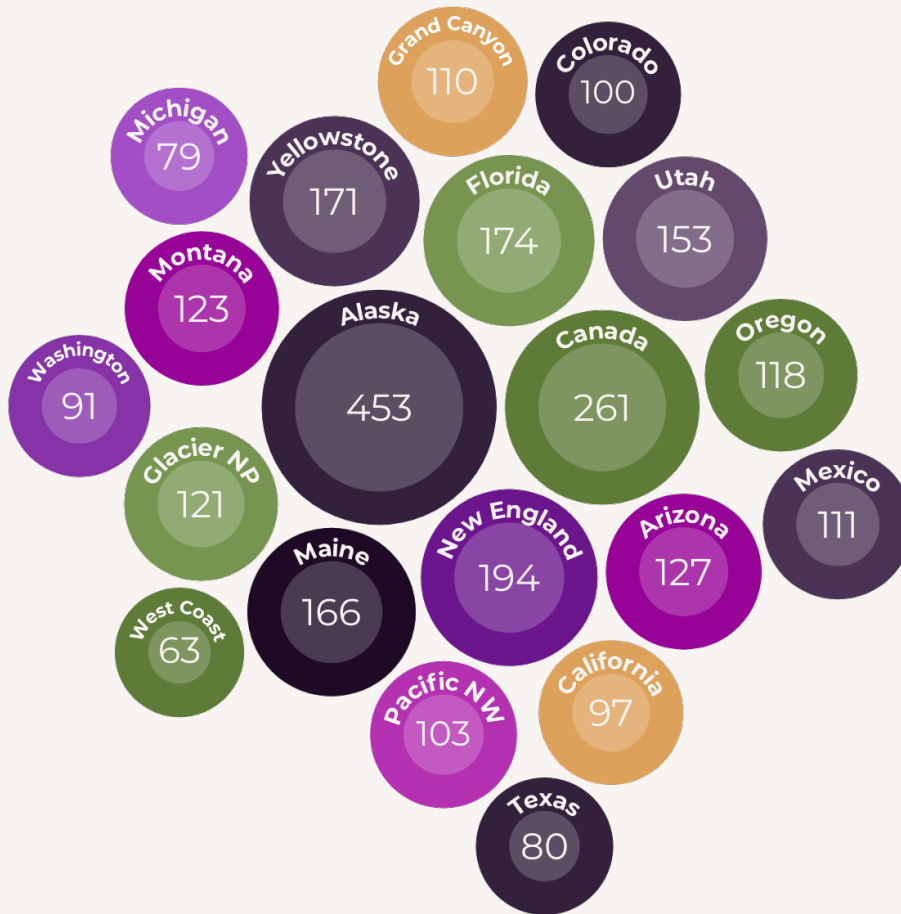
Which types of destinations do you prefer when traveling with your RV?

TOP 20 BUCKET LIST DESTINATIONS



TOP 20 BUCKET LIST DESTINATIONS

RVers shared their top three bucket list destinations, and there is a variety of answers that included general regions, individual states, and singular national parks, with northern regions and national parks being the most popular among the whole group. Across all age groups, **Alaska remains the number one choice**, with Canada and Yellowstone not too far behind.

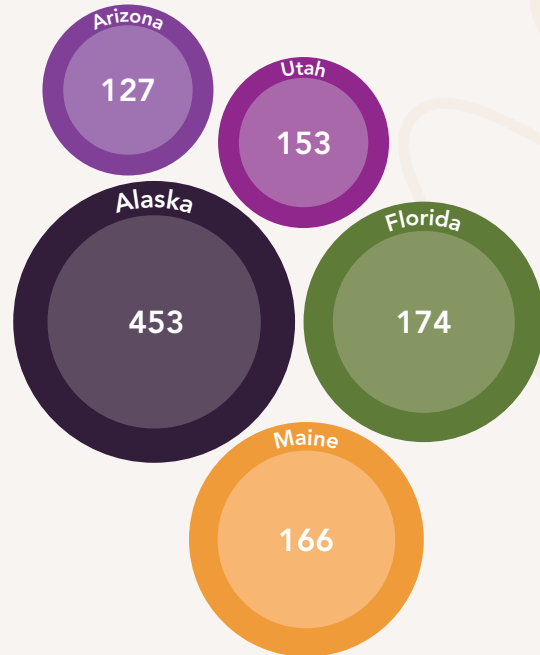


- | | |
|-----------------------------|-------------------------------|
| 1 Alaska | 11 Oregon |
| 2 Canada | 12 Mexico |
| 3 New England | 13 Grand Canyon National Park |
| 4 Florida | 14 Pacific Northwest |
| 5 Yellowstone National Park | 15 Colorado |
| 6 Maine | 16 California |
| 7 Utah | 17 Washington |
| 8 Arizona | 18 Texas |
| 9 Montana | 19 Michigan |
| 10 Glacier National Park | 20 West Coast |

