

ORVDA Annual General Meeting
Wednesday, August 24, 2022
8:30 am - 10:40 am
Blue Mountain Conference Centre

President's remarks

The last few turbulent years have brought enhanced visibility to the RV industry. They also brought challenges. Members have had to adapt to demand for online services, contend with major supply issues, and an overall increase in the cost of doing business.

Similar challenges have impacted the ORVDA. We made major changes to protect our operational health and meet the changing needs of our members. We were careful stewards of member resources. We suspended supplier contracts, postponed shows, and temporarily laid off key staff.

To continue delivering provincial advocacy, professional development services, and the four provincial RV shows our members depend on, the ORVDA is committed to rebuilding scenario plans for the short and longer term.

The most important component of our association is our members and partners. ORVDA is a vibrant network of peers and opportunities, providing a strong foundation and support for our mission as an industry. I am inspired by our membership retention data as we continue to monitor the health of our organization.

The four ORVDA shows are core to our mandate. They build profile for the RV lifestyle amongst the public. They also generate media coverage and drive sales for companies - from insurance brokers to campgrounds. We are extremely pleased to relaunch our full slate of RV shows, starting with the Toronto Fall RV Show and Sale, October 14-16, 2022.

ORVDA has a dedicated and capable board that has contributed their talents and ideas to advance the strategic direction of the organization. It is the goal of the Association to consider geographical locations when reviewing candidates for the Board of Directors to ensure adequate representation across the province. The current composition of the board has significantly improved with representation from Southwestern Ontario, Northern Ontario, Central Ontario, and the GTA.

The ORVDA has done an outstanding job of leading our member services; accomplishing important advocacy priorities, accessing financial resources and grant programs delivered from the federal government, and laying the groundwork for the future of RV Technician training in the province.

I would like to thank our members for your support of our organization, and I would also like to extend my gratitude to our industry partners and sponsors; your contributions continue to support our strategic direction. Finally, I would like to thank the association staff, committees, and board of directors for their commitment and dedication over this past year.

The AGM material was posted to our member website on August 11th. the content provides detailed information on all Association activities as well as financial statements. You can access this material with your member login ID and password.

On that note, LADIES, GENTLEMEN, MEMBERS, AND GUESTS, I'D LIKE TO CALL THIS ANNUAL MEETING TO ORDER. Natalie, DO WE HAVE THE NECESSARY QUORUM PRESENT ACCORDING TO THE BY-LAWS?

Natalie:

Yes

John

Having the necessary quorum of members of ORVDA present at this time, the Annual Meeting is duly constituted and open for business.

Motion to accept the agenda

Motion: Justin Boyd

Second: Sam Parks

Carried

The minutes of the 2021 annual meeting are included in your material, is there any discussion or business arising from the Annual General Meeting held on October 7, 2021?

There was no discussion, questions or business arising.

Motion to approve the minutes of the Annual General Meeting on October 7, 2021.

Motion: Andy Thomson

Second: Herb Cowen

Carried

Auditors' Report and Financial Statements

Presented by: David Sharpe (BDO)

The auditor's report is included with the financial statements as required by the ORVDA by-laws, which includes the financial statements for the fiscal year ended May 31, 2022.

These statements compare the financial results of the Association with the year that ended May 31, 2021. (****The meeting material including financials is posted on the ORVDA website.***

Members can access it by logging in with their member ID and password)

Member Questions

There were no questions or business arising from the financial statements for the fiscal year ended May 31, 2022.

Motion to accept the May 31, 2022, financial statements as presented?

Motion: Andy Thomson

Second: Sam Parks
Carried

Motion to appoint BDO as the official auditors for the Ontario Recreation Vehicle Dealers Association.

Motion: Justin Boyd
Second: Herb Cowen
Carried:

RVDA of Canada Report

Presented by: Jim Gorrie (Treasurer, RVDA of Canada)

*The RVDA of Canada Report is included in the Annual Report. Members can access the report by logging into the website.

GO RVing Canada Report

Presented by: Cyrus Irani (Director, Digital Strategy – GO RVing Canada)

*The GO RVing Canada Report is included in the Annual Report. Members can access the report by logging into the website.

New Business

There were no questions or new business arising during the 2022, Annual General Meeting of the ORVDA.

Election of Officers and Directors

The nominating committee has recommended the following candidates, who have all accepted the nominations, for the position(s) of Director-At-Large for the Association's 2022-2023 fiscal year.

- Chris McKee, General Manager ([The Hitch House](#)) Director at Large, 2-year term
- Mike Roberts, Acting Dealer Principal/General Manager ([Timmins RV](#)) Director at Large, 2-year term

The following officer positions for the Association's 2022-2023 fiscal year are determined by succession:

Chairman

- John Krohnert, Dealer Principal ([Platinum RV Centre](#))

Vice-Chairman

- Harry Patel, Dealer Principal, ([Motorhome Travel](#))

Treasurer

- ☐ Rob Edwards, Director of Sales ([NTP-Stag Canada](#))

2022/2023 Proposed Slate of Directors

The affairs of the Association shall be managed by a Board of Directors consisting of a minimum of seven and a maximum of nine persons elected by the membership at the Annual General Meeting of the Association.

TITLE	NAME	TERM EXPIRY
<i>Chairman</i>	<i>John Krohnert</i>	<i>2023</i>
<i>Vice-Chairman</i>	<i>Harry Patel</i>	<i>2023</i>
<i>Treasurer</i>	<i>Rob Edwards</i>	<i>2023</i>
<i>Past Chair</i>	<i>Vacant</i>	<i>2023</i>
<i>Director</i>	<i>Mike Roberts</i>	<i>2024</i>
<i>Director</i>	<i>Chris McKee</i>	<i>2024</i>
<i>Director</i>	<i>Edward Raymond</i>	<i>2023</i>
<i>Director</i>	<i>Richard Tache</i>	<i>2023</i>
<i>Director</i>	<i>Dean Del Mastro</i>	<i>2023</i>

The call for nominations was circulated to the membership on July 25th. There were no additional nominations presented for consideration.

Motion to accept the 2022/2023 slate of directors as presented.

Motion: Herb Cowen

Second: Justin Boyd

Carried

Special Recognition Presentation – The George Goodrick Emerging Leader Award

Presenter: Eleonore Hamm (President, RVDA of Canada)

The George Goodrick Emerging Leader Award was presented to, Nicole Serwatuk, Sicard RV.

Closing Remarks

The Chairman of the ORVDA thanked everyone for joining and participating in today's events.

Resolution

To conclude, we require a resolution to approve all acts, contracts, by-laws, proceedings, resolutions, elections, appointments, and payment of money by the Board of Directors, the Executive Committee, and the Board of Trustees and the books and records of the corporation for 2021/2022.

Motion for the resolution

Motion: Andy Thomson

Second: Justin Boyd

Carried

Motion to adjourn

Motion: Sam Parks

Seconded: Justin Boyd

Meeting adjourned.

**Ontario Recreation Vehicle
Dealers Association**
Financial Statements
For the year ended 31st May 2023

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Independent Auditor's Report

To the Board of Directors of the Ontario Recreation Vehicle Dealers Association

Opinion

We have audited the financial statements of Ontario Recreation Vehicle Dealers Association (the Association), which comprise the statement of financial position as at May 31, 2023, and the statements of revenues, expenditures and net assets, reserve for education, reserve for legal, and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at May 31, 2023, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not for profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Material Uncertainty Related to Going Concern

Without modifying our opinion, we draw attention to Note 2 - Going Concern in the financial statements which indicates that the Association has been experiencing recurring deficits and has relied on financing to fund operations. The Association has experienced declining attendance at shows with increasing costs of operations. These conditions, along with other matters as set forth in Note 2, indicate the existence of a material uncertainty that may cast significant doubt about the Association's ability to continue as a going concern.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not for profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.



Auditor's Responsibilities

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Chartered Professional Accountants, Licensed Public Accountants

Mount Forest, Ontario
August 16, 2023

Ontario Recreation Vehicle Dealers Association Statement of Financial Position

As at 31st May	2023	2022
Assets		
Current		
Cash	\$ -	\$ 67,966
Accounts receivable	25,211	8,023
Prepaid expenses	30,827	141,236
Current portion of investments (Note 3)	102,574	100,513
	158,612	317,738
Investments (Note 3)	-	-
Tangible capital assets (Note 4)	279,211	272,749
	\$ 437,823	\$ 590,487

Liabilities and Members' Equity

Current		
Bank indebtedness (Note 5)	\$ 215,534	\$ -
Accounts payable and accrued liabilities	42,974	80,538
Deferred revenue	45,820	35,381
	304,328	115,919
Long-term debt (Note 6)	40,000	40,000
	344,328	155,919
Commitments (Note 7)		
Members' equity		
Net assets	43,495	334,568
Reserve for Education	-	50,000
Reserve for Legal	50,000	50,000
	93,495	434,568
	\$ 437,823	\$ 590,487

On behalf of the Board:

Director

Director

The accompanying notes are an integral part of these financial statements.

Ontario Recreation Vehicle Dealers Association Statement of Reserve for Education

For the year ended 31st May	2023	2022
Revenue		
Reserve fund allocation from operating	\$ 66,071	\$ 147,080
Education grants	12,765	12,765
	78,836	159,845
Expenditures		
Member education	128,836	135,795
Excess of revenue over (under) expenditures	(50,000)	24,050
Balance, beginning of the year	50,000	25,950
Balance, end of the year	\$ -	\$ 50,000

Ontario Recreation Vehicle Dealers Association Statement of Reserve for Legal

For the year ended 31st May	2023	2022
Revenue		
Reserve fund allocation from (to) operating	\$ -	\$ (50,000)
Expenditures		
	-	-
Excess of revenue over (under) expenditures	-	(50,000)
Balance, beginning of the year	50,000	100,000
Balance, end of the year	\$ 50,000	\$ 50,000

Ontario Recreation Vehicle Dealers Association Statement of Revenues, Expenditures and Net Assets

For the year ended 31st May	2023	2022
Revenue		
AGM and golf event	\$ 40,779	\$ -
Booth space	84,180	-
Bulk space	608,351	-
Endorsements and commissions	100,191	83,898
Gate receipts	229,196	-
Government grants	-	77,110
Membership fees	98,635	67,799
Miscellaneous and interest	16,647	10,824
Training courses	131,960	144,549
	1,309,939	384,180
Expenditures (See page 7)	1,359,521	314,407
Net income before extraordinary items	(49,582)	69,773
Extraordinary items		
Recovery of impairment on show deposits	-	44,602
Impairment on goodwill (Note 10)	-	(200,000)
Expenses related to show cancellation (Note 10)	(175,420)	-
	(175,420)	(155,398)
	(225,002)	(85,625)
Transfer to Reserve for Education	66,071	147,080
Transfer from Reserve for Legal	-	(50,000)
	66,071	97,080
Excess of revenue over (under) expenditures	(291,073)	(182,705)
Net assets, beginning of year	334,568	517,273
Net assets, end of year	\$ 43,495	\$ 334,568

The accompanying notes are an integral part of these financial statements.

Ontario Recreation Vehicle Dealers Association Schedule of Expenditures

For the year ended 31st May	2023	2022
Advertising and promotions	\$ 272,338	\$ 23,074
AGM and golf event	49,021	549
Amortization	5,931	4,380
Bank charges and interest	24,004	5,135
Board and committee reimbursements	3,652	-
Consulting services	9,250	-
Donations	5,115	-
Equipment maintenance and rental	4,684	2,644
Facility rental	400,846	-
Government relations	1,800	12,600
Insurance	10,820	11,214
National membership assessment	29,815	31,535
Office and general	3,549	3,191
Printing, postage and stationery	8,375	2,286
Professional services	28,760	22,469
Property taxes	3,591	3,515
Repairs and maintenance	11,391	5,119
Salaries and benefits	227,026	160,353
Show services and supplies	202,871	-
Telephone and fax	30,339	21,390
Travel	23,071	2,260
Utilities	3,272	2,693
	\$ 1,359,521	\$ 314,407

Ontario Recreation Vehicle Dealers Association Statement of Cash Flows

For the year ended 31st May	2023	2022
Cash provided by (used in)		
Operating activities		
Excess of revenue over (under) expenditures	\$ (291,073)	\$ (182,705)
Items not involving cash		
Amortization	5,931	4,380
Impairment on show deposits (reversal)	-	(44,602)
Impairment on goodwill	-	200,000
	(285,142)	(22,927)
Changes in non-cash working capital balances:		
Decrease (increase) in accounts receivable	(17,188)	15,257
Decrease (increase) in prepaid expenses	110,409	(342)
Increase (decrease) in accounts payable and accrued liabilities	(37,564)	28,366
Increase (decrease) in deferred revenue	10,439	2,646
	(219,046)	23,000
Investing activities		
Redemption of investments	100,513	99,987
Purchase of investments	(102,574)	(100,513)
Purchase of tangible capital assets	(12,393)	-
Reserve for Education funding	12,765	12,765
Reserve for Education expenditures	(128,836)	(135,795)
Transfer to Reserve for Education	66,071	147,080
Transfer from Reserve for Legal	-	(50,000)
	(64,454)	(26,476)
Financing activities		
Proceeds on issue of long-term debt	-	10,000
Change in bank indebtedness	215,534	-
	215,534	10,000
Increase (decrease) in cash during the year	(67,966)	6,524
Cash, beginning of year	67,966	61,442
Cash, end of year	\$ -	\$ 67,966

The accompanying notes are an integral part of these financial statements.

Ontario Recreation Vehicle Dealers Association

Notes to Financial Statements

31st May 2023

1. Significant Accounting Policies

Nature and Purpose of Organization

The Ontario Recreation Vehicle Dealers Association (the Association) was incorporated by letters patent without share capital under the provisions of the Ontario Corporations Act. The corporation is to be carried on without pecuniary gain to its members and any profits or other accretions are to be used in promoting its objectives. The purposes of the Association are to foster, advance and protect the interest of those engaged in the recreation vehicle industry on a full time basis. Under the provisions of the Income Tax Act the association is exempt from income tax.

