

# Paradise RV Sales & Service Invites Customers, Friends, Family, and the Greater Summerville/Dorchester County Chamber of Commerce to Ribbon Cutting Ceremony

Charleston, SC

Paradise RV Sales & Service, the sole locally-owned, customer-facing RV sales and service provider in Charleston invites customers, friends, family, and business who belong to the Greater Summerville/Dorchester County Chamber of Commerce to a celebration and ribbon-cutting ceremony.

Details: Friday, September 30th at 12 Noon

“Join us as we celebrate the merging of the Paradise RV team with the former ProTech service team as we become Paradise RV Sales & Service. We look forward to showing our fellow local businesses how much we love launching families on their next adventure,” says Nate Dunworth, owner of Paradise RV - Sales & Service. “Join us for food, fun giveaways, and a tour of the lot. Come hungry!”

## SAVE THE DATE!

RIBBON CUTTING: FRIDAY, SEPTEMBER 30TH AT 12:00 NOON



**PARADISE**  
RV SALES & SERVICE



### About Paradise RV Sales & Service

Paradise RV Sales & Service, a family-owned and operated North Charleston business, can be found at [www.charlestonparadise.com](http://www.charlestonparadise.com). Located at 7960 Dorchester Road, North Charleston, SC, 29418, Paradise RV has provided sales, training, and service for recreational vehicle owners for six years. Paradise RV maintains a reputation for superb customer service and friendly on-call staff ready to help with every detail. Paradise RV has Charleston's largest variety of Class A, B, C,

and towable options. To work with an expert team for planning and assistance, call 843-417-0491.



### Facts About The RV Industry

RV (Recreational Vehicles) Camping is a fast-growing vacation option as families look for opportunities to connect with nature and each other. Considered one of the safest and least expensive ways to vacation, RVs provide most of the familiar comforts of home and none of the familiar stress. **An RV vacation can be over 60% cheaper than a traditional vacation** at a hotel, bed and breakfast, or similar type of accommodation. (Source: [RVIA](#))

During the pandemic, RV vacations became even more popular because they provided relief for house-bound families while still creating healthy social-distancing. Families were eager to opt for an RV vacation instead of boarding crowded planes and staying in cramped hotels. Another huge bonus is the option to prepare and cook meals independently while on the move (no need to eat at crowded restaurants). According to the [US Travel Association](#), **68% of people feel much safer traveling by personal vehicle than taking a domestic flight.**

While RV travel became a way for many families to experience freedom and control during the age of COVID-19, Americans continue to purchase RVs to access the great outdoors. According to multiple surveys, desire to spend time with family and friends, interest in exploring the outdoors, and using an RV as a basecamp for other types of outdoor recreation are the top reasons people cite for buying an RV. To support their reconnection with nature, **there are about 18,000 campgrounds and parking facilities throughout the country**—both public and private—which support RV camping. (Source: [RVIA](#))



And while the motivations haven't changed much over the decades, the demographics of RV owners have started to shift. The [Go RVing RV Owner Demographic Profile](#), which is the most comprehensive study of RV ownership ever conducted, found that 22% of RV owners are under

the age of 35. Additionally, nearly a third of the respondents in the study (31%) were “first-time owners,” underscoring the growth of the industry in the past decade.



Diversity has also increased among new buyers. While 85% of current RV owners identify themselves as White, that number drops to 76% when looking at RVers who bought their first RV in the past two years. Of those who bought their first RV in the past two years, 13% identify as Black, an increase from 6% of owners who purchased their first RV 2-6 years ago and from only 2% who purchased their first RV 7 or more years ago. Similarly, Asian and Hispanic or Latino RV owners have increased to 5% and 6% respectively, for RVers who bought their first RV

in the past two years. The typical household income for RV owning households is about \$62,000. **These families spend an average of 3-4 weeks each year using their RV in some way.** (Source: [RVIA](#))

The RV and camping industry was already riding a steady uptrend before COVID hit. RV ownership has been steadily growing for decades with 62% more RV owners in 2021 than in 2001. **Over 11.2 million households now own an RV. A record 9.5 million people are planning to buy an RV in the next 5 years.**

*A record 9.5 million people are planning to buy an RV in the next 5 years.*

Even though families are no longer quite as home-bound, RV Camping is still on the rise. The [RV Industry Association](#) has reported breaking records in manufacturing, shipment, and sales of RVs each month since restarting after the shutdowns in May of 2020.

“Last year proved to be a banner year for the RV industry, with record-breaking shipment numbers and unending demand for RV products. And despite the headwinds presented by COVID and never-before-seen supply chain challenges, the outlook for RVing and outdoor recreation continues to be very favorable well into the future... And while our recent growth has been impressive to say the least, the truth is our industry

has been growing for the better part of 40 years. Today, one-in-five leisure travelers are considering purchasing an RV and four-in-ten leisure travelers are planning an RV trip in the next year.” – 2021 RV Industry Association Annual Report

And RV Camping is good for the economy: **In 2019, the RV industry had an overall economic impact to the US economy of \$114 billion**, supporting nearly 600,000 jobs, contributing more than \$32 billion in wages and paying over \$12 billion in federal, state, and local taxes. (Source: RVIA)

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