Top 5 Bucket List National Parks



Top 5 Bucket List States



Top 3 Bucket List Locations, By Age



18-34

1. Alaska
2. Grand Canyon
3. Utah National Parks



35-54

1. Alaska
2. Canada
3. Yellowstone



55-64

1. Alaska
2. Yellowstone
3. Canada



65+

1. Alaska
2. Canada
3. New England

TRAVEL COMPANIONS: ADVENTURING WITH PETS & KIDS

One of the great benefits of RVing is the flexibility and freedom you have to explore off the beaten path while being able to bring friends, family, and pets along for your adventures.

Who Travels With Kids and Pets?

52%

of respondents travel with pets

5%

of respondents travel with kids

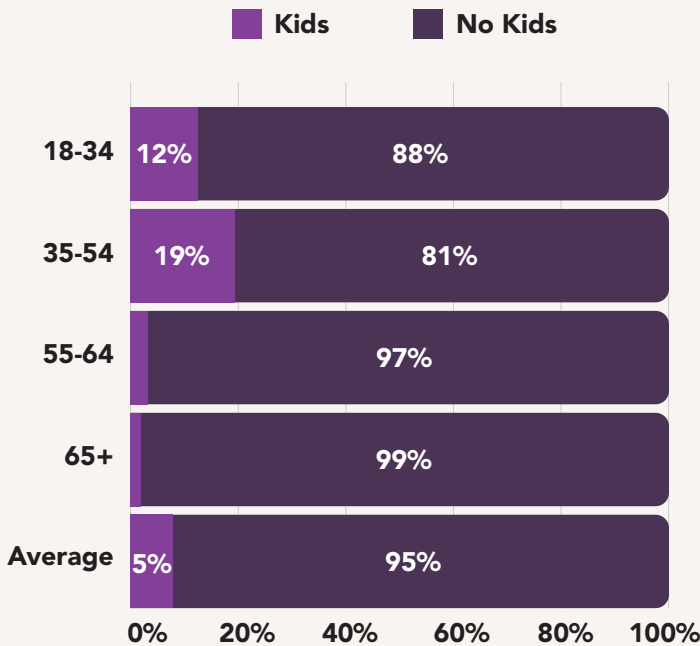
3%

of respondents travel with both children and pets

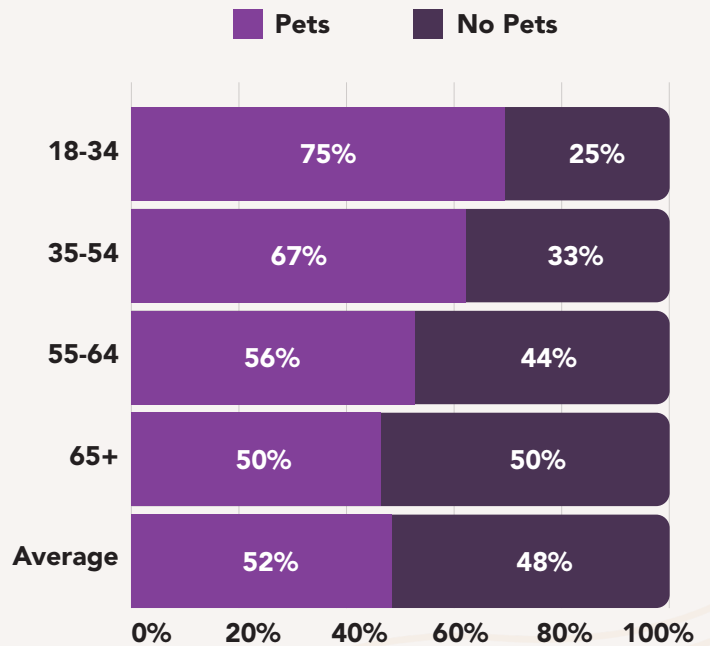
Traveling with pets is popular with full-timers and retirees, and younger RVers tend to travel with pets at an even higher rate than their 55 and older counterparts. RVers who travel with children are more likely to be working full time, own a travel trailer, also have pets, and travel just 1-2 months out of the year than the average RVer surveyed.