The objectives of the Association are:

- a) To foster and advance the interest of those engaged in the recreation vehicle industry on a full time basis;
- b) To encourage and protect the Ontario recreation vehicle dealers interests;
- c) To provide business information;
- d) To avoid, if possible, and to adjust trade difficulties and misunderstandings;
- e) To inculcate just and equitable principals within the industry;
- f) To promote and encourage proper friendly business and social intercourse, harmony and good feeling amongst those engaged in the full time operation of recreation vehicle dealerships.

Basis of Accounting

The financial statements have been prepared using Canadian accounting standards for not-for-profit organizations.

Use of Estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates that affect the reported amounts of assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from management's best estimates as additional information becomes available in the future. The use of estimates is primarily related to the allowance for doubtful accounts.

Fund Accounting

The Association follows the deferral method of accounting for contributions.

Ontario Recreation Vehicle Dealers Association

Notes to Financial Statements

31st May 2023

1. Significant Accounting Policies (continued)

Revenue Recognition	Revenues from the shows, training, and AGM and golf events are recognized at the time of the show, training or event, if the amount to be received can be reasonably estimated and collection is reasonably assured. Revenues from endorsements and commissions are recognized as earned, if the amount to be received can be reasonably estimated and collection is reasonably assured. Membership fees are recognized at the beginning of the year to which they relate. Other revenues are recognized as received, if the amount to be received can be reasonably estimated and collection is reasonably assured.						
Government Grants	Government grants are recognized in the period that pertains to related expense.						
Reserves	<p>The Board of Directors has established two reserves as follows:</p> <p>(i) Education</p> <p>The Education reserve contributions are determined annually by the Board of Directors. The reserve is to be used for the following purposes: For reimbursement of members for certificate courses at a rate established by the Board of Directors, for special programs approved by the association, including trainer/instructor costs, related travel, equipment and facility costs, for Board of Director and committee education and training, for lobbying activities of the association, and for new educational initiatives approved by the Board of Directors.</p> <p>(ii) Legal</p> <p>The Legal reserve was established to assist with legal planning and consultations on new initiatives and existing operations.</p>						
Tangible Capital Assets	<p>Tangible capital assets are recorded at cost less accumulated amortization. Amortization is based on the estimated useful life of the assets and is calculated as follows:</p> <table><tr><td>Buildings</td><td>- 50 year straight line basis</td></tr><tr><td>Computer equipment, automotive</td><td>- 30% diminishing balance basis</td></tr><tr><td>Furniture, fixtures and equipment</td><td>- 20% diminishing balance basis</td></tr></table>	Buildings	- 50 year straight line basis	Computer equipment, automotive	- 30% diminishing balance basis	Furniture, fixtures and equipment	- 20% diminishing balance basis
Buildings	- 50 year straight line basis						
Computer equipment, automotive	- 30% diminishing balance basis						
Furniture, fixtures and equipment	- 20% diminishing balance basis						
Contributed Services	Because of the difficulty of determining their fair value, contributed services are not recognized in the financial statements.						
Financial Instruments	Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, equities traded in an active market and derivatives are reported at fair value, with any unrealized gains and losses reported in operations. In addition, all bonds and guaranteed investment certificates have been designated to be in the fair value category, with gains and losses reported in operations. All other financial instruments are reported at cost or amortized cost less impairment, if applicable. Financial assets are tested for impairment when changes in circumstances indicate the asset could be impaired. Transaction costs on the acquisition, sale or issue of financial instruments are expensed for those items remeasured at fair value at each statement of financial position date and charged to the financial instrument for those measured at amortized cost.						

Ontario Recreation Vehicle Dealers Association

Notes to Financial Statements

31st May 2023

2. Going Concern

The Association has incurred significant deficits over the last five years due to declining profitability of shows and has required financing to fund operations. As a result, there is material uncertainty that may cast significant doubt as to whether the Association will have the ability to continue as a going concern.

The Association's ability to continue as a going concern is dependent on securing new funding sources and reducing expenditures. If the Association is unable to achieve this, there is a possibility that the Association may be unable to continue to realize its assets and to discharge its liabilities in the normal course of operations.

These financial statements are prepared on a going concern basis in accordance with Canadian accounting standards for not-for-profit organizations which assumes that the Association will be able to obtain secure contributions as required and realize its assets and discharge its liabilities in the normal course of operations. If the going concern assumption was not appropriate for these financial statements then adjustments would be necessary to the carrying value of the assets and liabilities.

3. Investments

	2023	2022
Guaranteed Investment Certificate	\$ 102,574	\$ 100,513
Less: Current portion	102,574	100,513
	\$ -	\$ -

The interest rate on the guaranteed investment certificate is 5.20% (2022 - 0.25%) maturing in February 2024.

4. Tangible Capital Assets

	2023		2022	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Land	\$ 155,000	\$ -	\$ 155,000	\$ -
Buildings	158,223	47,422	158,223	44,258
Automotive	6,964	1,045	-	-
Computer equipment	29,319	23,648	23,889	22,380
Furniture, fixtures and equipment	48,560	46,740	48,560	46,285
	\$ 398,066	\$ 118,855	\$ 385,672	\$ 112,923
Net book value		\$ 279,211		\$ 272,749

Ontario Recreation Vehicle Dealers Association Notes to Financial Statements

31st May 2023

5. Line of Credit

The Association has available a \$240,000 (2022 - \$240,000) revolving line of credit bearing interest at the Bank's prime rate plus 1.65%, of which \$184,352 was utilized at year end (2022 - \$Nil). The loan is secured by general security agreements.

6. Long Term Debt

	<u>2023</u>	<u>2022</u>
TD Bank, 0%, CEBA loan payable, recorded net of \$20,000 forgivable portion, no principal repayment required until December 2023 when the loan converts to a 2 year term loan at 5% interest, payable in monthly instalments beginning January 2024 due December 2025	\$ 40,000	\$ 40,000

7. Commitments

The Association entered into a facility rental agreement for the October 2023 fall Toronto RV show. The commitment for the facility rent totaled \$228,275 and deposits of \$22,810 were paid prior to year end that are included in prepaid expenses.

The Association entered into a facility rental agreement for the February 2024 Ottawa RV show. The commitment for the facility rent totaled \$100,800.

8. Related Party Transactions

Included in bulk space, gate receipts, membership fees, endorsements and training course revenues are amounts received from companies controlled by members of the board of directors. All of these transactions were carried out in the normal course of operations at the same rates established for all members of the Association.

Ontario Recreation Vehicle Dealers Association

Notes to Financial Statements

31st May 2023

9. Financial Instrument Risks

Credit Risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Association is exposed to credit risk arising from its accounts receivable.

There have not been any changes in the risk from the prior year.

Liquidity Risk

Liquidity risk is the risk that the association encounters difficulty in meeting its obligations associated with financial liabilities. Liquidity risk includes the risk that, as a result of operational liquidity requirements, the Association will not have sufficient funds to settle a transaction on the due date; will be forced to sell financial assets at a value, which is less than what they are worth; or may be unable to settle or recover a financial asset. Liquidity risk arises from accounts payable and accrued liabilities, bank indebtedness, and long-term debt.

There have not been any changes in the risk from the prior year.

Interest Rate Risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Association is exposed to interest rate risk arising from the possibility that changes in interest rates will affect the value of fixed income denominated investments and the value of its bank indebtedness and long-term debt.

There have not been any changes in the risk from the prior year.

10. COVID-19 Impact

The on-going COVID-19 pandemic has resulted in worldwide emergency measures to combat the spread of the virus. These measures include limits over public gatherings, which impacts the operation of the shows held throughout the year. At this time, it is unknown when the shows will be able to operate and what restrictions will be required, which may have a significant impact on the Association's revenues from gate receipts, bulk space and booth rentals.

During the year ending May 31, 2023 the Association was able to resume holding in-person shows and training courses were subject to capacity limits. The Association made the decision that the January 2023 Toronto RV show would be cancelled, and would continue to be cancelled indefinitely, which resulted in forfeiture of facility rental deposits of \$175,420 plus HST at May 31, 2023. Goodwill of \$200,000 relating to this show was written down in the prior year. If the impacts of COVID-19 continue there could be further impact on the Association and its major customers, suppliers and other third party business associates that could impact the timing and amounts realized on the Association's assets and future profitability. At this time, the full potential impact of COVID-19 on the Association is not known.

Ontario RV Dealers Association
Annual Report 2022/23



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OUR VISION

ORVDA is recognized as the leading and trusted resource to the industry in Ontario, providing value to members and guidance to the public.

OUR MISSION

To advance the interests of Ontario's RV dealers, working collaboratively to grow the industry and promote the RV and outdoor lifestyle.

President's Message

August 2023

The current economic state has presented significant challenges for RV dealers in Ontario. The economic slowdown has led to a decrease in consumer spending and a decline in overall demand for recreational vehicles. RV dealers are grappling with the impacts of reduced sales and increased business costs. These factors have created a highly competitive and uncertain market environment for dealers.

Despite the challenges posed by the economic slowdown, RV dealers in Ontario have displayed remarkable resilience and determination. The current economic state has prompted a renewed focus on operational efficiency, cost management, and customer-centric approaches.

Empowering our vision for the future, the new Ontario RV Dealers Association 2023-2025 Strategic Plan, will serve as a roadmap for ORVDA to elevate itself as the leading resource for the industry in Ontario. The development of this strategic plan was a collaborative effort involving our dedicated volunteer leaders, who engaged in confidential interviews with The Portage Group to gather insights and expectations. This valuable input informed and directed our strategy development process, ensuring that our association is focused on meeting the needs of our members.

It is clear that while ORVDA is already excelling in many areas, there are significant opportunities and threats that have become more pronounced since our last strategic plan. Our leaders have emphasized the need for decisive action to address these issues, and the new strategic plan serves as a catalyst for change.

One of our primary goals is to enhance education, training, and certification within the RV industry. We aim to develop a fully integrated recruitment platform that leads to a tiered, multi-disciplined accreditation system, providing stable career paths for technicians. Additionally, our RV shows must evolve and be reinvented to attract qualified buyers and provide a truly exceptional experience for visitors. We will diversify our shows by involving additional suppliers and relevant products, ensuring they remain relevant and captivating.

Despite the hurdles we have faced, I am optimistic about the future. The dedication and resilience of our members and partners have proven time and again that we can overcome any obstacle. Together, we will continue to chart a path of growth and success for the RV industry in Ontario.

In closing, I would like to express my heartfelt gratitude to our members, partners, and the entire ORVDA team for their unwavering support and commitment throughout the past year. It is an honour to serve as your association president, and I eagerly look forward to the exciting developments that lie ahead as we embark on this new chapter together.

John Krohnert

President, ORVDA



Executive Director's Message

August 2023

Another incredible year in the recreation vehicle industry has flown by, and as I reflect upon the past 12 months, I am inspired by the remarkable strides we have made as the Ontario Recreation Vehicle Dealers Association (ORVDA). Our success can be attributed to our organization's strong board governance. Our dedicated board members have provided exceptional leadership and strategic guidance, which has enhanced our ability to serve our members effectively.



In line with our commitment to continuous improvement, we have taken significant steps to update our vision and mission statements to reflect our evolving goals and aspirations. As the RV industry and market continue to evolve, it was important for the ORVDA to reassess our goals and values and ensure that our vision and mission statement reflected the changing landscape. These updated statements can now be viewed on our website.

As outlined in ORVDA's new strategic plan, one of ORVDA's key priorities over the next three years is reimagining the RV shows with a heavier emphasis on lifestyle. Recognizing the shifting demographics and evolving preferences of outdoor enthusiasts, the Board of Directors is committed to delivering trade shows that go beyond showcasing products; the shows need content that sharply positions the RV lifestyle as an exhilarating way to experience the world.

As we move forward, ORVDA remains steadfast in its commitment to supporting our members and advancing the RV industry in Ontario. We recognize that the success of our industry relies on a talented workforce equipped with the necessary skills and knowledge to provide exceptional service and support. ORVDA has demonstrated its proactive approach toward achieving this goal by establishing a new working committee known as the ORVDA RV Technician Apprenticeship Council; this new standing committee will play a pivotal role in developing and implementing an RV apprenticeship program in Ontario that aligns with industry standards and best practices.

Looking ahead to our strategic objectives for the period of 2023 to 2025, we have identified key priorities that will drive our advocacy initiatives. We aim to establish fair and equitable systems that will safeguard the future of the RV industry by strengthening our relationships with municipal and provincial agencies. ORVDA is taking decisive action by reinstating a provincial lobby day, amplifying our collective voice for the benefit of the Ontario RV industry.

I would like to take this opportunity to thank our community of members personally and professionally. It is with deep gratitude that I extend my heartfelt appreciation to each one of you. I would also like to express my sincere admiration and thanks to our strong and tenacious board of directors. Your leadership, expertise, and unwavering commitment to ORVDA have been instrumental in driving our success. Your collective efforts have guided us through challenges and paved the way for innovative solutions and strategic advancements.

I am truly honoured to serve as the Executive Director of ORVDA, and I am excited about the journey that lies ahead.

