

ARVC's June Campaign



AFFORDABLE. FUN.
LASTING FAMILY MEMORIES.

GET OUTDOORS
— and —
GO CAMPING AMERICA

It's easy!



Research – Did You Know?

- Average number of families in the US with children under 18 is 35,218,000. (data from 2010 US Census)
- Baby Boomers, aged 41-59 yrs old, are the largest percentage of active campers, making up 46% of the active campers; 43% own an RV
- Only 26% of the Generation Xers (aged 27-40) are active campers; and only 11% of them own an RV
- Only 9% of the Echo-Boomers (26 and younger) are active campers; and only 1% of them own an RV (Research from 2005 American Camper Profile Survey)

Research: A Young Market Virtually Untouched

- **New Research from Mandala Research – Project 85, Drive Market Survey**
 - 1000 travelers surveyed
 - **Median HH income, \$50,548**
 - 20% Gen Y, 30% Gen X, 33% Boomers, 17% Silent
 - **Overall...60% said reason for driving was the affordability**
 - **63% preferred planning their trip online; 40% plan 1 week before**
 - Gen X reported the greatest factor influencing travel was the dates (due to children) – 57%
 - Median mileage for most recent trip was 300 miles
 - **Reasons for trip: 89% lasting memories; 83% enriching relationships with spouse/kids; 74% getting outdoors to explore nature. *Nearly half want a social experience with others.***
 - Less than 4% stayed in an RV Parks or Campground
 - **But 40% said they could stay in a cabin; 13% were interested in renting an RV**

Our Target Audience

- 18-45 yr old age demographic with a median household income of \$50,000+
- Families with young children, under age 18

In the following slides, you will learn how our campaign targets this audience and from the research shared why this campaign is so relevant!



What is the June Campaign?

'Get Outdoors & Go Camping America...It's Easy!'

Purpose: To encourage young families to go camping during the month of June, Great Outdoors Month, using GoCampingAmerica.com (GCA) coupons for discounts on all things camping; and to document their camping experience on video for a chance to win a grand prize.

Campaign Specifics

- June 1 – June 25
- Campaign uses:
 - Couponing
 - Viral Video
 - Social Media
 - Marketing Efforts
 - Media Outreach/PR



Overview

GCA Website

Social Media

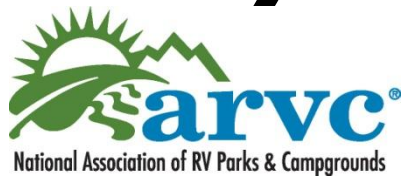
PR: State
Tourism

GCA Blog

ARVC State
Associations

www.GoCampingAmerica.com/promotions

ARVC Member
Parks



**VIRAL
VIDEO**



Reaches over 440,000+ subscribers



Partners

INTERNET KILLED TELEVISION

- Charles Trippy & Alli Speed
- 440,000 subscribers
- It's the 36th most subscribed comedian channel on YouTube
- 120,000 viewers per episode each day
- Vlogging: home-made reality show, 1st person perspective (video-blogging)



INTERNET KILLED TELEVISION

A decorative graphic featuring two satellites in orbit and a space helmet with stars and a red antenna, positioned to the right of the title.

- Vlogging May 23-28
- RV road trip to several parks in Florida
- Each day they will document their experiences in the RV and at the RV Parks and campgrounds
- Every video will have a shout out about Gocampingamerica.com and a link to the URL in the description box under each video
- Charles will talk about June being Great Outdoors Month, encourage all to go camping and send his followers to www.gocampingamerica.com/promotions and mention that there are coupons for camping as well as details on a video competition where Internet Killed Television's following can participate and possibly win a free road/camping trip.
- On the GCA landing page, Plaid Video will have a widget where people must become fans and share gocampingamerica.com with their friends on Facebook.

Ads to Promote Campaign

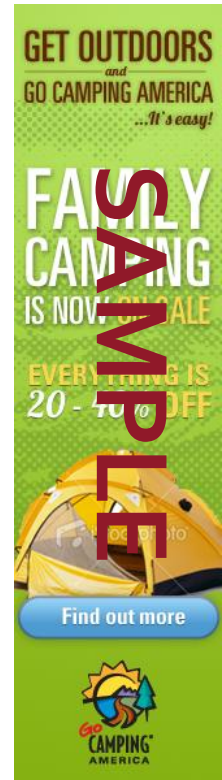
- These ads will help promote the campaign, they are available for use on arvc.org/june.aspx for download



Print or E-Newsletter



Online Banner Ad



Online Banner Ad



Online Banner Ad

Promotions Page on GCA

- All effort will drive traffic to:
www.GoCampingAmerica.com/promotions
- Consumers will be able to access & download coupons for 'all-things camping' on SALE
- Includes a 20% off reg. night stay at GCA/ARVC member parks
- And coupons for our partners including: Coleman, Camping World, El Monte RV & Cruise America

GCA 20% Off Coupon



20% OFF GOCAMPINGAMERICA.COM PARK STAYS

Rules & Regulations:

- Consumer must call park at least 24 hours in advance for reservation.
- Coupon not good with any other coupons and is good for any day of the week for a maximum of 7 days.
- Discount of 20% off full, published rates.
- Subject to availability.
- Offer does not apply to pre-existing reservations.
- Valid at participating parks only. Parks have right to refuse coupon.