Demographic Breakdown

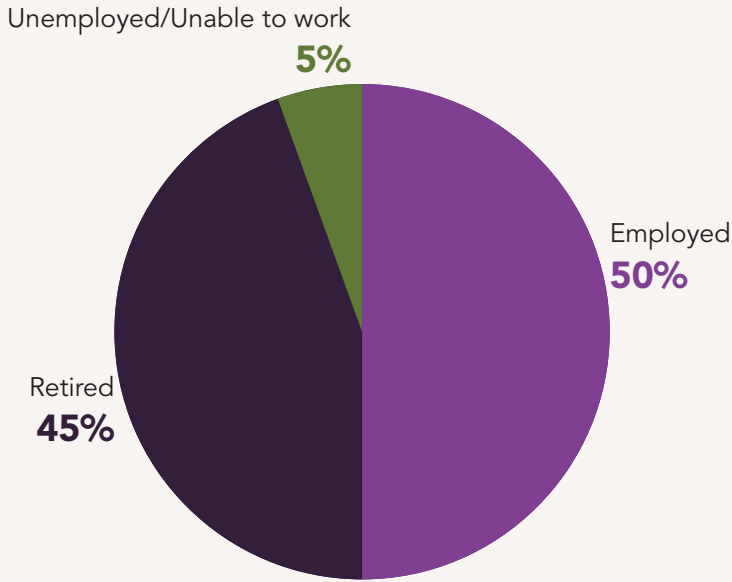
Traveling with Kids, By Age



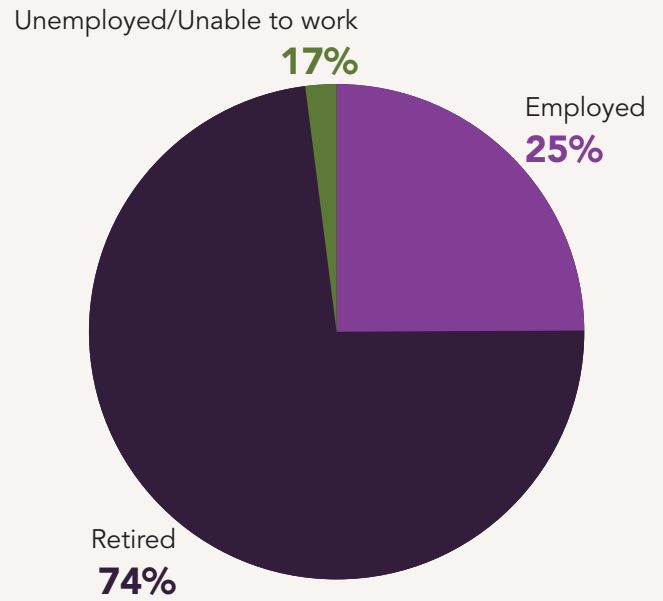
Traveling with Pets, By Age



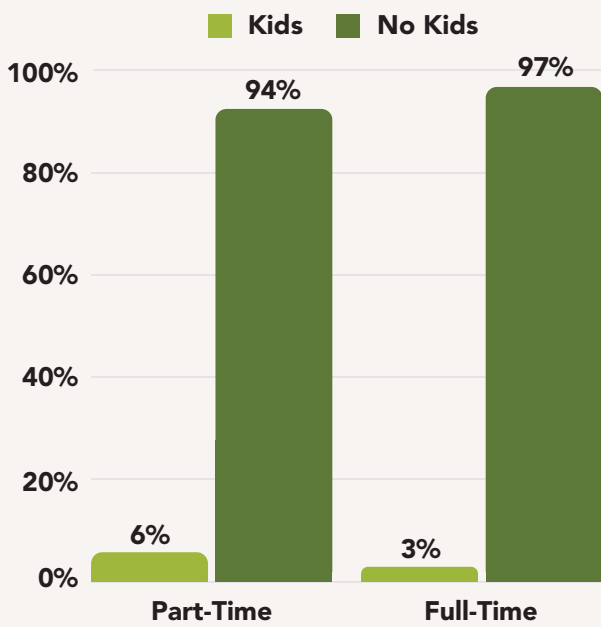
Traveling With Kids, by Employment



Traveling with Pets, By Employment

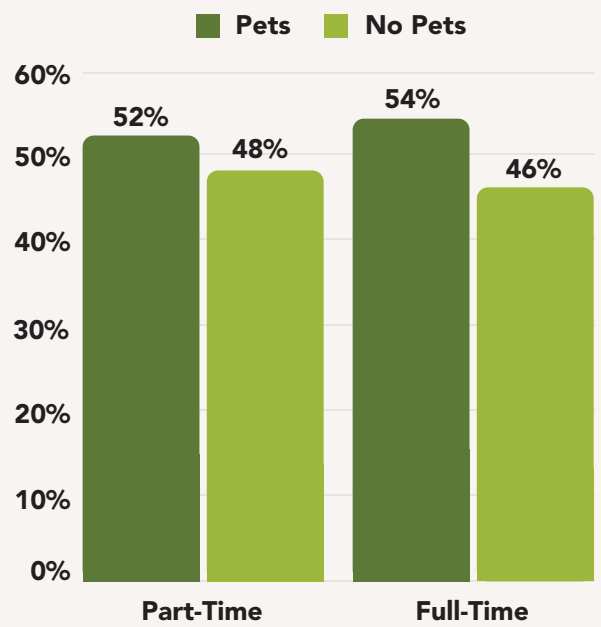


Part-Time vs Full-Time RVers with Kids



Do you travel with children under 18?