Sincerely,

Natalie Conway, CAE
Executive Director, ORVDA

2022/23 Statistics

ORVDA Membership

RV Dealer Members **102**

Associate Members **58**

Newsletters

Newsletters
26,000 Subscribers



Shows Attendance

Toronto Fall RV Show & Sale
9,600

Ottawa RV Expo & Sale
6,273

Kitchener RV Show & Sale
6,500



Vehicles Sold

Toronto Fall RV Show & Sale
184: \$14 M+

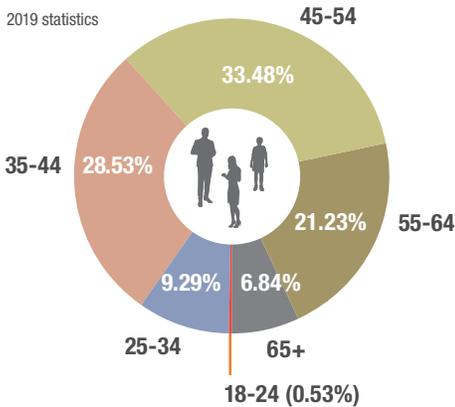
Ottawa RV Expo & Sale
53: \$3.7 M

Kitchener RV Show & Sale
32: \$1.47 M



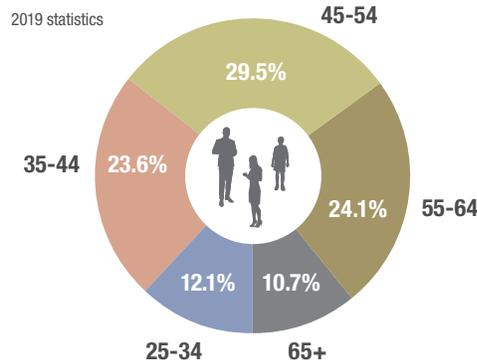
Toronto Fall RV Show & Sale Demographics

2019 statistics



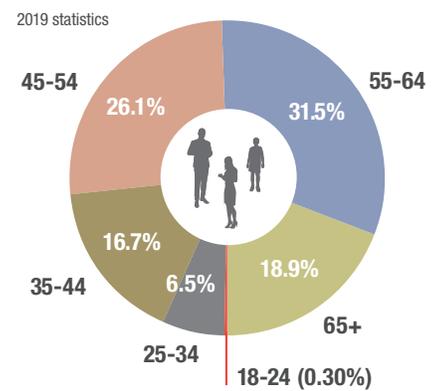
Ottawa RV Expo & Sale Demographics

2019 statistics



Kitchener RV Show & Sale Demographics

2019 statistics



Toronto Fall RV Show & Sale

PR Campaign
1.8M Digital impressions

Advertising Reach
Google Search: 93,552 Impressions

Google Display: 1,667,203 Impressions

Facebook: 5,198,560 Impressions

YouTube: 801,525 Impressions

2 TV Stations

16 Radio Stations

Ottawa RV Expo & Sale

PR Campaign
1.3M Digital impressions

Advertising Reach
Google Search: 195,552 Impressions

Google Display: 275,567 Impressions

Facebook: 320,210 Impressions

YouTube: 531,805 Impressions

1 TV Station

11 Radio Stations

Kitchener RV Show & Sale

PR Campaign
930,000 Digital impressions

Advertising Reach
Google Search: 169,083 Impressions

Google Display: 457,754 Impressions

Facebook: 778,225 Impressions

YouTube: 551,131 Impressions

1 TV Station

18 Radio Stations

Governance 2022/23



Board of Directors

- President:** John Krohnert, Platinum RV Sales
- Vice President:** Harry Patel, Motor Home Travel Canada
- Treasurer:** Rob Edwards, Leisure Days RV Group
- Director:** Chris McKee, The Hitch House
- Director:** Richard Tache, Earlton RV
- Director:** Dean Del Mastro, Del Mastro RV Centre
- Director:** Edward Raymond, Leisure Trailer Sales
- Director:** Mike Roberts, Timmins RV

ORVDA Board of Directors,
left to right: Rob Edwards, Chris McKee,
Edward Raymond, Mike Roberts,
John Krohnert, Harry Patel, Richard Tache,
Dean Del Mastro



Executive

- President:** John Krohnert, Platinum RV Sales
- Vice President:** Harry Patel, Motor Home Travel Canada
- Treasurer:** Rob Edwards, Leisure Days RV Group
- Executive Director:** Natalie Conway, ORVDA

Education Committee

Composition: Five Dealer members and two Associate members

Term: Two-years, with an option to renew.

The Education Committee collaborates with recognized industry experts and learning institutions to deliver professional development opportunities designed to bridge knowledge gaps and improve practical skills.

- Chair:** Justin Boyd, Great Escape RV
- Roland Goreski, Campkin's RV Centre
- Garth Cane, RV Lifestyle/Power Boating Canada
- Steve Howlett, NTP Stag Canada/Coast
- Carolyn Benninger, Mobilife RV Centre
- Jamie Russell, JR's Mobile RV Service
- Richard Tache, Earlton RV
- NEW:** Natalee Tasse, Nickel Belt Camping
- NEW:** Jayce Santerre, Motor Home Travel Canada



Government Relations Committee

Composition: Five Dealer members and one Associate member

Term: Two years, with an option to renew

An active, vocal advocate for our members, the Government Relations Committee develops appropriate strategies for reacting to changes that occur in government and impact our members.

Chair: Dean Del Mastro, Del Mastro RV Centre
 Shane Devenish, CRVA
 Heidi Stoate, The Hitch House
 Amy Verwey, Owasco RV Centre
 Two vacant positions

AGM/Golf Committee

Composition: Three Dealer members and three Associate members

Term: Two years with an option to renew

The Golf & AGM Committee is responsible for guiding, developing and overseeing the Annual General Meeting and Golf Tournament Programs.

Chair: Justin Boyd, Great Escape RV
 Charbel Bejjani, Wells Fargo
 Rob Down, Atlas Trailer Coach
 Three vacant positions

Membership Committee

Composition: Four Dealer members and one Associate member

Term: Two years with an option to renew

This committee promotes and positions the ORVDA as the go-to resource for standards, education, government lobbying and networking opportunities for Ontario's RV Dealers. In addition, it provides input/suggestions to expand and improve services and add value to membership.

John Petrie, Niagara Trailers
 Roland Goreski, Campkin's RV Centre
 Rob Edwards, Leisure Days RV Group
 Karen Donaldson, Global Warranty
 One vacant position

Strategic Plan

In March 2023, the board of directors and executive director of the Ontario Recreational Vehicle Dealers Association (ORVDA) met to develop a new strategic plan to guide the work of the organization over the coming three-year planning horizon.

Leading up to the ORVDA 2023 planning workshop, volunteer leaders engaged in consultation through confidential, qualitative interviews with The Portage Group. These views and expectations helped inform and focus the strategy development process and direction of the association. The interviews were complemented by input from directors who responded to a short survey. The research insights were summarized for workshop participants and were provided prior to the workshop.



Consumer Shows

A long-standing and significant revenue source for ORVDA. Major risk: Support is declining. Revenue growth and diversification is **top priority**.



Advocacy

Advocacy is essential to build support to address the future needs of the industry. Advocacy will be directed to governments, other industry stakeholders, OEMs, manufacturers and the public. Advocacy is also an area of “value add” for dealers.



Apprenticeship Training

More qualified technicians in the industry, additional courses and certification, and education for dealers, also is a **top priority**. Training will be a growing role for ORVDA in its value proposition.



Partnerships

ORVDA should further explore partnerships with associate members; build on special pricing discounts and group savings (e.g., fuel); consider working with others.

ORVDA's Three Year Strategic Priorities Pillars

For the 2023-2025 planning horizon, ORVDA's time, effort and resources will focus on achieving results across four pillars of strategic priority that have been defined by ORVDA leadership.



Education, training and certification

Our Goal: ORVDA's education system is a fully-developed recruitment platform, leading to a tiered, multi-disciplinary accreditation system that provides stable career paths for technicians.



Shows

Our Goal: ORVDA's operates world-class dealer shows across Ontario, promoting new sales, education, job opportunities and the RV lifestyle.



Advocacy

Our Goal: To be the collaborative voice of the RV industry to government and manufacturers, in order to secure fair and equitable systems that will ensure the future of the RV industry.



Brand

Our Goal: To be recognized by dealer members and consumers as an association that brings the best business practices to the Ontario RV industry.

Professional Development

RV Technician Apprenticeship in Ontario

ORVDA is committed to improving the education, training, and certification model, and aims to accomplish this goal by the year 2025. To achieve this, ORVDA will implement an RV apprenticeship technician certification program and work towards meeting minimum education mandates and training standards.



We would like to encourage all Ontario RV Dealers to consider registering their technicians as apprentices with the Ministry of Training, Colleges and Universities. This step not only benefits individual technicians but also brings numerous advantages to your dealership.

The government recognizes the importance of skilled trades and offers various incentives to support businesses that invest in apprenticeship programs. These incentives include tax credits, grants, and financial assistance. By registering your technicians as apprentices, you can access these benefits and reduce the financial burden associated with training and certification. The tax credits and grants can help offset costs related to wages, training materials, and even the RV apprenticeship technician certification program itself.

Participating in an apprenticeship program demonstrates your dealership's commitment to professional development and excellence in the RV industry. It showcases your dedication to providing top-notch service to your customers, as well as your willingness to invest in the growth and success of your technicians.

By registering your technicians as apprentices, you not only contribute to their personal and professional growth but also position your dealership as a leader in the industry. We encourage you to explore the opportunities the Ministry of Training, Colleges and Universities provides and take advantage of the tax and financial incentives available.

Together, let's strengthen the RV industry in Ontario and ensure a skilled workforce for the future.

For more information and resources, please contact the ORVDA office.



2023 Technician Training Opportunities

Don't miss out on the upcoming RV Service Technician Workshops, hosted by the Lippert Technical Institute and Truma, taking place from November 28th to 30th. This is your chance to enhance your skills and tackle technical challenges with confidence!

Why participate?

Continuing education is essential for staying updated with industry trends and new technologies. By attending these workshops, you'll equip your workforce with the knowledge and skills needed to keep your business competitive and adaptable in today's rapidly changing marketplace.

Program Details

Host: Lippert Technical Institute

Date: Tuesday, November 28

3 hours: Shwintek Slides

2 hours: Girard Water Heaters

3 hours: Motorized leveling

Date: Wednesday, November 29

3 hours: Ground Control 3.0 & Travel Trailer

3 hours: Axles

2 hours: SlimRack Slide-Outs

Location: Sandman Signature Hotel Toronto Airport, 55 Reading Ct, Toronto, ON M9W 7K7

Registration Closing Date: October 30, 2023

Host: Truma

Date: Thursday, November 30

AquaGo & Combi Technical Training

Participating in Truma Regional Service Training provides technicians with the highest level of technical training of Truma systems, and authorizes technicians to perform service work on Truma systems, including high-level repairs such as AquaGo Mixing Vessel Replacements.

Training will be dedicated to classroom presentation, as well as hands-on troubleshooting and repair of the Truma AquaGo and Truma Combi.

Technicians will qualify for eight hours towards their certification with a passing grade on an evaluation test distributed after training has been completed.

Location: Sandman Signature Hotel Toronto Airport, 55 Reading Ct, Toronto, ON M9W 7K7

Registration Closing Date: October 30, 2023

Contact Michelle Jackson at the ORVDA office for more details.



Government Relations



RVDA Federal Advocacy Week
Left to right: Natalie Conway, ORVDA;
Dan Muys, MP, Flamborough-Glanbrook;
John Krohnert, Platinum RV Sales

The Ontario RV Dealers Association (ORVDA) is dedicated to strengthening its advocacy program and has set strategic objectives for advocacy from 2023 to 2025. As part of these efforts, ORVDA aims to reinstate a provincial advocacy day in 2024. By organizing this event, the association seeks to amplify its advocacy impact and ensure that the voice of the RV industry in Ontario is heard by municipal and provincial agencies. ORVDA recognizes the importance of maintaining and fostering relationships with these agencies, establishing itself as the go-to organization representing the RV industry.

ORVDA understands the importance of collaboration and partnership on a national level. The association actively participates in federal advocacy day with RVDA Canada, joining forces to address advocacy issues in Ontario and across the country. Together, we advocate for matters such as support for skilled trade workers, and campground infrastructure; ensuring the best interests of the RV industry are represented at both provincial and national levels.

Through reinstating a provincial advocacy day, maintaining strong relationships with agencies, securing support for training and education standards, and partnering with RVDA Canada, ORVDA is committed to strengthening its advocacy efforts. By effectively representing the RV industry's interests, the association strives to create a favourable business environment and promote the growth and success of Ontario's RV dealers.

RVs on Sparks Street, Ottawa
Natalie Conway, ORVDA
Jonathon Stone, Stone's RV, NS
Ken Dobson, Leisuretime Sales, NB



Call for Volunteers



As we reflect on the achievements and progress made in the past year, we are excited to share opportunities for active involvement in shaping the future of our association. ORVDA is currently seeking dedicated volunteers to join our committees and contribute their expertise to our initiatives. We have vacancies on various committees that play a crucial role in driving the success of our organization. By joining a committee, you can actively participate in shaping policies, influencing decision-making processes, and making a meaningful impact on the RV industry in Ontario.

Volunteering with ORVDA committees provides a platform for networking, professional growth, and the opportunity to collaborate with industry peers who share your passion for the RV business. Whether you have experience in advocacy, education and training, events and promotions, or other relevant areas, your unique insights and perspectives are valued and will be instrumental in guiding our association's activities.

Committee vacancies



Government Relations Committee

Open to those with experience or interest in government relations, policy development and advocacy.



Membership Committee

Open to those who are interested in helping to develop ORVDA's network of Dealer and Associate Members.



AGM and Golf Committee

Open to those with an interest in helping to plan ORVDA's AGM and charity golf tournament.



RV Technician Certification Council

Open to those with technical experience who wish to help develop this important educational program.



NEW! Brand Identity and Standards Committee

Open to those with the passion and experience to help guide the evolution of the ORVDA brand.



NEW! ORVDA Show Committee

Open to those who'd like to help plan and organize our three annual flagship RV shows.

Endorsement Partners



Chris Floyd
Orbit Insurance Services
President, Individual Insurance Services



Shawn O'Neill
Wayfarer Insurance Group
Vice President, Operations



Lucie Frechette
Wayfarer Insurance Group
Vice-President of Business Development



Amy Bradley
Wayfarer Insurance Group
Business Development and Senior
Insurance Broker

Wayfarer Insurance Group

ORVDA continues to collaborate with Wayfarer Insurance Group. As one of the largest and leading RV Insurance providers in Canada, Wayfarer prides themselves on not only providing a valuable service to insure, protect and meet the needs of the RV Community, but they also live the lifestyle. As we observe the industry evolve post-pandemic, we look forward implementing our learnings through our continued partnership. By being close to the pulse of the industry, we can continue to partner to provide ORVDA membership with the highest quality of events.

Wayfarer Insurance Group soon to be Orbit Insurance Services



A whirlwind of activity has marked the past year as we eagerly immersed ourselves in the world of RV shows and reconnected with our valued partners through face-to-face meetings. As we reflect on this busy year, we cannot help but feel renewed enthusiasm for the RV community and the power of personal connections.