*Valid June 1st -
June 25th, 2011*



- This coupon will appear on the promotions page on GCA.com along with our partners coupons for discounts

Partners



- Partners will have offers on the promotions page
- Example: Camping World - \$5 off a purchase of \$20 or more
- Coupon will link back to Camping World website
 - Camping World will promote our campaign on their website, social media sites, blog and in their 78 stores
- *With our partners also promoting the campaign, we can reach more of an audience! A win-win situation*

Judy Moody Partnership

- Judy Moody & The Not So Bummer Summer
- Movie release date June 10th
- Partnering on Video Contest: Not Bummer Summer 'Get Outdoors & Go Camping America' Video Contest
- Contest runs: June 1 – Labor Day 2011
- Video Contest hosted on GCA, encourages young families to document their camping experience on film for a grand prize
- Prize: RV rental, park stay, Vespa (Judy Moody), Judy Moody books, DVD, etc
- As partners, we'll help promote the kids movie on GCA Kids Corner and in our marketing/media efforts and on our social media sites
- In return, they'll promote our June campaign at various mall events across the country and on their website/social media sites

What Can You Do?

- Accept the coupon at your park and encourage your state member parks to accept it as well!
- Promote the campaign by using our ready-made ads (print and online available) downloadable for use off of www.arvc.org/june
- Share the following 1-pg info sheet with park employees so they are familiar with the coupon/campaign
- Host your own local PR event to create publicity!

Info Sheet for Park Staff

Important Information for Park Operators & Staff



ARVC's June Campaign: Get Outdoors & Go Camping America...It's Easy!

Valid June 1—June 25, 2011

Here's What You Need to Know...

Q: What is the June Campaign—"Get Outdoors & Go Camping America...It's Easy"?

A: We're using viral videos, media outreach, social media and other marketing tactics to bring new business (particularly young families) to your park June 1—June 25. These various tactics will drive traffic to www.GoCampingAmerica.com/promotions where the consumer will find hot deals on 'everything camping' - from 20% off Go Camping America park stays, to discounts for camping gear at Coleman, & Camping World, to discounts on RV rentals at Cruise America. **They may be calling your park to redeem 20% off a regular nightly stay, using a coupon provided by ARVC.**

Q: What does my park have to do to participate?

A: 1. Make sure you and your staff are aware of the campaign, familiarize yourself by visiting www.GoCampingAmerica.com/promotions anytime after May 15th.

2. When a camping guest calls and mentions the coupon, ACCEPT IT! All your park has to do is honor it for up to 7 consecutive days and make their reservation (only valid June 1—June 25). There is no need to call/email/tell ARVC that you are participating. We will contact you in July to get your results. We assume all GCA parks will participate unless you deny the guest the use of the coupon. Your park has that option, but we encourage you to take the business we're sending you. If your park is full, consider allowing the customer to use the coupon at a later date when you have vacancy.

3. Encourage the camping guest to document their camping experience on film for a chance to win an RV Camping Vacation. Go to www.GoCampingAmerica.com/promotions for more information (after May 15th).

Q: How can my park promote the campaign?

A: Download ads promoting the campaign from www.arvc.org/june website and post the ads on your park website, social media sites (Facebook & Twitter) or any printed directories your park or state association publishes. The more promotion, the better!

ARVC Creating Business For Your Park...

#1 Ad Promoting Campaign In Media & Online



#2 GCA Coupon Offering 20% Off Park Stays

#3 Consumers Making Reservations @ Your Park

= \$\$\$ Business for YOU!

Available on
www.arvc.org/june

PR Support for E-Coupon Program

- Outreach to State Tourism Offices
- 25 states have agreed to post ARVC's news release about the e-coupon promotion on their tourism websites.
- Some states say they will also distribute our release through their blogs, Facebook pages and other social media channels.

PR Support for E-Coupon Program

- News Media Outreach
 - Jeff Crider will be promoting the e-coupon program and video contest in conjunction with other news releases designed to generate interest in camping at ARVC member parks.
 - USA Today has already agreed to post information about the program on their travel blog in May.

PR Support for E-Coupon Program

- News Media Outreach
 - Jeff is also willing to help state associations publicize any events they organize to promote National Great Outdoors Month.
 - But we need to move quickly. We should be making preliminary contact with reporters about state-specific events by mid-May.