Part-Time vs Full-Time RVers With Pets



Do you travel with pets?

RVER ANXIETIES

Several stressors impact and inform how RVers choose to travel. **Weather (44%), campground availability (45%), and health (39%)** are the top factors RVers consider when deciding where to travel. **RV repairs and breakdowns (51%), crowded campgrounds (59%), and lack of campsite availability (53%)** top the list of RVer anxieties.

With RV repairs and breakdowns being a top anxiety of RVers, it makes sense that 51% of RVers consider roadside assistance coverage to be important.

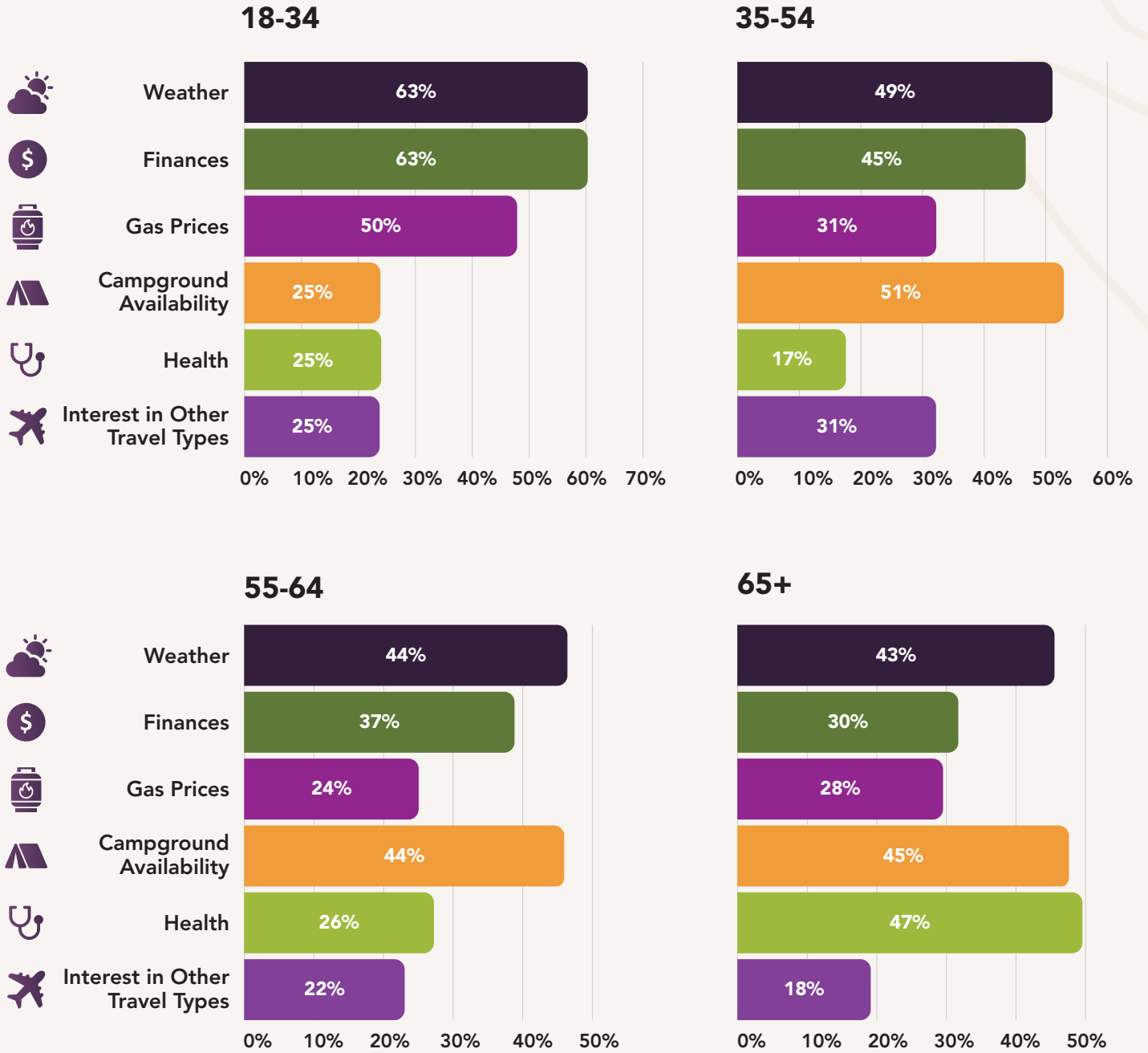
But a good warranty isn't the only tool at your disposal. With the internet, online education, RV-specific memberships, trip planners, and other apps, RVers have access to more resources than ever before.

