

Outdoorsy

RVWA Lunch & Learn with Outdoorsy

Hello! Here's what we'll cover

- Intro to Outdoorsy
- Our position in the RV industry
- How we can work together
- Q&A

INTRO TO OUTDOORSY



Hi, I'm Jen

A little bit about myself...

I'm the co-founder and CMO of Outdoorsy. I lead our incredible team to catalyze the connection between RV owners and travelers who want to experience the magic of outdoor travel.

In time, my travel bucket list has grown to rival the length of my resume. Over the course of my career, I've worked on three continents and traveled to over 40 countries. Next up? I plan to tackle all the U.S. National Parks.

Occasionally I'll spot a couple driving around in a cute airstream or campervan, which always reminds me of one of the reasons we started this company in the first place—to help people explore their own backyard. The road has a power to connect us all.



POWERING YOUR ADVENTURES

What is Outdoorsy

The new face of outdoor travel.

We're the most trusted, fastest growing and only global marketplace for RV rentals and outdoor experiences – with 200,000+ unique rentals in over 4,800 cities and 14 countries.

We're on a mission to make memorable outdoor experiences accessible to everyone.

Outdoorsy



Here's how it works.

1

Find the perfect RV

Search for RVs with the amenities you want near your destination.

2

Book your RV

Send the RV owner a booking request for your selected dates.

3

Pick-up or have it delivered

Arrange a pick up time with the owner or have it delivered to your campsite.

4

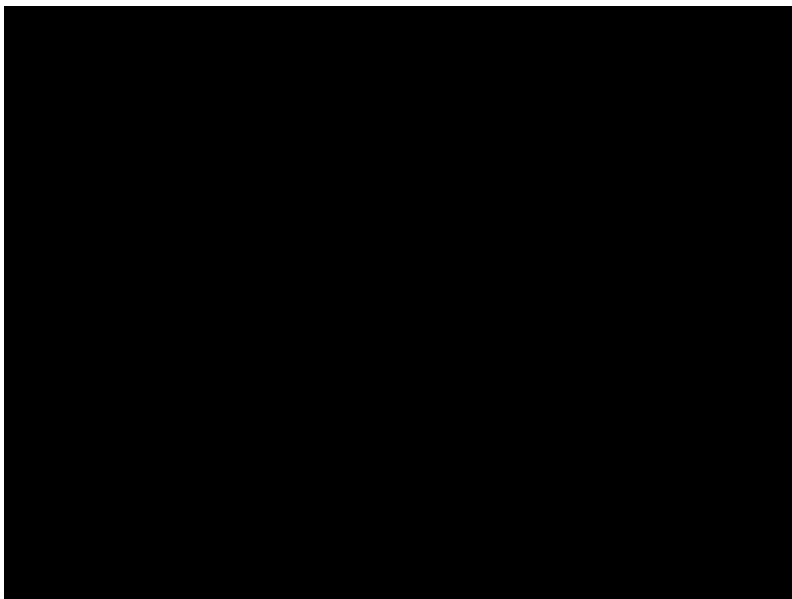
Hit the road!

Enjoy the freedom of the open road and the assurance of 24/7 roadside assistance.

5

Return

After your great adventure, return the RV to its owner in the same condition you received it.



AT OUTDOORSY WE'RE...

The fastest growing.

3.2M+ booked travel days and nearly \$1B in transactions since our start in 2015

There for you.

Our marketplace is unique, customized and user-friendly. We also have the most extensive customer service network.

Global marketplace.

With rentals in 4,800+ cities & 14 countries, we're ready to power adventures across the globe.

Friendly faces.

We have access to and partnerships with a comprehensive network of RV parks and campgrounds.





AT OUTDOORSY WE'RE NOT...

Discouraging RV ownership.

It's the opposite! RV owners often look to us as a source of new revenue to help with paying off their RVs or even expanding their fleets even further. We also work with our owners to help them grow their business with the purchase of new vehicles.

Unfriendly and unwilling to work together.

Some of the renters actually use Outdoorsy to try out #vanlife before they take the plunge to purchase their own rig. We've heard a lot of stories about our renters becoming RV owners and using the platform as a way to "try before they buy."



2020 - THE YEAR OF RV

Increase in demand

From March 2020 to July 2020, bookings grew by more than 4,500%

About our first -time renters

Average age: 44
Gen X: 33.5%
Millennials: 30.5%
Baby Boomers: 19.78%

Growing interests

Traffic to Outdoorsy.com saw 93% YOY growth in the summer months.

Longer trips

Starting in June 2020, we saw our renters booking longer trips, with an average lasting 8+ days.

2020 Trends



First timers

Nearly 90% of Outdoorsy renters in 2020 were first timers. To make things easy for renters, 60% of Outdoorsy owners offer delivery.

Outdoorsy



Ultimate side hustle

Highest grossing owner with 1 vehicle made \$42K USD in 2020. The highest grossing owner on the platform made \$2.4M last year. Lots of potential for extra income.



Fun and affordable

Renters were spending more time on the road in 2020. Rentals also increased in value to match the popularity but still remains an affordable vacation option. Win-win!

2021 Predictions



Vanlife sees no age

Life on the road will continue to be popular with everyone from millennials to baby boomers. In 2020, we saw over 100% YOY growth from all generations.



Campgrounds will be HOT

Due to a new and increasing demand for outdoor travel and activities, campgrounds will be booked earlier in 2021.



First time for everything

There will be more first time RVers practicing “revenge travel” and heading outdoors in 2021. Hello new wave of campers!

How can we work together?

Here are some thought starters...

- Think of us as a low barrier entry point and gateway to introducing the art of RVing to a wider audience. Let us be that bridge between RVers and the industry.
- If you have any potential buyers that are on the fence about their decision, why not encourage them to try out #vanlife by booking a similar rig on Outdoorsy.com?
- We can form partnerships that help you engage with our RV owner community and host events that help serve as an educational resource for Outdoorsy RV owners who are looking to expand their fleet.

"We're all in this for the better. We send millions of our customers to dealerships to buy RVs, so there's no bigger fan of the dealers than Outdoorsy. The relationship between the consumer and the RV has always been one of ownership, but the consumer has changed. The consumer now sees the automobile as one of service, so we want to create a supportive ecosystem and partnership with dealers. Dealers benefit from Outdoorsy as many of our listers go back and buy multiple units from their dealerships. So, Outdoorsy is a new channel for Dealers to sell more rigs. We also usher in a whole new demographic of younger buyers who 'try before they buy' and this too, is yet another channel for dealers."

—Jeff Cavins, Outdoorsy CEO

Q&A



THANK YOU!