RV shows have always been a prominent priority in our business, serving as vibrant hubs for consumer enthusiasts and industry professionals. This year, as restrictions are fully lifted, we eagerly reunited with our partners in the industry, ready to discuss new developments, strengthen relationships, and exchange ideas.

The RV community is evolving, and we are committed to staying at the forefront as industry experts, providing comprehensive insurance solutions tailored to consumers' changing needs. So much so, that we're evolving further by bringing our 100+ years of RV insurance experience into Orbit Insurance Services. This newly formed nationwide brokerage will ensure customers have access to all their insurance needs in one place, while continuing to communicate with the same knowledgeable brokers – including RV specialists – they've come to know.

This year has been full of excitement and growth for us as an RV Insurance Brokerage, overcoming ongoing supply chain issues and changing consumer buying behaviours. As we move forward, we remain dedicated to providing exceptional service, innovative solutions, and unwavering support and contributions to the RV community that we proudly serve.

RVDA of Canada Endorsement Program

Endorsements contribute to the financial viability of the ORVDA. We would like to thank iA Dealer Services, Federated Insurance and Wells Fargo for their generous support.

Platinum



Gold



Gold



Province-Wide Fundraising



34th Annual Earlton Lion's Club Campaign

It is with immense gratitude that we extend our heartfelt thanks to all the participating dealers for their unwavering support of the 34th Annual Earlton Lion's Club Draw.

Since its inception in 1988, the annual draw has been a driving force in channelling profits back into the communities of Northern Ontario. Since 1988, all profits from the annual draw have been reinvested throughout Northern Ontario. More than \$1.6 million has been donated to over 100 organizations, including hospitals, schools, food banks, youth groups, and recreation and cultural clubs.

The funds raised by our collective efforts will play a pivotal role in empowering the growth and development of communities across Northern Ontario. Together, we have fostered positive change. We extend our sincerest appreciation to each and every one of you for supporting this important initiative.

Participating ORVDA Dealers

- | | |
|-------------------------|--------------------------|
| Campkin's RV Centre | Morry's Trailer Sales |
| Camp-Out RV | Motor Home Travel Canada |
| Del Mastro RV Center | Platinum RV Sales |
| Earlton RV | Ruston RV Centre |
| Ferguson RV World | Smith's RV Centre |
| Jim White Trailer Sales | The Hitch House |

34th Annual Earlton Lion's Club Draw
Online marketing campaign ad, 2023

WIN A TRAILER & SUV COMBO!

ORVDA presents the 34th Annual Earlton Lion's Club Draw.

Visit participating ORVDA dealers before **September 29, 2023**, and grab a ticket for a chance to win over \$130,000 in prizes – including a trailer & SUV combo. Tickets \$60.





ONTARIO RV DEALERS ASSOCIATION

110 Freelton Road
Freelton, Ontario L8B 0Z3

Toll-Free: 1.888.331.8885
Telephone: 905.659.8800

www.ontariorvda.ca





Recreation Vehicle Dealers Association of Canada
 Assn des Commerçants de Véhicules Récréatifs du Canada

Annual Meeting Report

August 2023

RVDA of Canada Board

The RVDA of Canada Board held its last meeting in July. We were pleased that our directors took the time out of their busy schedules to attend our summer meeting. We discussed how the RV industry continues to be a cornerstone of our economy, providing not only a means of travel and adventure but also countless job opportunities and economic growth.

As we all know, the recent economic downturn has posed significant challenges to our industry. Rising costs and shifting consumer expectations have created a complex landscape that necessitates a strong and unified front.

That is precisely why our association is more important now than ever before. In times of uncertainty, we must come together to support one another, share insights, and collectively find solutions to the issues that we face. Our association serves as a platform for collaboration, education, and advocacy, enabling us to navigate these turbulent waters and emerge stronger as a united front.

Together, we can rise above the challenges, embrace change, and build a brighter future for our industry.

Our next meeting will be held in conjunction with our convention in Las Vegas on November 6, 2023.

Canadian Retail RV Sales

Product Type / Date Sold	YTD 2023	YTD 2022	% Growth YTD	May 2023	May 2022	% Growth May 2023
Class 'A'	142	313	-54.63%	64	155	-58.71%
Class 'B'	266	321	-17.13%	105	107	-1.87%
Class 'C'	877	1014	-13.51%	477	415	14.94%
All Motor Homes	1285	1648	-22.03%	646	677	-4.58%

Camping Trailer	284	376	-24.47%	125	140	-10.71%
Fifth Wheel	1451	2676	-45.78%	625	954	-34.49%
Travel Trailer	10118	16381	-38.23%	4379	5708	-23.28%
All RV Trailers	11868	19449	-38.98%	5133	6808	-24.60%
Total All RV Types	13153	21097	-37.65%	5779	7485	-22.79%

Province	Ontario					
Product Type / Date Sold	YTD 2023	YTD 2022	% Growth YTD	May 2023	May 2022	% Growth May 2023
Class 'A'	62	73	-15.07%	24	27	-11.11%
Class 'B'	73	71	2.82%	23	22	4.55%
Class 'C'	250	196	27.55%	84	50	68.00%
All Motor Homes	385	340	13.24%	131	99	32.32%
Camping Trailer	108	140	-22.86%	36	53	-32.08%
Fifth Wheel	420	683	-38.51%	163	217	-24.88%
Travel Trailer	3810	5763	-33.89%	1479	1845	-19.84%
All RV Trailers	4345	6591	-34.08%	1681	2119	-20.67%
Total All RV Types	4730	6931	-31.76%	1812	2218	-18.30%

Copyright Statistical Surveys, Inc. 1995-2023

New Unit Sales History

<u>Year</u>	<u>Unit Numbers (adjusted)</u>
2007	51995
2008	54311
2009	33365
2010	41813
2011	52475
2012	52956
2013	54840
2014	52089
2015	48293
2016	43022
2017	49664
2018	52004
2019	45693

2020	44972
2021	53183
2022	43711*

**2022 number to be adjusted in Dec 2023 report*

Government Relations

April 2023 was a busy month for RVDA of Canada as we rolled into Ottawa for our annual Advocacy Week. From April 24-26, members met with MPs, Senators, and staffers on Parliament Hill to discuss the most pressing issues impacting the industry. With over 30 meetings having taken place, it provided the RVDA of Canada with an opportunity to reconnect with past champions and to share our message to new members who have not had the opportunity to meet with us before.

It is an important moment for the association for three main reasons: exposure, building relationships and information gathering.

- **Exposure**: the tourism industry has been hit extremely hard by the pandemic. This government has mentioned multiple times its intention regarding investments for the industry. After the 2023 budget, it remains unclear exactly what will be the rationale or the main angle behind the Liberals tourism growth strategy. The Hill Day is a great occasion for RVDA to take part in that discussion, present its own unique perspective and join forces with the other tourism associations that will be in town that same week.
- **Building relationships**: At the end of the day, decisions being made in Ottawa are often the result of communications between RVDA members and their own MPs. Recommendations and ideas will be shared during the meetings, but the Hill Day will also allow RVDA members to build a bond and a more informal relationships with the members in charge of voicing their interests in the capital.
- **Gathering information**: An underrated part of Hill Days is the information that our members can obtain by listening to priorities of MPs. It is tempting to take the 15-30 allocated minutes to highlight all the issues that are affecting our industry, but it is also important to listen. The more information on how different parties perceive the tourism industry, the better our long-term PR strategy can be. This point is even more important considering the fragility of minority governments.

We were delighted to welcome Rachel Bendayan, the Parliamentary Secretary to the Minister of Tourism and Associate Minister of Finance to our board meeting. This provided an opportunity for board members to meet a key member of the Liberal government and to receive an update on the government's recent budget, as well as support for the industry.

In addition, the RVDA of Canada was pleased to have MP Tony Baldinelli, Shadow Minister for Tourism, join us for our morning breakfast on the morning of the 26th. Mr. Baldinelli provided his input on the government's actions on the tourism file to date and how a Conservative lead government would lead should they happen to form government. This was a great opportunity for members to ask questions and build connections to a possible government in waiting.

The RVDA of Canada also upped its presence on the Hill by bringing RVs to Sparks Street and set up a camp with an interactive display. Members of Parliament, staffers and members of the public had the opportunity to check out some RVs, learn about the industry and take photos with our outdoor firepit. This was a great success as numerous MPs, staff and members of the public found the display intriguing and had questions.



RVDA of Canada 2023 - Advocacy Day Key Messaging

Increasing Support for Skilled Workers

One of the chokepoints of the Canadian economy is the severe lack of skilled workers and tradespeople. This is especially true for the RV industry, where technicians have a central role in servicing and repairing complex vehicles.

The Canadian demographic portrait is also changing quickly. The majority of RV technicians are in the second half of their careers and business are struggling to find young, motivated and trained employees.

Out of the currently 1020 full-time RV service technicians throughout Canada, only 424 have obtained their Red Seal Designation. There are currently only three programs in Canada that offer RV service technician apprenticeship training, both of which are located in our western most provinces of British Columbia and Alberta. Each of these programs provide Red Seal Designation that is accepted nation-wide. The existing educational programs quickly reach full enrollment each year, leaving dozens of additional students on waiting lists for a spot in the respective programs.

Training programs are offered in other provinces, but they are not accepted as full apprenticeship programs. As a result, few RV service technicians who actually work in the industry are classified as apprentices. We applaud the government for the focus on skills and training in previous years budgets. Measures such as the Canada Training Benefit, more funding for Skills Canada and the new apprenticeship strategy will help Canadians get the skills they need. We look forward to continuing to work in close partnership with the government to increase support for the skilled workers in the RV industry.

Recommendation:

- Due to the geographic constraints of the existing programs, the Government of Canada should create an Apprenticeship Travel Grant that could be used by those who are required to travel to undertake an apprenticeship training program. This Grant should be targeted towards those enrolled in programs that are not offered in their city, town or province.
- The labour mobility tax grant of up to \$4000 per year to support temporary relocation within Canada by Skilled Trades People should be made available for those that are temporally relocating to pursue their apprenticeship training and Red Seal certification. The requirements need to be changed so that skilled workers, who are looking to obtain the necessary qualifications to join a specific niche of the work force, are covered and supported.

Supporting our National Parks and Tourism Sector

The Government of Canada should provide targeted and dedicated investment in camping and RV infrastructure throughout Canada's system of National Parks. Boasting 119 Federal campgrounds, Canada's National Parks are some of the most beautiful in the world. Despite this, approximately 75% of campsites do not have required services to support RVs. As campground services continue to rise in demand, critical infrastructure is needed, such as sizing requirements to accommodate larger RVs and access to appropriate electrical outlets and waste disposal facilities. An upgraded national park infrastructure is a direct driver of growth in recreation vehicle activities. Increased RV interest across Canada would result in a more vibrant tourism industry, more jobs and more social media exposure for rural regions of the country. Travelling with a recreation vehicle is a unique and accessible way to explore the most remote

places of Canada. Canadian travellers should not have to remove locations from their bucket lists because of a lack of infrastructure.

Investing in campground infrastructure and modernizing services will also help incentivise tourism and bring more Canadians into the great outdoors. Tourism is one of the most natural ways of kickstarting the regional economic development of smaller communities across Canada. Restaurants, boutiques and travel focused small businesses all thrive supported by reliable modern infrastructure. This is not only a necessity for the recreation vehicle industry but should be perceived by officials as a critical component of regional economic growth. These new investments will also spur greater electrification, not only in Canadian campgrounds, but would also assist the RV industry's efforts in promoting the electrification of new models of RVs.

Recommendation:

- As RVing is a large component of tourism, investment in camping and RVing infrastructure will play a crucial role in the overall contributions of the tourism industry to future economic development and prosperity throughout Canada. This will not only spur growth from a domestic audience but provide greater incentive from international visitors. Upgrades in infrastructure are essential if we want to be able to ensure the future of this industry and make it more accessible to all Canadians.
- Make a public and significant commitment to the electrification of campgrounds across Canada. Better access to electricity for RV drivers is an important driver of tourism and will contribute immediately to the transition towards electric recreational vehicles and zero-emissions campgrounds.
- Empower regional communities that are seeking to create, update or modernize camping and RV infrastructures. If smaller communities see investing in tourism as a great way for them to grow their local economy, the government needs to accompany them in such endeavour.

Support for EV Charger Network Expansion into rural Areas

There is considerable investment needed by Government to upgrade electrical grid capabilities in rural areas so that additional EV charging stations can be developed at both private campgrounds and tourism destinations alike.

EV charging systems located in vulnerable areas outside of the most heavily populated urban regions throughout Canada, would assist the alignment of EV and alternative fuel infrastructure and make it easier for drivers, including RVers, to travel in North America using green vehicles and green technology.

Recommendation:

- While budget 2023 allocates \$108 million to support communities and small businesses wishing to invest in their infrastructure, the amount allocated for financial support is

minimal. Rural communities need more money because of the magnitude of the issues they are facing.

- The government must continue to provide financial supports to increase electrical infrastructure in rural areas by providing financing and grants to business that are investing in the EV infrastructure.

While the Hill Day was a success, our advocacy plan for 2023 is not over yet. With the House now adjourned for the summer, MPs are back in their ridings, having meetings with constituents and learning how they can better serve their voters. Throughout the summer, the RVDA of Canada will continue to push our members to meet with MPs by inviting them to come to the dealerships or campsites to see the positive impacts our industry brings. Given the first-hand experience, MPs will gain a greater understanding and the challenges we currently face.

This will help the RVDA of Canada generate a bit of momentum when the House returns for the fall sitting and tie into our pre-budget submission for next year.

Drip Pricing & Changes to the Competition Act

RV PRICING AMENDMENT TO FEDERAL COMPETITION ACT

Given the recent amendment to the Federal Competition Act, RV dealers in Canada should be aware of the new regulations regarding pricing practices. The amendment introduces criminal and civil prohibitions against Drip Pricing in the RV industry. It is crucial for RV dealers who advertise prices online or through third parties to ensure that the advertised prices include all charges. Failure to comply with the Act may result in penalties of up to 3% of annual worldwide gross revenues and significant expenses associated with enforcement proceedings. It is advised for RV dealers to consult with their legal advisors and review their advertising and compliance practices to ensure compliance with the new regulations.