59% of RVers reported that apps for RV travel have helped reduce their travel stress.

Harvest Hosts can help RVers find places to stay when campgrounds are sold out, Escapees RV Club offers educational courses that help RVers learn maintenance skills and best safety practices, RV Trip Wizard's trip planning functionality can help RVers prevent tunnel strike accidents, and find the nearest RV-friendly gas stations, and so much more.



Primary Considerations For Deciding Whether to RV, By Age



What are your primary considerations when deciding whether or not to travel via RV this year?

Top 3 Pain Points with RVing, By Age



18-34

- 1. RV Repairs and Breakdowns (75%)
- 2. Crowds (63%)
- 3. Lack of Campsite Availability (63%)



35-54

- 1. Lack of Campsite Availability (58%)
- 2. Crowds (55%)
- 3. RV Repairs and Breakdowns (52%)



55-64

- 1. Crowds (60%)
- 2. Lack of Campsite Availability (52%)
- 3. RV Repairs and Breakdowns (51%)

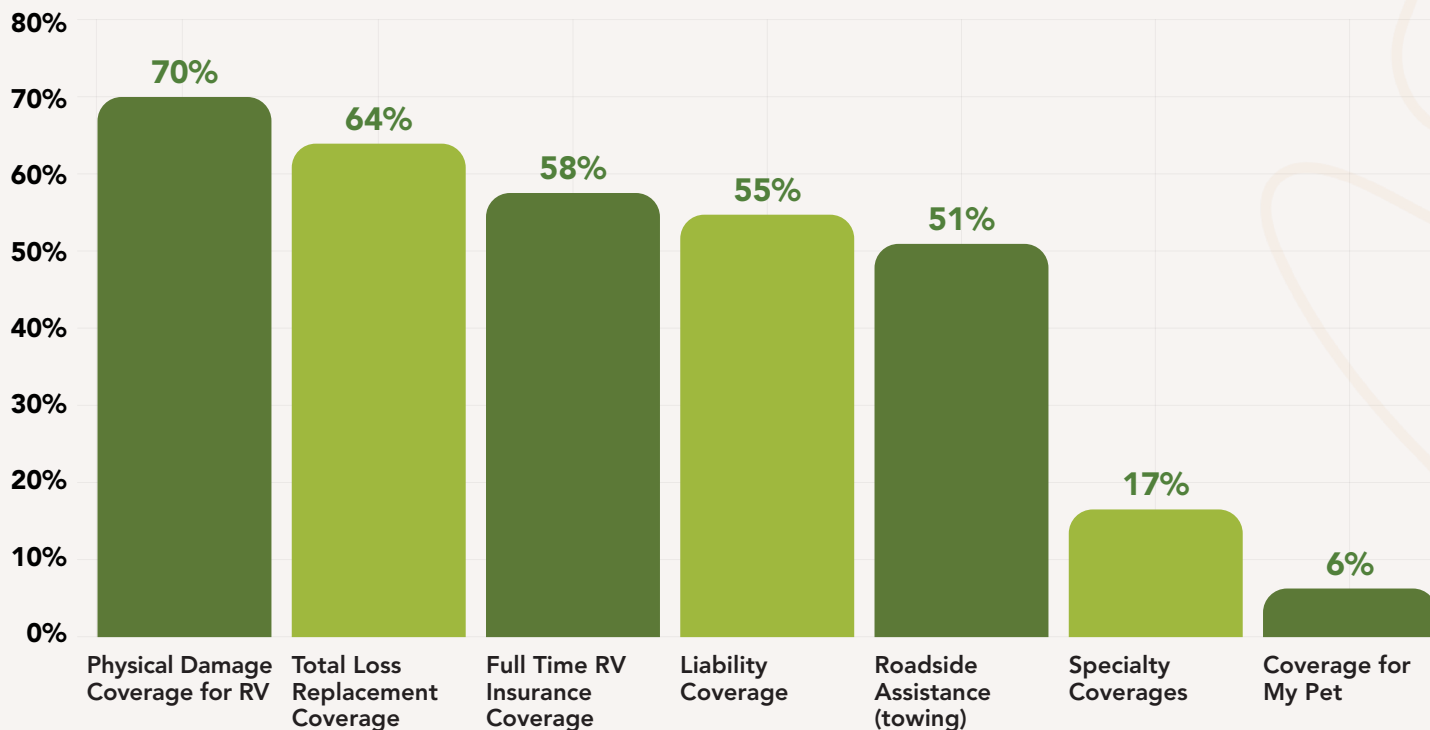


65+

- 1. Crowds (58%)
- 2. Lack of Campsite Availability (53%)
- 3. Finding Locations (51%)

What are your biggest frustrations or pain points when going RVing? What do you find most frustrating?

What Insurance Types RVers Consider



When considering insurance coverage(s) for your RV, what is most important?



THE IMPACT OF THE ECONOMY ON TRAVEL DECISIONS

In the past few years, the rate of inflation has led to economic anxiety throughout North America. Despite the current economic climate, it seems that any financial anxieties RVers experienced mostly did not impact their travel habits in 2024, with 89% of all RVers answering that their travel habits stayed the same or that they traveled more due to factors of economic uncertainty.

RV life requires a lot of start-up costs; purchasing an RV is expensive and renovations and products to make it liveable add even more to the upfront cost. But once you get on the road, the cost of living decreases significantly.

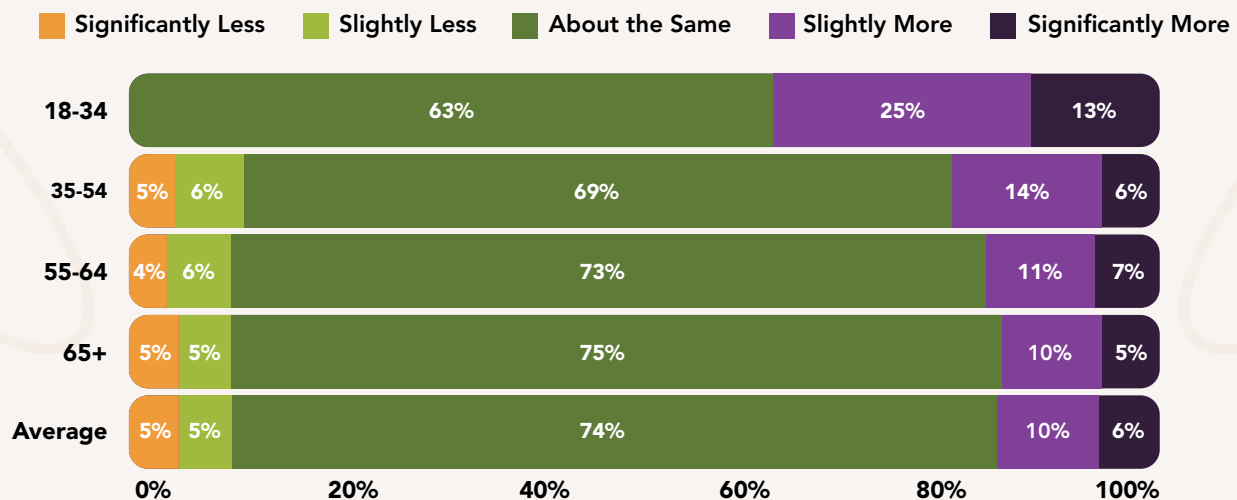
Even for seasoned RVers, price still manages to be influential in certain areas. RVers cite that price is the main factor in choosing RV insurance, for example.

71% of all the RVers we surveyed spend less than \$10,000 per year on RV ownership costs, including camping fees, gas, insurance, and other expenses. Expenses also tend to vary wildly by age, with 45% of 34 to 54-year-olds spending over \$10,000, whereas only 23% of RVers 65 and up spend that much.

Even RVing part-time is a more affordable and accessible way to travel in the long run, especially when traveling with children or pets.

61% of RVers who travel with children under 18 report spending less than \$8,000 per year on RV travel. To put that into context, the average one-week vacation to Disney World for a family of four is almost \$9,000.

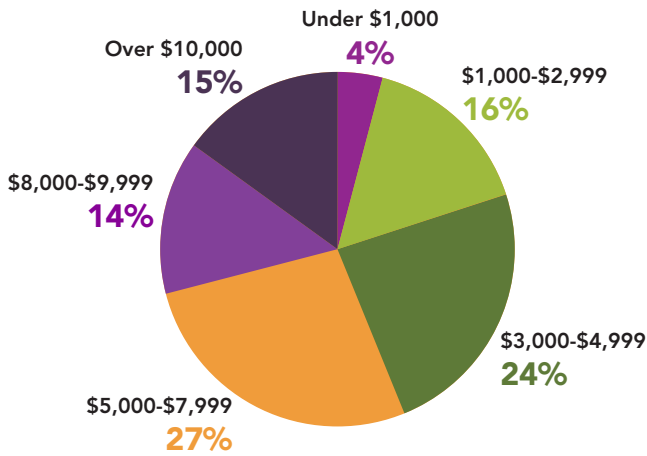
Changes In 2024 Travel Habits Due to Economic Uncertainty, By Age