The Federal Competition Act is a vital law in Canada aimed at promoting and maintaining a business environment that supports a thriving free enterprise system. The Act seeks to discourage anti-competitive and unfair practices to foster an efficient, dynamic, productive, and entrepreneurial economy. Deceptive marketing practices fall under the purview of competition law and are regulated accordingly.

The recent amendment to the Act, effective as of June 23, 2022, specifically addresses Drip Pricing and includes it as a prohibited practice under both criminal and civil provisions relating to false or misleading advertising. Any advertisement or representation must accurately disclose the price at which a RV product or service is offered, including any additional fees, unless the charges or fees are imposed by government entities, such as taxes. The amendment also introduces statutory penalties for violations, with fines reaching up to 3% of global revenue. Furthermore, the inclusion of Drip Pricing as a criminal offense may lead to increased class

action litigation focusing on Drip Pricing allegations. Additionally, the amendment expands the Commissioner of Competition's authority to compel information from parties located outside Canada and removes the Commissioner's burden of proving that such representations are false and misleading.

DRIP PRICING

The Competition Bureau refers to the practice of advertising a price that becomes unattainable due to additional charges or fees as "Drip Pricing." The recent amendment to the Act deems Drip Pricing as a false or misleading representation, both criminally and civilly, unless the charges or fees are solely amounts imposed by legislation, such as sales tax.

In recent years, the Competition Bureau has investigated Drip Pricing cases in industries such as car rentals and ticket sales. Notable settlements related to misleading pricing based on the Drip Pricing concept include Ticketmaster (\$4.5 million), Stub-Hub (\$1.3 million), Hertz & Dollar Thrifty Automotive Group (\$1.25 million), Avis and Budgetcar (\$3 million), and Enterprise (\$1 million).

Unlike previous Drip Pricing cases, including those involving car rentals, online tickets, and travel, the recent amendment makes it easier for the Commissioner of Competition to establish a case, as the burden of proving that the representations are false, and misleading has been eliminated.

INCREASED FINANCIAL PENALTIES - FINES UP TO 3% OF GLOBAL REVENUE

Maximum administrative fines under the civil provisions for any form of misleading advertising have significantly increased. The fines can now reach the greater of either \$10 million (\$15 million for subsequent violations) or three times the value of the benefit obtained from the deceptive conduct.

If the benefit obtained cannot be reasonably determined, the maximum penalty could be up to 3% of annual worldwide gross revenues.

While the penalties under the criminal provisions, which include imprisonment and/or fines at the court's discretion, have not been altered, the inclusion of a criminal prohibition may lead to increased class action litigation specifically targeting Drip Pricing allegations.

"ALL IN PRICE ADVERTISING"

In most Canadian provinces, RV dealers are likely familiar with the concept of "All in Price" Advertising. This concept is typically regulated by provincial motor vehicle dealer acts and/or consumer protection legislation. The regulation of Drip Pricing under the Federal Competition Act adds an additional layer of federal regulation.

KEY TAKEAWAY

Considering the recently codified criminal and civil prohibitions against Drip Pricing, RV dealers should ensure that any prices they advertise, whether online or through third parties, accurately reflect all charges. It is crucial for dealers to consult with their legal advisors and thoroughly review their existing advertising and compliance practices to ensure compliance with the Act. Failure to comply may result in penalties of up to 3% of annual worldwide gross revenues, along with significant expenses associated with enforcement proceedings.

DSI to Address Manufacturers Performance on “Repair Event Cycle Time” (RECT)

The 29th annual RVDA Dealer Satisfaction Index (DSI) survey was launched on June 23 and will close on September the 8th. The highest DSI-rated manufacturers and/or brands will be presented Quality Circle Awards during the Spotlight on Excellence Luncheon on Tuesday, Nov. 7, during the 2023 RVDA Convention/Expo Nov. 6-10 at Paris Hotel Las Vegas.

Dealers are asked to rate how well the manufacturers/brands or product types they sell performed in the areas of product reliability/quality, parts, warranty, and sales support. For the second consecutive year, the parts question was modified to reflect its importance in the effort to reduce repair event cycle times (RECT). The parts question will, once again, read as follows: Parts: The RV manufacturer fulfills orders with the correct parts in a timely manner to improve repair event cycle time (RECT).

We encourage all dealers to participate for their respective manufacturers.

Convention Registration is Now Open

Registration is open for the 2023 RVDA Convention in Las Vegas. This year’s convention/expo is slated for November 6-10 in Las Vegas.

Author, comedian, and online business savant Brian Carter is scheduled to deliver the keynote address during the opening general session on Tuesday, Nov. 7. The keynote address is made possible by convention platinum sponsor Wells Fargo Distribution Finance (DF).

Carter’s hands-on business experience, cutting-edge insights, and background in improv and stand-up comedy culminate in a dynamic keynote speaker and trainer who leaves audiences not only entertained but armed with powerful strategies and tactics. He has keynoted and developed marketing programs for top companies, including NBC, Microsoft, and Fortune 500 organizations.

Vendor Training +Plus – there are 28 Vendor Training +Plus workshops scheduled. The workshops will run Tuesday through Thursday.

Education & Recruitment

Trouble Shooter Clinic

Mark your calendars: The Montreal Trouble Shooter Clinic will be held from March 19 to 22, 2024 at the DoubleTree by Hilton Pointe Claire Montreal Airport West.

This clinic will be offered over 4 days with 4 concurrent sessions. Participants will be able to choose morning and afternoon sessions with some exceptions at the time of registrations. The participation will be limited to 20 students per class. The 4-day schedule was implemented with participant and dealer feedback.

The following training providers have confirmed participation: Dometic, LCI, Dexter, Xantrex, Truma, Firefly Integrations.

Communications Webinar Series

In collaboration with Calgary-based strategic communications agency, Alchemy Communications, the RVDA of Canada will be offering a series of webinars focusing on topics to help RV businesses differentiate themselves from their competitors, increase brand awareness, and achieve their sales targets and goals. The first webinar provided an overview of upcoming sessions to be presented this fall.

The webinar series will explore the following topics:

September 20, 2023: Top Ways You Can Set Yourself Apart from Your Competitors and Build Brand Awareness

This presentation will provide insights and strategies for businesses to differentiate themselves from their competitors and increase brand awareness.

October 4, 2023: Become a Thought Leader: Easy Way to Increase Your Brand Awareness by Leveraging Your Expertise on Social Media

This presentation will offer practical tips for businesses to showcase their expertise on social media platforms and become thought leaders in their market area.

October 18, 2023: Top 5 Things Your Website Must Have to Increase Sales and Inquiries

This presentation will focus on the essential features that a website should have to maximize sales and inquiries.

November 1, 2023: Why You Need a Crisis Communications Plan

This presentation will highlight the importance of having a crisis communications plan in place for dealing with situations such as heated customer exchanges to negative press - and provide practical guidance for creating an effective plan.

November 15, 2023: Making it with the Media: How to Leverage Earned Media to Reach Your Sales Targets and Goals

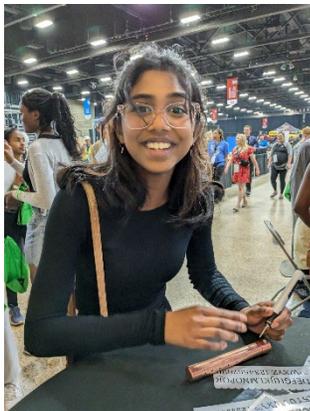
This presentation will provide insights and strategies for businesses to leverage earned media to reach their sales targets and goals.

2023 Skills Canada National Competition

The RVDA of Canada participated in the 2023 Skills Canada National Competition held on May 25 and 26 in Winnipeg, Manitoba, along with representatives from all facets of the RV industry: dealers, aftermarket suppliers, manufacturer, and training provider. It is a true RV industry showcase where students, parents and teachers learned about all aspects of RV design, production, maintenance, repair, the lifestyle and helping others spend time outdoors.

As a national skilled trades competition in over 40 skilled trades and technology areas, this event attracted a record 13,000 participant over the 2-day competition. With a mandate to promote skilled trades career exploration, this event offers a great opportunity for youths and adults to learn about the many exciting prospects of working with RVs while helping them imagine the possibilities in different paths.

Through hands-on activities, many students discovered the joys of working with tools and creating something with their hands.



I had no idea building something would be this much fun!

One grade nine female student commented, "I had no idea building something would be this much fun!" When asked if she had ever used a power drill or any other tools before, she replied that she had not but will definitely explore further.

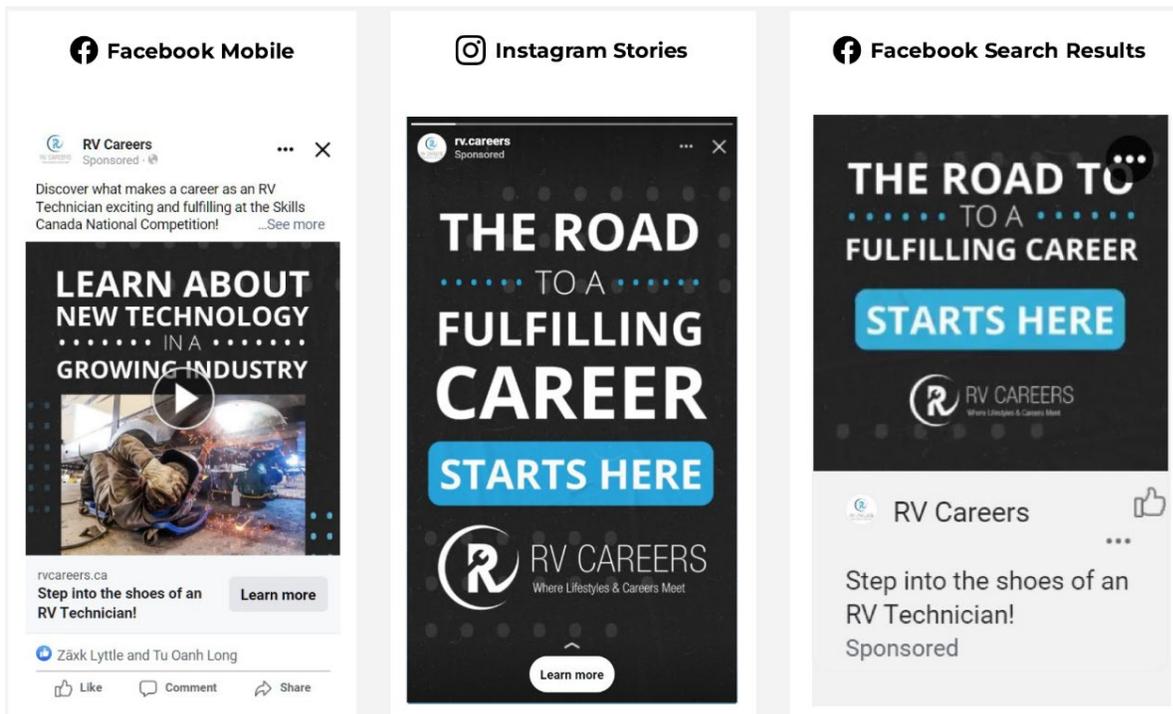
While this event is held in a different city each year, we continue to bridge the gap to connect employers with teachers and students. Teachers are encouraged to invite local dealers to their classrooms to talk about in-demand skills and career opportunities. Dealers are also encouraged to invite students of all ages to get hands-on experience on working in the shop, parts counter, sales showroom or rental desk. Simply talking about career opportunities are not enough, we

need to allow students to experience and imagine themselves being a part of an industry that offers many possibilities in helping people enjoy the outdoors.

We are grateful for the support from the following partners in making this RV industry collaboration another success!



The 2024 Skills Canada National Competition will be held in Québec City, Quebec from May 29th to June 1st.



2023 RV Tech Week

The RV industry celebrated RV Tech Week from June 5 to 9, 2023!

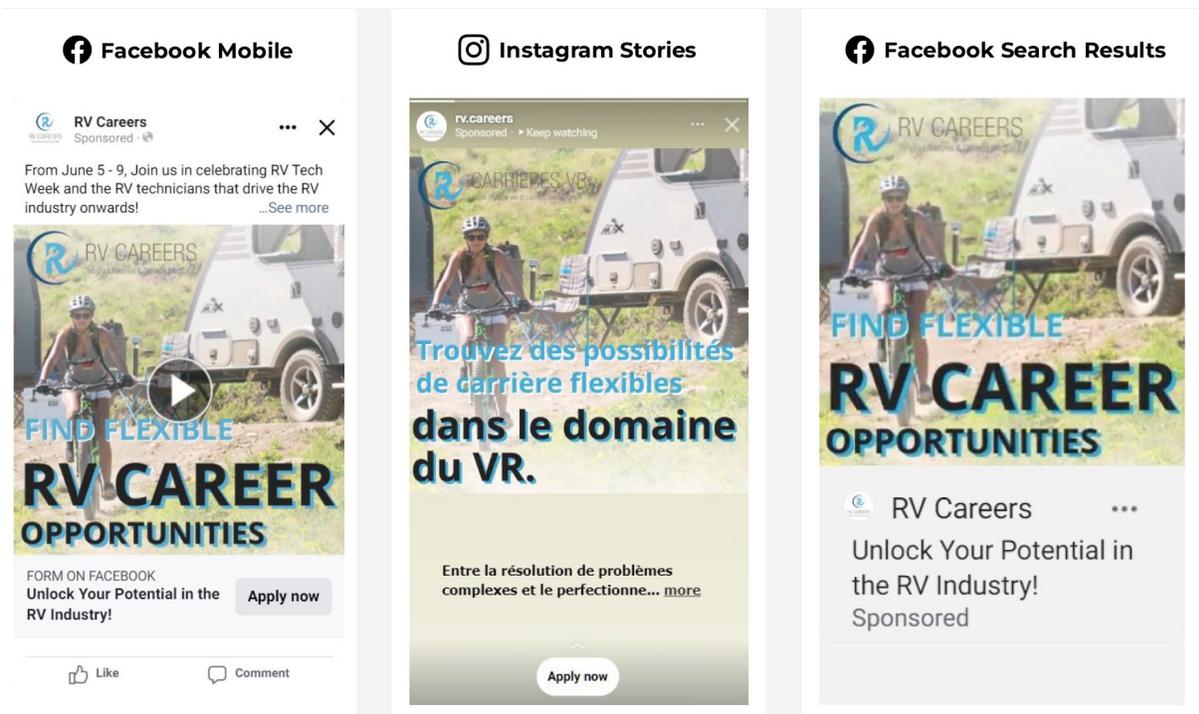
The purpose of RV Tech Week is to:

- Introduce the specialized, RV service technician trade to the public.
- Encourage the public to explore and consider a career as a RV service technician.
- Reinforce the value and professionalism of RV service technicians to the RV industry and to the public.