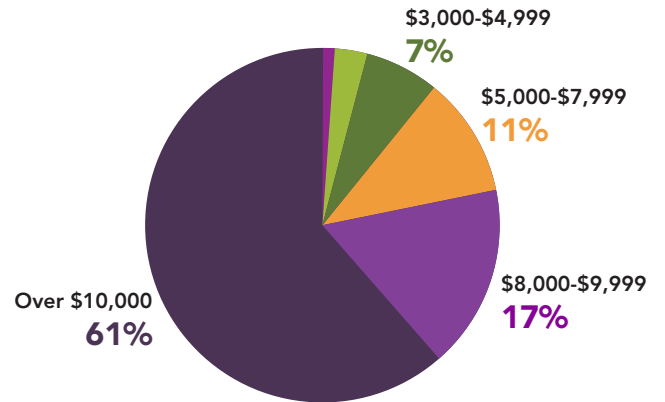
How have your RV travel habits changed this year as a result of economic uncertainty?

The Cost of RVing, By RV Expenses Per Year

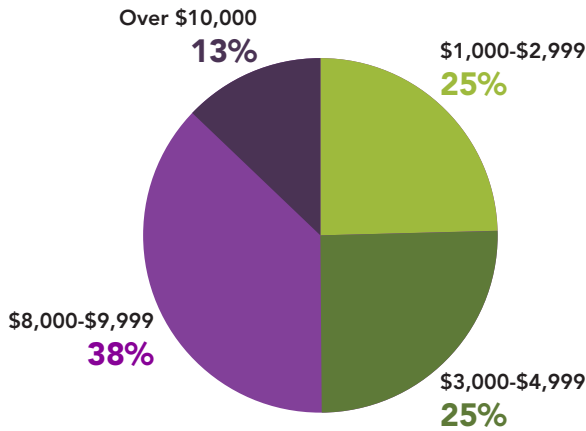
Part-Timers



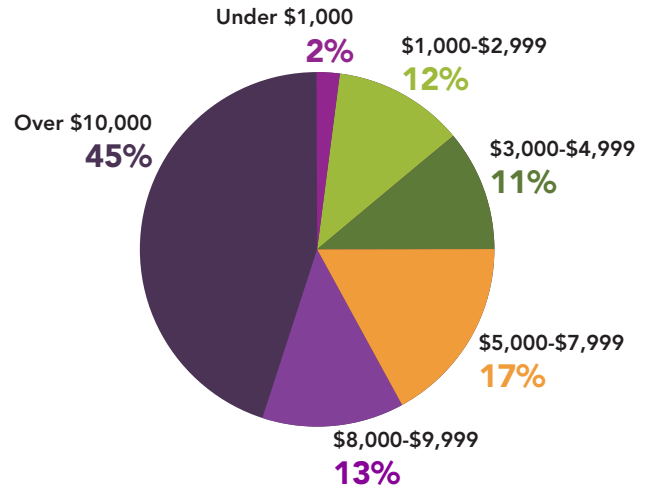
Full-Timers



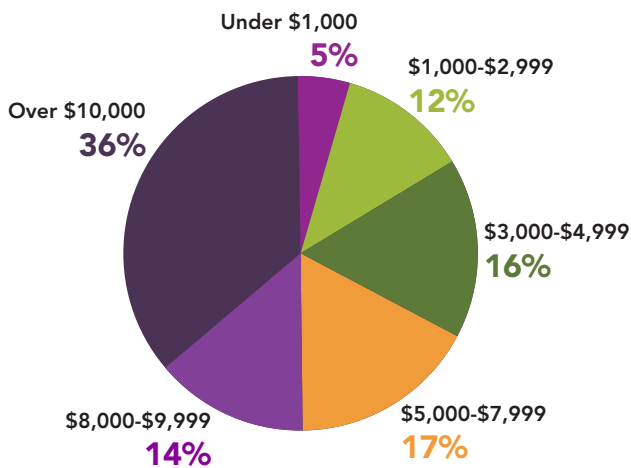
18-34



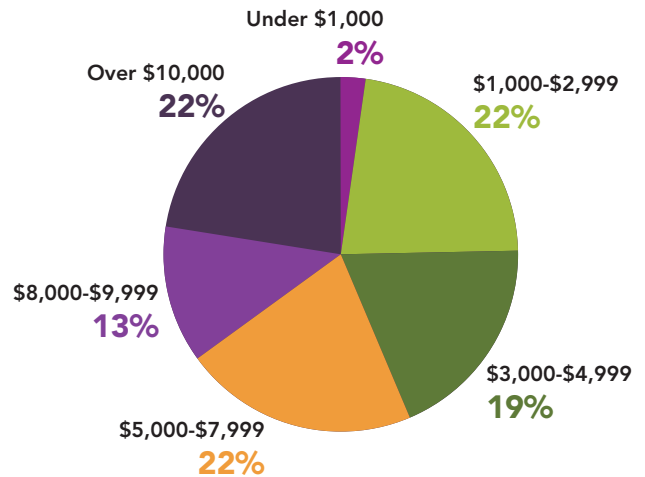
35-54



55-64



65+



How much do you spend per year on RV ownership and camping?