- Provide recognition to RV service technicians for excellence in their work.
- Acknowledge dealers for hiring and educating RV service technicians.
- Highlight the importance of working with certified RV professionals.

RV service technicians possess a diverse range of skills and expertise. However, the true essence of their knowledge lies within the RV industry. In recognition of this, we have united all dealership personnel to enlighten the public about the ever-evolving RV technology and the exceptional skill set necessary to work with RVs. These dedicated technicians play a pivotal role in ensuring the safety of RVs, enabling families to embark on worry-free and enjoyable vacations.

The digital campaign targeted anyone over 18 years with 30- and 60-minute video ads. The video ad included a form to solicit leads to understand the type of work the visitor is interested in and how soon they're available to start working in the RV industry. This campaign generated over 278K impressions, 123K reaches, over 3500 clicks with the dominant group in the 25-34 age bracket.



Endorsement Programs

Don't forget that the RVDA of Canada has a number of endorsed programs and services. The RVDA of Canada Board of Directors has reviewed these products or services and has found

them to be of exceptional value and recommends their use to the membership at large. These endorsements contribute to the financial viability of your provincial and regional, and national, RVDAs. Here is a list of our programs:

Platinum Endorsement Partner/Program:

- **Anti-Theft Traceable Etched Glass Program** – iA Dealer Services
- **Appearance Protection** - iA Dealer Services
- **Creditor Insurance** - iA Dealer Services
- **Extended Warranty** - iA Dealer Services

Gold Endorsement Programs:

- **Group Benefit Program** - Federated Insurance
- **Property & Casualty Insurance** - Federated Insurance
- **Inventory Financing** – Wells Fargo

Endorsement Partners/Programs:

- **Bluetooth theft Recovery Solution** – KYCS Global
- **Currency Risk Management Solutions** – Corpay (Cambridge Global Payments)
- **Health Protection Service** – Purifyd Systems
- **Merchant Payment Processing Service** – Baseline Processing
- **RVDA/Spader 20 Group** - The Spader Companies
- **PermaSeal Tire Sealant** - DriveOn Protection

Respectfully submitted,

Regards,



Josée Bédard
RVDA of Canada Board Chair

Go RVing
Canada®

**REPORT
TO THE
ORVDA**

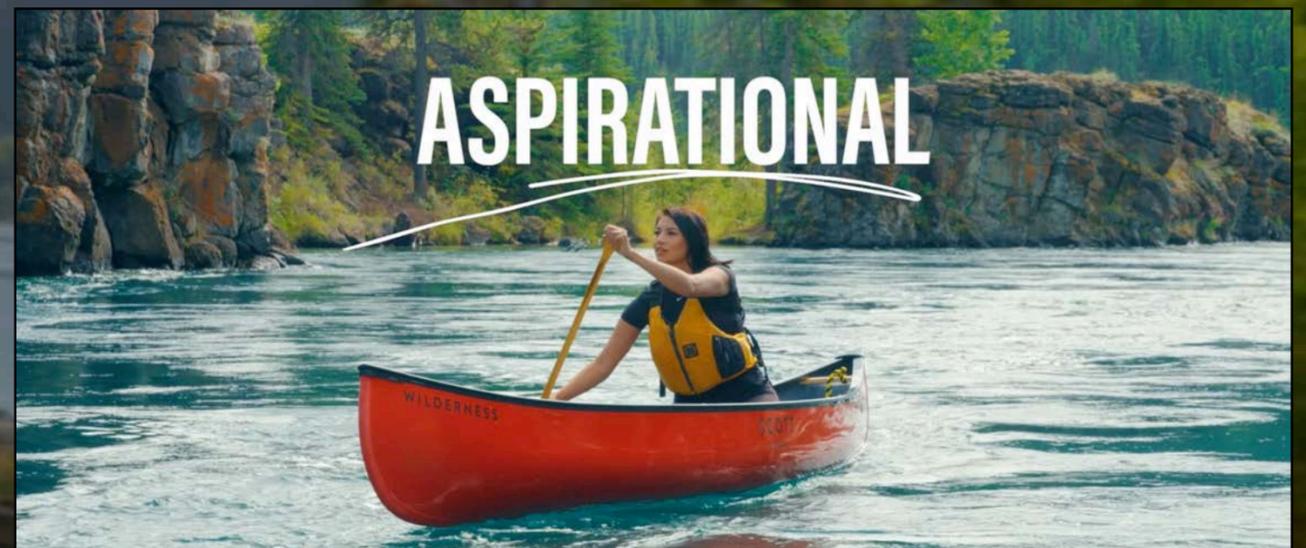
AUGUST 2023



RV LIFESTYLE MARKETING IN CANADA



WATCH THE SIZZLE REEL



YOU ARE OUT THERE



BRONZE

M Marketing Awards

90M
IMPRESSIONS

TV SPOTS 60s/30s/15s/OLV

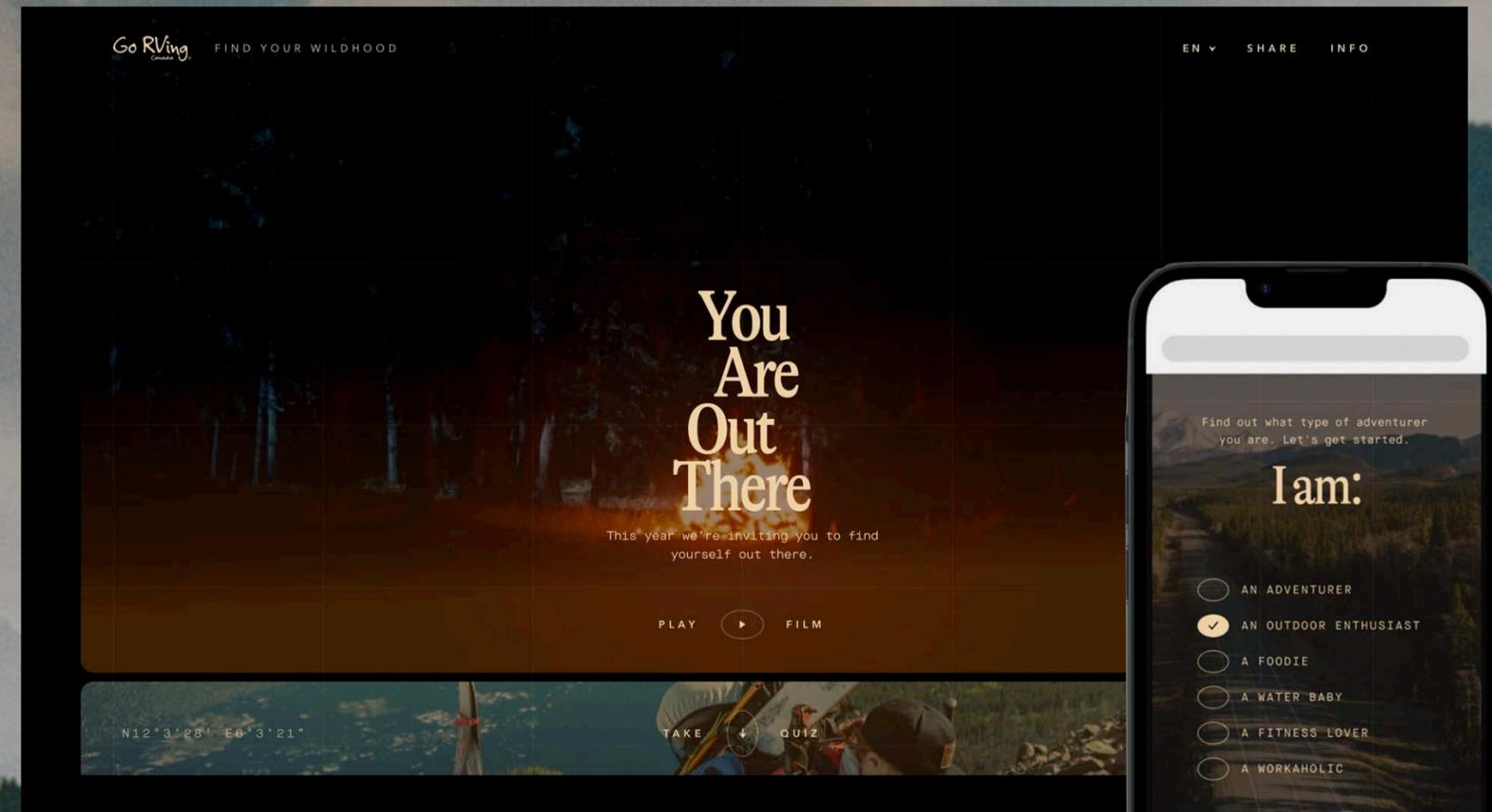


3M
IMPRESSIONS

DIGITAL ADS

*METRICS ARE YEAR TO DATE 2023

PLATFORM AMPLIFICATION



OOH / PRINT ADVERTISING

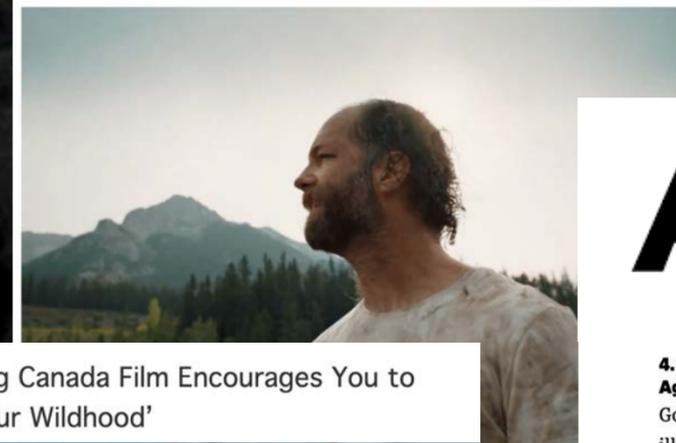
CAMPAIGN MICROSITE

THE CREATIVE RESONATES...

GO RVING CANADA'S PRIMAL SCREAM OF AN AD SHOWS AN OFFICE DRONE REBORN IN NATURE

Broken Heart Love Affair's campaign is all about reconnecting with the explorer in all of us

By Tim Nudd Published On Feb 15, 2023



Go RVing Canada Film Encourages You to 'Find Your Wildhood'



AdAge

4. Go RVing Canada: You Are Out There Agency: Broken Heart Love Affair

Go RVing Canada and agency Broken Heart Love Affair memorably illustrated the urge to get back to nature—in a longform spot showing an office drone fleeing the drudgery of his day-to-day and heading to the Great Outdoors.



This commercial hit me hard. It's incredibly beautiful. Thank you!

I cry every time I see this. Fantastic commercial.

SO POWERFUL. Find yourself and set your spirit Free. AMAZING COMMERCIAL

So deep. Beautifully done!



RESEARCH

OUR GOAL WAS TO BETTER UNDERSTAND WHICH TARGET SEGMENTS OF THE POPULATION HAD THE HIGHEST GROWTH POTENTIAL FOR THE RV LIFESTYLE.



KEY FINDINGS

THE IS A LARGE MARKET WITH BIG POTENTIAL IN CANADA.

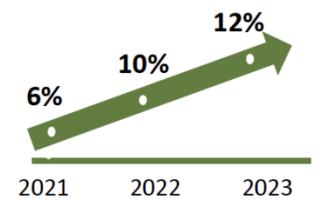
(Among Canadians)



25%

are current, past or prospective RV owners and renters

(Among RV owners)



First-time RV purchases have been increasing over the past three years

6% currently own an RV

6% consider buying an RV in next 2 years



FAST FACTS (Among current RV owners)

47%

Current RV type same as last RV type

42%

Current RV bought new

18%

Current RV brand same as last RV brand

57%

Current RV bought from dealer

(Among RV consumers)



54%

researched RV purchases/rentals



63%

visited RV dealers/shows

Go RVing
Canada

42%

aware

15%

visited

KEY FINDINGS

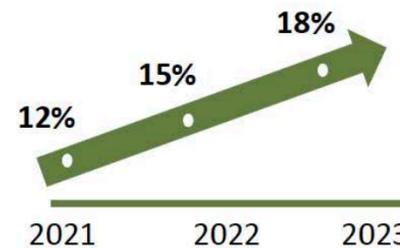
DEMAND FOR RESOURCES FOR CONSUMERS WHO SEEK INFORMATION FOR RV PURCHASES, RENTAL AND TRIP PLANNING CONTINUES TO INCREASE.



50%

of current/past/prospective owners are renters

(Among renters)



Rentals have also been trending upward over the past three years



GROWTH

Engage new RVers and entice lapsed RVers to re-engage

These groups expect RVing to deliver a fun filled experience. RVs enable them to participate in activities of interest.

Entry level options may appeal more to these new/renewed RVers.

**THE BRAND IS
POSITIONED TO
LEAD & PROMOTE
THE RV LIFESTYLE**

42%

**CONSUMERS AWARE
OF GORVING CANADA**

15%

**VISITED WEBSITE TO
FIND RV DEALERS &
LIFESTYLE CONTENT**

**AWARENESS AT
ALL TIME HIGH**



% AMONG RV CONSUMERS FROM IPSOS STUDY 2023

RESEARCH PERSONAS

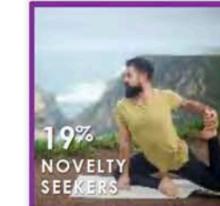
UPDATED CONSUMER PROFILES
GROWTH SEGMENTS HIGHLIGHTED
SOCIAL LISTENING ANALYSIS

OPPORTUNITIES



Target the segments with the highest growth potential.

By examining consumers' needs and attitudes, we discovered 6 differentiated segments based on like-minded individuals. Their buyer profiles present 3 levels of opportunities.