TRAVEL EXPERIENCES OF INTEREST

In order to be an RVer, you have to appreciate the outdoors.

85% of RVers surveyed consider outdoor recreational activities to be important when choosing RV destinations, and their travel habits reflect that!

70%

of RVers hike on RV trips

44%

of RVers bike on RV trips

3%

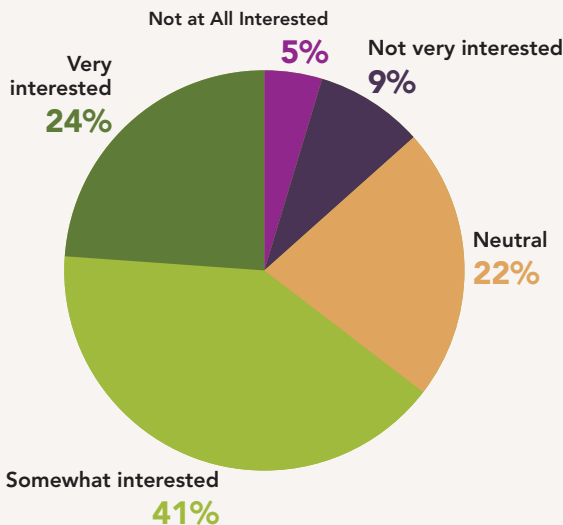
of RVers participate in kayaking or water sports

Agritourism

Another way RVers show their love for the outdoors is agritourism, a business practice that combines agriculture with tourism to attract visitors while generating income. Plant-based farms were the most compelling with 63% of RVers expressing an interest in visiting vineyards, orchards, and vegetable farms during their travels.

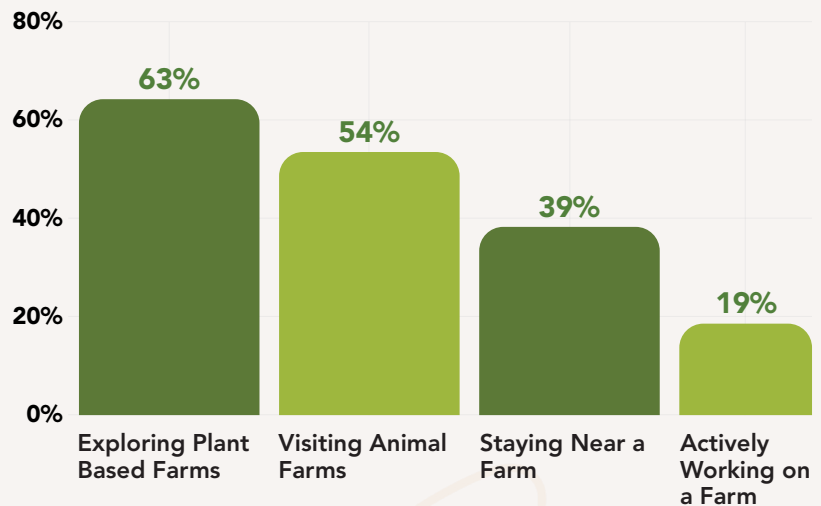
Younger RVers expressed a larger fondness for agritourism than their older counterparts. **50% of the 18-34-year-old RVers we surveyed considered themselves very interested in agritourism** and showed a slight preference toward farms with animals.

General Agritourism Interest Levels



Are you interested in agritourism experiences during your RV travel?

Farm Location Types of Interest



If you are interested in agritourism, which type of farm experience would you most like to have?



ABOUT HARVEST HOSTS

Harvest Hosts, the largest private RV camping network in North America, provides a complete group of offerings to streamline the road travel and camping experience. Its collection of companies includes the central Harvest Hosts product, a membership that offers unique overnight stays at wineries, breweries, distilleries, golf courses, museums, and other scenic small businesses; Boondockers Welcome, a community of RVers allowing guests to stay overnight on their property for free; Escapees RV Club, one of the largest and most established RV membership organizations, offering resources, education, and community for all RVers; CampScanner, an alert service to book sold-out campgrounds; and Brit Stops, a membership connecting motorhome tourists in the UK and Ireland with small businesses for overnight stays.

The company's mission is to advance the technology and accessibility of the RVing and campground industry, making traveling while supporting national parks, local small businesses, and communities easier than ever.

ABOUT PROGRESSIVE

Progressive Insurance is well known for its outstanding personal and commercial auto, home, boat, and motorcycle insurance policies, offering great coverage at affordable rates, but it's also one of the leading specialty RV insurers in the country too! Whether you're a full-time RVer, digital nomad, snowbird, or weekend warrior, chances are you'll find coverage to meet your needs.

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