LEVERAGE
Currently own or have owned in the past. Potential to renew.

GROWTH
Mostly renting, but also recent buyers, lapsed owners or potential buyers

MONITOR
Predominantly renters, less chance of purchasing



Digital Persona profile
Avid Adventurers

HOBBIES THEY ENJOY				
Sketch Comedy	Drawing	Pottery	Wood Carving	Ice Skating
33%	33%	32%	40%	32%
1.7x	1.7x	1.7x	1.5x	1.4x

TRAVEL ACTIVITIES THEY ARE INTERESTED IN		
Tourism	Camping	Nature
63%	52%	57%
1.8x	1.5x	1.4x

SEARCH ENGINE THEY USE	
Yahoo!	Yahoo!
12%	30%
1.8x	1.3x

TRAVEL SERVICES THEY ARE INTERESTED IN			
Expedia	AirBnB	Booking.com	Hotels.com
13%	17%	13%	11%
1.5x	1.4x	1.4x	1.4x

RETAILERS THEY SHOP			
Amazon	Home Depot	Walmart	Cabela's
25%	23%	30%	26%
1.4x	1.4x	1.3x	1.3x

CLOTHING BRAND THEY SHOP			
Patagonia	REI	Old Navy	The North Face
8%	17%	17%	21%
2x	1.8x	1.3x	1.2x

USE THESE TO BETTER UNDERSTAND CONSUMER BEHAVIOUR BOTH ONLINE AND OFFLINE

Methodology Note: (Green) the segment is (X)x times more likely to be interested in (X)x vs Reference audience. 10%+ conversation composition deemed significant.

CONTENT APPROACH

BEYOND OUR BROADCAST AND DIGITAL MEDIA BUY, WE CONTINUE TO SHOWCASE A RANGE OF LIFESTYLE OPPORTUNITIES AND DEMONSTRATE HOW RV CAMPING IS ACCESSIBLE, FLEXIBLE, AND MORE IMPORTANTLY HOW EASY IT CAN BE TO GET STARTED.

WHO IS OUR AUDIENCE?

IN ORDER TO MAINTAIN AND GROW OUR AUDIENCES WE NEED TO PROVIDE EXCITING AND RELEVANT CONTENT TO MATCH THEIR CONSUMER JOURNEY



PROSPECT



NEWBIE



RV PRO

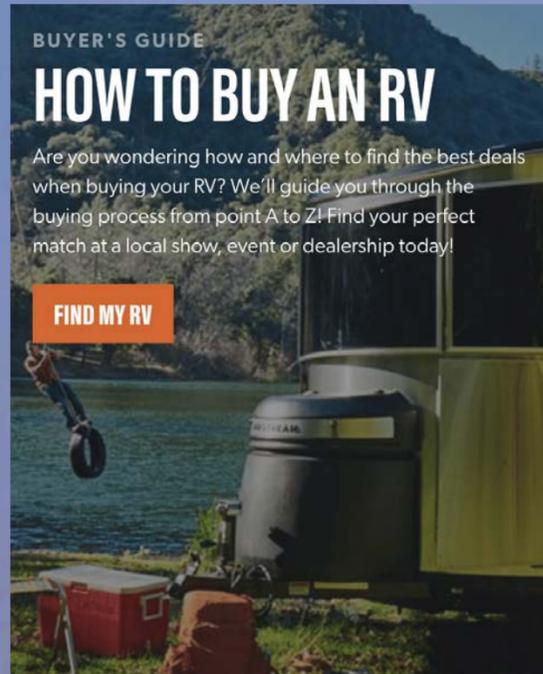
WEBSITE TRENDS / CONTENT PAGES

BUYER'S GUIDE

HOW TO BUY AN RV

Are you wondering how and where to find the best deals when buying your RV? We'll guide you through the buying process from point A to Z! Find your perfect match at a local show, event or dealership today!

[FIND MY RV](#)



TIPS & LIFESTYLE

RV STARTER TOOLKIT

Even experienced RVers were first-timers once. Here are their top tips for getting started and taking your first trip.



OPTIONS TO SUIT YOU

AFFORDABILITY GUIDE

From luxury coaches to small motorhomes to affordable trailers, there's an RV that fits your budget.

[LEARN MORE](#)

21%



EXPERT ADVICE, RV HOW TO

FIRST-TIMERS GUIDE TO WIFI AND RVING

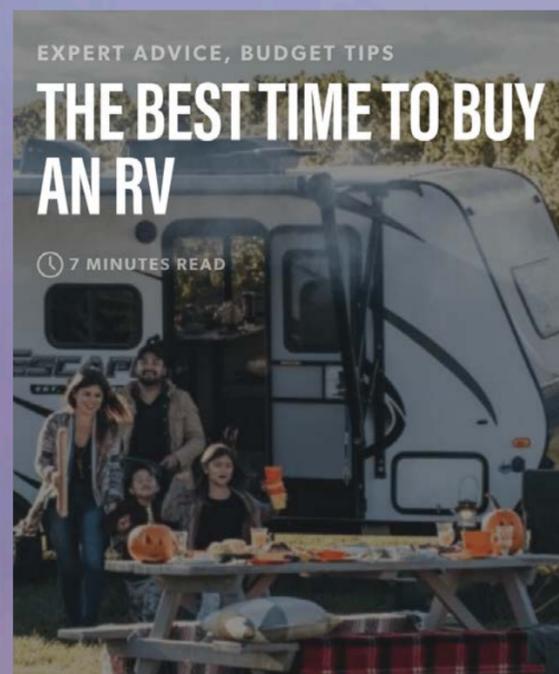
10 MINUTES READ



EXPERT ADVICE, BUDGET TIPS

THE BEST TIME TO BUY AN RV

7 MINUTES READ



TRAVEL TRAILERS

Travel trailers are designed to be towed behind your family car, SUV, minivan or pickup truck.

[COMPARE RVs](#)

11%



% INCREASE IN USER TRAFFIC

WEBSITE TRENDS / RV TYPES

8%



27%

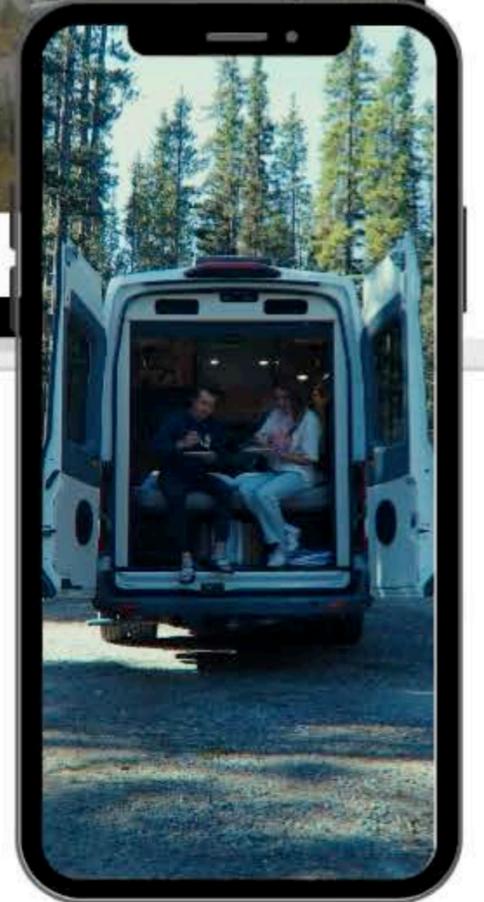
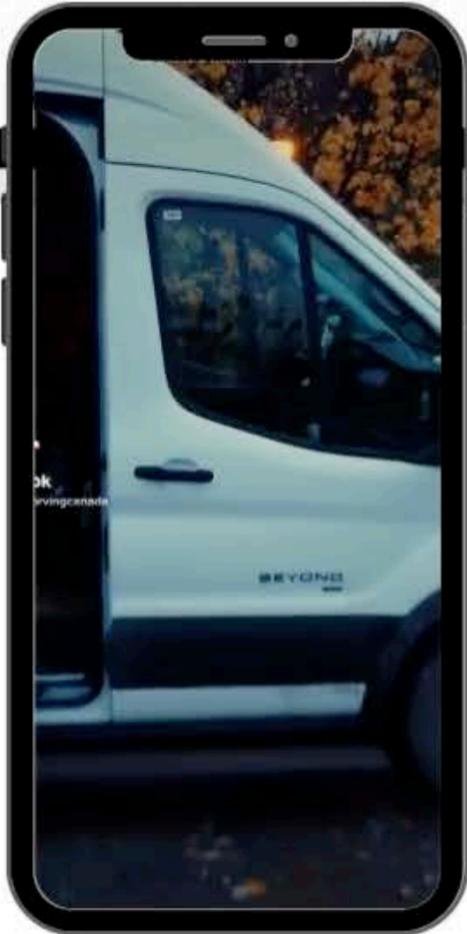
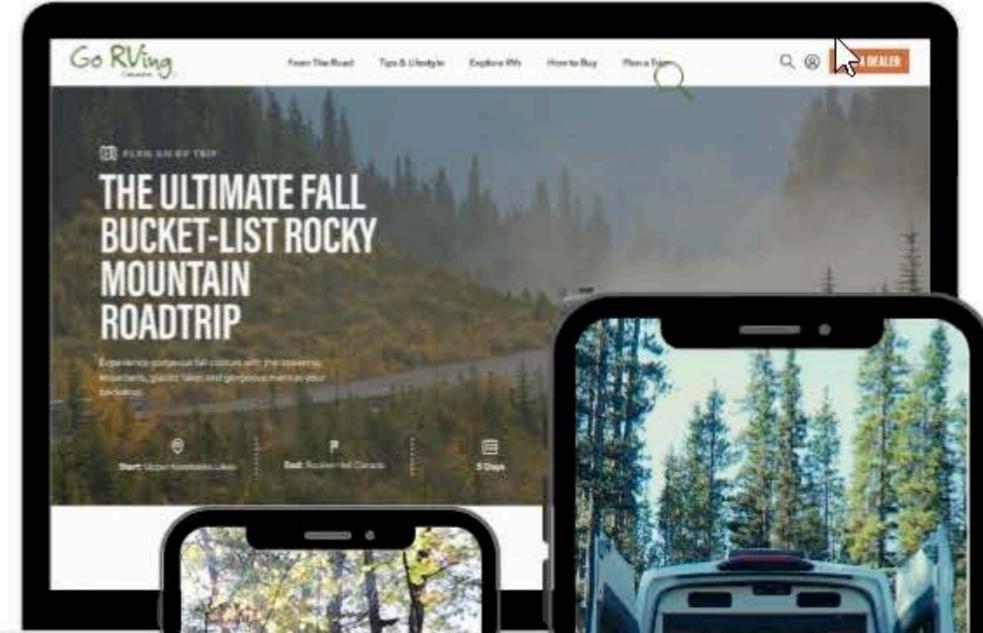
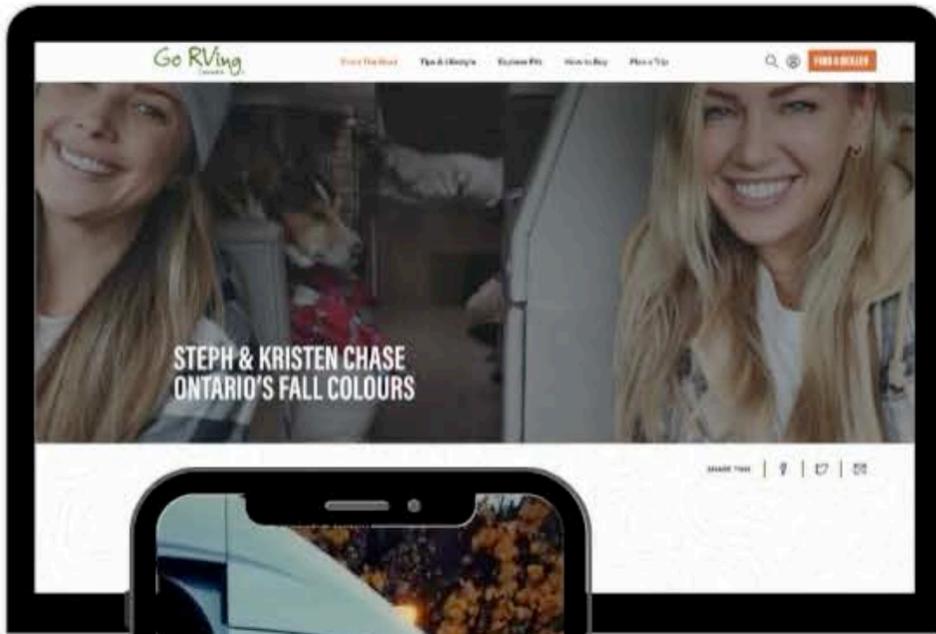


19%



% INCREASE IN PAID USER TRAFFIC

CONTENT TO HELP INSPIRE RV TRAVEL...



PARTNERSHIPS & ACTIVATIONS



CANADA WIDE ACTIVATIONS

The map displays the following activations across Canada:

- TOFINO:** CHL logo, VCBW logo.
- KELOWNA:** CHL logo, IMAX logo, Brewery THE BEAST logo.
- DRUMHELLER:** CHL logo, GIFT OF CANADA logo, DRUMHELLER logo.
- MANITOBA:** CHL logo, MANITOBA logo.
- NIAGARA:** CHL logo, NIAGARA logo, TACO FEST logo.
- QUEBEC:** CHL logo, LA PRESSE logo, QUEBEC logo.
- MERVELLES DU CANADA:** MERVELLES DU CANADA logo.
- P.E.I.:** CHL logo, P.E.I. logo, and a logo with a globe and leaves.

RECENT UPDATES

BRETT KISSEL



CONTEST IS LIVE WITH
2500+ PARTICIPANTS

BRYAN BAEUMLER



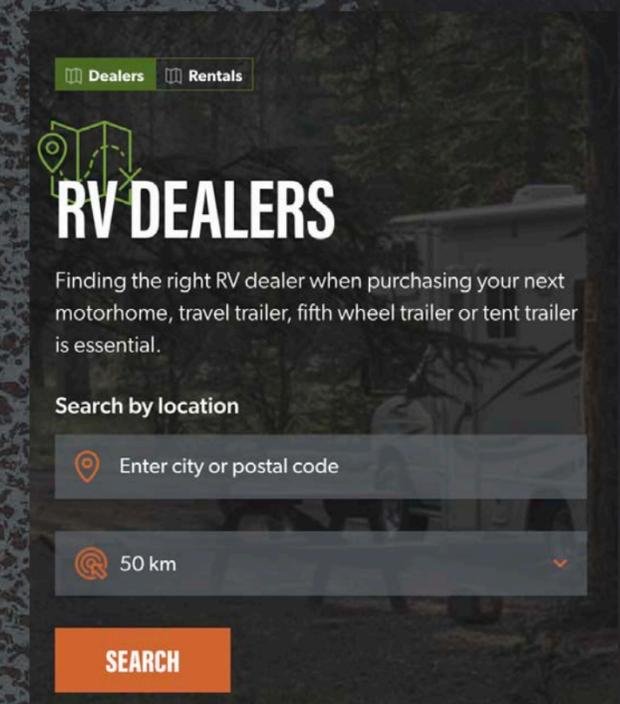
FILMING BEGINS LATE
JULY IN NEWFOUNDLAND

XM ACTIVATIONS



GO RVING CANADA
WILL BE AT 6 EVENTS
THIS YEAR

LISTING AUDIT



CANADA WIDE DEALER
AUDIT PERFORMED

CONTENT CREATORS... REACHING ALL KINDS OF PEOPLE...



CANADA WIDE CONTENT CREATORS





WILDHOOD AMBASSADOR PROGRAM

Go RVing
Canada

WELCOME TO WILDHOOD

Congratulations on becoming a #WildhoodAmbassador! As an ambassador for Go RVing Canada, you're helping redefine what it means to live a *wild* life. You are curious, you are an explorer, and you are moved by wanderlust. Your most powerful memories are the moments shared with loved ones, and you want to share how RVing with Go RVing Canada can help your communities live their #wildhood, too.

As an ambassador you unlock official, long-term partnership opportunities annually with Go RVing Canada. We trust your work as a content creator and your voice to help amplify our messages to Canadians.

WILDHOOD AMBASSADOR GUIDELINES

#WildhoodAmbassador #YouAreOutThere
#GoRVingCanada

These hashtags should be used in all posts relating to projects completed with Go RVing Canada. You are also welcome to add the #WildhoodAmbassador title to your social media bio's. @GoRVingCanada is to be tagged in all social posts and stories, and we will do the same with your handle on assets created by you that are posted to @GoRVingCanada accounts.

BRAND VOICE & TONE

INTIMATE
EXPLOSIVE
DYNAMIC
INSPIRING

WHAT WILDHOOD MEANS TO US

Wildhood is not just our National ad campaign, but a brand ethos. It's our identity. It represents our values and beliefs that drive us as a brand and community of passionate RVers. Wildhood to us means curiosity and adventure, finding joy in the discovery of something new. It means living in the moment and the freedom to explore, and creating real connections with others and with ourselves with the help of nature and the great outdoors.

WILDHOOD AMBASSADORS FOSTER A CULTURE OF STORYTELLING



BENEFIT TO DEALERS

**OUR WORK HELPS ELEVATE THE RV
LIFESTYLE AND DEALERS CAN BENEFIT
FROM THE PROGRAMS, INITIATIVES AND
RESOURCES WE CREATE.**

RV SHOW SUPPORT

- ✓ Interactive show evolution
- ✓ Showcase RV price points
- ✓ Videos of RV Tours
- ✓ Leverage RV Influencers
- ✓ Meet & Greet at the show
- ✓ Contest Giveaways



WIN A PRIZE PACK

1x
ROADIE®
24 HARD COOLER



2x
TRAILHEAD™
CAMP CHAIR



2x
RAMBLER®
887 ML TUMBLER



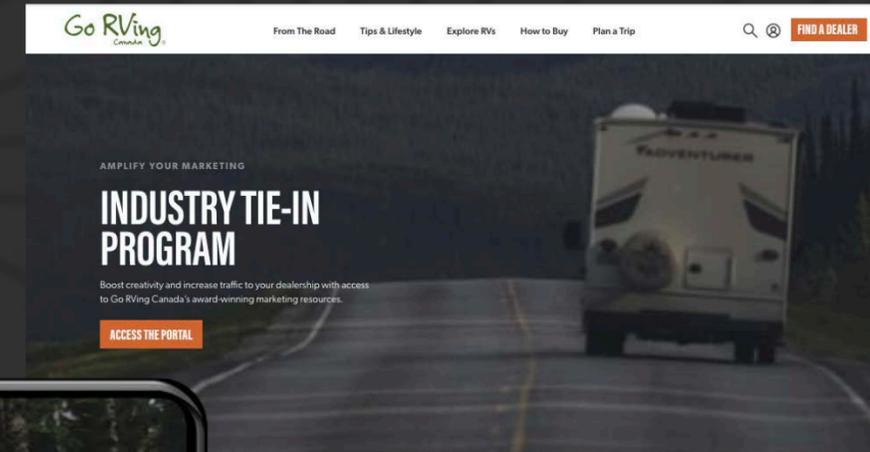
ENTER THE CONTEST AT THE SHOW

DEALER TIE-IN PROGRAM

- ✓ Video + Photo Assets Libraries
- ✓ WILDHOOD Promotional Materials
- ✓ Marketing Training Modules Added
- ✓ Dealer Support From Our Team

152
TIE-IN MEMBERS

26
PREMIERE TIE-IN MEMBERS



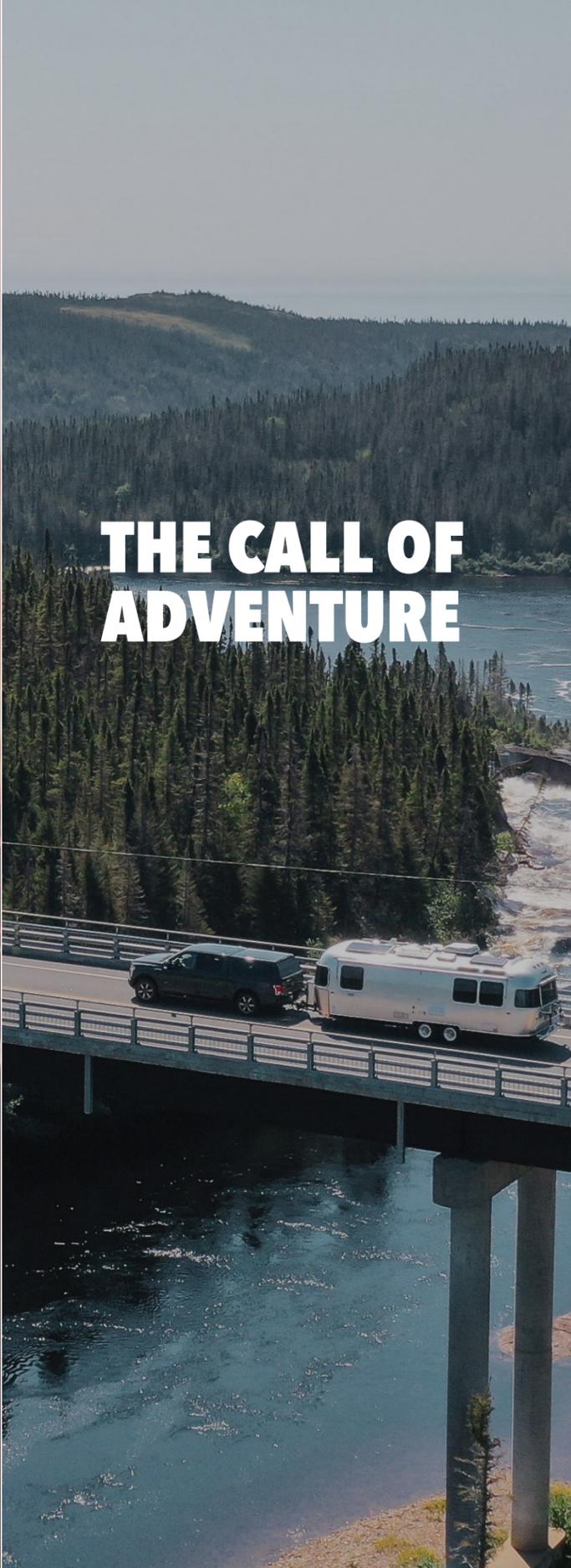


WE ARE

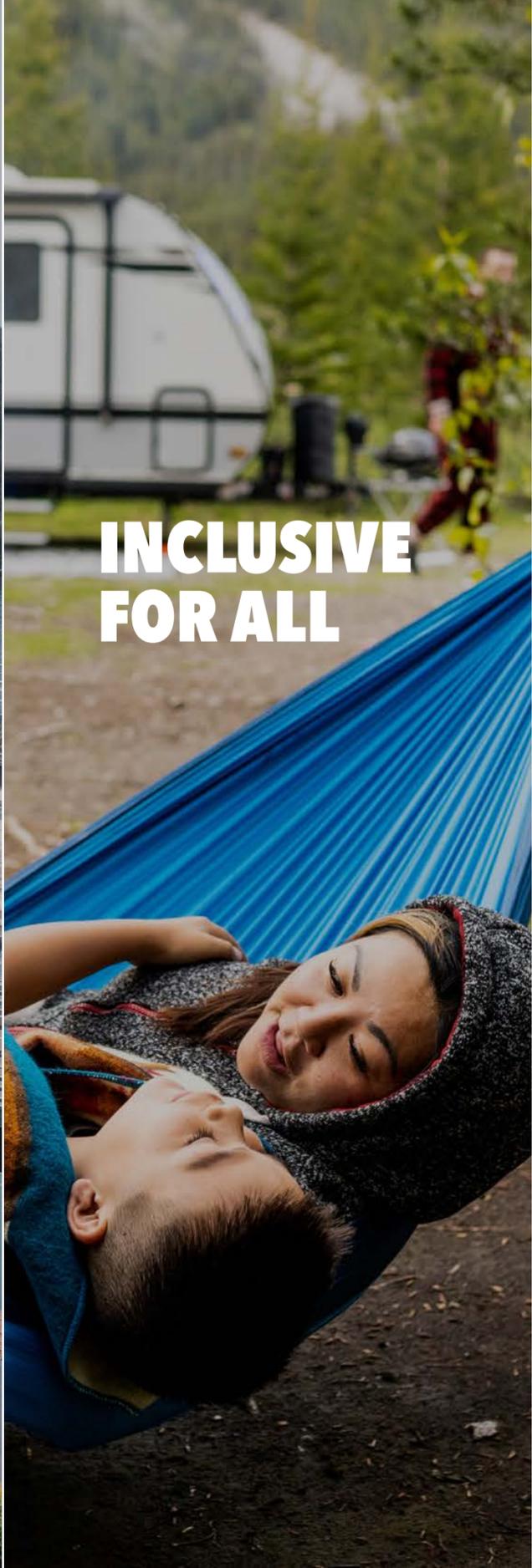
**A LIFESTYLE
BRAND**



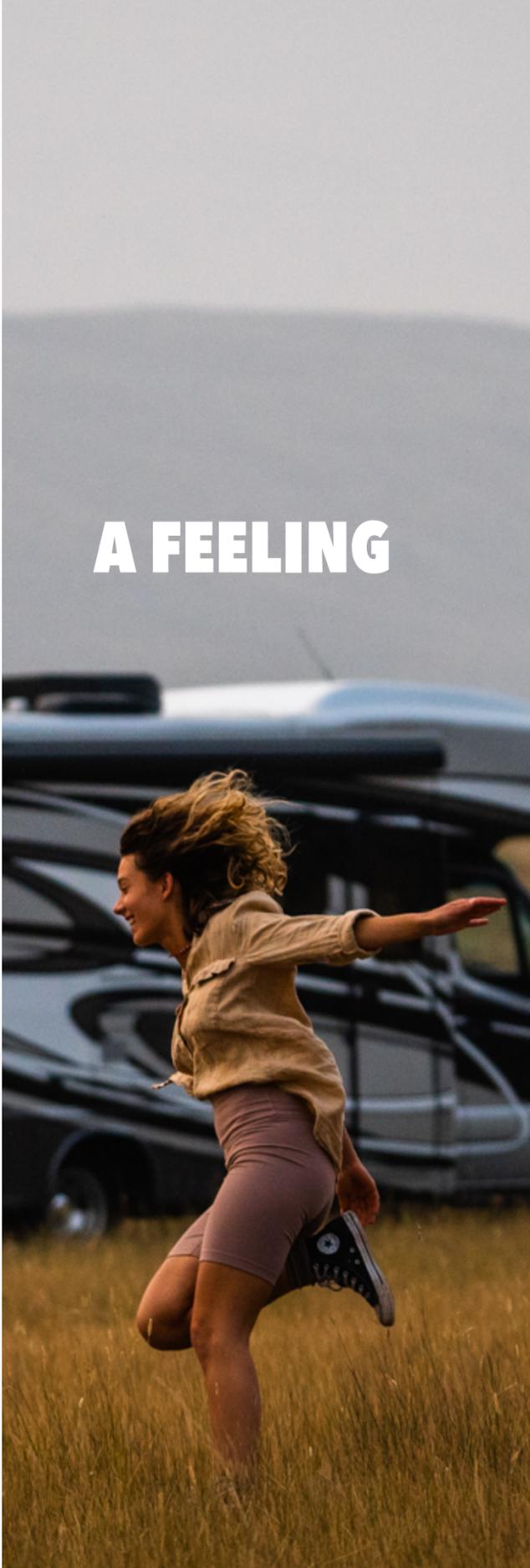
**INSPIRATION
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**THE CALL OF
ADVENTURE**



**INCLUSIVE
FOR ALL**



A FEELING

**PARTNERSHIP WITH
THE RV INDUSTRY IS
OUR STRENGTH**



An aerial photograph of a winding road through a rugged, layered landscape. The terrain is characterized by distinct horizontal rock strata in shades of brown, tan, and grey. Sparse, dry vegetation is scattered across the hillsides. A white motorhome is driving on the road, followed by a dark-colored car. The road curves from the bottom center towards the top right of the frame.

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THANK YOU